

**To: The Chairman and Members of the
Community and Environment Board
(Councillors May, L Dirveiks, Fox, Freer,
Gordon, Lewis, M Moss, Payne, Phillips,
Pickard, Sherratt, Smitten, Y Stanley, and
Wykes).**

For the information of other Members of the Council

For general enquiries please contact Jenny Price, Democratic Services Officer, on 01827 719450 or via e-mail jennyprice@northwarks.gov.uk.

For enquiries about specific reports please contact the officer named in the reports.

The agenda and reports are available in large print and electronic accessible formats if requested.

COMMUNITY AND ENVIRONMENT BOARD AGENDA

21 June 2010

The Community and Environment Board will meet in The Chamber, The Council House, South Street, Atherstone, Warwickshire on Monday 21 June 2010, at 6.30pm.

AGENDA

- 1 Evacuation Procedure.**
- 2 Apologies for Absence / Members away on official Council business.**
- 3 Declarations of Personal or Prejudicial Interests** (Any personal interests arising from the membership of Warwickshire County Council of Councillors Fox and May and the various Town/Parish Councils of Councillors Fox (Shustoke), Freer (Atherstone), Lewis (Kingsbury), M Moss (Kingsbury), Phillips (Kingsbury), Y Stanley (Polesworth) Sherratt (Coleshill) and Smitten (Polesworth) are deemed to be declared at this meeting).

- 4 **Request for discussion of En Bloc items.**
- 5 **Minutes of the Meeting of the Board held on 8 March 2010** - copy herewith, to be approved as a correct record and signed by the Chairman.

PART A – ITEMS FOR DISCUSSION AND DECISION

- 6 **Budgetary Control Report 2010/11 – Period Ending 31 May 2010** – Report of the Assistant Director (Finance and Human Resources)

Summary

The report covers revenue expenditure and income for the period from 1 April 2010 to 31 May 2010. The 2010/11 budget and the actual position for the period, compared with the estimate at that date, are given, together with an estimate of the out-turn position for services reporting to this Board.

The Contact Officer for this report is Nigel Lane (719371)

- 7 **Review of Cesspool Emptying Charges** – Report of the Assistant Director (Streetscape)

Summary

This report seeks to introduce an administration charge for cesspool emptying customers who have unscheduled emptying.

The Contact Officer for this report is Bernard Woodhall (4376).

- 8 **Funding Agreement with WRCC** – Report of the Director of Community and Environment

Summary

The Borough Council has provided funding to the Warwickshire Rural Community Council (WRCC) for a number of years for particular project related work.

There has been no associated Service Level Agreement in recent years that enables effective monitoring and reporting of outcomes of the work that has been supported by the Council's funding. This report proposes that an interim Service Level Agreement is negotiated.

The Contact Officers for this report are Jaki Douglas (719492) and Ann McLauchlan (719202).

- 9 **Play Area Development Programme – Evaluation of Phase One** – Report of the Assistant Director (Leisure and Community Development)

Summary

This report informs the Board of the background to phase one of the Play Area Development Programme, the purpose of the evaluation, a summary of its findings and the lessons learnt.

The Contact Officer for this report is Alethea Wilson (719212).

- 10 **Draft North Warwickshire Playing Pitch Strategy** – Report of the Assistant Director (Leisure and Community Development)

Summary

Consultants have been commissioned to carry out an Outdoor Sports Assessment and to prepare a Playing Pitch Strategy for North Warwickshire. This report summarises the findings of the Assessment and sets out the objectives of the Strategy.

The Contact Officer for this report is Alethea Wilson (719212)

- 11 **Parks, Open Spaces and Horticultural Service Performance and Grounds Maintenance Service Review** – Report of the Assistant Director (Leisure and Community Development)

Summary

This report updates the Board with regard to the annual benchmarking exercise for parks, open spaces and horticultural services and advises on progress of the Grounds Maintenance Service Review.

The Contact Officer for this report is Alethea Wilson (719212)

- 12 **Progress Report on Achievement of Corporate Plan and Performance Indicator Targets April 2009 – March 2010** – Report of the Chief Executive and Director of Resources.

Summary

This report informs Members of the progress with the achievement of the Corporate Plan and Performance Indicator targets relevant to the Community and Environment Board for April 2009 to March 2010.

The Contact Officer for this report is Robert Beggs (719238).

- 13 **Atherstone Leisure Complex Lifetimes Fitness Suite Development** – Report of the Assistant Director (Leisure and Community Development)

Summary

This report informs the Board of action taken by the Chief Executive, in consultation with the Chairman and Vice-chairman, in respect of the procurement of replacement fitness equipment at Atherstone Leisure Complex.

The Contact Officer for this report is Peter Wheaton (719257).

PART B – ITEMS FOR EN BLOC DECISIONS (YELLOW PAPERS)

- 14 **North Warwickshire Green Space Strategy** – Report of the Assistant Director (Leisure and Community Development)

Summary

This report provides an update on the revised role of the Environment Group following the restructure of the Community Partnership and how this new role will direct partnership working in order to help meet the aims and objectives of the North Warwickshire Green Space Strategy.

The Contact Officers for this report are Alethea Wilson (719212) and Zoe Davies (719258).

- 15 **Free Swimming Programme Update** – Report of the Assistant Director (Leisure and Community Development)

Summary

This report updates the Board on year one of the Borough Council's involvement in the Government's two-year Free Swimming Programme, which commenced at Atherstone Swimming Pool on 1 April 2009.

The Contact Officer for this report is Peter Wheaton (719257)

PART C – EXEMPT INFORMATION (GOLD PAPERS)

16 Exclusion of the Public and Press

Recommendation:

That under Section 100A(4) of the Local Government Act 1972, the public and press be excluded from the meeting for the following items of business, on the grounds that they involve the likely disclosure of exempt information as defined by Schedule 12A to the Act.

17 Recycling – Report of the Assistant Director (Streetscape)

The Contact Officer for this report is Richard Dobbs (719444)

18 Atherstone Leisure Complex Crèche – Report of the Assistant Director (Leisure and Community Development)

The Contact Officer for this report is Peter Wheaton (719212)

JERRY HUTCHINSON
Chief Executive

NORTH WARWICKSHIRE BOROUGH COUNCIL

MINUTES OF THE COMMUNITY AND ENVIRONMENT BOARD

8 March 2010

Present: Councillor May in the Chair

Councillors L Dirveiks, Fox, Freer, Gordon, Lewis, M Moss, Payne, Phillips, Pickard, Sherratt, Y Stanley and Wykes.

36 **Declarations of Personal or Prejudicial Interests**

Any personal interests arising from the membership of Warwickshire County Council of Councillors Fox and May and membership of the various Town/Parish Councils of Councillors Fox (Shustoke), Freer (Atherstone), Lewis (Kingsbury), M Moss (Kingsbury), Phillips (Kingsbury) and Sherratt (Coleshill) were deemed to be declared at the meeting.

Councillors Lewis and Phillips declared an interest in Minute No.38 (Financial Assistance to Outside Organisations) by reason of being associated with WCAVA.

37 **Minutes**

The minutes of the meeting held on 25 January 2010, copies having been previously circulated were approved as a correct record and signed by the Chairman.

38 **Financial Assistance to Outside Organisations**

The Assistant Director (Leisure and Community Development) outlined two requests for assistance through the provision of an annual grant, one of which was from WCAVA, which is now supported through a three-year countywide arrangement. Additionally, the Board was requested to note the support currently being provided to Warwickshire Rural Community Council and to further consider the Authority's future working relationship with this organisation.

Resolved:

- a **That the draft Service Level Agreement for further negotiation with NW CAB and the two awards for Annual Grants to Voluntary Organisations be approved and administered as indicated in the report of the Assistant Director (Leisure and Community Development);**

- b That subject to the prior agreement of the Chairman and Vice-Chairman of the Board, the second instalment payments be made;**
- c That Members note that, in line with the Third Sector Strategy timetable, Volunteer and Third Sector Support Services (VATS Services) in Warwickshire are now jointly monitored through a single tendered three-year (April 2010 to March 2013) agreement, which includes an option to extend for a further period, up to a maximum of three years, and that this agreement is currently held with WCAVA;**
- d That the methods for monitoring the VATS Service, as identified in paragraph 4.3 of the report of the Assistant Director (Leisure and Community Development), be noted;**
- e That the progress in respect of the review of the services provided by WRCC through funding received from the Borough Council, be noted; and**
- f That a decision on the preferred option for the future development of this relationship be deferred and a further report be brought to the next meeting of the Board.**

39 Allotments Development Programme

The Assistant Director (Leisure and Community Development) reported on the progress in respect of the implementation of the Allotments Development Programme and sought the Board's approval for a revision of the Allotments Policy Statement, originally approved in 2009, and highlighted further work to be undertaken in respect of the leasing and protection of allotment sites.

Resolved:

- a That progress in respect of the Allotments Development Programme, as set out in the report of the Assistant Director (Leisure and Community Development) and detailed in Appendix A, be noted and approved;**
- b That the revised Allotments Policy Statement set out at Appendix B of the report of the Assistant Director (Leisure and Community Development), be approved; and**
- c That the proposal to carry out further work in respect of the leasing and protection of allotment sites, as set out in paragraph 9.1 of the report of the Assistant Director (Leisure and Community Development), be approved and that a further report on this matter be presented to an early future meeting of the Board.**

40 **North Warwickshire Green Space Strategy Action and Funding Plan**

The Board was updated on progress in respect of the implementation of Year 2 (2009/10) of the North Warwickshire Green Space Strategy Action and Funding Plan and Members were informed of the work proposed to be undertaken in Year 3 (2010/11).

Resolved:

- a **That progress in respect of the implementation of the North Warwickshire Green Space Strategy Action and Funding Plan be noted;**
- b **That discussions are held with the Community Partnership's Environment Theme Group regarding the possibility of it taking a more active role in advancing the objectives of the Green Space Strategy and that the outcome of these discussions are reported to a future meeting of the Board; and**
- c **That the activities proposed for the future development within the North Warwickshire Green Space Strategy Action and Funding Plan, be approved.**

41 **Streetscape Value for Money Reviews**

The Assistant Director (Streetscape) outlined the reviews undertaken of its Amenity Cleansing and Refuse Collection functions, as part of the Council's policy of reviewing its key services to assess the degree to which they provide Value for Money to Council Tax payers and to establish which areas of its services are costly or efficient.

Members were asked to draw their own conclusions and to recommend further action as appropriate.

Resolved:

- a **That the content of the reports and supporting information, be noted; and**
- b **That a further report on waste minimisation be brought to a future meeting of this Board.**

42 **Progress Report on Achievement of Corporate Plan and Performance Indicator Targets April 2009 – January 2010**

The Board was informed of the actual performance and achievement against the Corporate Plan and Performance Indicator targets relevant to the Board for the period April 2009 to January 2010.

Resolved:

That the report be noted.

43 Tree Management

The Board was informed of the Authority's approach in respect of tree management, as set out in the Briefing Note attached at Appendix A to the report of the Assistant Director (Leisure and Community Development).

Resolved:

That the contents of the Tree Management Briefing Note, as set out in Appendix A of the report of the Assistant Director (Leisure and Community Development), be approved and noted.

44 North Warwickshire Play Strategy and Play Partnership

Members were updated on the progress being made in the delivery of the North Warwickshire Play Strategy.

Resolved:

That the progress of the North Warwickshire Play Partnership in its delivery of relevant actions identified in the Borough-wide Play Strategy, be noted.

45 Play Area Development Programme

The Board was informed on progress in respect of the implementation of the Council's Play Area Development Programme.

Resolved:

That the progress in respect of the Play Area Development Programme be noted and approved.

46 Minutes of the Environment Portfolio Group held on 14 January 2010

Minutes of the Environment Portfolio Group held on 14 January 2010 were received and noted.

M.MAY
Chairman

Agenda Item No 6

Community and Environment Board

21 June 2010

Report of the Assistant Director (Finance and Human Resources)

Budgetary Control Report 2010/11 Period Ended 31 May 2010

1 Summary

- 1.1 The report covers revenue expenditure and income for the period from 1 April 2010 to 31 May 2010. The 2010/11 budget and the actual position for the period, compared with the estimate at that date, are given, together with an estimate of the out-turn position for services reporting to this Board.

Recommendation to the Board

That the report be noted and that the Board requests any further information it feels would assist it in monitoring the budgets under the Board's control.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 Both Councillors' Bowden and Butcher have been consulted regarding this report. Any comments received will be reported verbally to the Board.

3 Report

3.1 Introduction

- 3.2 Under the Best Value Accounting Code of Practice (BVACOP), services should be charged with the total cost of providing the service, which not only includes costs and income directly incurred, but also support costs relating to such areas as finance, office accommodation, telephone costs and IT services. The figures contained within this report are calculated on this basis.

4 Overall Position

- 4.1 The actual expenditure for budgets reporting to this Board as at 31 May 2010 is £838,773 compared with a profiled budgetary position of £864,121; an under spend of £25,348 for the period. Appendix A to this report provides details of the profiled and actual position for each service reporting to this Board, together with the variance for the period.
- ...
- 4.2 The position of the DSO budgets within the control of this Board (Refuse Collection, Amenity Cleaning, Rapid Response and Grounds Maintenance) is included in the

client budgets, detailed in this report. However, Appendix B shows the DSO accounts in detail.

4.3 Where possible, the year-to-date budget figures have been calculated with some allowance for seasonal variations, in order to give a better comparison with actual figures. Reasons for the variations are given, where appropriate, in more detail overleaf:

4.4 Domestic Refuse

There is an underspend on payments made to the Refuse DSO. This is explained in section 5.2.

4.5 Trade Refuse Collection

Trade waste income is currently £8,773 under profiled budget. This is mainly due to the current economic downturn reducing the number of customers and a lower frequency of collections. This is partially offset by a reduction of £3,444 in collection costs relating to the DSO.

4.6 Cesspool Emptying

Transport maintenance costs are currently £1,901 under budget due to lower than expected maintenance costs. There is also additional income of £1,257 compared with the profile to date.

4.7 Amenity Cleaning

The equipment, asbestos removal and skip hire budgets are currently £2,067 under spent due to lower than expected costs at this stage. In addition the recharge from the Amenity Cleaning DSO is currently £5,253 lower than expected. This is further explained in section 5.3.

4.8 Parks & Playing Fields & Open Spaces

The grounds maintenance DSO recharge to this budget is currently £7,469 under profile. This is further explained in section 5.5.

5 Direct Service Organisation (DSO) budgets

5.1 Details of the Refuse Collection, Amenity Cleaning, Rapid Response and Grounds Maintenance budgets are attached at Appendix B.

5.2 The Refuse Collection budget is showing an under spend on transport costs due to lower vehicle maintenance to date.

5.3 The Amenity Cleaning budget shows an under spend within employee costs due to vacancies, which are partially covered by agency staff. This budget is subject to a certain amount of seasonality so this situation may change as the year progresses but will be closely monitored.

5.4 The Grounds Maintenance budget shows an under spend of £3,419 within employee costs due to vacancies, which are partially covered by agency staff. There is also a reduction in transport maintenance and fuel costs to date.

5.5 DSO income within Rapid Response is currently under profile. This budget is subject to a certain amount of seasonality so this situation may change as the year progresses but will be closely monitored

6 Performance Indicators

6.1 In addition to the financial information provided to this Board, when the budgets were set in February, some performance indicators were included as a means of putting into context the financial position. These are shown at Appendix C.

6.2 The Pitches and Pavilion cost per pitch is slightly lower than the current profile. However as the income from the teams has yet to be invoiced, there is no indication as to how well the service is performing in terms of cash generated.

6.3 The costs per visit at the Leisure centres appear on target or in the case of Arley and Atherstone performing better than the current profile. Although there is a steady stream of income, some of the associated costs of the centres are yet to take place. Visits at the sites are also higher than that of the profiles, however this appears to be in relation to DD members for which there is no additional cash received other than the monthly subscription. This will be closely monitored throughout the year.

7 Risks to the Budget

7.1 A number of key risks to the budgetary position of the Council from services under the control of this Board were identified when the budget was set in February. These are summarised below.

- Reduction or cessation of grants expected.
- Sustained economic downturn leading to reduced membership and usage at facilities reduced demand for cesspool emptying and trade refuse services.
- Maintenance issues on unadopted roads for which there is minimal budget provision.
- Dealing with Contaminated Land issues.

8 Estimated Out-turn

8.1 Members have requested that Budgetary Control Reports provide details on the likely out-turn position for each of the services reporting to this Board. It is anticipated that the outturn for this Board will be the same at the Approved Budget.

8.2 The figures provided above are based on information available at this time of the year and are the best available estimates for this Board, and may change as the financial year progresses. Members will be updated in future reports of any changes to the forecast out turn.

9 Report Implications

9.1 Financial and Value for Money Implications

9.1.1 The Council's budgeted contribution to General Fund balances for the 2010/2011 financial year is £17,310. Income and Expenditure will continue to be closely managed and any issues that arise will be reported to this Board for comment.

9.2 Environment and Sustainability Implications

9.2.1 The Council has to ensure that it adopts and implements robust and comprehensive budgetary monitoring and control to ensure not only the availability of services within the current financial year, but in future years.

The Contact Officer for this report is Nigel Lane (719371).

**North Warwickshire Borough Council
Community & Environment Board
Budgetary Control Report 2010/11 as at 31 May 2010**

Description	Approved Budget 2010/11	Profiled Budget 2010/11	Actual May 2010	Variance	Comments
Pitches and Pavilion	102,410	21,309	20,618	(691)	
Polesworth Sports Ce	174,600	27,315	29,965	2,650	
Polesworth Hi Tech	(30,130)	(4,462)	(6,911)	(2,449)	
Arley Sports Centre	213,500	43,616	43,311	(305)	
Coleshill Sports Cen	287,930	66,808	68,476	1,668	
Coleshill Hi Tech	(77,970)	(10,576)	(13,283)	(2,707)	
Atherstone Sports C	653,430	122,726	122,738	12	
Atherstone Hi Tec	(144,710)	(24,679)	(26,531)	(1,852)	
Memorial Hall	124,470	26,856	26,637	(219)	
Memorial Hall - Bar	1,020	519	453	(66)	
Public Health	454,940	62,360	63,688	1,328	
Domestic Refuse Coll	1,026,200	154,385	149,266	(5,119)	see paragraph 4.4
Trade Refuse Collect	(15,250)	(59,834)	(55,512)	4,323	see paragraph 4.5
Cesspool Emptying	(4,510)	(4,940)	(8,465)	(3,525)	see paragraph 4.6
Recycling	434,790	78,759	78,712	(47)	
Animal Control	83,170	11,453	12,022	569	
Abandoned Vehicles	10,260	1,663	1,620	(43)	
Amenity Cleaning	735,620	92,750	84,857	(7,893)	see paragraph 4.7
Unadopted Roads	13,850	1,169	1,442	273	
Drain Unblocking	57,470	8,258	9,160	902	
Street Furniture	23,310	2,237	2,218	(19)	
Atherstone Market	10,380	4,402	4,390	(11)	
Parks Playing Fields	445,670	75,986	68,517	(7,469)	see paragraph 4.8
Play Areas	206,940	24,376	26,082	1,706	
Public Hlth Burials	2,930	477	477	0	
Sustainable Communit	2,790	0	0	0	
Consultation	46,150	4,885	4,885	0	
Corporate Policy	66,340	10,833	9,253	(1,580)	
ED General	58,370	8,836	7,536	(1,300)	
Vital Villages	0	0	0	0	
Landscape	10,690	322	322	0	
Marketing & Mkt Res	16,470	2,693	2,553	(141)	
Support to Vol Org	155,730	25,706	24,087	(1,619)	
Young People and Int	77,150	12,688	13,147	459	
Environment	60,780	9,908	9,988	80	
Social Incl & Art	34,900	7,310	7,323	13	
Social Incl & Sport	68,410	12,629	13,182	553	
Health Improvement	55,040	13,329	12,293	(1,035)	
Safer Communities	90,910	15,143	14,501	(642)	
Activities 4 U	3,010	1,647	1,885	238	
Allotments Improveme	30,890	3,498	2,566	(931)	
Smoke Free Org Grant	50	8	8	0	
Community Award Scheme	5,000	833	1,010	177	
G Maint Coleshill TC	0	5,826	5,530	(297)	
More Time 2 Play Lig	950	158	152	(6)	
SuppClub DevOff Prog	6,050	4,935	4,604	(331)	
TOTAL COMMUNITY & ENV BOARD	5,580,000	864,121	838,773	(25,348)	

**North Warwickshire Borough Council
Community & Environment Board - DSO Budgets
Budgetary Control Report 2010/11 as at 31 May 2010**

	Orig Budget 2010/11	Profiled Budget May	Actual May	Variance
Refuse DSO				
Employees	55,430	8,538	8,555	17
Supplies & Services	1,100	967	726	(241)
Transport	9,410	1,518	(5,958)	(7,476)
Central Support	13,790	2,298	2,206	(92)
Miscellaneous	0	0	261	261
Capital	1,770	295	295	0
Income	(81,500)	(14,106)	(13,339)	767
Surplus (-) / Deficit	0	(489)	(7,253)	(6,764)
Amenity Cleaning DSO				
Employees	282,900	45,339	41,598	(3,741)
Supplies & Services	58,520	10,051	8,120	(1,931)
Transport	45,170	6,820	7,311	491
Central Support	56,260	9,377	9,305	(72)
Capital	24,560	4,093	4,093	
Income	(467,410)	(73,033)	(71,822)	1,211
Surplus (-) / Deficit	0	2,648	(1,394)	(4,042)
Grounds Maintenance General				
Employees	302,610	46,827	43,408	(3,419)
Supplies & Services	23,230	3,867	4,748	881
Transport	68,800	14,545	9,398	(5,147)
Central Support	62,340	10,390	10,325	(65)
Miscellaneous	180	30	125	95
Capital	27,210	4,535	4,535	0
Income	(484,370)	(73,139)	(69,212)	3,927
Surplus (-) / Deficit	0	7,055	3,327	(3,728)
Rapid Response				
Employees	55,430	8,538	7,848	(690)
Supplies & Services	1,100	177	16	(161)
Transport	9,410	1,518	1,171	(347)
Central Support	13,790	2,298	2,286	(12)
Miscellaneous	0	0	0	0
Capital	1,770	295	295	0
Income	(81,500)	(14,106)	(11,601)	2,505
Surplus (-) / Deficit	0	(1,279)	16	1,295

Key Performance Indicators for Budgets Reporting to the Community and Environment Board

Performance as at 31 May 2010

	Budgeted Performance	Profiled Budgeted Performance	Actual Performance to Date
Pitches and Pavilions			
Number of Pitches	20	20	20
Number of Teams	31	31	31
Number of Hirers	26	26	26
Income per team	£394.52	£0.00	£0.00
Costs per pitch	£5,120.50	£1,065.45	£1,030.85
Polesworth Sports Centre			
Cost Per Visit	£4.60	£5.10	£5.74
Income Per Visit	£2.50	£2.42	£3.00
Subsidy Per Visit	£2.10	£2.68	£2.73
Arley Sports Centre			
Cost Per Visit	£6.78	£7.06	£5.14
Income Per Visit	£2.02	£2.02	£1.64
Subsidy Per Visit	£4.76	£5.04	£3.50
Coleshill Leisure Centre			
Cost Per Visit	£4.27	£5.15	£4.88
Income Per Visit	£2.50	£2.46	£2.84
Subsidy Per Visit	£1.77	£2.69	£2.04
Atherstone Leisure Complex			
Budgeted Cost Per Visit	£4.78	£4.41	£3.80
Budgeted Income Per Visit	£2.31	£3.38	£3.18
Budgeted Subsidy Per Visit	£2.47	£1.03	£0.62
Memorial Hall			
Budgeted Cost Per Visit	£3.69	£3.78	£3.14
Budgeted Income Per Visit	£1.10	£1.10	£0.85
Budgeted Subsidy Per Visit	£2.59	£2.68	£2.30
Refuse Collection - Domestic			
Costs Per Household	£40.19	£5.29	£5.35
Max missed collections per 100,000 users	20	20	35
Expected customer satisfaction levels	94%	n/a	n/a
Missed collections rectified within 24 hours	95%	n/a	n/a
Refuse Collection - Trade			
Gross cost per bin collected	£322.27	£150.34	£147.88
Net cost per bin collected	-£24.72	-£5.18	-£5.02
Cespool Emptying			
Gross cost per emptying	£65.60	£56.17	£82.63
Net surplus per emptying	-£1.61	-£1.76	-£3.02
Recycling			
Cost per household	£17.11	£2.89	£3.10
Tonnes of recycle material collected - green waste	6,500	1,238	1,200
tonnes of recycled material collected - red box	2,450	408	400
% of waste recycled	30% +	30% +	35%
Amenity Cleaning			
Cleanliness NI 195 (Litter and Detritus)	8%	8%	n/a
Drain Unblocking Service			
No. of drains unblocked	487	81	79
Cost per blockage	£118.01	£117.50	£115.37
Play Areas			
Cost of maintenance per play area	£4,177.10	£538.16	£365.35
No. of play areas meeting the safety, DDA and Play Value standard	23 / 31	23 / 31	20/30

Agenda Item No 7

Community and Environment Board

21 June 2010

Report of the Assistant Director (Streetscape)

Review of Cesspool Emptying Charges

1 Summary

- 1.1 This report seeks to introduce an administration charge for cesspool emptying customers who have unscheduled emptying.

Recommendation to the Board

That the Board agree to the introduction of a surcharge for customers who do not pay for the service by direct debit.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.2 The Resources Portfolio Holder and Shadow have been consulted on the contents of this report and any comments made will be reported to Members of the Board at the meeting.

3 Background

- 3.1 The Cesspool Emptying service produces a service to domestic and business premises that are not served by the main sewerage systems. The service is currently provided to some 500 properties including several large business customers, most notably The Belfry.
- 3.2 The service is provided by a single operative and a 10,000 litre capacity tanker vehicle. Waste is collected from either cesspits or septic tanks and discharged at one of three treatment works operated by Severn Trent Water.
- 3.3 Customers are charged per emptying, regardless of the amount of waste collected, either at a lower 'weak' strength or a higher 'standard' strength.
- 3.4 This strength of the waste collected is determined on disposal by equipment at each treatment works.
- 3.5 There are a number of ways in which customers pay for this service
- By monthly Direct Debit
 - As and when (or 'pay as you go') the service is required

- Annually in advance (mainly business customers)
- 3.6 Customers paying by Direct Debit have their bills calculated by multiplying the number of emptying per year by the likely strength of the waste; this is based largely on historical information.
- 3.7 A customer who has taken out a Direct Debit will have their cesspool or septic tank emptying at regular intervals without need to notify us, no payment information or address details need taking and back office support is minimised.
- 3.8 On the other hand, a customer who doesn't use the Direct Debit option will need to contact us by phone, email or in person. This will then require processing of information relating to the address and when it needs emptying, payment details will also be taken and the payment processed. In the case of a cheque being used, this will be cleared before the service is provided.
- 3.9 A review of the service has been undertaken by a team of staff as part of an NVQ qualification in Business Improvement Techniques and the delivery of service was shown to be extremely efficient.
- 3.10 It was clear however that there were efficiencies to be made in the back office support costs of the service. The costs of call handling, form filling, passing paperwork around and payment checking were shown to be substantially higher for non Direct Debit customers.
- 3.11 To encourage more customers to switch to Direct Debit (currently some 70% already use this option) it is recommended that a surcharge of £15.00 be added to the current fee levels to assist in covering the additional charges associated with processing the service request.

4 Report Implications

4.1 Finance and Value for Money Implications

- 4.1.1 Clearly this is dependent on the number of customers switching to the Direct Debit option. In 2009/2010 there were 196 emptyings that were not part of a Direct Debit arrangement. The following table shows the likely full year financial implications for a number of scenarios, this is based on 200 non contract emptyings in 2009/2010.

Switch to Direct Debit	Non Direct Debit	Projected emptyings	Non Direct Debit emptyings	Additional Income @ £15.00
5.00%	95.00%	200	190	2,850
10.00%	90.00%	200	180	2,700
15.00%	85.00%	200	170	2,550
20.00%	80.00%	200	160	2,400
25.00%	75.00%	200	150	2,250

In addition to this there are back office efficiencies that would result from a higher take up of the Direct Debit option. Although these do not result in cash savings, they would free up time of back office staff.

4.2 Risk Management Implications

4.2.1 An increase in charges to non contracted customers could result in some loss of custom. However, when our charges were compared to private contractors operating within the Borough we were shown to be competitive in most comparisons. It is felt that any loss of customers would be minimal and any extra revenue or efficiency savings would more than compensate for this.

4.3 Links to Council's Priorities

4.3.1 The recommendations in this report link in to the Council's priority of Making Best Use of Our Resources.

The Contact Officer for this report is Bernard Woodhall (719376).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date

Agenda Item No 8

Community and Environment Board

21 June 2010

Report of the Director of Community & Environment

Funding Agreement with WRCC

1 Summary

- 1.1 The Borough Council has provided funding to the Warwickshire Rural Community Council (WRCC) for a number of years for particular project related work. Work has included support for village shops and facilitating preparation of Parish Plans, both of these areas of work are corporate priorities and although direct funding support from the Council for village shops has ceased, the Council has continued to provide £10,000 per annum to WRCC for its work in Parish Planning in North Warwickshire.
- 1.2 Unlike WCAVA and the CAB, there has been no associated Service Level Agreement in recent years that enables effective monitoring and reporting of outcomes of the work that has been supported by the Council's funding. This report proposes that should the Board agree to grant fund WRCC in 2010/11, that an interim Service Level Agreement is negotiated based on the proposals in paragraph 4.8 below.

Recommendation to the Board

- a That the Board considers whether to provide grant funding to WRCC in 2010/11 for work on Parish Planning and if it agrees to do so, that**
- b The draft Service Level Agreement for further negotiation with WRCC be approved and officers negotiate the terms with WRCC and implement the Agreement subject to the prior approval of the Chairman and Vice-Chairman of the Board;**
- c That the Agreement be administered as indicated in the report, including provision for second instalment payments to be made subject to the prior agreement of the Chairman and Vice-Chairman of the Board and subject to annual renewal; and**
- d That NWBC officers participate in a review being conducted by Warwickshire County Council during 2010 concerning commissioning Support Services for Rural Communities and Local Councils and report back to this Board on the implications for future services and funding support for WRCC.**

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio and Shadow Portfolio Holder for Community Life have had an opportunity to comment on the content of this report.

3 Introduction

- 3.1 Through its provision of financial assistance to voluntary and outside organisations, the Council seeks to ensure cost effective support for a broad range of services for the community of North Warwickshire. In pursuance of this objective, this report considers a proposal to formalise assistance to WRCC for its work in Parish Planning that helps to deliver a priority in the Council's Corporate Plan, and, should the Board agree to grant fund WRCC in 2010/11, it recommends that this is achieved through negotiation of a Service Level Agreement funded through an existing budget held in Forward Planning.

4 Services Provided by WRCC Contributing to Corporate Priorities

- 4.1 Support for village shops, post offices and social enterprises remains a priority in the Corporate Plan in 2010/11 but other than providing rate relief this support is via "identifying opportunities to find resources to support village shops and social enterprises" rather than direct allocation of grant funding. Any proposal to re-establish a grant aid budget for village shops would require a growth bid. Previous grant aid support for the rural retail sector has included the SRB5 "Vital Villages" fund, the rural access to services "WRASP" fund and the North Warwickshire Retail Support programme. The role of WRCC in securing delivery of these programmes has included promotion, direct work with and provision of advice and guidance to shop owners to develop business plans and funding applications and to implement activity. WRCC's Rural Enterprise Project Officer has provided business planning support to rural retailers over seven years and has also used his network to gather intelligence concerning the issues faced by rural shops and to champion their case with funders and to work with partners to develop solutions. The functions of providing support, advice and guidance and intelligence gathering remain of value even in the absence of direct grants to shops from the Borough Council.
- 4.2 Additionally, the Borough Council has made provision of £10,000 per annum to WRCC from the Forward Planning budget for supporting the development of Parish Plans. This amount covered costs of some facilitation work by WRCC, plus their role in administering grant awards to local councils to enable them to develop Parish Plans. The production of Parish Plans is seen as a means to identify community needs and aspirations at the most local level that can inform development of the Sustainable Community Strategy and Core Strategy for the Borough. Although originally subject to a service level agreement, there is currently no specification of the level of outputs or outcomes anticipated as a result of the grant funding support. WRCC did provide information before the financial year end (2009/10) that four Parish Plans had been completed (Arley, Atherstone, Curdworth and Hartshill).

Other communities at various stages of undertaking Parish planning were: Newton Regis, Austrey, Grendon, Baddesley Ensor, Baxterley, Ansley, Fillongley, Corley, Middleton, Kingsbury and Shuttington.

- 4.3 Support for Parish Plans has been a corporate priority since 2007 and last year the role of Parish liaison was integrated into the post of Community Development Officer (Rural Regeneration) that was created as part of the review of planning services. The liaison role of this post is to act as a contact point for Parishes in relation to delivery of actions in their Parish Plans that involve Borough Council services, and to liaise internally with relevant officers who will engage with the Parishes. The post also involves support for community initiatives that help to sustain and/or regenerate our rural communities including acting as a support officer for the LEADER project. The LEADER support role is seen as a priority for the next three years and there is no capacity in this post to increase involvement in Parish Planning. Given vacancies in Community Development and Forward Planning have not been filled, it may be difficult to achieve capacity within these teams to support administration of grants direct to Parishes.
- 4.4 In relation to LEADER, WRCC has played an active role in the development of the project and has expressed interest in delivering projects in rural communities, for example a Rural Communication Initiative and Village Agents. In applying for LEADER funding for projects, WRCC would be able to include their additional costs that are directly attributable for their role in delivering the project activity, but not for expenditure that would be incurred by WRCC to maintain its existing costs and functions.
- 4.5 Discussions were held with County Council colleagues in December 2009 to discuss the support provided to WRCC and what future arrangements might be. The County Council currently allocates £30,000 to WRCC on a county-wide basis but this mainly supports organisational costs as opposed to grassroots activity. The discussions with County concerning WRCC have been held in the context that the County Council is also reviewing funding arrangements and investigating the potential for a County-wide commission for support for Parish and Town Councils and Parish Planning, plus specific support around rural transport, housing and community enterprise. The intention is that the new services will replace all existing funding arrangements for these services through local public sector funders. All three services would be County-wide, with priority communities identified as appropriate.
- 4.6 Proposed timeline for the County process is:
- 1 June 2010 to 31 March 2011**
- Establish Project Board.
 - Scope and define the services.
 - Agree funding packages and monitoring arrangements.
 - Link the service specifications to emerging partnership strategies around financial inclusion, community cohesion and sustainable rural communities.
 - Undertake Equality Impact Assessments.
 - Consult on the service specifications.

1 April 2011 to 31 March 2012

- Implement single funding arrangement and monitoring process for each service.
- Undertake competitive tendering process.
- Agree preferred provider.

1 April 2012

- Start of new three year contracts.

4.7 Members of the Board therefore need to consider whether to continue to grant fund WRCC and whether to participate in the County review of support for local Councils.

4.8 It is proposed that if members agree to continue to grant fund WRCC, any funding agreement entered into by NWBC with WRCC for 2010/11 is an interim agreement:

- ...
- based on the draft SLA attached at Appendix A, that specifies the outputs and outcomes the Borough seeks that help to deliver our corporate priorities;
 - that it is subject to an annual review to enable decisions concerning support in 2011/12; and
 - that the Borough Council participates in a County-led review of support services for rural communities and local Councils leading to commissioning of services in 2012.

5 Report Implications

5.1 Finance and Value for Money Implications

5.1.1 Provision of funding for an SLA with WRCC would be made from existing budgets held in Forward Planning.

5.1.2 Supporting community and voluntary sector work is a very cost effective way for the Borough Council to increase service provision for the residents of North Warwickshire.

5.2 Environment and Sustainability Implications

5.2.1 Providing grant-aid to community and voluntary sector organisations is a cost-effective way of enhancing community service provision and helping to enhance individual and collective quality of life.

5.3 Equalities Implications

5.3.1 None directly, although the services provided by WRCC helps to promote equality of opportunity and address inequality within local rural communities.

5.4 Links to Council's Priorities

5.4.1 The provision of grant aid to community and voluntary sector organisations has positive and direct links to the corporate priorities to “enhance community involvement and access to services”.

The Contact Officers for this report are Jaki Douglas (719492) and Ann McLauchlan (719202).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date

The Parish Plans Service within North Warwickshire Borough**Service Level Agreement****Between North Warwickshire Borough Council and Warwickshire Rural Community Council****Description of the Service**

To provide professional support for the promotion, facilitation, and implementation of Parish and Town Plans within the rural parish and town communities of North Warwickshire Borough.

Service Content

1. Provision of advice and technical support to communities throughout all the stages of the Parish and Town Plan process.
2. Provision of advice and support to implement Action Plans and recommendations set out in Parish and Town Plans.
3. Provision of advice on funding opportunities for preparation and implementation of Parish and Town Plans.
4. Formal adoption process for Parish and Town Plans by North Warwickshire Borough Council, to include minimum standards for adoption e.g. extent of research and analysis, involvement and endorsement at the local level, and coverage of key issues.
5. Promoting and facilitating the use and implementation of Parish Plans internally within NWBC, both corporately and with Environmental Services.
6. Promoting and facilitating the use and implementation of Parish Plans externally, particularly within the North Warwickshire Community Partnership and its theme groups.
7. Facilitate partnership working through liaison with community groups, parish councils, County Council, agencies and organisations
8. Facilitating the transfer of specialist knowledge from within NWBC to communities to feed into the Parish Plan process
9. Facilitate community development through advice on community development tools.

Service to be provided by WRCC

1. Promotion of the service to all communities within North Warwickshire Borough.
2. Provision of advice and technical support to communities throughout all the stages of the Parish Plan process, including support for communities who have already started the process. This may include:
 - Provision of advice on Parish Plan content and process
 - Practical support e.g. facilitation of workshops to explain the Parish Plan process
 - Practical support for key stages e.g. questionnaire design, action planning and production of the final Plan.
3. Provision of advice and support for communities to secure funding for both preparation and implementation of Parish Plans
4. Administration of the grant funding made available by North Warwickshire Borough Council for parish plan preparation.
5. Provision of advice and support on the implementation of Action Plans.
6. Promoting and facilitating the use of Parish Plans by external organisations, particularly within the North Warwickshire Community Partnership and its theme groups.

Service to be provided by NWBC

1. Formal adoption process for Parish Plans by NWBC including preparation of reports to Committee.
2. Promoting the benefits of Parish Plans to communities in North Warwickshire.

3. Promoting and facilitating the use and implementation of Parish Plans internally within NWBC.
4. Promoting and facilitating the use of Parish Plans by external organisations, particularly within the North Warwickshire Community Partnership and its theme groups.
5. Facilitating the transfer of specialist knowledge from within NWBC to feed into Parish Plans.

Service provided jointly by NWBC / WRCC

1. Facilitation of partnership working.
2. Promotion of community development.

Performance and Monitoring

The performance of the service will be measured against the following indicators and targets:

Indicator	Target
Numbers of Parish Plans started	Up to 6 per annum
Numbers of Parish Plans adopted	Minimum 2
Number of parishes supported by the North Warwickshire Borough Council grant for parish plan preparation	Minimum 3 in 2010-11
Level of funding (cash equivalent) secured for Parish Plan projects	£1,250 pa
Level of WRCC professional officer support for Parish Plan projects	An average of 15 hours per week
Assessment of community satisfaction with the service	80% satisfied or above in questionnaires to community activists involved in the process.
Level of Coverage	To target those parishes which have a Local Service Centre or Main town within its boundaries.

Reporting

NWBC will require regular reports from WRCC regarding the performance of the service this should include:

Quarterly reports covering the following:

- Nos. of Parish Plan projects under preparation
- Nos. of Parish Plan projects completed
- Record of NWBC grant funding distributed

On an annual basis:

- All of the above plus:
- Assessment of community satisfaction

Facilities provided by NWBC:

NWBC will provide WRCC with access to :

- Use of a workstation on a periodic basis as required by WRCC
- Contact officers in Forward Planning and Community Development

Terms of the agreement

1. This agreement runs for from June 2010 until March 2011 subject to annual review of performance and NWBC's annual budget setting decisions.
2. NWBC will pay WRCC £10,000 in 2010/11. This will take the form of £5,000 in on signing of the SLA and then quarterly in arrears (Jul, October, January & April)
3. The agreement will be reviewed on an annual basis.
4. The agreement may be varied by joint agreement in writing between NWBC and WRCC
5. Either party may opt out of the agreement if the level of service provided does not meet the terms of the agreement.

Grant funding conditions

The grant for parish plan preparation which WRCC will administer on behalf of NWBC has the following conditions:

- The max grant available for each parish plan will be £1250, any additional amount needed will have to be raised additionally – for which WRCC can provide advice.
- We will allocate the budgeted costs of the parish plan on receipt of a satisfactory application, but costs will normally be reimbursed to the parish council only on production of invoices with relevant receipts
- Invoices will be paid within 30 days of receipt
- Exceptionally where prepayment is necessary funds MAY be released on production of the quotation.
- Approval of a funding bid should not be taken to mean that the amount agreed will be automatically transferred to the applicants. Only work approved and/or set out in the application will be eligible for funding, up to the maximum allowed.
- Approval should be sought before money is vired between categories of the budget.

.....

Signed on behalf of Warwickshire Rural Community Council

Date.....

.....

Signed on behalf of North Warwickshire Borough Council

Date.....

Agenda Item No 9

Community and Environment Board

21 June 2010

**Report of the
Assistant Director
(Leisure and Community Development)**

**Play Area Development
Programme – Evaluation of Phase
One**

1 Summary

- 1.1 In pursuance of an objective within the adopted North Warwickshire Green Space Strategy and further to a resolution of the Scrutiny Board, officers have undertaken an evaluation of the first phase of the Borough Council's Play Area Development Programme. The full draft report has been circulated to all Members and is available on the website. The background to Phase One of the Play Area Development Programme, the purpose of the evaluation, a summary of its findings and the lessons learnt are set out below.

Recommendation to the Board

That the Board comments and advises officers upon the draft Play Area Development Programme Phase One Evaluation Report, prior to its circulation to partners and its presentation to the Scrutiny Board at its meeting to be held on 20 September 2010.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio and Shadow Portfolio Holders for Housing, Safer Communities, Health, Well-being and Leisure, Community Life, Environment and Resources and all appropriate Ward Members have had an opportunity to comment on the content of this report.

3 Introduction

- 3.1 At its meeting held on 28 July 2009, the Scrutiny Board determined that officers should undertake a detailed evaluation of the first three-year phase of the Authority's Play Area Development Programme. In pursuance of this instruction, which was also compatible with an objective in the adopted North Warwickshire Green Space Strategy, a meeting was held with the relevant Scrutiny Sub-committee on 26 August 2009, at which the "Project Evaluation Methodology and Timetable" was approved. It subsequently became necessary to amend the project timetable as a direct consequence of the

Authority's engagement in the national Playbuilder Programme, of which the Scrutiny Board was made aware at its meeting held in February 2010.

- 3.2 The Scrutiny Board received a first draft of the evaluation report at its meeting held on 26 April 2010 and a second draft was discussed at a meeting of the Scrutiny Sub-Committee on 26 May 2010. The draft report now being considered has been further revised on the advice of the Sub-committee.

4 Background to the Play Area Development Programme

- 4.1 The Play Area Development Programme commenced in April 2005 when, in recognition of the poor condition of many of its existing facilities, the Borough Council committed £200,000 in its capital programme for the renewal and refurbishment of play areas. This was to fund the provision or re-development of one play area within each Area Forum. A further £400,000 was provisionally allocated over the two following financial years for the development of two more play areas in each Area Forum, thereby providing 12 new facilities in total over three years. The choice of sites to be developed was led by consultation with the Area Forums and Parish Councils.

- 4.2 In order to be able to deliver this extensive programme, the Borough Council entered into a procurement partnership with Hags Play Ltd., through a negotiated tendering process, for the design, supply and installation of all 12 facilities. This approach was adopted in order to best support the Borough Council's limited staff capacity to deliver the Programme and to give the Authority better bargaining power in the procurement process to secure added value to the project overall.

- 4.3 The design for each play area was informed by consultation with local children and young people, residents and other interested parties. Partnerships were established with some Parish Councils and, wherever possible, additional external funding was secured to enable more provision to be made than could be achieved through the Borough Council's capital funding alone.

- 4.4 The Programme delivered new and refurbished play facilities at:

- Austrey - Hollybank Play Area
- Polesworth - Abbey Green Park
- Dordon - Kitwood Avenue Recreation Ground
- Hartshill - Snowhill Recreation Ground (Parish Council site)
- Mancetter - Brook Walk Recreation Ground
- Atherstone - Royal Meadow Drive Recreation Ground
- Coleshill - Cole End Park
- Ansley Common - Bretts Hall Recreation Ground
- Corley - Church Lane Open Space
- Piccadilly - Recreation Ground
- Hurley - Recreation Ground
- Wood End - Recreation Ground

Through consultation, the Programme also enabled the removal of poorly sited and unfit facilities at:

- Hartshill - Grange Road Recreation Ground
- Hartshill - Moorwood Estate Open Space
- Atherstone - St George's Road Open Space

4.5 Although the Play Area Development Programme commenced before the preparation of the multi-agency North Warwickshire Play Strategy and the North Warwickshire Green Space Strategy it has had a direct relevance to, and impact upon, each of these policy framework documents. Both of the strategies have identified a need for further play space development in the Borough, some of which is now being met through phase two of the Programme, facilitated by funding from the national Playbuilder initiative.

5 Purpose of the Project Evaluation

5.1 One of the strategic priorities of the North Warwickshire Green Space Strategy in respect of Children and Young People is:

- SP013: Develop a Play Area Business Plan to enable the Council to ensure that all of its built play facilities offer good play value, meet current safety standards, are accessible, are secured by design and support the objectives of the North Warwickshire Play Strategy.

5.2 The evaluation of the first phase of the Play Area Development Programme is the initial step towards delivering this priority. It assesses whether the phase one Programme:

- met its objectives to provide play areas that offer good play value whilst complying with current safety and accessibility standards
- addressed the needs of the local community
- delivered service opportunities that were consistent with corporate and Community Partnership priorities
- was delivered cost effectively and in a timely manner

5.3 The findings will underpin the process of developing a Play Area Business Plan, which will guide the Authority in taking forward future phases of the Development Programme. Any lessons learned will be applied to future projects of a similar nature.

6 Summary of the Evaluation Findings

6.1 A copy of the full draft Evaluation report has been circulated to all Members and is available on the Council's website. A summary of the findings, as discussed with the Scrutiny Board and its relevant Sub-committee, is set out below.

6.2 Project Objectives

The objectives of the first phase of the Play Area Development Programme were to deliver 12 play areas across the Borough that were:

- safe
- accessible
- of good play value
- appropriate for local needs

6.3 Achievement of Project Objectives

The aforementioned objectives each relate to the quality of the developed play areas and the evaluation assessed whether the quality of the outcomes was sufficient to meet these project objectives. As approved by the Scrutiny Board, however, the Development Programme was also evaluated against time and cost considerations. The time for delivery was over a period of three years from 2005/06. The approved play area-specific budget was £600,000 from the capital programme.

The findings are summarised as follows:

- Time – facilities were installed at eleven sites by March 2008; the twelfth site was completed by July 2009. The programme was thus 92% complete by the target date but overran by 16 months to achieve 100% completion.
- Cost – the overall cost of the phase one Programme was £998,196; capital expenditure was within the budget allocation with £8,360 remaining in hand for further work at Ansley Common, £286,210 was secured in external funding and £113,542 was expended from approved revenue budgets for planned complementary works to the recreation areas. The procurement partnership with Hags Play Ltd. achieved 14% added value. The Programme, therefore, was cost effective in that it met its objects within the Authority's allocated budget whilst exceeding the target in the range of facilities installed. Further efficiencies were gained for the Borough Council by including planned complementary works within the Programme. Some opportunities to draw down external funding may have been missed due to time constraints within the Programme.
- Quality – the target standards in respect of safety and play value were met. The accessibility standard was met to a reasonable degree, but there were significant areas of under-achievement. Consultation confirmed that in most cases the facilities were appropriate to local needs but also that there were some areas of concern still to be addressed. The number of facilities provided, when toddler/junior areas, teen zones and kickwalls / MUGAs (multi-use games areas) are considered separately increased to 21; in this respect the target was exceeded.

6.4 Strategic and Corporate Objectives

The phase one Programme contributed to the themes of the North Warwickshire Play Strategy by providing positive opportunities for play and by involving children and young people in the development of the facilities.

The provision of new facilities in each Area Forum and in partnership with parish councils directly contributed to delivery of the North Warwickshire Green Space Strategy priority to:

- support the development of a strategic network of play facilities across the Borough and assist other providers to deliver improvements through partnership working

The Programme directly contributed to the Borough Council's corporate priorities to:

- enhance community involvement and access to services
- protect and improve the environment
- tackle health inequalities through improving well-being and providing leisure opportunities to all our citizens
- work with our partners to tackle crime, the fear of crime and anti-social behaviour
- Make best use of our resources through achieving a balanced budget and developing our workforce

It also met the Sustainable Community Plan (2006 to 2009) target to install new play equipment at 12 sites by 2008, albeit behind time.

7 **Lessons Learnt**

7.1 The following lessons were learnt during the course of the Programme and through the post project evaluation process.

- timely and cost effective delivery of a project of the value, complexity and corporate significance of the Play Area Development Programme needs effective project management systems in place at inception with the appropriate time scheduled for consultation, design, fundraising and confirmation of partnership working arrangements in order to facilitate implementation and optimise the use of resources
- the decision on the choice of sites to be prioritised for improvement should be informed by an assessment of the condition of the facilities and the identified needs in the local community. The uneven geographical spread of recreation areas across the Borough and the local issues pertinent to them mean that an even-handed approach across the Area Forums is not necessarily appropriate

- the allocation of equal amounts of funding to each site formed a good basis for initial budget planning but “one-size” does not fit all; flexibility is required in meeting the needs of local communities and addressing the differing circumstances of each site
- community engagement and thorough consultation with local residents are key to the success of individual schemes
- greater care must be taken in future to design play spaces and facilities that offer positive opportunities for disabled users
- it is preferable to consider improvements to play facilities in the context of the wider recreation area rather than in isolation; an holistic approach is more likely to address fundamental issues, such as accessibility, and would be more responsive to the wider concerns of local communities
- a project of this value, complexity and corporate significance makes a significant demand on staff time, particularly where capacity is limited, with implications for the delivery of other key projects

8 Changes Implemented in Response to Lessons Learnt

8.1 A number of the lessons learnt reflect experience gained during the course of the Development Programme. With the support of the Board a number of changes were made as the Programme progressed and, where applicable, have been carried forward into phase two (Playbuilder) as follows:

- a more flexible approach to the time for delivery of each project, within the overall timeframe for the Programme
- a more flexible approach to the allocation of funding to each project, within the overall capital allocation
- the prioritisation of sites for inclusion in the Programme according to local circumstances and identified need, as evidenced in the North Warwickshire Green Space Strategy and the North Warwickshire Play Strategy.
- on site consultation at the proposed location of the play facility with local residents, once designs have been prepared, to address any concerns and agree any changes prior to installation
- use of a framework contract, for the phase two Programme, to shorten the procurement process

8.2 In this regard, the Board is to be commended for its preparedness to amend the framework of the project in order to ensure that service provision was good quality and relevant to the needs of the local community.

9 Conclusion

9.1 The evaluation concluded that the Borough Council’s investment of funds and staff resources has demonstrably improved play provision in the Borough.

The outcomes of the first phase of the Programme are clearly of value to local communities and the lessons learnt will inform the preparation of a Play Area Business Plan to guide the Authority in taking forward future phases of the Play Area Development Programme.

10 Report Implications

10.1 Finance and Value for Money Implications

10.1.1 There is no new financial implication arising directly from this report. Cost and value for money considerations relating to Phase One of the Play Area Development Programme are detailed within the draft evaluation report.

10.2 Safer Communities Implications

10.2.1 Appropriately designed and located play opportunities for children and young people provide constructive alternatives to anti-social and/or criminal behaviour. Improving the quality and accessibility of play spaces will also help to reduce the likelihood of disorder within the community.

10.3 Legal and Human Rights Implications

10.3.1 The play area installations comply with the requirements of all appropriate legislation, including the Disability Discrimination Act 1995 and with recommended European safety standards.

10.4 Environment and Sustainability Implications

10.4.1 The provision of opportunities for constructive activity within communities enhances local cohesion, social inclusion and individual and collective quality of life. It also impacts positively upon the creation of sustainable communities, within which people feel safe, healthy and valued.

10.5 Risk Management Implications

10.5.1 The risk management implications of the Play Area Development Programme have been addressed in previous reports to relevant Boards.

10.6 Equalities Implications

10.6.1 The equalities implications of the Play Area Development Programme have been addressed in previous reports to relevant Boards, including through the submission of an Equalities Impact and Needs Assessment to the Community and Environment Board in September 2008.

10.7 Links to Council's Priorities

10.7.1 The Play Area Development Programme has positive and direct links to the corporate priorities to:

- Enhance community involvement and access to services
- Protect and improve the environment
- Tackle health inequalities through improving well-being and providing leisure opportunities to all of our citizens
- Work with our partners to tackle crime, the fear of crime and anti-social behaviour
- Make best use of our resources through achieving a balanced budget and developing our workforce

10.7.2 Additionally, the Play Area Development Programme has positive links to the priorities of the North Warwickshire Sustainable Community Strategy (2009 to 2026) to:

- Raise aspirations
- Develop healthier communities
- Improve access to services

10.7.3 The Play Area Development Programme also delivers against priorities set out in the North Warwickshire Green Space Strategy (2008 to 2018) and the North Warwickshire Play Strategy (2007 to 2012).

The Contact Officer for this report is Alethea Wilson (719212).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date

Agenda Item No 10

Community and Environment Board

21 June 2010

**Report of the
Assistant Director
(Leisure and Community Development)**

**Draft North Warwickshire
Playing Pitch Strategy**

1 Summary

- 1.1 In pursuance of objectives within the adopted North Warwickshire Green Space Strategy, consultants have been commissioned to carry out an Outdoor Sports Assessment and to prepare a Playing Pitch Strategy for North Warwickshire. This report summarises the findings of the Assessment and sets out the objectives of the Strategy.

Recommendation to the Board

That the Board approves and adopts, or otherwise varies, the draft Playing Pitch Strategy, subject, where relevant, to the need to consider the provisions of the supporting Action and Funding Plan within the context provided by the Council's overall capital and revenue budget requirements.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio and Shadow Portfolio Holders for Environment, Safer Communities, Health, Well-being and Leisure, Community Life and Resources have had the opportunity to comment on the content of this report.

3 Background

- 3.1 Two of the strategic objectives of the adopted North Warwickshire Green Space Strategy are to:
- Work with schools and other providers to meet the demand for more community access to outdoor sports facilities; and
 - Use the findings of the Open Spaces, Sports and Recreation Study to inform the development of a Playing Pitch Strategy to deliver sustainable outdoor sports provision.

3.2 In pursuance of these objectives, in March 2010, external consultants Knight Kavanagh and Page were appointed to prepare an Outdoor Sports Assessment Report, a Playing Pitch Strategy and a five-year Action and Funding Plan (Appendices A, B and C respectively - to follow).

3.3 Preparation of these documents was informed by extensive consultation with a range of stakeholders, including:

- Borough Council officers and Members
- All parish councils in the Borough
- All schools in the Borough
- Warwickshire County Council Children, Young People and Families Directorate
- The School Sports Partnership
- Forty local sports clubs
- A number of community groups
- Local sports leagues
- Sports national governing bodies.

3.4 The outcomes from this commission are presented for the consideration of the Board.

4 Draft Outdoor Sports Assessment Report

4.1 The draft Outdoor Sports Assessment Report focuses on the findings of extensive research, consultation, site assessment, data analysis and GIS mapping work to deliver:

- An analysis of qualitative site visits
- A summary of consultation with stakeholders
- Supply and demand analysis using the Playing Pitch Methodology (PPM), as outlined in Sport England's "Towards a Level Playing Field"

4.2 This factual report provides an audit based assessment of both quantitative and qualitative outdoor and indoor sports facilities in accordance with Planning Policy Guidance Note 17 and the Companion Guide entitled "Assessing Needs and Opportunities", published in September 2002. The specific objectives of the audit and assessment are to provide:

- An audit of existing provision of different types of outdoor and indoor facilities detailing quantity, quality, accessibility and wider value to the community
- An accurate assessment of the supply and demand for sport facilities
- A robust evidence base to enable the Authority to develop planning policies as part of the Local Development Framework (LDF) and other local development documents

4.3 The report provides a quantitative summary for the provision of outdoor sports facilities in North Warwickshire and, as such, adds value and is complementary to other sports related plans, such as the Social Inclusion and Sport Action Plan and the Local Development Framework (LDF). As recommended within “Towards a Level Playing Field”, the report and audit have been broken down to provide a summary of the key issues for the following facilities:

- Football pitches
- Cricket pitches
- Rugby pitches
- Bowling greens
- Tennis courts

5 Draft Playing Pitch Strategy

5.1 The draft Playing Pitch Strategy provides a clear, strategic framework for the maintenance and improvement of existing playing pitches, outdoor sports facilities and ancillary facilities between 2010 and 2021. The draft Strategy is capable of:

- Providing a clear investment strategy for outdoor sports facility provision within the Borough
- Providing a clear framework for all outdoor sports facility providers, including the public, private and third sectors, and as required by, for example, the County Council’s proposed Building Schools for the Future programme
- Clearly addressing the needs of all identified sports within the area, picking up particular local demand issues
- Addressing issues of population growth and/or major growth/regeneration areas up to 2021
- Addressing issues of cross boundary provision
- Addressing issues of accessibility, quality and management with regard to facility provision
- Standing up to scrutiny at a public inquiry as a robust study
- Providing realistic aspirations which are implementable within the context provided by the Authority’s budgetary position and procurement regime

5.2 The draft Strategy has been developed from research and analysis of playing pitch and outdoor sports facility provision and usage within the Borough and it provides:

- A strategic framework for improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch and outdoor sports facility stock in the Borough
- A strategic vision for the future improvement and prioritisation of playing pitch and outdoor sports facilities (including ancillary facilities) in North Warwickshire

- Robust evidence to support work on the North Warwickshire Local Development Framework

5.3 The draft Strategy recommends a number of priority projects for the Borough, which should be implemented from 2010 to 2021. It should be recognised that the draft Strategy provides an outline framework of proposed activity and, although resources may not currently be in place to implement all of its provisions, partners and possible sources of external funding have been identified. There is a need to build key partnerships with schools, community sports clubs, town and parish councils and private landowners to maintain and improve playing pitch and outdoor sports facility provision. In these instances, the potential for the Council to take a strategic lead is more limited (except in terms of Section 106 Agreements). The document, however, provides clarity about the way forward, and allows the Council to focus on the key issues that it can directly influence and achieve.

6 Proposed Vision and Strategic Objectives

6.1 The proposed vision for playing pitches and outdoor sports facilities, including ancillary facilities, in North Warwickshire, set out in the draft Strategy, is that:

“By 2021 North Warwickshire will have a range of high quality outdoor sports facilities across the Borough which offer increased opportunities for all to participate in both formal and informal sport, thereby enhancing the quality of life and health of its residents and communities.”

6.2 This vision is based upon a clear, achievable framework of strategic objectives, supported by a range of management objectives, that it is proposed should be formally adopted by the Authority. These strategic objectives are:

- To address quantitative deficiencies (current, future and latent) and plan for new provision (as and where required)
- To address qualitative deficiencies and enhance existing provision to support high levels of participation (within a prioritised hierarchy of provision)
- To maximise access to all outdoor sports facilities across the Borough
- To support the development of local sports clubs to meet their needs within the Borough

7 Five-Year Action and Funding Plan

7.1 A five-year Action and Funding Plan has been prepared to guide the implementation of the draft Playing Pitch Strategy, subject to its formal adoption. This will ensure that the Authority and its partners are able to deliver tangible improvements to outdoor sports facilities for communities across the Borough.

8 Report Implications

8.1 Finance and Value for Money Implications

... 8.1.1 The funding options for implementation of the draft Playing Pitch Strategy will be addressed in the Action and Funding Plan (Appendix C, to follow) which will be implemented only subject to the need to consider its provisions within the context provided by the Council's overall capital and revenue budget requirements.

8.1.2 Opportunities will be sought to maximise external funding towards individual projects through grant funding, section 106 agreements and partnership working.

8.1.3 Any new financial implications for the Authority arising from the implementation of proposed projects will be addressed through the normal budget setting process.

8.2 Safer Communities Implications

8.2.1 Appropriately designed and located outdoor sports facilities provide opportunities for positive activity and help to reduce the likelihood of disorder within the community.

8.3 Legal and Human Rights Implications

8.3.1 Any future projects implemented to advance the priorities of the draft Playing Pitch Strategy will comply with all relevant legislation.

8.4 Environment and Sustainability Implications

8.4.1 The provision of opportunities for constructive activity within communities enhances local cohesion, social inclusion and individual and collective quality of life. It also impacts positively upon the creation of sustainable communities, within which people feel safe, healthy and valued.

8.4.2 Well-managed outdoor sports facilities contribute positively to the quality of the local environment. The draft Playing Pitch Strategy offers the potential to address issues such as energy efficiency when providing improved ancillary facilities.

8.5 Risk Management Implications

8.5.1 Implementation of the draft Playing Pitch Strategy will help to address the following operational risks that have been identified through the risk management process:

- Failure to manage and maintain open space and recreation land effectively
- Failure to provide sufficient appropriate outdoor recreation facilities to meet the identified needs of the local communities of North Warwickshire

8.5.2 Individual risk assessments will be completed for any future projects proposed to be implemented to advance the priorities of the draft Playing Pitch Strategy.

8.6 Equalities Implications

8.6.1 An Equality Impact Assessment Summary Sheet is attached.

8.7 Links to Council's Priorities

8.7.1 Implementation of the draft Playing Pitch Strategy has positive and direct links to the corporate priorities to:

- Enhance community involvement and access to services
- Protect and improve the environment
- Tackle health inequalities through improving well-being and providing leisure opportunities for all our citizens
- Work with our partners to tackle crime, the fear of crime and anti-social behaviour
- Make best use of our resources through achieving a balanced budget and developing our workforce

8.7.2 Implementation of the draft Playing Pitch Strategy also has positive and direct links to the priorities of the North Warwickshire Sustainable Community Strategy to:

- Raise aspirations, educational attainment and skills
- Develop healthier communities
- Improve access to services

8.7.3 Adoption of the draft Playing Pitch Strategy will help to deliver a number of Area-based priorities of the North Warwickshire Green Space Strategy and will directly deliver the strategic objectives to:

- Work with schools and other providers to meet the demand for more community access to outdoor sports facilities
- Use the findings of the Open Spaces, Sports and Recreation Study to inform the development of a Playing Pitch Strategy to deliver sustainable outdoor sports provision

The Contact Officer for this report is Alethea Wilson (719212).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date

Equality Impact Assessment Summary Sheet

Please complete the following table summarised from the equality impact assessment form. This should be completed and attached to relevant Board reports.

Name of Policy Procedure/Service	North Warwickshire Playing Pitch Strategy 2010 to 2021
Officer Responsible for assessment	Alethea Wilson

Does this policy /procedure /service have any differential impact on the following equality groups /people

- (a) Is there a positive impact on any of the equality target groups or contribute to promoting equal opportunities and improve relations or:
- (b) could there be a negative impact on any of the equality target groups i.e. disadvantage them in any way

Equality Group	Positive impact	Negative impact	Reasons/Comments
Racial	Yes		Implementation of the Strategy will help address an identified need for provision for certain ethnic groups
Gender	Yes		Implementation of the Strategy will help address deficiencies in provision for outdoor sports for women and girls
Disabled people	Yes		Implementation of the Strategy will help address identified failures of compliance with DDA legislation
Gay, Lesbian and Bisexual people			No issues identified
Older/Younger people	Yes		Implementation of the Strategy will help address deficiencies in provision for outdoor sports for all ages but specifically junior teams
Religion and Beliefs			No issues identified
People having dependents caring responsibilities			No issues identified
People having an offending past			No issues identified
Transgender people			No issues identified



NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

DRAFT REPORT

MAY 2010

Integrity, Innovation, Inspiration

1-2 Frecheville Court ◀ off Knowsley Street ◀ Bury BL9 0UF
T 0161 764 7040 ◀ F 0161 764 7490 ◀ E mail@kcp.co.uk ◀ www.kcp.co.uk



Quality assurance	Name	Date
Report origination	H. Jones/ K. Freely	25 May 2010
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NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

PART 1: INTRODUCTION

This is the Draft Outdoor Sports Assessment Report prepared by Knight, Kavanagh & Page (KKP). It focuses on reporting the findings of the extensive research, consultation, site assessment, data analysis and GIS mapping work to deliver:

- ◀ An analysis of qualitative site visits.
- ◀ A summary of consultation with a variety of stakeholders, including North Warwickshire Borough Council (NWBC) officers, national governing bodies of sport (NGBs) and clubs.
- ◀ Supply and demand analysis using the Playing Pitch Methodology (PPM) as outlined in Sport England's 'Towards a Level Playing Field'.

This factual report provides an audit based assessment of both quantitative and qualitative outdoor sports facilities in accordance with Planning Policy Guidance Note 17 and the Companion Guide entitled 'Assessing Needs and Opportunities' published in September 2002. The specific objectives of this audit and assessment are to provide:

- ◀ An audit of existing provision of different types of outdoor facilities detailing quantity, quality, accessibility and wider value to the community.
- ◀ An accurate assessment of supply and demand for outdoor sport facilities.
- ◀ A robust evidence base to enable the authority to develop planning policies as part of the Local Development Framework (LDF) and other local development documents.

It incorporates an assessment of outdoor sports facilities in accordance with methodologies provided by Sport England. The audit appertaining to the study was conducted by KKP.

It provides a quantitative summary for the provision of outdoor sports facilities in North Warwickshire and as such is complimentary and adds value to other sports related plans such as the Social Inclusion and Sport Action Plan and the Local Development Framework (LDF). As recommended within 'Towards a Level Playing Field', the report and audit have been broken down to provide a summary of the following facilities:

- ◀ Football pitches.
- ◀ Cricket pitches.
- ◀ Rugby pitches.
- ◀ Bowling greens.
- ◀ Tennis courts.

The report is therefore structured as follows:

- ◀ Part 4: General sport issues.
- ◀ Part 5: Football.
- ◀ Part 6: Cricket.
- ◀ Part 7: Rugby.
- ◀ Part 8: Bowls.
- ◀ Part 9: Other sports (Tennis, Netball, Hockey).
- ◀ Part 10: Education provision.

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Each section provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities to/for the local community and, the details of the NGB for sport plus the relevant regional strategic plans (where they exist). Local league details are provided, where possible, in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are also summarised.

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

PART 2: CONTEXT

National context

In delivering assessments of this nature, initial consideration of the national context is paramount. The following section outlines planning policy pertaining to the study.

Planning Policy Guidance (PPG) 17

PPG17 defines outdoor sports facilities as those 'with either natural or artificial surfaces', and includes both public and privately owned facilities. It therefore includes:

- ◀ Sports pitches.
- ◀ Synthetic turf pitches (STPs).
- ◀ School and educational institution playing fields.

PPG17 recognises the value of outdoor sports facilities along with other open spaces in delivering government targets concerned with raising levels of physical activity through:

- ◀ Supporting an urban renaissance.
- ◀ Supporting rural renewal.
- ◀ Promotion of social inclusion and community cohesion.
- ◀ (Enhancing) health and well being.
- ◀ Promoting more sustainable development.

NWBC has carried out a Green Space Assessment and Strategy, which is compliant to PPG17 and is summarised in the local context section that follows.

Assessing Needs & Opportunities: A Companion Guide to PPG 17

The Companion Guide states that the long term outcomes of a PPG17 study include:

- ◀ Networks of accessible high quality open spaces, sport and recreation facilities, in both urban and rural areas, which meet the needs of residents and visitors and which are fit for purpose and economically and environmentally sustainable.
- ◀ An appropriate balance between new provision and the enhancement of existing provision.
- ◀ Clarity and reasonable certainty for developers and landowners in relation to the requirements and expectations of local planning authorities in respect of open space, sport and recreation provision.

In order to deliver these outcomes, each local authority needs to identify local needs and opportunities and develop and apply provision standards in a way that is equitable to both developers and local communities. The Companion Guide outlines a five-step approach to deliver the aims:

- ◀ Step 1: Identifying local needs.
- ◀ Step 2: Auditing local provision.
- ◀ Step 3: Setting provision standards.
- ◀ Step 4: Applying provision standards.
- ◀ Step 5: Drafting policies.

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

Towards a Level Playing Field

The aims and objectives outlined in PPG 17 and the Companion Guide are reiterated in the Sport England Playing Pitch Strategy Methodology, 'Towards a Level Playing Field' (February 2003). It should be noted that this only deals with the assessment of playing pitch provision and does not cover assessments for other outdoor sports facilities. However, the principles and basic methodology can be (and has been in this instance) applied to the assessment of other sports.

Sport England strongly recommends that each local authority has an up to date playing pitch strategy. The benefits of having a playing pitch strategy are identified as follows:

Corporate and strategic
<ul style="list-style-type: none"> ▪ It ensures a strategic approach to playing pitch provision. ▪ It provides robust evidence for capital funding for sports pitch improvement (to support applications to agencies such as the Football Foundation, Heritage Lottery Fund, Sport England and the New Opportunities Fund). ▪ It helps deliver Government policies. ▪ It helps demonstrate the value of leisure services. ▪ It improves understanding of the quality and standard of sports pitches and associated changing (and other ancillary) facilities and the extent to which they encourage and enable more people to take part and enjoy pitch sports. ▪ It can assist in bringing specific sites back into active use and as a framework to assess sports club requests for improved sites and facilities. ▪ It can guide sports pitch provision and improvements through the Building Schools for the Future and Primary Capital programmes and regeneration schemes.
Operational
<ul style="list-style-type: none"> ▪ It can result in more efficient use of resources. ▪ Quality of provision can be enhanced.
Sports development
<ul style="list-style-type: none"> ▪ It helps identify where community use of school sports pitches is most needed. ▪ It provides better information to residents and other users of sports pitches. ▪ It promotes sports development and can help unlock latent demand.
Planning
<ul style="list-style-type: none"> ▪ It is one of the basic tools for implementing PPG17, particularly in relation to establishing a local standard for sport pitch provision. ▪ It allows the presentation of a coherent, up to date assessment and strategy to Sport England in its role as statutory consultee – when the planning authority is faced with development proposals that affect sports pitches. ▪ It provides a basis for establishing the requirement for new pitches or improvements to the quality of existing pitch sites that arise from new housing developments and the use of Section 106 Agreements. ▪ It is one of the best tools to justify protection of pitches in the face of rising development pressure on pitch sites for alternative uses, particularly with respect to new housing in order to meet regional targets. ▪ It provides an important evidence base, which is part of a holistic approach to open space improvement and protection to support the Local Development Framework including local authorities' emerging core strategies. It establishes a policy framework against which to justify existing or new recreation allocations for sports pitches/other leisure activities.

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

The approach and guidance outlined in 'Towards A Level Playing Field' are fully endorsed by Sport England and the Central Council for Physical Recreation (CCPR) as the appropriate methodology to provide detailed local assessments of playing pitch requirements and, as such, have been used in this study. Details of the methodology are outlined later in this document.

A Sporting Future for the Playing Fields of England

It is Sport England's policy to object to any planning application that will result in the loss of a playing field, unless it meets one of five exceptions as defined in A Sporting Future for the Playing Fields of England. Protection of playing fields was further enhanced in 1998 with Circular 9/98 (replaced in 2009 by Circular 02/09) which stipulates that where a local authority is minded to grant planning permission against Sport England's advice on land owned by a local authority or used for educational purposes, then the application should be referred to the relevant Government Office for possible 'call in'.

Playing to Win

'Playing to Win' is the Government's plan to get more people taking up sport simply for the love of sport; to expand the pool of talented English sportsmen and women; and to break records, win medals and win tournaments for this country.

The vision is to give more people of all ages the opportunity to participate in high quality competitive sport. To deliver this vision, there is a need to develop an integrated and sustainable sporting system which will nurture and develop sporting talent, underpinned by a high quality club and competition structure.

Sport England Strategy (2008-2011)

Sport England has recently clarified its primary role around the headline statement Grow, Sustain, Excel. The primary driver of its strategy and the indicator against which its performance will be assessed by Government is increasing levels of participation in community sport. Its ambition is, thus, to get more people playing and enjoying sport and to help those with talent get to the very top. It seeks to achieve this through working closely with NGBs and building strong partnerships with local authorities.

The strategy commits Sport England to deliver on a series of demanding targets by 2012/13:

- ◀ One million people doing more sport.
- ◀ A 25% reduction in the number of 16-18 year olds who drop out of five key sports.
- ◀ Improved talent development systems in at least 25 sports.
- ◀ A measurable increase in people's satisfaction with their experience.
- ◀ A major contribution to the delivery of the five hour sports offer for children and young people.

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

Game Plan

Game Plan is the Government's strategy for sport and physical activity through to 2020. It was published in December 2002 and presents a vision for England to become the most active and successful sporting nation in the world. It sets an ambitious target of encouraging 70% of the UK's population to lead an active life by 2020 and for Sport England to increase participation 1% year on year.

A key premise of Game Plan is that participation levels need to be raised for the whole population, but that interventions should focus upon economically disadvantaged groups and within those, especially on young people, women and older people. For young people, a linked aim is to develop 'physical literacy' (i.e., ability across a range of skills). It also identifies the relevance and the importance of locally available facilities.

National Game Strategy (2007-2012)

The Football Association's (FA) National Game Strategy provides a strategic framework that sets out the key priorities, expenditure proposals and targets for the national game over the six year period. The main issues facing grassroots football are identified as:

- ◀ Growth and retention (young players).
- ◀ Growth and retention (adult players).
- ◀ Football for All.
- ◀ Raising standards and behaviour.
- ◀ Player development.
- ◀ Running the game.
- ◀ Football work force.
- ◀ Facilities.
- ◀ Partnerships and investment.
- ◀ Promotion.

The National Game Strategy reinforces the urgent need to provide affordable, new and improved facilities in schools, clubs and on Local Authority sites.

Over 75% of football is played on public sector facilities rather than in private members' clubs. The leisure budgets of most local authorities have been reduced over recent years as priorities have been in other sectors. This has, in many instances, resulted in decaying facilities that do not serve the community and act as a disincentive to play football. The loss of playing fields has also been well documented and adds to the pressure on the remaining facilities to cope with the demand, especially in inner city and urban areas.

The growth of the commercial sector in developing custom built 5-a-side facilities has also changed the overall environment. High quality, modern facilities provided by companies such as Powerleague, Goals, JJB (now DW) and playfootball.net for example, have added new opportunities to participate and prompted a significant growth in the number of 5-a-side teams in recent years.

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

Grounds to Play – England and Wales Cricket Board (ECB) Strategic Plan 2010 - 2013

Grounds to Play continues to focus on the four pillars, as identified in the previous strategy: Building Partnerships. The pillars are:

- ◀ Energising people and partnerships to deliver national goals at local level:
 - ◀ Having streamlined the management of ECB and established the County Boards, where feasible, services currently provided from the centre will be transferred to County Boards;
 - ◀ Enhance asset growth through continuing interest free loans to community clubs, expanding NatWest Cricket Force, seeking to support corporate or public sector cricket grounds under threat of closure through the England and Wales Cricket Trust, and seeking to expand partnerships for Indoor Cricket.
- ◀ Vibrant domestic game.
- ◀ Enhancing facilities, environments and participation:
 - ◀ The focus of this plan will be on providing facilities to sustain participation levels rather than a focus on a substantial increase in participation;
 - ◀ The Cricket Foundation's 'Chance to Shine' programme has been an outstanding success in reintroducing cricket into state schools. ECB will prioritise investment in the programme;
 - ◀ To further expand club/ school links and position the cricket club at the heart of the community, ECB will provide £1.5 million per annum capital improvement grants to local clubs that make their club facilities available to the local community and to local schools.
- ◀ Successful England teams.

The following actions executed during the duration of Building Partnerships provide a strong base for this new plan. Actions include:

- ◀ Streamlining ECB governance.
- ◀ Building participation by more than 20% per annum (as measured through ECB focus clubs and County Boards).
- ◀ Developing women's cricket.
- ◀ Attracting volunteers.
- ◀ Expanding cricket's spectator base.
- ◀ Introducing grants and loans to clubs.
- ◀ Developing disabilities cricket.

The theme of this plan therefore progresses to Grounds to Play and it is in the areas of facilities and coaches where ECB investment will be focussed. Partnership funding and support will play a key role in the delivery of actions and maintaining the strength of the pillars. Partners particularly applicable to community cricket include:

- ◀ England and Wales Cricket Trust - to provide up to £5 million of interest free loans to member clubs for recreational projects and to work with grounds in inner city areas to provide greater community use by 2013.
- ◀ Sport England - to enhance the Whole Sport Plan award of £38 million by obtaining a further £10 million of lottery aid support by 2013.

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

2005/06 - 2012/13 Rugby Football Union Strategic Plan

The RFU Management Board has set out eight key themes to be incorporated in the strategic plan review process. These eight themes are as follows:

1. The appropriateness of the 'seamless game';
2. The development of English Qualified Players;
3. The roles and responsibilities of county boards and clubs in the game;
4. Development of unified structures and programmes for the game;
5. Develop IT systems to measure performance;
6. Maintain the ethos and culture of the game;
7. Ensure a 'growth game';
8. Take a leading role in the development of the game worldwide.

Community Rugby's role is to promote and develop the game within the community by encouraging and supporting all those who want to participate by playing, coaching, refereeing, administrating or spectating.

The RFU Strategic Plan seeks to ensure that priorities are focused and will enable the Community game to grow, generate lifelong participation and create sustainable rugby clubs.

Regional context

Coventry, Solihull and Warwickshire Sport

Coventry Solihull & Warwickshire Sport (CSW Sport) is a county sports partnership. It is an established sub regional agency, made up of key local bodies (including NWBC), who have formally committed to working together and contributing to developing sport and active recreation for people throughout the Coventry, Solihull and Warwickshire area. It is one of six sub regional County Sports Partnerships within the West Midlands and forty-nine across England.

The work of the partnership is concentrated on five strategic themes, which provides a real focus for action. The five themes are as follows:

- ◀ **Plan** - Strategic Co-ordination and Planning: to strategically co-ordinate and plan local sport delivery and identify, broker and strengthen strategic links with other organisations that may use sport to meet some of their objectives.
- ◀ **Increase** - Increasing Participation: developing pathways for young people, through supporting high quality clubs and other delivery agencies (i.e., schools, local authorities, and organisations delivering sport in the voluntary community or private sector, colleges, universities).
- ◀ **Develop** - Workforce Development: develop an appropriately skilled workforce which supports sport - teachers, coaches, volunteers, and professional staff.
- ◀ **Measure** - Performance Measurement: generating evidence, identifying the strengths and weaknesses of existing work and the present infrastructure, and to enable informed decisions to be made based on accurate data and evidence.
- ◀ **Promote** - Marketing & Communication: improving the methods and effectiveness of communicating information between partner agencies, and improving the marketing and communication of success to target audiences.

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Local context

Sports Development

Sports development is picked up by the Partnership and Development Section at NWBC through its Social Inclusion and Sport service. Officers assist individuals and groups to deliver community based projects that improve the quality of life for those who live in, work in and/or visit North Warwickshire. Projects are delivered at target locations throughout the Borough to help improve community safety, the environment and people's health. The team assists with the development of new or existing services, including working with sports clubs and arts groups, allotment associations, delivery of extended school sessions (breakfast and afterschool clubs), and the provision of educational and fun holiday activities. It works in partnership with several other organisations such as Warwickshire County Council, NHS Warwickshire, Warwickshire Police, Warwickshire Community and Voluntary Action, Warwickshire Wildlife Trust, Warwickshire Sub-Regional Arts Partnership, Northern Warwickshire School Sports Partnership and Coventry, Solihull and Warwickshire Sport Partnership.

Following a successful Community Investment Fund application, NWBC has recruited a Sports Club Development Officer (SCDO). This officer works directly with local sports clubs assisting them with the Clubmark process and the growth and development of the clubs. The overall targets for Social Inclusion and Sport focus on Public Service Agreements (PSA) and national targets, as below:

Area	Action	Outcome
General	Utilise Aston Villa's training facilities as part of the section 106 agreement	Address key themes, as identified in key strategic documents
Sports development	Support local sports club's development	To ensure suitable, good quality, community exit routes for children, young people and adults
	Manage the Sports Club Development Officer	
	Support and assist sports clubs and active recreation community group through accreditation process	
	Assist sports clubs to gain CASC status where appropriate	
	Assist sports clubs to apply for funding	Enhance club delivery.
Promote Healthy Living	In partnership with Leisure Facilities Team deliver the 'Adopt a school' initiative to all North Warwickshire's year 6 pupils	Promote Healthy Living
	Deliver a pilot healthy living coach project in Atherstone	
	Support 5 walking groups	Enable groups to become self sustaining.
NI 6 Participation in Regular Volunteering	Increase volunteering within sports clubs	By 5 Volunteers per year.
	Encourage North Warwickshire sports clubs to advertise volunteer opportunities on 'Involved' Database.	
	Promote volunteering opportunities at London 2012 and associated events.	
	Promote locally the 'Children's Promise' initiative	
	Support volunteer development	Organising 5 training courses.

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Area	Action	Outcome
NI 8 Adult Participation in Sport	Co-ordinate the Community Sport Network (CSN)	Guide sports delivery in the area
	Co-ordinate North Warwickshire Sports Club Forum.	
	Co-ordinate North Warwickshire 'Get Active' week.	
	Where appropriate use London 2012 and its 'Inspire mark'.	promote participation in sport as part of a healthy lifestyle
	Organise the Sport Relief Mile at Royal Meadow Drive Recreation Ground	
	In partnership with the Leisure Facilities Team investigate, design and deliver new projects.	Increase participation in sport
Raising aspirations and educational attainment	Develop an exit strategy for school sport leadership programmes	Raising aspirations and educational attainment
	Promote the 'Get Set' education programme to all schools	
	Support the delivery of the Sports and Leisure Diploma in partnership with local schools and Warwickshire Business Education Partnership.	
	Accredit all afterschool activity through Childrens' University	
NI 110 Young People involved in positive activity	Deliver sessions to engage 349 semi sporty young people between 11-19 years of age.	Increase participation and number of young people involved in positive activity
	Investigate and deliver a diversionary fishing project.	
	Devise exit routes for the Community Sport Coach Scheme breakfast and afterschool club	
	Improve disability activity provision in North Warwickshire	
	Deliver Call 4 Sport as part of the holiday activity programme	
	Provide Sports Coaching on a recharge basis to schools to support their PPE time	
	Deliver Atherstone boxing project	
	Roll out the 'Tag to Twickenham' project in North Warwickshire	
	Support 5 sports clubs to deliver Summer Camps which promote their clubs and increase participation.	
	Develop the Sports Club Roadshows	

Grants are available to sports clubs through the Area Forum Fund provided by NWBC to support local initiatives throughout the Borough. Community organisations (with a constitution and bank account) and Parish/Town Councils are invited to apply for an award which:

- ✦ Should be able to identify a 'link' to at least one of the three priorities of the Sustainable Community Strategy.
- ✦ Confers benefit upon the community generally and not be limited to membership of the organisation and its immediate supporters.
- ✦ Must be endorsed by a Borough Councillor.
- ✦ Community organisations must be able to provide at least 30% match funding for the project for which a grant is sought. Parish /town councils must provide at least 50%. Match funding can include in-kind support.

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North Warwickshire Green Space Strategy 2008-2018

The Green Space Strategy covers all elements of green space, including allotments, cemeteries and churchyards, equipped children's play areas and places for young people parks and outdoors sports facilities. There are two strategic priorities referring to outdoor sports facilities:

- ◀ Work with schools and other providers to meet the demand for more community access to outdoor sports facilities
- ◀ Use the findings of the Open Spaces, Sports and Recreation Study to inform the development of a Playing Pitch Strategy to deliver sustainable outdoor sports provision.

The Strategy breaks priorities down by 11 profile areas. Sports related issues are extracted below:

Area	Issue/recommendation
Coleshill	Support Coleshill Town Council to develop a management plan for Memorial Park with a view to achieving Green Flag standard
	Work with local schools to meet the demand for more community access to football pitches
Water Orton	Support Water Orton Parish Council to develop a management plan for the recreation ground
	Work with Water Orton Parish Council and other providers to meet the demand for more community access to outdoor sports facilities
	Seek the provision of additional open space for outdoor sport and children's play
Curdworth, Hurley & Wood End including Curdworth, Wishaw, Middleton, Marston, Bodymoor Heath, Lea Marston, Whitacre Heath, Nether Whitacre, Hurley, Wood End and Piccadilly	Support Curdworth Parish Council to develop a management plan for Curdworth Playing Field (also known as King George V Playing Fields) to ensure ongoing improvement of facilities
Kingsbury	Work with the local school to meet the demand for more community access to outdoor sports facilities
Arley & Whitacre including Old Arley, New Arley, Hill Top, Over Whitacre, Ansley, Ansley Common, Furnace End, Devitt's Green and Birchley Heath	Develop a management plan for Arley Sports Centre to enable its development as a recreation 'hub'
	Support Arley Parish Council to develop a management plan for Hill Top Recreation Ground, New Arley
	Develop a management plan for Bretts Hall Recreation Ground in Ansley Common.
	Support Ansley Parish Council to develop a management plan for Ansley Recreation Ground

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Area	Issue/recommendation
Atherstone & Mancetter including Atherstone, Mancetter and Ridge Lane	Work with partners at the neighbouring cricket ground to develop a sports 'hub' at Royal Meadow Drive Recreation Ground to provide a focus for a range of good quality pitch sports provision with appropriate ancillary facilities
	Work with local schools and other providers to meet the demand for more community access to good quality sports pitches
	Support the provision of an STP in the area as the preferred location for this type of facility in North Warwickshire
Polesworth & Dordon including Polesworth, Birchmoor and Dordon	Develop a management plan for Abbey green Park in Polesworth with a view to achieving Green Flag standard
	Develop an improvement plan for Kitwood Avenue Recreation Ground in Dordon
Baddesley & Grendon including Baddesley Ensor, Grendon, Baxterley, Bentley, and Merevale	No sports specific issues
Fillongley including Fillongley, Corley, Maxstoke and Shustoke	Support Fillongley and Shustoke parish councils to develop management plans for the recreation grounds at Fillongley and Shustoke
Hartshill	Support Hartshill Parish Council to develop a management plan for Snowhill Recreation Ground
Newton Regis & Warton including Newton Regis, Seckington, No Man's Heath, Shuttington, Alvecote, Austrey and Warton	Support the parish councils to develop management plans to ensure ongoing investment in the outdoor sports facilities at the recreation grounds in Newton Regis and Austrey
	Support the improvement of the facilities at the playing field in Shuttington

North Warwickshire Sustainable Community Strategy

The Local Government Act 2000 placed a duty on every local authority to prepare a Community Strategy and also introduced the concept of local strategic partnerships (LSPs). In 2001, North Warwickshire responded to this challenge and established a LSP known locally as the North Warwickshire Community Partnership. This is responsible for the delivery of the North Warwickshire Sustainable Community Strategy.

The Partnership's aim is to improve the way that local services are planned and delivered. The local authority along with Warwickshire County Council provides the administration and coordination for the North Warwickshire Community Partnership.

The Sustainable Community Strategy sets out three key priorities for improving the overall quality of life in North Warwickshire from 2009 to 2026. These are:

- ◀ Raising aspirations, educational attainment and skills.
- ◀ Developing healthier communities.
- ◀ Improving access to services.

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The partnership states its challenge to be “To put in place the appropriate tools and infrastructure to deliver sustained improvement for all our communities so that more people can enjoy life and reach their full potential. To achieve this, we want to help local people to look after themselves, stay healthy, independent and participate fully as members of the community.”

North Warwickshire Borough Council Corporate Priorities

The Council has set its own 2020 Vision of being recognised for providing high quality services to its communities, through listening, learning and leading with openness. Whilst it seeks to do this across all of its services, its short term focus will be to deliver on seven priorities with a view to playing its part in improving the quality of life of local people.

In developing these priorities, the Council has taken account of a number of issues. First and foremost, it has taken account of those things that local residents have told us are the most important to them or need improving, including services where North Warwickshire’s performance needs to improve, compared to other areas. Key issues that have emerged are activities for teenagers, affordable housing, clean streets, health services, crime and anti-social behaviour, public transport, parks/open spaces/leisure facilities, satisfaction with neighbourhood and home for people over the age of 65, involvement in and being able to influence local decisions, local tips/household recycling, educational attainment, health of residents and carbon emissions. Having taken account of these issues in respect of the services the Council provides, our priorities are:-

- ◀ Enhancing community involvement and access to services.
- ◀ Improving housing in the Borough by delivering more affordable housing and achieving the Decent Homes Standard for our own stock.
- ◀ Protecting and improving our environment.
- ◀ Defending and improving our countryside and rural heritage.
- ◀ Tackling health inequalities through improving well-being and providing leisure opportunities to all our citizens.
- ◀ Working with our partners to tackle crime, the fear of crime and anti-social behaviour.
- ◀ Making best use of resources through achieving a balanced budget and developing our workforce.

Sport England: Active People

The Active People Survey is conducted across every local authority in England and is the largest ever survey of sport and active recreation to be undertaken in Europe. The Active People Survey 1 (APS1) in which a total of 363,724 adults living in England took part was conducted between October 2005 and October 2006. Active People Survey 2 (APS2), the ‘second round’, was conducted between October 2007 and October 2008 and a total of 191,325 adults living in England took part. The survey is now run on a continuous annual basis. Active People Survey 3 was completed in Oct 2009, at which point Active People Survey 4 commenced.

It gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation and now (as of APS2) cultural participation, as well as obtaining information about volunteering, club membership, tuition from an instructor or coach, participation in competitive sport and satisfaction with local sports provision.

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Nationally, AP2 results highlight:

- ◀ In England 8,835,000 adults participate in sport and active recreation on three days a week for 30 minutes at moderate intensity.
- ◀ Over two million adults in England (age 16 and over) volunteer in sport for at least one hour a week. This has increased by 125,000 between 2005/6 and 2007/8 (from 1.92 million adults to 2.04 million adults).
- ◀ There has been no change in the percentage of the adult population which receives tuition between 2005/6 and 2007/8.
- ◀ Between 2005/6 and 2007/8 there has been a statistically significant decrease in the percentage of the adult population that take part in organised competition, and the percentage of the adult population that are members of a club where they play sport.
- ◀ Satisfaction with local sports provision has significantly declined from 2005/6 to 2007/8.
- ◀ Football participation (indoor and outdoor) has grown from 2.91 million adults (7.1%) to 3.12 million adults (7.6%), an increase of 232,000 participants.
- ◀ Athletics participation has reportedly grown by 460,000 participants, from 2.04 million adult participants (5.0%) to 2.50 million adults (6.0%). This includes athletics track/field, running and jogging.

Key highlights from Active People Survey 3:

- ◀ The number of adults in England who do sport at least three times a week has reached 6.93 million
- ◀ Athletics and cycling have each achieved increases of over 100,000 participants in the past year (between 2007/8 and 2008/9)
- ◀ The number of men playing sport three times a week has risen by 176,000 to 4.203 million

Table 2.4 overleaf shows the survey results for the North Warwickshire in comparison to England and Sport England region of the West Midlands; as well as those for the nearest neighbours.¹ The nearest neighbours are not geographic neighbours but those which are the closest to North Warwickshire in terms of socio-demographics.

This type of comparison has been developed to aid local authorities in comparative and benchmarking exercises, the models use a wide range of socio-economic indicators upon which the specific family group (nearest neighbours) is calculated.

AP1 found that almost 22% of those people surveyed in North Warwickshire participated in sport at least three days a week for 30 minutes at a moderate level. This places the local authority in the middle of national participation; and above the national average (21%). This decreased marginally to 18.8% following APS2.

Of those surveyed, two thirds (66%) of people from North Warwickshire were satisfied with local sports provision (APS1) which is below the national average (69.5%) but similar to comparable areas. APS3 found satisfaction levels to have decreased marginally in North Warwickshire (65%), but this again matches the decrease in most comparable areas. The community consultation conducted, as discussed later in the report, helps to shed some light on the causes of this.

¹ According to www.cipfastats.net NWBC's top three nearest neighbours are Bassetlaw, North West Leicestershire, and Newark and Sherwood.

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Table 2.1: Summary of Active People Survey results by key performance indicator (KPI)

Measure	Region	APS1 (Oct 2005-Oct 2006)	APS2 (Oct 2007-Oct 2008)	APS3 (Oct 2008-Oct 2009)
		%	%	%
KPI 1 - At least 3 days a week x 30 minutes moderate participation (all adults)	National	21.00%	21.32	21.60%
	West Midlands	19.30%	19.07%	20.08%
	North Warwickshire	21.83%	21.12%	21.58%
	North West Leicestershire	21.96%	23.49%	25.38%
	Newark and Sherwood	19.78%	20.58%	21.08%
	Bassetlaw	19.20%	21.69%	24.60%
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	National	4.70%	4.90%	4.70%
	West Midlands	4.71%	4.72%	4.73%
	North Warwickshire	5.45%	6.55%	5.16%
	North West Leicestershire	6.41%	4.50%	5.71%
	Newark and Sherwood	5.05%	5.40%	6.68%
	Bassetlaw	5.38%	4.68%	4.48%
KPI 3 - Club member (all adults)	National	25.10%	24.70%	24.10%
	West Midlands	23.49%	22.78%	22.82%
	North Warwickshire	24.15%	23.52%	22.49%
	North West Leicestershire	22.94%	24.57%	23.58%
	Newark and Sherwood	23.53%	21.06%	22.64%
	Bassetlaw	21.34%	23.15%	20.76%
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	National	18.00%	18.10%	17.60%
	West Midlands	16.36%	16.33%	16.23%
	North Warwickshire	17.78%	16.34%	18.06%
	North West Leicestershire	18.68%	20.35%	17.94%
	Newark and Sherwood	19.94%	16.61%	18.45%
	Bassetlaw	14.47%	16.51%	15.64%
KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	National	15.00%	14.70%	14.40%
	West Midlands	13.87%	14.04%	13.27%
	North Warwickshire	15.32%	13.30%	14.10%
	North West Leicestershire	15.86%	14.78%	13.39%
	Newark and Sherwood	15.81%	15.42%	15.75%
	Bassetlaw	13.64%	13.57%	16.17%

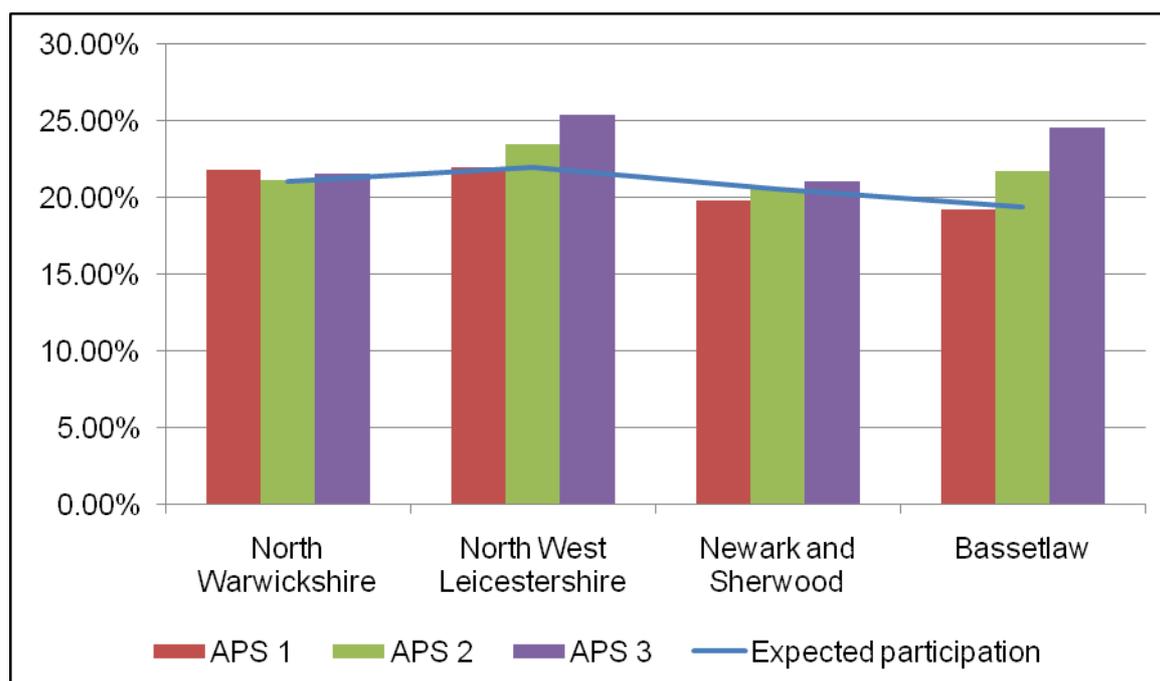
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Measure	Region	APS1 (Oct 2005-Oct 2006)	APS2 (Oct 2007-Oct 2008)	APS3 (Oct 2008-Oct 2009)
		%	%	%
KPI 6 - Satisfaction with local sports provision (all adults)	National	69.50%	66.70%	68.40%
	West Midlands	69.13%	65.26%	66.77%
	North Warwickshire	66.39%	70.96%	65.34%
	North West Leicestershire	74.12%	73.39%	78.64%
	Newark and Sherwood	67.58%	73.32%	66.68%
	Bassetlaw	56.27%	58.58%	65.55%

The APD also illustrates the 'expected' participation rate. This means that a broad range of socio-demographic variables are taken into account and allowed for. This information can enable those developing and promoting sport locally to assess their relative levels of participation compared with what might be expected. By doing so it provides an opportunity to identify areas delivering levels of participation above what would be expected and to learn from their experience. Local authority areas can be assessed in three different ways, as shown in figure 2.1 overleaf:

- ◆ According to the actual sport participation rates.
- ◆ According to the expected sport participation rates. This is the sport participation rate a local authority area is expected to achieve, given its socio-economic profile, based on 2005/06 data. In this way for example, high income areas (positive influence) might be expected to have higher sport participation than low income areas.
- ◆ According to the variation between the actual and expected sport participation rates.

Figure 2.1: Expected versus actual participation



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Figure 2.1 above shows that North Warwickshire has a participation level which is equal to the expected level. Both North West Leicestershire and Bassetlaw exceed their expected levels of participation. This suggests that NWBC should not only continue with current initiatives/programmes but also build on current delivery to drive up participation.

Market segmentation

Sport England has also developed a segmentation model with 19 'sporting' segments to help better understand attitudes, motivations and perceived barriers to participation.

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

Those segments found to be most dominant in North Warwickshire are shown in table 2.2 overleaf.

Table 2.2: Market segmentation results for North Warwickshire

Segment label	Segment description	% N.Warks	% Nationally
Philip – comfortable mid life male	Enjoys participating in a number of activities; likely to be a member of fitness/sports clubs. Motivated by meeting friends, taking the children to activities, improving performance and enjoyment. Help with childcare may encourage this type to participate more although lack of time is a significant factor.	9.4	7.8
Tim – settling down males	Likely to have private gym membership, and compete in some sports. Motivations include improving performance, keeping fit and meeting friends. He also just enjoys doing sport. Busy lives are a barrier to doing more.	9.0	6.9
Elsie and Arnold – retirement home singles	Generally have the lowest participation rates of the 19 segments. Poor health and disability are major inhibitors. Participation occurs mainly in low intensity activities. Safer neighbourhoods or people to go with would encourage participation. Organised, low-impact, low intensity events would be welcomed.	8.7	8.3

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Segment label	Segment description	% N.Warks	% Nationally
Chloe – fitness class friends	An active type that primarily enjoys exercise classes that they can go to with friends. Swimming is popular, as is going to the gym, but combat sports do not appeal. Primary motivation is to lose weight and keep fit. Tend to exercise with people. They would exercise more if they had more free time, people to go with, or facilities were open longer	2.8	3.8

Phillip is the market segment with the highest proportion of North Warwickshire's population (9.4%); above the national proportion. The ratio of 'Tims' in North Warwickshire is also higher than the national level at 9% as opposed to 7%.

The female market segment with the most significant proportion (7%) of the North Warwickshire population is 'Chloe', someone who has fitness class friends. Conversely, 'Norma', a later life lady is the female market segment with the lowest proportion (1.3%) of North Warwickshire's population. Full definitions of each segment can be found in appendix 3.

This means that whilst provision for 'Norma' and 'Paula' should not be ignored, a higher proportion of residents would benefit from initiatives that appeal to the area's larger market segments, such as 'Elsie and Arnold', or 'Chloe' and 'Phillip'. Sports that would be popular include:

- ◀ Walking.
- ◀ Bowls.
- ◀ Dancing.
- ◀ Low-impact exercises.
- ◀ Netball.
- ◀ Swimming.
- ◀ Tennis.
- ◀ Aqua aerobics.
- ◀ Cricket.
- ◀ Golf.
- ◀ Cycling.
- ◀ Squash.
- ◀ Football.

Clubmark

As noted above, 'Playing to Win' (2008) is the Government's plan to get more people participating simply for the 'love of sport'. Its stated vision is to give more people of all ages the opportunity to participate in high quality competitive sport through developing an integrated and sustainable sporting system which will nurture and develop sporting talent, underpinned by a high quality club and competition structure.

Sports clubs, and, in particular, Clubmark clubs directly support this aim for young people. Clubmark accredited clubs are externally assessed to ensure they achieve minimum operating standards, regardless of the NGB to which they affiliate. Evidence collected independently of NGBs suggests that they have, over the past two years, increased junior participation, raised the number of active, qualified coaches and improved levels of coach qualification, thus making them, in their own view and that of the evaluators, more effective and sustainable community sports clubs. North Warwickshire has several Clubmark clubs plus a further 15 (six in pitch sports) that are presently 'working towards'

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accreditation. Table 2.3 shows the status of the clubs that use outdoor sports facilities in the Borough:

Table 2.3: Clubmark status in North Warwickshire

Sport Type	Club name	Status
Cricket	North Warwickshire CC	Accredited
Cricket	Ansley Sport CC	Accredited
Cricket	Water Orton CC	Accredited
Cricket	Coleshill CC, Warks	Accredited
Cricket	Aston Unity CC	Accredited
Cricket	Corley CC	Accredited
Rugby Football Union	Old Saltleians RFC	Accredited
Rugby Football Union	Keresley RFC	Accredited
Tennis	Coleshill Tennis & Sports Club	Accredited
Cricket	Atherstone Town CC	Working Towards
Cricket	Austrey Amblers CC	Working Towards
Cricket	Fillongley CC	Working Towards
Cricket	Nether Whitacre CC	Working Towards
Rugby Football Union	Atherstone RFC	Working Towards
Rugby Football Union	Spartans (Midlands) RFC	Working Towards

NWBC may wish to consider future prioritisation of facilities particularly as these clubs can support the complementary objectives and targets of partners in local authorities. For example, achieving targets for youth participation, the five hour offer and school-club links.

Population growth

The Office of National Statistics (ONS) has recently produced long term population projections. They project forward the midyear estimates of population for 2004 and give an indication of future trends by age and gender for the next 25 years. Current total Borough population is 62,338 (ONS 2008 mid-year population estimates).

ONS population projections (2006 – 2031) suggest that by 2021 (to fit with the Core Strategy and the Regional Spatial Strategy) its population will be 66,700. This equates to an increase of 4,362 or 6.997%. This has been applied across the analysis areas to reflect the population projections at a local level:

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Analysis areas

The Borough of North Warwickshire has been divided into four analysis areas (shown below) according to the current formation of area forums. Analysis areas allow a more localised assessment of provision and examination of facility surplus and deficiencies at a local level. Use of analysis areas also allows local circumstances and issues to be taken into account. Hence the analysis areas are as follows:

- ◀ North Forum.
- ◀ East Forum.
- ◀ South Forum.
- ◀ West Forum.

Table 2.4: Population projections for North Warwickshire

Analysis area	Mid-2008 Population	6.997% Increase	2021 Future Population
North Forum	17,431	1219.706	18,651
East Forum	14,713	1029.518	15,743
South Forum	15,582	1090.325	16,672
West Forum	14,612	1022.451	15,634
North Warwickshire	62,338	4362.000	66,700

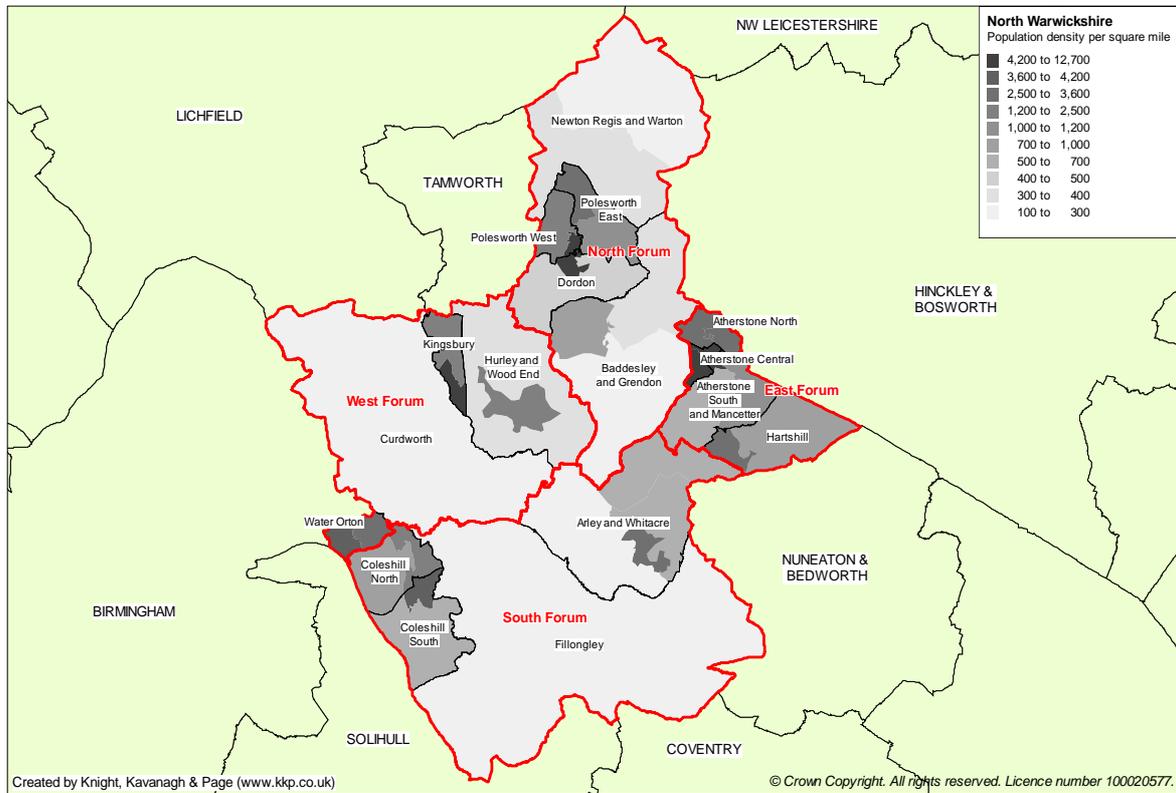
The projections are trend based projections and do not take into account future local, regional or national policy and strategies.

Table 2.5: Analysis areas in North Warwickshire

Analysis area	Wards	Mid-2008 population
North Forum	Newton Regis and Warton Polesworth East Polesworth West Dordon Baddesley and Grendon	17,431
East Forum	Atherstone North Atherstone Central Atherstone South and Mancetter Hartshill	14,713
South Forum	Arley and Whitacre Fillongley Coleshill South Coleshill North	15,582
West Forum	Water Orton Curdworth Kingsbury Hurley and Wood End	14,612
North Warwickshire		62,338

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Figure 2.2: Analysis areas in North Warwickshire



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PART 3: PLAYING PITCH ASSESSMENT METHODOLOGY

The assessment and analysis in this report are, as noted above, based on Sport England's (SE) playing pitch strategy methodology, 'Towards a Level Playing Field' (2003). This outlines specific criteria for assessing the quantity, quality, capacity and accessibility of playing pitches and ancillary facilities. These criteria and the principles of the assessment have also been applied to other outdoor sports facilities in North Warwickshire. It provides clear guidance on assessment of supply and demand for sports pitches and the types and levels of analysis required in order for the local authority to plan effectively to meet local needs. These include:

- ◀ The Playing Pitch Model (PPM).
- ◀ Team generation rates (TGRs).

Playing Pitch Model (PPM)

The PPM is a temporal supply and demand analysis and is largely applied as a numerical, model. It is used in three ways:

- ◀ To reflect the existing situation using data on existing teams and pitches.
- ◀ To test the adequacy of current provision by manipulating the variables in the model.
- ◀ To predict future requirements for pitches, by incorporating planned pitches and projected changes in population and participation.

An eight-stage process has been followed to produce the PPM:

Stage	Process
1	Identifying teams/team equivalents.
2	Calculating home games per team per week.
3	Assessing total home games per week.
4	Establishing temporal demand for games.
5	Defining pitches used/required on each day.
6	Establishing pitches available.
7	Assessing the findings.
8	Identifying policy options and solutions with forecasts to 2023.

Stages one to seven of this process are covered in this report. Stage eight will be covered in the final strategy report.

The 'electronic toolkit', which accompanies 'Towards A Level Playing Field', provides tools for collecting some of the information above.

'Team equivalents' refers to use of pitches by groups other than those playing formal matches. This includes school games lessons, club and school training sessions, sports development sessions etc. By including these in the 'demand equation' a more accurate picture is presented. Information from schools and clubs was collected using the electronic toolkit school and club questionnaires.

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Team identification has been undertaken via consultation with leagues, local authority officers (pitch booking records), as well as with NGBs and clubs.

The ownership and accessibility of pitches will also influence their actual availability for community use. The term 'secured community use' has been adopted to define this. This is likely to embrace:

- ◀ All local authority facilities.
- ◀ School facilities where they are subject to formal community use agreements.
- ◀ Other institutional facilities that are available to the public as a result of formal community use agreements.
- ◀ Any facilities that are owned, used or maintained by clubs/private individuals and which, as a matter of policy and practice, are available to large sections of the public through membership of a club or through an admission fee. The cost of use must be considered reasonable and affordable by the majority of the community.

Auditing pitches and assessing the level of availability is largely achieved through site visits.

Pitch quality information

All information relating to outdoor sports across North Warwickshire is collated in the project playing pitch and non pitch database (supplied as an electronic file). All sites included within the audit, as identified by NWBC, supplemented by KKP and assessed by KKP are included within the KKP project database.

The non-technical assessment sheet, as provided in Towards a Level Playing Field toolkit was used to assess sites in the area. A copy of the site assessment sheet template can be found in appendix two. The pitch assessment sheet is a 'tick box' assessment, which rates various elements of pitch quality.

This information is scored, converted into a percentage (of the highest score possible) and also into a qualitative rating. The qualitative ratings for pitch quality are:

Pitch assessment score	Pitch rating
90% +	An excellent pitch
64-90%	A good pitch
55-64%	An average pitch
30-54%	A below average pitch
Less than 30%	A poor pitch

For ease of interpretation and analysis, the five-point quality score above has been condensed into a three-point scale as follows:

- ◀ **Good quality** – made up of 'excellent pitch' or 'good pitch'.
- ◀ **Adequate quality** – an average pitch.
- ◀ **Poor quality** – made up of 'below average pitch' or 'poor pitch'.

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Capacity

KKP has developed a capacity rating for each pitch site i.e. football and rugby based on the quality rating given to pitches on the site and the number of teams currently playing at the site (identified through league handbooks, local authority booking sheets and consultation with clubs). These capacity ratings assist in the identification of sites for improvement/development, rationalisation etc.

Play refers to temporal demand or when the teams play. A figure of 1.0 in this column for instance would be representative of two teams using that pitch on a home and away basis (every other week). This means that that pitch is carrying one game at that time every week.

Calculation of capacity is based on the qualitative ratings. Taking into consideration SE guidelines¹ on capacity, pitches have thus been identified to have the following capacity ratings:

- ◀ If a pitch is rated as 'good' its capacity is specified as two matches per week.
- ◀ If a pitch is rated as 'acceptable' its capacity is specified as one match per week.
- ◀ If a pitch is rated as 'poor' its capacity is specified as one match every other week.

School pitches have been issued with a different capacity rating. This is due to the fact that they generally experience higher usage through curricular and extracurricular school based use. It is possible to enter team equivalents into the database in order to calculate equivalent demand for school pitches. However, due to a lack of consistent information from schools it is not possible to be entirely accurate. Therefore, school pitches are identified as having the following capacity ratings in relation to community use:

- ◀ If a pitch is rated as 'good' its capacity is specified as one match per week.
- ◀ If a pitch is rated as 'acceptable' its capacity is specified as one match per week. **Are these both one per week – yes we don't think there is much different in terms of capacity of school pitches between good and adequate.**
- ◀ If a pitch is rated as 'poor' its capacity is specified as one match every other week.

Only school sites with existing community use have been included in the analysis (PPM). However, all sites with formal sports provision are included in the audit.

Using the pitch and non pitch database, it is possible to enter scenarios and alter the carrying capacity of school and council pitches. This means that it is possible to see how many, if any, extra pitches become available.

A colour coded rating is then given by comparing the above information:

- ◀ Red - the pitch is being used over capacity.
- ◀ Amber - the pitch is played to capacity.
- ◀ Green - the pitch is being used under capacity.

¹ Sport England – 'Towards a Level Playing Field'

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Where it is indicated that the level of provision is 'sufficient', this indicates that none of the pitches in the area (for that particular sports), are rated as poor quality and/or played 'over capacity', nor has any latent demand been identified by users. This is not to say that improvements to sites are not required. Conversely, where an insufficient level of provision is identified this is because one or more sites/pitches have been rated as poor quality and/or are being over-played and/or latent demand has been expressed.

Following consultation with league secretaries, it is noted that it can often be the case that U15, U16 and U17 teams play on senior sized football pitches. The capacity rating does not take into account this type of play i.e. juniors playing on senior pitches. Where a large number of junior/mini teams play on a site, particularly if they are playing on senior pitches this can result in those pitches being significantly overplayed on the capacity rating. This can also result in the PPM showing unrealistic deficiencies in provision. Many grounds are able to withstand more matches being played on by junior/mini teams than senior teams.

Team generation rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team based on current population and participation. TGRs for each pitch sport and each age group have been calculated. These have been used with the PPM for modelling purposes, e.g., by looking at population projections, future TGRs can be estimated. These have been entered into the PPM to predict, where possible, whether current supply will meet future demand.

Consultation

A variety of consultation methods were used to collate information about leagues, clubs, county associations and national/regional governing bodies of sport. These were generally as follows:

Consultee	Method of consultation
NWBC and Warwickshire County Council officers	Face to face interviews.
League/county association representatives	Face to face/telephone interviews.
Football clubs	Face to face/postal questionnaires/telephone interviews. Football Partnership meeting/presentation.
Cricket/rugby/hockey club(s)	Postal questionnaires/telephone interviews.
Primary and junior schools	Postal questionnaires via NWBC.
Regional governing body officers	Face to face/telephone interviews.

Advice was taken from local sports development officers, county associations and regional NGB officers about which clubs to include in the face-to-face consultation. Issues identified by football clubs returning questionnaires were followed up by telephone or face to face interviews.

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PART 4: GENERAL SPORTS ISSUES

Introduction

There is significant cross boundary travel into Birmingham, Tamworth, Solihull and Nuneaton by sports clubs in North Warwickshire, particularly in reference to accessing grass pitches but also for synthetic facilities/training facilities. Neighbouring, Nuneaton is a large rugby town and it is widely thought that some North Warwickshire residents travel to either Nuneaton or Birmingham to play rugby. There is also some travel into North Warwickshire, for example:

- ◀ Dosthill FC (currently from Tamworth) access pitches across the Borough but will eventually move all its teams to pitches at Coleshill (Town Council owned)
- ◀ Tamworth RFC trains at Polesworth School and as such has a large junior membership, many of which are North Warwickshire residents.
- ◀ Old Sattleians RFC also includes residents from neighbouring authorities, such as Solihull.

NWBC management and maintenance

The maintenance of NWBC sites (25 sites) is carried out by the Borough Council's Grounds Maintenance Team. Mowing and cutting at the moment is on a scheduled basis and follows a fortnightly rotation but the Authority expects to be moving to a performance specification in future. NWBC is also contracted to maintain approximately 12 parish council sites but line marking is carried out by the parish council/club.

NWBC pitch inspections are carried out every Thursday and clubs are able to telephone an answer phone service to determine whether pitches are playable. Consultation with local football leagues suggests that, in their view, cancellations are often made prematurely. Fixture backlog is an issue in North Warwickshire and can be difficult to manage at the end of the season. User consultation reveals that cancellations most frequently occur because of poor drainage and waterlogged pitches.

Remedial work is conducted out of season and improvements have been made using equipment such as Verti-drain and top soil replacement machinery.

The posts are painted and lines are burnt onto the playing surface at the start of each season and then repainted weekly. As a standard practice, goal posts are removed from NWBC pitches at the end of each season to help reduce misuse/damage to the surface during the summer although this does continue to occur.

NWBC pitch bookings operate on a 'first refusal' basis for current users to ensure that teams have consistency. New applications are accommodated on a first come, first serve basis. However, there is no formal priority for NWBC clubs. It is standard NWBC practice for two adult and up to three junior/mini teams to be allocated to one pitch.

Pitch rental charges are based on a flat fee per season of £362 for an adult team and £101 for a junior team. If access to ancillary facilities (pavilion) is required there is an additional fee of £137 and £274 for junior and adult teams respectively. There is a fair perception that NWBC pitches offer overall value for money. As shown in Table 4.1 (below), North Warwickshire provides a competitive rate when compared to neighbouring

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authorities. Clubs do not raise a particular issue with cost even though the cost for hiring senior pitches (with changing) in North Warwickshire is significantly higher than neighbouring authorities. However, the quality of pitches/facilities is perceived to be higher in North Warwickshire, which is further demonstrated by teams travelling into the area from Nuneaton.

Table 4.1: Pitch hire charges comparison table

Name of authority	Type of football pitch	Average football pitch charge
North Warwickshire	Senior (with changing)	£636 per season
	Senior (without changing)	£362 per season
	Junior (with changing)	£238 per season
	Junior (without changing)	£101 per season
Tamworth	Senior (with changing)	£400 per season
	Senior (without changing)	£325 per season
	Junior (with changing)	£290 per season
	Junior (without changing)	£240 per season
Solihull	Senior (with changing)	£593 per 36 matches
	Senior (without changing)	£448 per 36 matches
	Junior (with changing)	£263 per 36 matches
	Junior (without changing)	£218 per 36 matches
Coventry	Senior (with changing)	£43.50 per match
	Senior (without changing)	£27.40 per match
	Junior (with changing)	£25.30 per match
	Junior (without changing)	£17.40 per match

Clubs are provided with keys to access pavilions. It is the responsibility of users to maintain pavilions to an acceptable standard (leaving the facilities in a usable state).

There are increasing issues with regard to the fencing of pitches on local authority sites, particularly in parks. For example, the RFU has recently introduced guidelines which state that each home club playing a match in an RFU competition must make provision to ensure that (with the exception of permitted personnel) all other persons are kept at a reasonable distance from the playing area by permanent or temporary barriers. The FA 'Respect Campaign' also calls for barriers to ensure that spectators are of reasonable distance from the players. However, clubs from both rugby and football have reported that installing permanent barriers on NWBC sites is an issue and the cost of temporary/removable barriers and associated storage is inhibitive.

Parish council summary

A questionnaire was sent to 29 parish and town councils in North Warwickshire in order to inform the audit and capture thoughts and opinions on current provision. Responses were obtained from 87% of councils and the findings are summarised below.

Parish councils were asked to rate the amount of provision in the area, which generated mixed results. More parish councils rate the quantity of provision as poor (32%) than

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those rating provision as adequate (21%) and good (21%). Baxterley PC, Hartshill PC, and Great and Little Packington parish councils all rate the quantity of outdoor sports facilities (in their areas) as very poor. Only Newton Regis and Water Orton parish councils rate provision quantity as very good.

Equal proportions of parish councils rate the quality of outdoor sports provision as either good (32%) or poor (32%); 21% consider it to be adequate. Three parish councils rate the quality of outdoor sports provision as very poor: Baxterley, and Great and Little Packington and Mancetter. This dim view is thought likely to reflect the problematic issue of dog fouling on both of the sites, poor quality changing facilities (Mancetter) and a lack of provision in the Great and Little Packington PC area.

Four parish councils have plans to develop or expand their outdoor sports provision. This will mainly occur through refurbishment of existing sites and facilities:

- ◀ Baddesley Ensor Parish Council plans to refurbish its pavilion and convert the tennis courts on Speedwell Lane to a multi-use games area (MUGA).
- ◀ Water Orton Parish Council is also updating its pavilion, with installation of new showers and disabled toilets.
- ◀ Hartshill Parish Council is developing plans to build a community building, which will include changing room facilities for two teams.
- ◀ Fillongley Parish Council is currently applying for funding to provide new play equipment and a MUGA. It also stated that Fillongley FC is investigating the possibility of merging its current changing facilities with the adjoining scout hut.

The key issues for each of the parish/town councils to emerge from the questionnaire and consultation are shown overleaf:

Key issues: parish/town councils

Parish council	Sites with PC responsibility		Issues/comments
	Name	KKP ref	
Ansley	Ansley Village Recreation Ground	58	There have been complaints regarding dog fouling and occasionally motorbike usage on the site. The Parish Council rates the quantity and quality of sports provision as poor. It highlights the desire to provide a BMX track but due to a lack of funds this seems unlikely in the short term.
Astley	None owned by PC		The Parish Council states Astley's small population does not justify the need for any formal sports provision.
Austrey	Austrey Playing Fields	7	The site is leased to the Austrey Community Group for a nominal fee. It is used by Austrey Rangers FC at weekends and contains a pavilion, which is considered slightly run down and in need of general maintenance. The Parish Council also comments that the field can become waterlogged in the winter months. Overall, it rates the quality and quantity of sports provision in the parish as good and very good respectively.

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Parish council	Sites with PC responsibility		Issues/comments
	Name	KKP ref	
Baddesley Ensor	Baddesley Recreation Ground	8	The site has two senior pitches and one junior football pitch. There is a pavilion on site in a poor condition but is currently undergoing renovation. The Parish Council rates the quantity and quality of sports provision in the parish as good.
Baxterley	None owned by PC: Main Road (KKP 48) is in the area		Baxterley Parish Council rates the quality and quantity of sports provision in the parish as very poor. Main Road has previously been used by a football club but this ceased due to an issue with the lack of parking. NWBC leases the site from a private landowner and is responsible for maintenance.
Curdworth	Curdworth Recreation Ground	61	The site has changing room facilities and a small amount of parking. The Parish Council owns the site, renting the tennis courts to the local tennis club. It rates the quantity and quality of sports provision as adequate for the size of the parish.
Dordon	None owned by PC: Kitwood Avenue (KKP 15) and Long Street (KKP 139) are in the area		Both sites are identified by the Parish Council as suffering from dog fouling. The basketball court also has an issue with motorbike usage. It rates the quantity and quality of sports provision as good in the parish.
Fillongley	Fillongley Recreation Ground	57	The Parish Council is currently applying for funding in order to install new play equipment and a multi use games area (MUGA). It rates both the quantity and quality of sports provision as being adequate, although more variation in provision would be beneficial.
Great & Little Packington	None owned by PC		The Parish Council suggests that provision of sports facilities as very poor.
Hartshill	Snow Hill Recreation Ground	60	The senior football pitch, despite various preventative steps, suffers from dog fouling and motorbike usage. Hartshill Sports Club uses the site. However, the Parish Council receives regular requests to use the site which cannot be accommodated. The Parish Council rates quality and quantity of sports provision as limiting (i.e. poor/very poor respectively).
Mancetter	None owned by PC		Mancetter Recreation Ground (KKP 16) and Ridge Lane (KKP 22) are both located in the Parish. Both are felt to suffer from dog fouling. The latter has changing room facilities which are considered to be in very poor condition. The Parish Council rates quantity of provision as poor and quality of the existing sites as very poor.
Middleton	None owned by PC		Quality and quantity of sports provision is rated as poor.
Nether Whitacre	None owned by PC		Quality and quantity of sports provision is rated as poor.

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Parish council	Sites with PC responsibility		Issues/comments
	Name	KKP ref	
Newton Regis, Seckington and No Man's Heath	Newton Regis Recreation Ground	52	The site contains a football pitch, cricket field, tennis courts and bowling green. Changing room facilities are available at the village hall. These are the responsibility of the village hall committee not the Parish Council. In general, the quality and quantity of sports provision in the parish is rated as very good, particularly for its size.
Polesworth	Station Road	56	The Parish provides an annual grant to North Warwickshire Cricket Club and Polesworth Swifts FC to help with contributions to trophies and for litter picking on the site. The quantity of outdoor sports provision is rated as poor. However, quality of provision is rated as good.
	Warton Recreation	28	
	Cockspur St Rec. Ground	54	
Shustoke	Shustoke Playing Field	24	There is no club use on the site although it is well used by the local community. The Parish Council feels the quality and quantity of sports provision is adequate for the size of the settlement.
Shuttington	Shuttington playing field	64	The site suffers from the occasional dog fouling. It has changing room facilities with parking for 10 cars. The Parish Council rates the quantity of sports provision as good. However, they rate quality as poor.
Water Orton	Vicarage Lane Playing Fields	27	Water Orton District Tennis Club and Water Orton Bowls Club rent tennis courts and the bowling green from the Parish Council respectively. Both undertake their own maintenance. The site has changing room facilities for the football pitch, whilst the bowling green has a pavilion (being updated in summer 2010). A small pavilion serves the tennis courts. The Parish Council rates quantity of sports provision as good and quality as very good.
Wishaw and Moxhill	Wishaw Cricket Club	29	The site is on a two year lease to the Wishaw and Bohemians Cricket Club. It is responsible for site maintenance. Wishaw Parish Council rates the quantity of sports provision as poor but the quality as good.

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PART 5: FOOTBALL

Introduction

Football in North Warwickshire is governed by the Birmingham Football Association (BFA). It has intimated that football is strong in North Warwickshire. However, there is significant cross boundary travel, particularly for training facilities due to what is considered to be a lack of provision in the area. There is a national decline in the traditional 11-a-side format, which has prompted the FA to develop U18 and U21 football to ease the transition into the adult game. This is likely to place additional demand on existing provision in North Warwickshire.

Consultation

In addition to face to face consultation with key clubs, an electronic questionnaire was sent to all football clubs playing in North Warwickshire, contact details were provided by NWBC and the invitation to complete the online questionnaire was distributed by email. The questionnaire was returned by 26 clubs (46% return rate) and the results are used to inform key issues within this section of the report.

Current provision

KKP has found there to be 163 teams playing in North Warwickshire.

Table 5.1: Summary of pitches available for community use and teams by analysis area

Analysis area	No. of available pitches			No. of teams				
	Senior	Junior	Mini	Senior men	Senior women	Junior boys	Junior girls ¹	Mini-soccer
East Forum	9	1	1	15	-	10	-	8
North Forum	15	1	6	16	2	23	-	22
South Forum	12	-	3	18	1	7	-	4
West Forum	11	2	2	11	-	14	-	12
North Warwickshire	47	4	12	60	3	54	-	46

Towards A Level Playing Field identifies that a senior football pitch is defined as 90m x 46m (minimum size) with 1.4 hectares maximum safety boundary. The minimum size of a junior football pitch is 70m x 42m and a mini football pitch 46m x 27m.

A number of pitches, as summarised below have been excluded from the supply and demand analysis because there are no teams currently playing on the site (marked as 'no community use'). These sites do, or could, offer potential capacity/additional pitches if the supply does not meet demand in the Borough; examples include Shustoke Playing Fields (KKP ref 24) and school facilities.

¹ It is possible for girls to play alongside boys in mini soccer (U6 – U9)

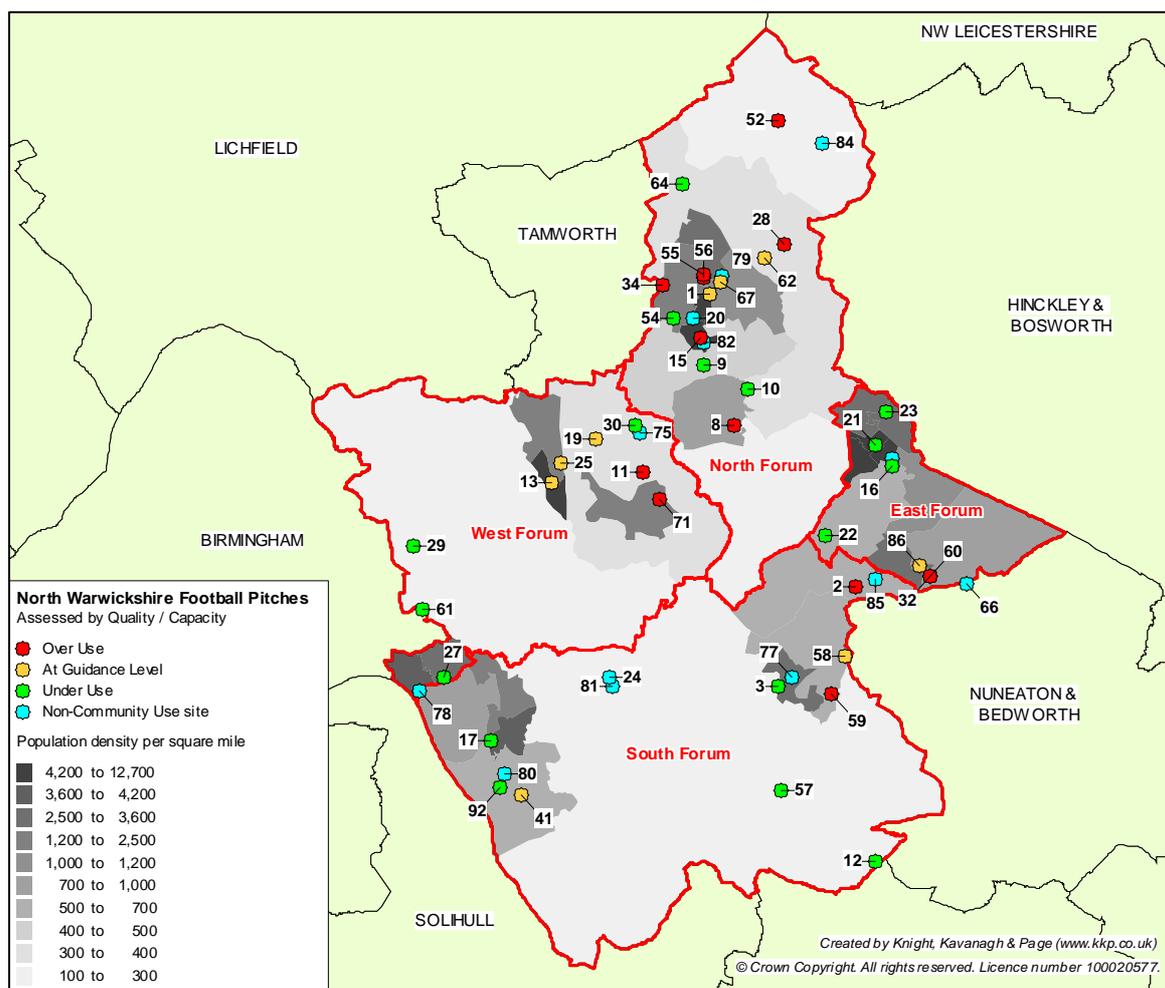
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Table 5.2: Summary of pitches not currently available for community use

Analysis area	No. of available pitches		
	Senior	Junior	Mini
East Forum	-	1	-
North Forum	3	6	-
South Forum	-	4	2
West Forum	-	-	1
North Warwickshire	3	11	3

Of those not currently available for community use, or without teams allocated to the site, only two senior pitches are on secondary school sites, and three quarters of the junior pitches are on junior/primary school sites. Despite this relatively low number of senior pitches there remains potential to increase community access to school sites in order to alleviate overplay on existing sites where junior/mini teams are playing on senior pitches.

Figure 5.1: Location and capacity of football pitches



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Figure 5.1 indicates that there is generally an even distribution of football pitches across the Borough. Areas with high population density are generally well served, however, several sites have high levels of use and as such are overlapped (red dots on the map). This affects their quality, and subsequently playing capacity. Therefore, whilst there is a good distribution of pitches throughout the Borough, not all are available/suitable for additional use.

Table 5.3: Key to map of football pitches

Could we include settlement names as well as site names? – would be easier for people to recognise where they are – If you can provide or can provide the settlement boundaries in GIS for us to add to the database and then the report.

KKP ref	Site name	Analysis area	Community use	Senior	Junior	Mini
66	Windmill Sports & Social Club	OUTSIDE	-	1		
20	Polesworth School	North Forum	No	2	2	
24	Shustoke Playing Field	South Forum	No		1	
56	Polesworth Station Road	North Forum	Yes			1
67	The Nethersole School	North Forum	Yes		1	
71	Hurley Primary School	West Forum	Yes		1	
75	Wood End Primary School	West Forum	No			1
76	Birchwood Primary School	North Forum	No	1		
77	Herbert Fowler Junior School	South Forum	No		1	
78	Water Orton Primary School	South Forum	No		1	
79	Warton Nethersole Church of England Primary School	North Forum	No		2	
80	St Edwards Catholic Primary School	South Forum	No			1
81	Shustoke Church of England Primary School	South Forum	No		1	
82	Dordon Community Primary School	North Forum	No		1	
84	Austrey Church of England Primary School	North Forum	No		1	
85	Nursery Hill Primary	South Forum	No			1
86	Michael Drayton Junior School	East Forum	Yes			1
88	St Benedict's Catholic Primary	East Forum	No		1	
1	Abbey Green	North Forum	Yes	2		
2	Ansley Hall	South Forum	Yes	1		
3	Arley Sports Centre	South Forum	Yes	1		3
8	Baddesley Recreation Ground	North Forum	Yes	1		1
9	Birch Coppice Sports and Social Club	North Forum	Yes	1		4
10	Boot Hill	North Forum	Yes	1		
11	Hurley Daw Mill	West Forum	Yes	2		1
12	John E Radford Fields	South Forum	Yes	1		

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KKP ref	Site name	Analysis area	Community use	Senior	Junior	Mini
13	Kingsbury School (specialist science and maths college) Football pitches	West Forum	Yes	2		
15	Kitwood Avenue Recreation Ground	North Forum	Yes	1		
16	Mancetter Recreation Ground	East Forum	Yes	2		
17	Memorial Park	South Forum	Yes	2		
19	Piccadilly Recreation Ground	West Forum	Yes	2		
21	Queen Elizabeth School and Sports College Football pitches	East Forum	Yes	2	1	
22	Ridge Lane	East Forum	Yes	1		
23	Royal Meadow Drive	East Forum	Yes	1		
25	Sycamore Drive Recreation Ground	West Forum	Yes	1		
27	Vicarage Lane Playing Fields	West Forum	Yes	1		
28	Warton Recreation Ground	North Forum	Yes	1		
29	Wishaw Cricket Club	West Forum	Yes	1	1	
30	Wood End Recreation Ground	West Forum	Yes	1		1
32	Hartshill School	East Forum	Yes	2		
34	North Warwickshire Sports & Social Club	North Forum	Yes	1		
41	Coleshill Town FC	South Forum	Yes	1		
52	Newton Regis Playing Fields	North Forum	Yes	1		
54	Birch Moor Recreation Ground	North Forum	Yes	1		
55	Polesworth Community Field	North Forum	Yes	2		
57	Fillongley Recreation Ground	South Forum	Yes	2		
58	Ansley Village	South Forum	Yes	1		
59	Hill Top, New Arley	South Forum	Yes	2		
60	Snowhill Recreation Ground	East Forum	Yes	1		
61	Curdworth Recreation Ground	West Forum	Yes	1		
62	Church Lane	North Forum	Yes	1		
64	Shuttington	North Forum	Yes	2		
92	The Coleshill School Football	South Forum	Yes	1		

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Leagues

There are a number of leagues active in North Warwickshire; the majority only service a small number of teams. Consultation was carried out with a cross-section of leagues and key findings are detailed below. League specific information and perspectives can be found in the table below.

Name of league	Comments
Nuneaton and District Sunday League	<p>This well established league operates around two premier divisions, with a further five divisions with 91 teams, of which 29 play in North Warwickshire. It also runs a number of cup competitions throughout the season, including several charity competitions; however, these have not been included in the supply and demand as they do not occur on a regular (weekly) basis.</p> <p>There is no waiting list and there are no plans to increase the size of the League at present. Entry is dependent on pitch availability and there is a wide catchment (Nuneaton up to Tamworth, including North Warwickshire) for clubs to join.</p> <p>The League allocates teams to pitches through liaison with NWBC. Higher quality pitches are allocated to Premier 1 and 2 teams and are required to have access to running water and changing rooms.</p> <p>Pitches in Atherstone are reportedly in high demand due to its central location. However, the League reports that overplay and lack of investment, is resulting in pitches/sites which are deteriorating in quality. It also reports that a shortage of pitches in Nuneaton is causing teams to travel to neighbouring areas, including North Warwickshire</p>
Tamworth and District Sunday Football League	<p>The League accommodates 72 senior teams over six divisions, including 17 from North Warwickshire. There is no current waiting list but it is operating at capacity. It is not anticipating a significant increase in demand as there has been a natural turnover of clubs in recent years. There are no specific requirements to meet to join the League.</p> <p>It considers pitches to be declared unplayable too early in the week in North Warwickshire. This means that the backlog of fixtures is significant but the League must complete them by the end of May. This results in a number of teams having to play on alternative pitches.</p>
Coventry Alliance Football League	<p>The Coventry Alliance Football League was formerly known as the Coventry Works League. In the past, members were clubs associated with industries and company grounds with high quality facilities. The League still requires teams to have their own grounds (can be on a lease basis) but will not accept clubs playing on parks pitches. Each venue must have adequate changing facilities for teams and referees. Many clubs share facilities with cricket teams which can cause problems towards the end of the season.</p> <p>Although the League has over 70 teams, only Fillongley FC and Hartshill FC are from North Warwickshire. Consultation reveals that it is declining by two or three teams per year. This is attributed to a lack of funding for clubs to sustain high quality facilities. Consultation with its clubs reveals that obtaining pitches with adequate changing facilities is difficult. For example, Hartshill FC requires higher quality, larger changing facilities with appropriate provision for referees.</p>

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Name of league	Comments
Tamworth Junior Football League	Tamworth Junior Football League is the largest in the area and operates junior and mini divisions. It has approximately 50 clubs, out of which 77 teams play on pitches in North Warwickshire. There is no reported waiting list at present and there is no limit to its catchment area. The League's main venue is Anker Valley in Tamworth but teams are responsible for finding their own venues. Teams from North Warwickshire play in the Borough and do not travel to other league venues such as Anker Valley.
Central Warwickshire Youth League	<p>The League has circa 620 teams from U7 to U18 but only nine are from North Warwickshire. It has no plans for further expansion but is continuing to grow. However, league rules state that a limit of 200 clubs (currently 150) should not be exceeded.</p> <p>The Central Warwickshire Girls Football League, which includes the Birmingham County Women's League is linked to the Central Warwickshire Youth League and provides a competitive structure for U10 to U18 women and girls. Only Birch Coppice Bullets has a female team in the League but it plays outside of North Warwickshire due to a lack of suitable facilities (primarily ancillary).</p>
Nuneaton and Bedworth Minor League	The League has 116 teams and enables competitive football for U8 to U16, with an U10 girls' division. 15 teams from North Warwickshire playing in the League. It has no limit to its catchment area and there are no requirements in terms of club facilities. The League secretary works with the local authority to allocate pitches to clubs.

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Development priorities and opportunities

Football development

There are two soccer schools in North Warwickshire (Coleshill Town Colts and Polesworth Swifts FC). These provide opportunities for young people to be introduced to the game, and play informal but competitive football. Polesworth Swifts FC runs a soccer school that attracts up to 40 boys and girls, aged between 4 and 13 years, every Sunday morning at Station Road Recreation Ground (KKP ref 56). It works with local primary schools, primarily feeder schools for Polesworth High School in order to attract new participants.

The KKP football questionnaire asked clubs to detail issues relating to development and growth. The most common issues reported in North Warwickshire are:

- ◀ Lack of internal funding, such as subs and fundraising (55% of respondents cite this as an issue).
- ◀ Lack of external funding, from agencies such as the FA or local organisations including parish councils and NWBC (59% of respondents consider this to be an issue).
- ◀ Lack of appropriate local facilities (54% of respondents believe this is an issue).

A lack of access to funding, affects clubs' ability to develop facilities and therefore participation.

FA Charter Standard

Ten clubs in North Warwickshire have achieved FA Charter Standard. The FA identifies that, nationally just over three quarters of all junior and mini teams play within a club of Charter Standard status. This reflects the continued commitment to improving the standard of football being played and the quality of provision. The clubs listed below have achieved FA Charter Standard²:

- ◀ Atherstone Rangers FC.
- ◀ Birch Coppice Bullets.
- ◀ Coleshill FC.
- ◀ Polesworth Swifts FC.
- ◀ Atherstone Ladies FC.
- ◀ Hurley Kings FC.
- ◀ Wood End Tigers FC.
- ◀ Coleshill Town Ladies.
- ◀ Austrey Rangers.
- ◀ Coleshill FC.

In addition, Grendon Blades FC is in the early stages of working towards accreditation with assistance from NWBC Partnership and Development Section.

² According to consultation.

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Polesworth Swifts is also working to amalgamate with Polesworth FC in order to provide player pathways for development and enable the adult side to achieve Charter Standard and therefore access additional funding.

Birmingham Football Association has aspirations to increase the number of Charter Standard clubs in North Warwickshire. The target is to use the leagues to put pressure on its clubs to work towards accreditation.

It is a requirement of Charter Standard to have school-club links in order to provide a pathway for participation and competitive opportunities.

Women's and girls' football

Participation in women's and girls' football is limited in North Warwickshire but girls' football is provided by Birch Coppice FC and Haunchwood JFC, whilst Atherstone Ladies cater for women. There is also a mini football central venue league in Nuneaton in which girls compete. Tamworth Junior Football League is currently considering developing its offer for girls. Female competition is also offered by the Lichfield League and as a result, it is thought likely that there is significant cross boundary travel out of North Warwickshire for girls' football.

Consultation also highlights that development of female football is hampered by a lack of suitable ancillary accommodation that can be sufficiently segregated to enable juniors/minis and adults to play as well as males and females. More details with regard to the limitations of ancillary facilities can be found later in the report

Facility development

Partnership funding is an issue in North Warwickshire. This affects clubs' ability to develop facilities and receive additional funds from the FA. Direction for funding from the FA is for a greater number of smaller investments to ensure that a maximum number of clubs benefit from improvements. Multi-pitch sites will be a priority, along with securing of tenure for clubs to maintain maximum sustainability and reduce the national decline in male football.

There are plans to improve a range of ancillary provision throughout the Borough, primarily working with/through parish councils and community groups. Specific club developments and plans, as identified during consultation, are detailed below,.

Snowhill Recreation Ground (KKP ref 60) in Hartshill is due to receive investment (section 106) for a new build changing facility via the parish council. Hartshill FC currently uses changing facilities at Hartshill School at an additional cost. The facilities are reportedly good for senior use. However, it is unlikely that junior players would be willing to tolerate the four minute walk from the School to the pitch. This is limiting the Club's ability to develop junior provision. Therefore, the development of ancillary facilities is essential to club development at Snowhill Recreation Ground.

The Polesworth 2050 group was set up at the end of 2008 to bring together representatives from community organisations within Polesworth. Its objective is to improve community, leisure and sports facilities in Polesworth through a single, planned and informed approach.

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Polesworth 2050 has identified local aspirations for:

- ◀ The reinstatement / replacement of the pavilion at Abbey Green Park in order to provide a high quality community facility for use by both sports clubs (such as Polesworth Swifts FC), and recreation groups (such as Scouts).
- ◀ Improvements to drainage on the football pitches.
- ◀ Preparation of a feasibility study to determine the sustainability of a small STP on existing, unused tennis courts.

Abbey Green Park is owned by NWBC, which proposes to prepare a management plan for it with a view to achieving Green Flag standard. It is likely that establishing strong community links and opportunities, through for example; investing in a community sports facility/pavilion (which services a number of community needs) will only strengthen the sites ability to achieve Green Flag status. A key part of Green Flag relates to community involvement. To achieve this, authorities must actively pursue the involvement of members of the community, gaining representation from as many park user groups as possible. The guidance manual also states that there should be appropriate levels of provision of recreational facilities for all sectors of the community.

Old Arley Residents Society (OARS) is leading a campaign to replace the pavilion which used to be on the same site as Arley Sports Centre (KKP ref 3) also known as Arley Recreation Ground, and was demolished a few years ago due to its dilapidated condition. It is envisaged that the new building will contain four changing rooms, with appropriate storage, a community room with a balcony and a kitchen which can be used by sports teams. The football pitches located at Arley Sports Centre are currently used by Haunchwood Sports JFC and OARS hope to establish a management committee in order to apply for funding in conjunction with the junior club. This committee would also like to work with NWBC to reinstate the village cricket club. The site is owned by NWBC, with whom the committee would like to discuss future management options.

Birch Coppice Bullets FC play at Birch Coppice Sports and Social Club (KKP ref 9) and has an aspiration to raise awareness and participation in female football. It has developed concept plans to improve both pitch and built provision alongside the existing sports and social club (which is not adequate for requirements). It has achieved FA Community Club status and has provision for U14 to adult. Plans include a new changing facility, with four changing rooms and a referee's room. This additional provision will allow sufficient segregation of males and females/juniors and adults. Changes to pitch provision will enable four mini pitches, one senior pitch and one senior, premiere pitch on site, along with the existing cricket square (used by Ansley Cricket Club 3rd team). The premiere pitch will enable the Club to reach the Conference League (women). Vehicular access and parking will also be improved as part of the scheme. The land is owned by CISWO and is leased to Birch Coppice Sports and Social Club for 125 years.

Key issues for football

Ownership and lease agreements

Analysis of returned club questionnaires reveals that 14% of pitches are leased to clubs, with the average lease being 25 years. 82% of pitches are rented from the landowner, the majority of such arrangements being with NWBC. Council pitches are booked directly through NWBC on a block booking system. This allows both clubs and NWBC to schedule match play and maintenance respectively.

NWBC has 12 sites available for use by local teams and rental agreements are set up on an annual basis. Regular users are given priority for sites so that clubs have the greatest chance of remaining at the same ground from year to year.

However, the type and cost of lease agreements used varies between clubs, and even type of sport. The length of tenure can affect a club's ability to improve facilities. The ability to raise funds from external sources, such as the Football Foundation, Lottery, or Sport England; and to be granted planning permission for facility improvements, are all influenced by the length and type of lease in place. Accessibility to, and the availability of, external funding can greatly affect the sustainability and growth of clubs.

A potential solution is to, where possible, consult clubs and landowners with existing short term leases or annual rental agreements to investigate the feasibility of extending current contracts, thereby better enabling the clubs to access external funding and develop facilities. A number of clubs may benefit from longer term agreements. For example:

- ◀ Polesworth Swifts. The Club provides football for U7 to U15 teams and currently uses Station Road Recreation Ground, Polesworth (KKP ref 56) as its main venue for an annual fee of £250. However, the ground is marked for senior football and temporary markings have to be added for juniors/minis. It has aspirations to use Abbey Green Park as its primary venue as there could be an opportunity to access changing, which is not currently possible at Station Road. The club would be interested in discussing management options with NWBC.
- ◀ Hurley Kings FC reports that it would like to secure long tenure on Hurley Daw Mill (KKP ref 11). This would better enable it to source funding to improve facility quality.
- ◀ Hartshill FC has expressed an ability and desire to take over maintenance of Ansley Hall, if this would increase its chances of securing access. However, because of the cricket club that plays on site, there are issues associated with the crossover of the cricket and football seasons. Hartshill FC currently plays on parish council land at Snowhill Recreation Ground (KKP ref 60) but has reportedly made numerous requests to NWBC for access to a higher quality pitch. It is keen to play first team matches at Ansley Hall (KKP ref 2) on a Saturday. However, three clubs (five teams) already use this site and there would not (due to NWBC's current preference to allow a maximum of two games per week on each pitch) be capacity to allow this. Supply and demand calculations suggest that Ansley Hall is overplayed. As a result, in order to maintain a quality playing surface, Hartshill FC 1st team would be required to take another team's place, rather than simply adding to the number of matches played. More details can be found below.
- ◀ Ridge Lane FC would also prefer a long term lease for its home ground: Ridge Lane (KKP Ref 22) in order to be in a better position to secure funding and execute long term plans for development.

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Accessibility

The football club questionnaire reveals that 50% of players travel between two and five miles, and 23% travel more than five miles. Consultation highlights a level of dissatisfaction among those who have to travel outside the Borough to compete and train and that a preference for pitch bookings (NWBC owned in particular) should be given to local (North Warwickshire) teams. Issues associated with gaining access to provision for training are detailed later in the report.

A significant issue identified across North Warwickshire relates to large football clubs having to use multiple sites to accommodate all teams (in some instances, this may include sites outside of the Borough). Clubs generally report this to be problematic in sustaining participation, particularly juniors. For example:

- ◀ Coleshill Utd JFC is a transient club with no fixed home ground. It currently fields nine teams and accesses pitches at five different sites including Babbs Mill (located in Solihull). The Club suggests that this is detrimental to its development and limits access to funding applications.
- ◀ Haunchwood JFC plays throughout the Borough and has no fixed home ground. It provides opportunities for football from U9 through to U16 and has 12 teams, including one girls' team (U10 – playing mini soccer).
- ◀ Atherstone Rangers JFC is part of the umbrella group based at Atherstone CC. However, its juniors play matches at 3M Sports & Social Club because of the conflict in pitch availability due to the cricket season cross over.
- ◀ Dosthill FC is a transient club, on the North Warwickshire/Tamworth boundary, with no fixed home ground. It is currently moving its senior team to Coleshill, where it is also looking to provide an additional junior pitch.

Pitch quality

The majority of NWBC pitches are located in parks and recreation grounds, resulting in a significant number of sites, such as Wood End Recreation Ground being prone to unofficial use and dog fouling etc. Other issues raised during consultation, with regard to quality include:

- ◀ The pitches at Wood End (KKP ref 30) are prone to flooding due to poor drainage.
- ◀ Abbey Green in Polesworth is a park site in the floodplain of the River Anker. The pitches are prone to flooding and can suffer from poor drainage.
- ◀ Arley Sports Centre (KKP ref 3) also suffers from poor drainage, particularly on the lower pitch because of the terraced nature of the site.
- ◀ Consultation reveals that Ridge Lane FC's pitch at Ridge Lane Recreation Ground (KKP ref 22) suffers from moles and a reported general lack of pitch maintenance. In the last season matches were cancelled due to the poor quality of the pitch, which means that the team is unsatisfied as it often pays for a pitch which is unusable.
- ◀ Warton Recreation Ground (KKP ref 28) is furrowed, which can pose health and safety issues, particularly for junior players.
- ◀ Dog fouling is an issue at a number of public sites, but a particular problem at Station Road Recreation Ground in Polesworth (KKP ref 56). The pitches are also located on a significant slope. These are currently used for junior/mini football and friendly games as they are not suitable for competitive/league matches.

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- ◀ Memorial Park in Colsehill (KKP ref 17) reportedly is not cut frequently enough, and users report complaints from referees regarding a lack of visible line markings.
- ◀ Boot Hill Recreation Ground in Grendon (KKP ref 10) is poorly drained. Users then have to use other NWBC venues (e.g., Royal Meadow Drive) causing overplay on those pitches.
- ◀ Hurley Daw Mill (KKP ref 11) has poor drainage, particularly in the top corner. Fixture cancellations have caused fixture backlogs and overplay of other pitches on the site.

There is a need to rotate and rest pitches to ensure their long term sustainability. This particularly applies to NWBC owned pitch sites, which users consider to be in danger of becoming unplayable, particularly after bad weather. As a result, pitches tend to have been overplayed by the end of the season.

There are only two sport specific sites under NWBC maintenance (Hurley Daw Mill and Ansley Hall). Their pitches are perceived to be of high quality by all users and are, thus, in high demand. Ansley Hall has on site changing accommodation, which makes it eligible for teams in higher leagues (such as Coventry Alliance).

Vandalism and damage to goal posts is minimal. Post are painted in the closed season. Nets are the responsibility of clubs.

The audit of pitches (available for community use) in North Warwickshire identifies eight senior, no junior and only one mini pitch as being poor quality. The quality of the remaining pitches assessed is rated as good or average³. Table 5.4 below summarises pitch quality following site visits (including those not available for community use). Overall, this is a slightly better assessment of pitches than that received from clubs. There is recognition that pitch quality deteriorates throughout the season due to overplay and the decline caused by adverse weather conditions.

Table 5.4: Pitch quality of all pitches (regardless of community use) following site visits

Senior pitches			Junior pitches			Mini pitches		
50			15			15		
Good	Average	Poor	Good	Average	Poor	Good	Average	Poor
27	15	8	3	6	6	6	5	4

63 football pitches are available for community use in North Warwickshire. Of these, 54% are good, 32% average and 14% poor quality. Pitch distribution across the Borough is also relatively even, as illustrated in Figure 5.1 above.

³ Site visits took place in throughout spring 2010.

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Table 5.5: Summary of quality information for all football pitches (regardless of community use) by analysis area

Analysis area	Senior				Junior				Mini			
	G	A	P	Total	G	A	P	Total	G	A	P	Total
East Forum	8	1	0	9	1	0	1	2	0	0	1	1
North Forum	5	7	4	16	1	2	4	7	5	1	0	6
South Forum	8	2	4	14	0	3	1	4	0	3	2	5
West Forum	6	5	0	11	1	1	0	2	1	1	1	3
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Table 5.5 illustrates the variation in pitch quality across the Borough. For example:

- ✦ The North and South forums appear to have a larger proportion of poor pitches than other areas of the Borough.
- ✦ There is only one mini pitch in the East Forum, which is of poor quality.
- ✦ Although there are fewer junior and mini pitches, quality is generally good/average.

However, quality of pitches should not be considered in isolation as the level of play on a site can affect the quality; Figure 5.1 above highlights distribution of pitches by capacity.

Results highlight that changing accommodation and access to showers, evenness of the pitch, surface drainage, evidence of dog fouling and overall quality are considered to be the poorest aspects of clubs' home grounds. Despite this, approximately two thirds of survey respondents report that pitch quality has not changed in the past three years.

Table 5.6: Questionnaire quality rating scores

	Good	Average	Poor	No answer/ not applicable
Grass cover	50%	31.8%	9.1%	-
Length of grass	50%	31.8%	9.1%	-
Evenness of pitch	36.4%	27%	27.3%	-
Size of pitch	63.6%	22.7%	-	-
Pitch gradient	40.9%	31.8%	13.6%	-
Surface drainage	31.8%	22.7%	31.8%	-
Adequate safety margins	45.5%	31.8%	4.5%	-
Evidence of dog fouling	13.6%	31.8%	40.9%	-
Evidence of glass/stones/litter	27.3%	45.5%	18.2%	-
Evidence of unofficial use	31.8%	40.9%	9.1%	4.5%
Evidence of damage to surface	40.9%	36.4%	9.1%	-
Line markings	59.1%	13.6%	18.2%	-
Posts and sockets	40.9%	40.9%	9.1%	-
Changing accommodation	9.1%	27.3%	22.7%	31.8%

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	Good	Average	Poor	No answer/ not applicable
Clubhouse facilities	-	13.6%	13.6%	54.5%
Toilet facilities	9.1%	22.7%	18.2%	31.8%
Shower facilities	4.5%	22.7%	27.3%	31.8%
Overall quality	31.8%	40.9%	13.6%	31.8%

Reasons identified for decreases in quality to designated pitches since 2008/09 include:

- ✦ Lack of remedial work to improve drainage.
- ✦ Playing on pitches when they are wet/water logged has made surfaces rougher and increased damage to surface.
- ✦ Riding motorbikes across playing surfaces.
- ✦ Litter and dog fouling on pitches is a recurring problem and has to be cleared by teams before matches.

Provision of football pitch sites assessed by quality and capacity

This section presents the current pitch stock available for football in the Borough. It illustrates the:

- ✦ Number of pitches rated as Good (G), Average (A) and Poor (P) on each site.
- ✦ Type of pitch(es) on each site (i.e., senior, junior, mini).

The column entitled 'matches per week' is split into three sections – play, capacity and rating:

- ✦ The current level of play per week (0.5 for each match played at the site, assuming half of matches will be played 'away').
- ✦ The capacity of the pitches on each site.
- ✦ The rating of the pitches, which indicates if pitches are played under capacity (green), played at capacity (amber) or played over-capacity (red).

Calculation of *capacity* is based on the qualitative ratings. Taking into consideration Sport England guidelines on capacity the following was concluded:

If a pitch is rated as 'good' its capacity is specified as two matches per week.	
If a pitch is rated as 'acceptable' its capacity is specified as one match per week.	
If a pitch is rated as 'poor' its capacity is specified as one match every other week.	

It is assumed for school pitches that the capacity for community use is generally lower than other pitches in the Borough, given their use for curricular and extra curricular play. Therefore, the following was concluded:

If a pitch is rated as 'good' its capacity is specified as one match per week.	
If a pitch is rated as 'acceptable' its capacity is specified as one match per week.	
If a pitch is rated as 'poor' its capacity is specified as one match every other week.	

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Table 5.7: Capacity of football sites with community use

KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week		
			G	A	P	G	A	P	G	A	P	Actual play	Max capacity	Rating
16	Mancetter Recreation Ground	East Forum	2									2.0	4.0	
21	Queen Elizabeth School and Sports College Football pitches	East Forum	2			1						0.5	3.0	
22	Ridge Lane Recreation Ground	East Forum	1									1.0	2.0	
23	Royal Meadow Drive	East Forum		1								0.5	1.0	
60	Snowhill Recreation Ground	East Forum	1									3.0	2.0	
86	Michael Drayton Junior School	East Forum								1		0.5	0.5	
1	Abbey Green	North Forum			2							1.0	1.0	
8	Baddesley Recreation Ground	North Forum	1						1			4.5	4.0	
9	Birch Coppice Sports and Social Club	North Forum	1						4			7.0	10.0	
10	Boot Hill	North Forum	1									0.5	2.0	
15	Kitwood Avenue Recreation Ground	North Forum			1							1.0	0.5	
28	Warton Recreation Ground	North Forum			1							1.0	0.5	
34	North Warwickshire Sports & Social Club	North Forum	1									3.5	2.0	
52	Newton Regis Playing Fields	North Forum	1									3.5	2.0	

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KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week		
			G	A	P	G	A	P	G	A	P	Actual play	Max capacity	Rating
54	Birch Moor Recreation Ground	North Forum		1								0.5	1.0	
55	Polesworth Community Field	North Forum		2								2.5	2.0	
56	Polesworth Station Road	North Forum							1			2.5	1.0	
62	Church Lane	North Forum		1								1.0	1.0	
64	Shuttington	North Forum		2								0.5	2.0	
67	The Nethersole School	North Forum				1						1.0	1.0	
2	Ansley Hall	South Forum	1									2.5	2.0	
3	Arley Sports Centre	South Forum			1					3		2.5	3.5	
12	John E Radford Fields	South Forum	1									1.0	2.0	
17	Memorial Park	South Forum		2								2.5	2.0	
41	Coleshill Town FC	South Forum	1									2.0	2.0	
57	Fillongley Recreation Ground	South Forum	2									2.0	4.0	
58	Ansley Village	South Forum			1							0.5	0.5	
59	Hill Top, New Arley	South Forum			2							1.5	1.0	
92	The Coleshill School Football	South Forum	3									0.5	3.0	

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KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week		
			G	A	P	G	A	P	G	A	P	Actual play	Max capacity	Rating
11	Hurley Daw Mill	West Forum		2						1		3.5	3.0	
13	Kingsbury School (specialist science and maths college) Football pitches	West Forum	2									2.0	2.0	
19	Piccadilly Recreation Ground	West Forum		2								2.0	2.0	
25	Sycamore Drive Recreation Ground	West Forum		1								1.0	1.0	
27	Vicarage Lane Playing Fields	West Forum	1									1.5	2.0	
29	Wishaw Cricket Club	West Forum	1			1						3.0	4.0	
30	Wood End Recreation Ground	West Forum	1						1			2.0	4.0	
61	Curdworth Recreation Ground	West Forum	1									0.5	2.0	
71	Hurley Primary School	West Forum					1					3.0	1.0	

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The capacity of a site is calculated by applying a carrying capacity (i.e. matches per week) that should be played on the pitch based on its current quality. In total, 12 sites are said to be overplayed (comprising of 13 senior, one junior and three mini pitches), to an equivalent of 11 matches per week across the Borough. However, in comparison to other areas, this level of overplay is relatively low. Further analysis of supply and demand found that:

- ◀ North Forum has the greatest levels of overplay.
- ◀ North Warwickshire Sports and Social Club (KKP ref 34) has the highest level of overplay by 1.5 football matches per week.
- ◀ Polesworth Station Road (KKP ref 56) is also overplayed by 1.5 matches per week.

Most overplay is attributed to junior teams being assigned to a particular site and that site not containing formal marked out pitches of that size; for example, where junior matches are played across senior sized pitches or mini pitches being informally marked out by cones across the site. An increase in formally marked out junior pitches through creation of dedicated junior sites will help to reduce levels of overplay and reduce wear and tear of senior pitches.

A good example of a site where this occurs is Hurley Daw Mill (KKP ref 11). In addition to senior use of senior pitches, they are also being used by junior teams for matches. In this instance this results in the site being overplayed by 0.5 matches each week.

A number of sites are not currently played to capacity; where possible, it is recommended that overplay (as indicated above) is directed to these sites.

Ancillary facilities

Local leagues and Birmingham FA suggest that there is a lack of appropriate changing facilities to service pitches in North Warwickshire, particularly at sites catering for junior/mini participation. A lack of suitable ancillary provision is affecting junior development and therefore progression of juniors into the senior game. This is not only the case in terms of poor changing accommodation. For example, Midland Combination Junior League (MCJL) requires dugouts on site which are not currently available at Station Road Recreation Ground.

Club specific issues include:

- ◀ Kingsbury Rangers FC is a junior club affected by a lack of changing facilities available on site (Kingsbury School, KKP ref 13)
- ◀ Hartshill FC 1st team play in the Coventry Alliance League which has strict criteria for changing accommodation and pitch ownership; the Club is of the opinion that Ansley Hall would enable it to meet this criteria and to continue progression through the league. However, the Club does not yet have access to Ansley Hall and the site is already in high demand. This means that other teams would have to be moved in Hartshill FC 1st team was to be accommodated.

There is no changing available at Royal Meadow Drive (KKP ref 23) which means that teams must use facilities at the nearby cricket club. This causes problems because provision is limited in size and segregation can be difficult at peak times. The cricket pavilion is also used by Atherstone RFC.

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In general, consultation suggests the changing accommodation in the area is poor and in need of investment. For example:

- ◀ Mancetter Pavilion is currently without hot water and is not DDA compliant.
- ◀ Boot Hill Recreation Ground in Grendon (KKP 10) is small and not DDA compliant, but is in reasonable condition.
- ◀ Piccadilly Recreation Ground pavilion is a split site with the community centre and is a popular site. Despite this, the building suffers from vandalism and repairs have been costly. The running costs at Piccadilly are also high.
- ◀ Polesworth Pavilion at Abbey Green is currently shut and there are no plans for NWBC to reopen it. The building is thought to have been constructed in the 1960s and to be likely to have asbestos. It is also not DDA compliant. The site also suffers from a high level of vandalism because of its isolated position.
- ◀ Fillongley FC is working to raise funds to improve changing accommodation at Fillongley Recreation Ground; to meet the requirements of Coventry Alliance League.

Site visits and non technical assessment of provision found that all changing accommodation (where access was possible) is of at least average standard. The survey found that of clubs which responded, almost one third (30%) have access to showers at a home ground, 39% have access to toilets and 34% report their facilities to have disabled access.

Table 5.8: Pitches with changing accommodation

KKP ref	Site name	KKP ref	Site name
2	Ansley Hall	35	Spartans RFC & Aston Unity CC
4	Aston Villa Training Ground	37	Water Orton Cricket Club
5	Atherstone Town Cricket Ground	38	Old Saltleians RFC
8	Baddesley Recreation Ground	40	Corley Cricket Club
10	Boot Hill	44	Coleshill Cricket Club
12	John E Radford Fields	45	Fillongley Cricket Club
16	Mancetter Recreation Ground	46	Nether Whitacre Cricket Club
19	Piccadilly Recreation Ground	51	Coleshill Tennis and Sports Club
20	Polesworth International Language College	53	3M Sports & Social Club
27	Vicarage Lane Playing Fields	69	Queen Elizabeth School/Sports College
29	Wishaw Cricket Club	70	Kingsbury School (Science/Maths College)
34	North Warwickshire Sports & Social Club		

The audit identifies that some goal posts were temporary and anecdotal evidence suggests that goal posts in general on public sites could benefit from improvement. The Football Foundation Goalpost Safety Scheme (GSS) aims to replace goals, which fail to meet the British Standards (BS8462) requirements. Applicants must match-fund the application at the level of 50%. None of the clubs consulted have referred to accessing

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this scheme. Access to this funding stream could help improve the quality and safety of provision within North Warwickshire.

Car parking is an issue across many sites in North Warwickshire. The limited availability of spaces at sites forces players and spectators to park in surrounding residential streets or the edges of the playing fields. There are reported issues with parking at Ansley Hall (KKP ref 2) and Hurley Daw Mill (KKP ref 11).

Training facilities

Consultation with football clubs found that a number, particularly smaller senior and large junior clubs, which operate on a subsidy basis, struggle to sustain training sessions because of poor pitch quality. Those using grass pitches to train, report a decrease in the quality of the grass coverage and overall pitch condition. A common theme to emerge from consultation is that teams do not have formal venues for pre-season training and tend to use a local pitch/field if available. A number of clubs report this to be currently acceptable, but are concerned that, in the long term, will affect both the quality of the football and the quality of the pitches.

As a result of a lack of synthetic training facilities, grass pitches can be overplayed or, in some instances, clubs do not train at all or travel outside of the area at significant expense. For example, Birch Coppice Bullets FC has to travel to Tamworth to access a training venue. Birmingham Football Association (BFA) highlights a need to provide a minimum of 1.5 synthetic pitches in the area, primarily for training use (The FA recommends third generation turf surface). However, some of this need may be satiated by the proposed STP at Queen Elizabeth School.

Aston Villa Training Ground is the only site with synthetic turf provision in North Warwickshire, however, it is not publically accessible.

Queen Elizabeth School, Atherstone (QE) has been granted planning permission to build a sandbased, STP (for football training and competitive hockey) at its lower school site. This will replace one grass football pitch. It is anticipated that it will have high levels of community use and will be used primarily by Atherstone Adders Hockey Club. The School is yet to identify management options, but reports that it would like to investigate the potential to work with NWBC to manage lettings. The development is due to be complete by 2011. A number of clubs have expressed interest in using a synthetic pitch for training.

There is a floodlit, tarmac MUGA at Arley Sports Centre which is available for hire and is heavily used by football clubs for training. However, clubs consulted confirm that it is not an ideal surface for football training.

Questionnaire respondents report that winter training is primarily indoors or on synthetic surfaces outside NWBC area because there is no lighting at, and/or there is poor drainage of home grounds and, thus, increased use would further damage pitches. This shows that teams are cognisant of the need to maintain the quality of existing provision but also require adequate training provision. 60% of clubs are travelling between two and five miles to access provision, which includes areas outside the Borough, such as Tamworth.

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‘Shortfall, adequacy and requirement’

Summary of current demand

The table shows sites currently played beyond capacity. This is calculated by applying a carrying capacity (i.e. matches/week) that should be played based on current quality.

Table 5.9: Pitch sites that are overplayed

KKP ref	Site name	Analysis area	Matches per week		
			Play	Capacity	Overplay
60	Snowhill Recreation Ground	East Forum	3.0	2.0	-1.0
8	Baddesley Recreation Ground	North Forum	4.5	4.0	-0.5
15	Kitwood Avenue Rec.Ground	North Forum	1.0	0.5	-0.5
28	Warton Recreation Ground	North Forum	1.0	0.5	-0.5
34	N. Warwickshire Sports/Social Club	North Forum	3.5	2.0	-1.5
52	Newton Regis Playing Fields	North Forum	3.5	2.0	-1.5
55	Polesworth Community Field	North Forum	2.5	2.0	-0.5
56	Polesworth Station Road	North Forum	2.5	1.0	-1.5
2	Ansley Hall	South Forum	2.5	2.0	-0.5
59	Hill Top, New Arley	South Forum	1.5	1.0	-0.5
11	Hurley Daw Mill	West Forum	3.5	3.0	-0.5
71	Hurley Primary School	West Forum	3.0	1.0	-2.0

In total, 12 sites are said to be overplayed (13 senior, one junior and three mini pitches). This equates to 11 matches per week across the Borough.

Summary of future/latent demand

Latent demand is defined as the number of teams that could be fielded were access to sufficient pitches available. Consultation reveals that a number of clubs currently consider themselves to have latent demand, which they cannot meet due to lack of pitches.

Table 5.10: Summary of latent demand expressed by clubs

Club	Analysis area	Latent demand	Pitch requirement	
			Number	Type
Hurley Kings FC	West Forum	4 junior teams	2.0	Junior
Birch Coppice Bullets FC	North Forum	4 junior teams 1 adult (ladies)	2.0 0.5	Junior Senior
Austrey Rangers	North Forum	3 junior teams	1.5	Junior
Fillongley FC	South Forum	2 junior teams	1.0	Junior
Coleshill FC United	South Forum	1 senior male	0.5	Senior
Coleshill Green Man FC	South Forum	1 senior male	0.5	Senior
TOTAL			1.5	Senior
			6.5	Junior

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The greatest area of latent demand is for junior pitches, this is almost certainly the result of juniors playing on senior sized pitches and a general absence of dedicated junior pitches in North Warwickshire.

There are also several clubs that express latent demand but are unable to quantify it. For example:

- ◀ Polesworth Swifts Football Club anticipates that access to better/more facilities would enable it to offer football to more people/children of all ages and abilities.
- ◀ Atherstone Town FC anticipates being able to attract more, higher quality of players if more facilities were available. Additional pitches would also enable better training.

Consultation highlights a loss of pitches in the area over the last five to ten years. For example, Mancetter Recreation Ground (KKP ref 16) has lost one senior football pitch, Arley Sports Centre (KKP ref 3) has reduced by two pitches (and the pavilion was demolished due to dilapidation). This loss of facilities is contributing to latent demand. For example, Nuneaton and Bedworth Sunday League report that additional pitches in North Warwickshire would enable additional teams to enter the League.

There are also clubs moving into the area. For example, Dosthill FC is currently based in Tamworth but is in the process of relocating to Coleshill Town FC. Discussions are also in place to add a new junior pitch on the site in order to provide a soccer school for local residents. Again, this increases demand for pitches. Birch Coppice Bullets FC has recently relocated to Dordon and is looking for investment for changing facilities. The Club currently trains in Tamworth due to a reported lack of suitable training venues in North Warwickshire.

However, despite expressions of latent demand and aspirations for the future, 27% clubs report a decrease in junior membership over the last five years. This is not thought to be linked specifically to the availability of pitches, more to player retention. This indicates a need for NWBC to continue, and increase, its support for clubs in all aspects, including club development, volunteer training, and revenue funding.

Temporal demand

The temporal demand for games is the proportion of matches that are played each day on each pitch. Temporal demand identifies the time of peak demand and the percentage of matches played each day.

Analysis of match play identified that current demand for adult football pitches and for mini and junior pitches is greatest on a Saturday. At peak times of peak demand there are insufficient pitches to accommodate all playing commitments. Furthermore it is also important that overplay is factored in as there are currently not enough pitches to accommodate existing playing commitments in some areas.

The peak days are likely to be due to league structures and, where possible, care should be taken to ensure the pitches are not overplayed, and, thus, not used on both Saturday and Sunday. It may also be necessary to commence discussion with clubs and leagues to investigate the possibility of moving fixtures to Sundays as it is likely that the deficiency for junior pitches on Saturday is not solely an issue for North Warwickshire.

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Team Generation Rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating TGRs enables a comparison of participation to be made where similar studies have been undertaken. TGRs can help to target sports development activities in particular areas where participation may be low. The following current TGRs (based on current population figures) are calculated based on current supply and demand.

Table 5.11: Football TGRs

		Senior men (16-45)	Senior women (16-45)	Junior boys (10-15)	Junior girls (10-15)	Mini soccer (6-9) mixed	
National	TGR	1:452	1:19,647	1:195	1:4,038	1:431	
North Warwickshire	TGR	1:210	1:3,284	1:49	-	1:74	
	Current	No. of teams	58.0	3.0	51.0	-	42.0
	Future	No. of additional teams*	4.0	0.2	3.0	-	3.0
	Total No. of teams in 2021		62.0	3.2	54.0	-	45.0

Participation rates in North Warwickshire are greater than national averages. This is likely to be a result of the large number of leagues throughout the Borough which provide introductory and competitive opportunities through league structures. Applying TGRs to the projected population for 2026, enables projection of the theoretical number of teams that will be generated in future, and anticipated demand for facilities. TGRs indicate that deficiencies in current provision will be exacerbated if additional pitches are not provided.

Playing Pitch Model (PPM)

Sport England's PPM is used to assess whether supply of pitches will be sufficient at peak times. The current TGRs recommended above are applied to the PPM to illustrate any shortfalls of pitches. A summary of surpluses and deficiencies is shown below.

Table 5.12: PPM summary

Analysis area	Current pitch shortfall/surplus			Future pitch shortfall/surplus		
	Senior	Junior	Mini	Sf	Jf	Mf
East Forum	3.5	-2.5	-3.0	3.1	-2.7	-3.3
North Forum	7.0	-10.0	-5.0	6.5	-10.6	-5.7
South Forum	4.5	-2.0	1.0	4.0	-2.1	0.9
West Forum	5.5	-2.5	-3.0	5.1	-2.9	-3.3
North Warwickshire	20.5	-17.0	-10.0	18.7	-18.4	-11.4

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Those sites which have not been allocated as having current regular play have **not** been included in the PPM analysis.

It should be noted that these surplus/deficit predications should not be used in isolation and should be considered within the context of other report findings/outcomes. For example, it is anticipated that there will be a significant surplus of senior pitches, but a significant deficit of junior and mini football pitches. The deficit of junior pitches broadly equates to the surplus of senior pitches and suggests a significant lack of designated junior/mini pitches across the Borough.

The lack of junior pitches is further exaggerated by the latent demand expressed for a further six and half junior pitches. Therefore, the current playing pitch stock should be protected and consideration should be given to changing the designation of some senior pitches to cater for junior football.

The deficit of junior and mini pitches is most pronounced in North Forum area. This is considered likely to be due to the number of sites suffering from overplay, and the large number of junior teams which use senior pitches in the area. This means that in view of all the forecasting information and consultation (including reported latent demand) a demand for additional facilities for junior football emerges.

Football summary

- ◀ There are 63 football pitches available for community use in North Warwickshire, accommodating 163 teams (including senior, junior and mini). In addition, there are 17 pitches not currently available for community use, the majority of which are on school sites.
- ◀ Consultation strongly suggests that there is a current shortfall of junior and mini pitches. This is further reflected in the supply and demand analysis, which highlights an oversupply of senior football pitches but a shortfall of junior and mini pitches. The overall deficit of junior and mini pitches is most pronounced in the North Forum area. This is thought to be largely due to the number of sites suffering from overplay, and the large number of junior teams which use senior pitches in the area.
- ◀ In total, 12 sites are said to be overplayed (13 senior, one junior and three mini pitches), to an equivalent of 11 matches per week across the Borough.
- ◀ Specifically, Polesworth Station Road, North Warwickshire Sports & Social Club and Newton Regis Playing Fields have the greatest levels of overplay. Most of this is attributed to junior teams being assigned to a particular site and that site not containing formal marked out pitches of that size.
- ◀ Consultation suggests increasing need for investment in ancillary facilities. The majority of users commented on poor quality changing facilities across the Borough. Clubs identify that a lack of good quality changing is a concern in terms of attracting junior players and retaining adult players. However, KKP's site assessments did not completely match consultation findings and found provision to be at least average (where access was available).
- ◀ There is also a lack of changing facilities across the Borough and a particular problem with regard to the lack of separate changing areas for males and females, which could in the future, inhibit the growth of junior/mini football.
- ◀ Six clubs express latent demand: this equates to an additional requirement of one and a half senior and six and a half junior pitches.

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PART 6: CRICKET

Introduction

The Warwickshire Cricket Board (WCB) is the governing and representative body for cricket within the County, including North Warwickshire. Its aim is to promote the game at all levels through partnership with the professional and recreational cricketing clubs, and other appropriate agencies. It covers Warwickshire, Birmingham, Solihull and Coventry.

The Warwickshire Cricket League is the main opportunity for competitive senior cricket in the Borough, providing 17 divisions (95 clubs), fielding 180 teams. It forms part of the Warwickshire pyramid system and acts as a feeder league into the Birmingham League (the country's premier competition). There are also other senior leagues servicing North Warwickshire including: Nuneaton, Lichfield & District, Birmingham & District and Arden.

Warwickshire Youth Club Competitions (WYCC) provides the main opportunities for junior cricket within the Borough. It operates seven divisions (ranging from U9 to U17s.).

Consultation

In addition to face to face consultation with key clubs, an electronic questionnaire was sent to all cricket clubs playing in North Warwickshire, contact details were provided by WCB and the invitation to complete the online questionnaire was distributed by email. The questionnaire was returned by nine clubs (82% return rate). Results are used to inform key issues within this section of the report.

Current provision

Pitch ownership and management across the Borough is primarily through private sports and social clubs.

Table 6.1: Summary of pitches available for community use and teams by analysis area

Analysis area	No. of available pitches	No. of teams			
		Senior men	Senior women	Junior boys	Junior girls
East Forum	3	7	-	10	1
North Forum	3	8	-	14	-
South Forum	5	18	-	19	2
West Forum	5	18	-	15	-
NORTH WARWICKSHIRE	16	51	-	58	3

[Towards A Level Playing Field indicates that a senior cricket pitch is defined as 46m x 46m (minimum size) with 1.6 to 2.0 hectares maximum safety.]

In addition to the above, there is one senior cricket pitch at Hartshill School which is not available for community use. It is over-marked with other pitches. Over-marking of pitches can affect quality particularly when the square is not protected. It may be an option to increase the level of community use available at this site through discussions with the school to alleviate any overplay identified.

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There are 11 cricket clubs in North Warwickshire, generating 51 senior and 61 junior cricket teams. This also includes a number of smaller clubs playing in the rural settlements within the Borough for example, Ansley Cricket Club.

Although originally from North Warwickshire, Pak Shaheen Cricket Club currently plays at Newbold Comyn, Leamington Spa (located outside of the assessment area). In order to progress and develop, it has secured funding from the Community Investment Fund and Warwickshire Cricket Board to develop former agricultural land in Corley. In 2007, it obtained planning permission to develop a cricket pitch and ancillary facilities. It is in the process of laying a cricket square and creating an outfield, which is likely to be ready by summer 2011. The Club is considering demand for football provision on the site.

Figure 6.1: Location of cricket pitches

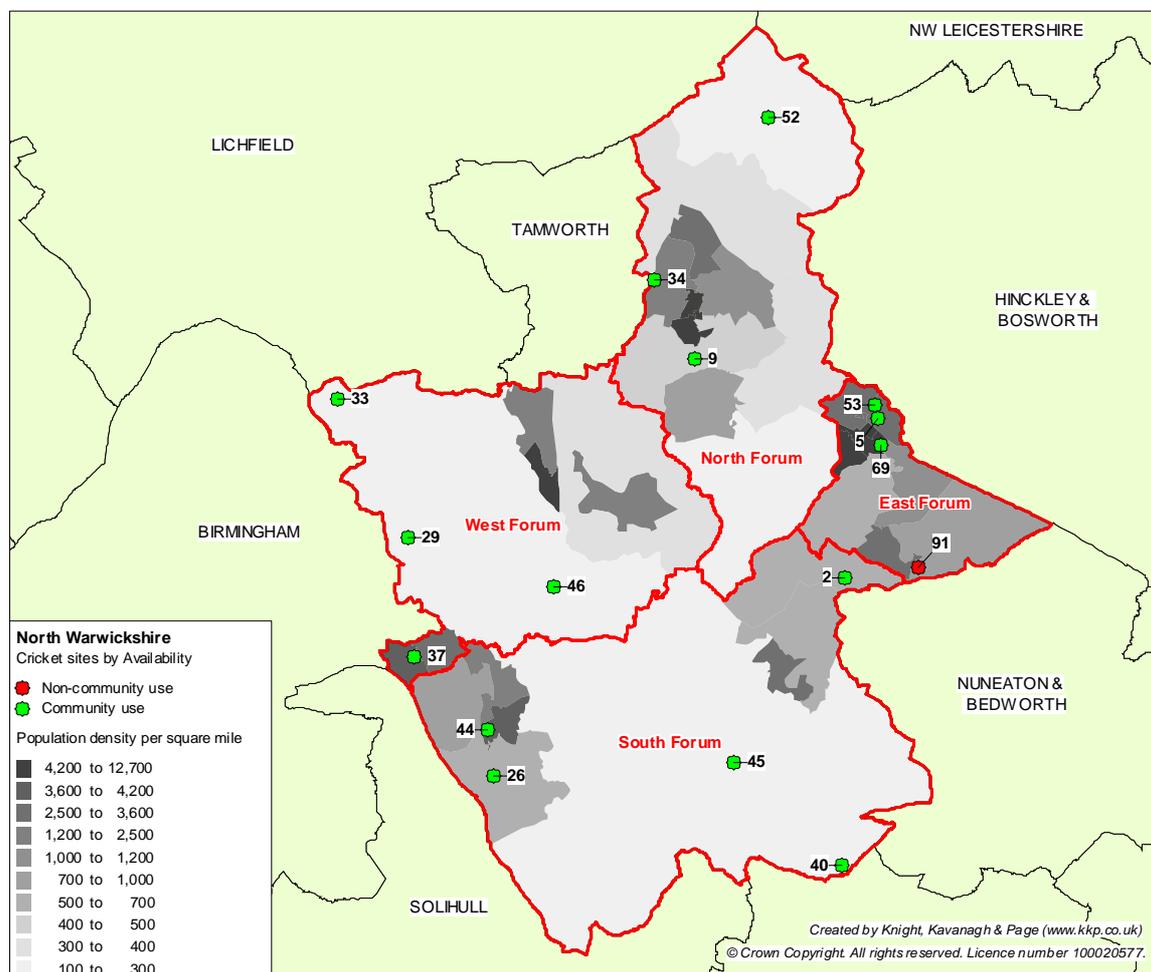


Figure 6.1 above indicates a concentration of cricket pitches in the East Forum and a lack of provision towards the centre of the Borough (Hurley, Wood End). However, clubs report travelling two to five miles to access provision so it is likely those residents in the areas of deficiency are being serviced by outlying pitches.

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Table 6.2: Key to map of cricket pitches

Site name	KKP ref	Analysis area	Community use	Pitches
3M Sports & Social Club	53	East Forum	Yes	1
Atherstone Town Cricket Ground	5	East Forum	Yes	1
Hartshill School Cricket and Tennis facilities	91	East Forum	No	1
Queen Elizabeth School & Sports College	69	East Forum	Yes	1
Birch Coppice Sports and Social Club	9	North Forum	Yes	1
Newton Regis Playing Fields	52	North Forum	Yes	1
North Warwickshire Sports & Social Club	34	North Forum	Yes	1
Ansley Hall	2	South Forum	Yes	1
Coleshill Cricket Club	44	South Forum	Yes	1
Corley Cricket Club	40	South Forum	Yes	1
Fillongley Cricket Club	45	South Forum	Yes	1
The Coleshill School Cricket	26	South Forum	Yes	1
Aston Unity Cricket Club	33	West Forum	Yes	2
Nether Whitacre Cricket Club	46	West Forum	Yes	1
Water Orton Cricket Club	37	West Forum	Yes	1
Wishaw Cricket Club	29	West Forum	Yes	1

Development priorities and opportunities

Focus clubs are identified strategically by the ECB as those committed to long-term junior development. This includes the adoption of a development plan (for the purposes of the development of the sport and facilities) and achieving (or working towards) Clubmark accreditation. In return, clubs receive support (both technical and financial) from the ECB. In total, there are 34 focus clubs in the County, of which five are located in the Borough:

- ◀ Ansley Sports.
- ◀ Coleshill.
- ◀ North Warwick.
- ◀ Pak Shaheen.
- ◀ Water Orton.

The above clubs are identified in the Warwickshire Cricket Board Facilities Strategy as key clubs for development and youth provision (see below). Atherstone CC has aspirations to achieve Focus Club status.

There is high junior participation at the Borough's clubs with a large proportion fielding more than one junior team. A continued increase in club membership levels, particularly juniors, could have a significant impact on access to and the quality of pitches.

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School club links

The ECB encourages links between clubs and schools through the development of Kwik Cricket festivals. However, links tend to be “driven” by individual clubs, and are almost invariably underpinned by active club members and the Partnership Development Manager (PDM) at North Warwickshire Schools Sports Partnership (SSP).

The Cricket Foundation launched ‘Chance to Shine’ in May 2005 and set out to bring competitive cricket and its educational benefits back to at least a third of the country’s state schools over a ten year period. It is delivered through individual projects across England and Wales. Each one provides a structured coaching and competition programme for a group of around six primary and secondary state schools. North Warwickshire and Coleshill Cricket Clubs are delivering the programme in the Borough.

Draft Warwickshire Cricket Board Facilities Strategy 2008 – 2013

The WCB Strategy sits under the ECB National Facilities Strategy⁴. It identifies the current provision of facilities at focus clubs in the County and sets out the priority facility projects over the next five years.

The level of provision is matched against the WCB’s minimum facility standards to identify areas where there are gaps in facility provision. WCB has implemented a minimum facility standard for all focus clubs. Following a pitch adviser inspection on cricket pitches three focus clubs; Ansley Sports, Coleshill and North Warwick achieved a ‘standard’ result (Water Orton has not yet been assessed). The following clubs have been identified in the Strategy as priority facility projects:

- ◀ Pak Shaheen (2010) – pavilion build or turf construction. However, in return it must develop a youth section and work towards ECB Clubmark and Focus Club status
- ◀ Support Water Orton to access to a second home ground which would enable further development. WCB reports that the majority of clubs in the County are operating at capacity.

It believes supporting clubs in the County with the need for access to second home grounds would help to reach its baseline target of a 5% increase in participation over the next five years.

The Strategy highlights a number of recommendations for the Borough including:

- ◀ More readily accessible indoor net provision in North Warwickshire.
- ◀ Ensure long tenure of sites.
- ◀ Replacement of the non turf pitch at Coleshill School to accommodate Coleshill CC 3rd XI.
- ◀ Where there is a lack of grass pitches at primary schools provision should be made to include playground markings.

⁴ <http://static.ecb.co.uk/files/ecb-national-facilities-strategy-1338.pdf>

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Women's and girls' cricket

Provision for formal women's and girls' cricket teams in North Warwickshire is limited. No women's teams play at present. However, there are three girls' teams; Ansley, Atherstone, and Corley competing in the Warwickshire Youth Club Competition U13s. It should be noted junior girls can participate alongside boys up to 12 years old. WCB reports that this may increase given Sport England's focus on its three main outcomes; 'Grow', 'Sustain' and 'Excel'. It aims to increase the size of the talent pool within county squads operating at minimum quality standards across women/girls and disability impairments from 2,112 to 3,168

The limited provision for female cricket is, in some part, indicative of the limitations of changing facilities at sites in the Borough. This is not conducive to the development of this area of the sport. Consultation highlights that a large number of sites in North Warwickshire do not provide segregated male and female changing facilities. As a result, male and female players would not be able to access changing at the same site.

ECB has an aspiration to develop a girls' "super club" per district and provision is being established in Nuneaton. It is thought this would include participants from North Warwickshire.

Two clubs; Water Orton and Nether Whitacre have plans to increase the number of women's/girls' teams they operate. Water Orton (KKP Ref 37) has plans to introduce a ladies cricket team but reports inadequate spare capacity at its home ground to accommodate additional play. An analysis of current demand identifies that its pitch is currently played to capacity. It currently fields six senior and three junior teams. In order to accommodate senior matches, it accesses sites located outside the Borough (Old Silhillians Sports Ground, Solihull located 13 miles/17 minutes and Barows Lane, Yardley located 6 miles/ 19 minutes from its main home ground).

Key issues for cricket

Ownership and lease agreements

Questionnaire analysis found that 43% of clubs rent their home ground, and carry out maintenance via a resident groundsman. Maintenance of school sites is undertaken by the respective schools. Only one club, Water Orton, owns its ground. Furthermore, three clubs lease their ground:

- ◀ North Warwickshire CC has a sublease from North Warwickshire Sports & Social Club. The land is owned by the Coal Industry Social Welfare Organisation (CISWO).
- ◀ Coleshill CC lease from Coleshill Town Council on a long term agreement (25 years).
- ◀ Atherstone CC lease from the Bracebridge Trust on a long term lease (99 year lease).
- ◀ Austrey & Newton Regis CC has a five year lease on its home ground from Newton Regis, Seckington and Mans Heath Parish Council. The lease is due to expire.

Ownership and long term lease agreements enable clubs to access funding streams to improve provision more readily than if the arrangement is based upon an annual rental. For example, Coleshill Cricket Club has worked with Warwickshire Cricket Board and Coleshill Town Council to obtain a 25 year lease on its home ground.

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As a result, it is now in a better position to apply for funding and maintain long term development. However, this also means that clubs are liable for any costs to the facility, such as repairs or improvements and grounds maintenance.

Ansley Cricket Club reports it does not want to take over management and maintenance of its homeground and pavilion at Ansley Hall (KKP Ref 2). The site is owned and maintained (outfield only) by NWBC but the Club is responsible for the maintenance of the cricket square. It does not pay for the use of the pavilion/site due to this informal maintenance arrangement. Its second team accesses cricket provision at Birch Coppice Sports & Social Club (KKP Ref 9).

Demand

The Warwickshire Cricket League reports that senior membership levels have remained static over the previous three years.

Nearly three fifths of clubs (57%) report that the number of senior teams competing has increased over the last three years due to a number of reasons, including improved transition from junior to senior cricket (which has enabled clubs to field additional senior teams) and an increased interest in the sport.

Two clubs; North Warwickshire and Water Orton report a decrease in senior membership due to a lack of players coming through from junior teams and a lack of available grounds to accommodate senior matches at peak times. Increased membership levels were also mirrored in junior membership levels with just under half (43%) of clubs reporting an increase in the number of teams.

Four clubs; Water Orton, North Warwickshire, Nether Whitacre, and Atherstone have plans to increase the number of teams it provides (a total of three senior, two boys and two girls' teams). All clubs report that any increase in teams would require access to additional cricket provision in the Borough.

In March 2010, Coleshill CC approached Coleshill Town Council to level two football pitches at Memorial Park (KKP ref 17). The site adjoins its current home ground; Coleshill Cricket Club (KKP Ref 44). The proposal would enable cricket to be played during the summer months and the football pitches would be reinstated from mid-August to the end of April. Coleshill CC reports that it would be willing to fund this development and take over the responsibility of maintenance and the letting of the football pitches. The proposal includes installing an artificial 'Flicx' pitch onto one football pitch from May until mid August 2010 to enable 3rd XI and junior games to be played. This would be a temporary arrangement for 2010 before creating a second pitch in 2011. However, this proposal has been declined by Coleshill Town Council.

An analysis of play identifies that Coleshill CC (KKP Ref 44) is played over capacity. It believes that access to a second home ground would accommodate the Club's current 3rd XI (which currently accesses provision at Coleshill School), enable a community cricket programme in the local community and satisfy latent demand expressed for one senior team and two junior teams, equating to one cricket pitch.

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Consultation and analysis of supply/demand suggests that the number of cricket pitches in the Borough is insufficient to meet levels of current demand. Many clubs are operating at capacity and any future growth in teams cannot be accommodated on existing provision. Furthermore, three clubs; Water Orton, Coleshill and Atherstone Town express latent demand for a total of 2.5 cricket pitches. Clubs believe if there were access to additional pitches, they could, and would, field more teams.

Training facilities

Access to training nets is important, particular for pre-season/winter training. A number of clubs have access to training nets at their home ground. Where net provision cricket exists at school sites, these are not full lanes and as such are not suitable for senior training. As a result, they tend to access indoor provision at the recently completed Cricket Centre in Nuneaton (outside the local authority area). This is considered by the ECB to be an acceptable distance to travel. Three clubs; Water Orton, North Warwickshire, and Nether Whitacre access indoor net provision at school sites located outside the Borough. Water Orton CC has an old artificial practice net facility which needs to be upgraded and the concrete base needs to be replaced.

Ansley CC has recently resurfaced its outdoor nets and purchased a bowling machine for training. Similarly, Austry & Newton Regis has recently installed an outdoor net facility at its home ground. An area of the junior training facility at North Warwickshire Cricket Club (NWCC) is being developed into a five a side training facility by Dosthill Colts. The facility comprises of an artificial wicket (accommodated on old, unused tennis courts). NWCC has recently received ECB Community Club Development Funding for a four bay net system.

Pitch quality

The audit of pitches in North Warwickshire identifies, in total, 17 senior cricket pitches, of which, the majority (15) were found to be good quality. The remainder are assessed as average (1) or poor (1) quality. Table 6.3 below summarises the pitch quality following site visits of all pitches in the area (including those not available for community use).

Table 6.3: Pitch quality of all pitches (regardless of community use) following site visits

Good	Average	Poor
15	1	1

16 of North Warwickshire's senior cricket pitches are available for community use of which, all but two are of good quality; Queen Elizabeth School (QES) cricket pitch was assessed as average and The Coleshill School was assessed as poor. QES is used by Atherstone Town CC which has recently applied for funding to improve the playing surface.

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Table 6.4: Summary of quality information for all cricket pitches by analysis area

Analysis area	Pitches			
	Good	Adequate	Poor	Total
East Forum	2	1	-	3
North Forum	3	-	-	3
South Forum	4	-	1	5
West Forum	5	-	-	5
NORTH WARWICKSHIRE	14	1	1	16

Pitch quality should not be considered in isolation, as the level of play on a site can, over time, impact upon quality. Table 6.4 illustrates the variation in the quality of venues available for community use across the Borough. For example,

- ◀ All analysis areas are served by cricket provision.
- ◀ West Forum has the greatest number of pitches, all of which are assessed as good quality.
- ◀ South Forum has one poor quality pitch; The Coleshill School (KKP Ref 26).

In cricket, the quality of the pitch is very important. If the wicket is poor, the quality of the game can be affected and can, in some instances, become dangerous. It is not possible to conduct a full technical assessment of cricket pitches/wickets within the methodology of this Assessment. However, to obtain an accurate assessment an ECB Performance Quality Standard (PQS) can be produced.

The majority of clubs are responsible for maintaining their own facilities and have designated groundsmen, to carry out cutting and maintenance. Clubs generally comment that the quality of their cricket outfield and square has improved since last season due to maintenance work undertaken by volunteer groundsmen.

Nether Whitacre CC reports that its site regularly suffers from flooding. Two clubs; Atherstone Town and Coleshill report litter and dog fouling as an issue. A number of clubs report issues with vandalism and misuse of the facility in the past year. For example:

- ◀ North Warwickshire Cricket Club – break-in to the clubhouse.
- ◀ Water Orton – damage to netting.
- ◀ Atherstone Town CC – break-in to equipment shed.

In order to ensure pitch quality, Warwickshire Cricket League operates a stringent 'club standard' which all new teams and clubs are expected to meet as a minimum. Grounds scoring below three points are investigated by the League's Grounds Committee. Consultation reports all clubs in the Borough meet the minimum league requirements.

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Ancillary facilities

The ECB produces a series of technical guidance notes for cricket, including a document on pavilions and clubhouses. The aim of the guide is to provide practical advice for club officials and designers when planning pavilions and clubhouses. It applies to new buildings and alterations to existing facilities. The table below details the elements considered by ECB⁵ to be essential/desirable for changing rooms.

Changing rooms	Essential for each team changing room	Desirable
Bench seating	12 spaces at 500mm wide x 450mm deep x 450mm high	600mm wide
Kit bags	12 spaces at 1200mm long x 450mm deep x 400mm high. The changing room layout should account for each player having their own kit bag or box, which can be as long as 1200mm	450mm high
Changing	Two rooms each with 20sqm for changing space, benches and bag storage with 1.8m between the front face of opposite benches	2m between the front face of opposite benches
Showers	Three shower heads per changing room at 750mm centres with 450-500mm between showers fittings and the side walls. Showers on opposite walls should be at least 2.5m apart to allow circulation. A separate dry-off area should be provided.	Four shower heads. Always check requirements of other NGBs when designing mixed facilities. Consider privacy screens between showers/separate cubicles.
Changing rooms	Essential for each team changing room	Desirable
Toilets for players	Ideally provided with convenient access from the changing room: one WC and one wash-hand basin with mirrors above. In pavilions with four or more team changing rooms, toilets for players must be integrated in the changing room and for the exclusive use of each team. This is not essential in two-changing room pavilions.	Two WCs and wash hand basins. Note that providing urinals would make the changing rooms less flexible for female use.

It is recognised that this guidance can be difficult to meet with limited space/funds available. However, any new developments are encouraged to strive to meet these requirements.

Nearly three quarters of clubs (71%) consider their changing provision to be adequate. None rate the quality of changing provision as poor. Three; Water Orton, Nether & Whitacre and Coleshill believe if they had access to suitable changing provision in terms of size, quality and segregation they would be able to run additional teams.

Ansley Cricket Club currently stores equipment in a container at its home ground at Ansley Hall (KKP Ref 2). However, this is only a short term measure. Consultation reports demand for a brick built facility at the site to store machinery and equipment.

⁵ TS5 document on pavilions and clubhouses – www.ecb.co.uk

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Club issues

Table 6.5: Summary of issues from consultation

Site name	No. of pitches	On site changing	Quality issues
Austrey & Newton Regis Cricket Club (KKP Ref 7)	1	No	The WCB has recently provided the Club with two training nets. There is no clubhouse/pavilion on site and it uses the nearby village hall for toilets/changing. It has facility plans which include installing an artificial wicket on the edge of the square, sightscreen and accessing a new mechanical roller for the pitch. The pitch is also used by Tamworth CC to accommodate its 3 rd XI. The site includes a football pitch (used by Newton Thistle FC), tennis courts and a bowling green. The Club is in discussions with the Parish Council (site owners) to become sole users.
Corley CC	1	Yes	The Club is located on the border of North Warwickshire and Nuneaton and attracts members from both. It is seeking funds to develop artificial nets and generally continue to expand.
Atherstone CC	1	Yes	Atherstone Sports Club Ltd is an umbrella club comprising of Atherstone CC, Atherstone Juniors FC, Atherstone RUFC and Atherstone Adders Hockey Club. Operating as a multi sports club causes some issues, particularly when seasons crossover. For example, the rugby team train on a section of the ground which encroaches on the cricket outfield.
Water Orton CC	37	Yes	Consultation highlights that sightscreens need to be replaced and the car park requires resurfacing.
Nether Whitacre CC	46	Yes	It is seeking to purchase a 'Flicx' artificial wicket or a pitch net facility to enhance its training provision.
Birch Coppice Sports & Social Club	9	Yes	Plans include additional changing rooms. See football section for full facility improvement plans.
Ansley Hall	2	Yes	The site comprises a clubhouse, a cricket and football pitch. It also accommodates an old grandstand which needs to be removed. Clubhouse disabled access is limited due to the width of the main entrance. Changing rooms are of adequate quality but need modernisation. The Club is seeking to replace a roller which will help to increase pitch quality.

Accessibility

All clubs report members travel two to five miles to access its main home ground provision. However, clubs accessing grounds outside of the Borough for example, Water Orton report some players travel approximately 15 – 20 minutes drive.

Provision of cricket pitch sites assessed by quality and capacity

A capacity rating (as per rugby and football) is not given for cricket as it is not possible to determine the number of matches that can be played on a particular pitch. This is due to the length of matches, which cannot always be determined and also differs between adult and junior matches, even though both are often played on the same surface. Table 6.6 overleaf shows pitch numbers and peak use for cricket pitches.

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Table 6.6: Cricket provision capacity

KKP ref	Site name	Analysis area	Community use	Pitches		Matches					Peak use
				Senior	Junior	Sat am	Sat pm	Sun am	Sun pm	Other	
53	3M Sports & Social Club	East Forum	Yes	1		-	-	-	-	1.5	150%
69	Queen Elizabeth School & Sports College	East Forum	Yes	1		-	0.5	-	-	2.5	250%
5	Atherstone Town CC	East Forum	Yes	1		-	1.0	1.0	1.0	1.5	150%
9	Birch Coppice Sports & Social Club	North Forum	Yes	1		-	1.5	-	-	-	150%
34	North Warwickshire Sports & Social Club	North Forum	Yes	1		-	1.0	-	0.5	2.0	200%
52	Newton Regis Playing Fields	North Forum	Yes	1		-	1.0	-	0.5	4.0	400%
2	Ansley Hall	South Forum	Yes	1		-	1.0	-	1.0	2.5	250%
40	Corley CC	South Forum	Yes	1		-	1.0	-	1.0	3.5	350%
44	Coleshill CC	South Forum	Yes	1		-	1.5	-	0.5	1.5	150%
45	Fillongley CC	South Forum	Yes	1		-	1.0	-	1.5	3.5	350%
29	Wishaw CC	West Forum	Yes	1		-	1.0	-	0.5	1.5	150%
33	Aston Unity CC	West Forum	Yes	2		-	2.0	-	-	3.5	175%
37	Water Orton CC	West Forum	Yes	1		-	1.0	0.5	1.0	1.0	100%
46	Nether Whitacre CC	West Forum	Yes	1		-	1.0	1.5	1.0	1.0	150%

Note: A number of school cricket pitches have been identified for community use due to other pitches (i.e. football pitches at the site) being available for community use. However, there is no current play identified at/for these sites.

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‘Shortfall, adequacy and requirement ’

Summary of future/latent demand

Latent demand is defined as the number of teams that could be fielded if there were sufficient pitches. The table below summarises specific latent demand expressed by clubs for additional pitches:

Table 6.7: Summary of latent demand expressed by clubs

Club	Analysis area	Latent demand	Pitch requirement	
			Number	Type
Water Orton CC	West Forum	1 ladies team	0.5	Senior
Coleshill CC	South Forum	2 junior teams	1.0	Junior
		1 senior male	0.5	Senior
Atherstone Town CC	East Forum	1 senior male	0.5	Senior
		2 junior teams	1.0	Junior
TOTAL			1.5	Senior
			2.0	Junior

The Warwickshire Cricket Board (WCB) has highlighted that generally, there appears to be greater need for additional match facilities (second grounds) for clubs in North Warwickshire. Clubs for which this is most significant are Atherstone, Water Orton and Nether Whitacre.

Summary of current demand

Although it is difficult to identify overplay by calculating the capacity of cricket pitches (as the length of a cricket match varies), it would appear that a large number of pitches are overplayed. Newton Regis Playing Fields (KKP Ref 52) appears to have the most significant level of overplay largely due to the number of juniors playing on the pitch. A further three sites; Water Orton, Atherstone Town and Queen Elizabeth School & Sports College are operating at capacity.

Temporal demand

The temporal demand for games is the proportion of matches played each day on each pitch. Temporal demand identifies the time of peak demand and the percentage of matches played each day. An analysis of match play identified that current demand for cricket pitches is primarily Saturday based for senior cricket and midweek for junior cricket. At peak times there are insufficient pitches to accommodate all playing commitments. Furthermore, it is also important that overplay is factored in as there are currently not enough pitches to accommodate existing playing commitments in some areas.

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Team generation rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. They are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating TGRs enables comparison of participation between different areas where similar studies have been undertaken.

The following current TGRs have been calculated for each analysis area. Where none is shown, no teams operate at that age group, for cricket, in that area.

Table 6.8: Cricket TGRs

		Senior men (18-55)	Senior women (18-55)	Junior boys (11-17)	Junior girls (10-15)	
National	TGR	1:1,415	1:54,815	1:1,480	-	
North Warwickshire	TGR	1:315	-	1:48	1:915	
	Current	Number of teams	51	0	58	3
	Future	No. of additional teams	3.6	0.0	3.5	0.2
	Total No. of teams in 2021		54.6	-	61.5	3.2

There is no national TGR for junior girls' cricket (11–17).

Participation rates *per se* in North Warwickshire are significantly higher than the national average. Participation for senior men and junior boys is particularly good. There is no TGR for senior women in the Borough as there are currently no teams playing.

By applying TGRs to the projected population for 2021, we project the theoretical number of teams that would be generated in the future, and therefore the expected demand on the facilities. The TGRs indicate that any deficiencies in current provision will be exacerbated if additional pitches are not provided.

Playing Pitch Model (PPM)

In order to calculate the number of home games per week, guidance has been sought from Towards A Level Playing Field (in the absence of local data). The value applied in the Borough for adult matches is 0.7 and 0.3 for junior matches. This reflects that more junior matches are likely to be played on one pitch and that more than one match every other week is played on cricket pitches to take account of midweek league fixtures.

Sport England's PPM is used to assess whether supply of pitches will be sufficient at peak times. The current TGRs recommended above are applied to the PPM to illustrate any shortfalls of pitches. A summary of surpluses and deficiencies is shown overleaf.

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Table 6.9: PPM summary

Analysis area	Current pitch shortfall/surplus	Future pitch shortfall/surplus
East Forum	-2.1	-2.5
North Forum	-2.2	-2.5
South Forum	-5.4	-6.2
West Forum	-3.4	-4.0
North Warwickshire	-13.1	-15.2

Sites which have not been identified as accommodating current regular play are not included in the PPM analysis. It should also be noted that these surplus/deficit predications should not be used in isolation, but rather placed within the context of other findings and issues highlighted in the report.

The PPM analysis of cricket pitches shows a deficiency in the provision at peak times in all areas. The greatest shortfall is in the South Forum analysis area. These shortfalls are due to the significant amount of junior matches occurring during the week. Fewer matches are played on a Sunday and as a result, there is a surplus of provision at this time.

Junior teams are likely to play shorter games (and therefore more teams can be accommodated than specified by the PPM). This means that the shortfalls in current provision may not be as severe as they appear and in some instances current play can be accommodated on current supply. Consultation demonstrates that most sites are operating at over capacity and recent membership has either increased or remained static. If this trend continues, it is likely that new provision will be required to satisfy future demand, particularly given the population growth anticipated by 2021.

Future deficiency of cricket pitches across the Borough could be slightly reduced by increasing access to education sites (two sites) but there will still be a need to seek additional pitches to accommodate predicted future growth (demonstrated via the TGRs) and to meet latent demand expressed for 3.5 pitches.

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Cricket summary

- ◀ There are 16 cricket pitches available for community use in North Warwickshire, accommodating 112 teams (including senior and junior). In addition, there is one school pitch which is not currently available for community use.
- ◀ The pitch audit identifies a total of 16 senior cricket pitches, of which, 14 were found to be good quality. Queen Elizabeth School is assessed as adequate and The Coleshill School is assessed as poor quality.
- ◀ It would appear that through analysis of play, a large number of pitches currently operate beyond capacity due to the large number of junior and senior teams in the area.
- ◀ Users generally highlight cricket pitch quality in the Borough to be good. However, a small number of clubs suggest litter and evidence of dog fouling can be an issue.
- ◀ A number of clubs have access to training nets at their home ground. Clubs tend to access indoor provision at the Midlands Cricket Centre, Nuneaton. Although located outside of the assessment area, this is considered by WCB, to be within an acceptable distance to travel.
- ◀ Latent demand is expressed by three clubs; Water Orton, Coleshill and Atherstone Town. This equates to the need for an additional 3.5 cricket pitches.
- ◀ The PPM analysis of cricket pitches shows a deficiency in provision at peak time in all areas.
- ◀ The high levels of pitch deficiency expressed can be explained, in part, by the large number of junior teams allocated to cricket pitches in North Warwickshire. Future deficiency is still predicted but this could be ameliorated by increasing access to education sites.
- ◀ There will still be a need to seek additional pitches to accommodate predicted future growth and the likely need for some clubs to have access to second pitches (some of which is expressed through latent demand).

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PART 7: RUGBY UNION

Introduction

The Nuneaton and North Warwickshire District Union administers the sport in North Warwickshire. This is overseen by Warwickshire RFU under the umbrella of Midlands RFU. The Warwickshire RFU Action Plan outlines the following key aims for the County:

- ◀ Increase the number of
 - ◀ adult participants playing the game by a minimum of 2% per annum.
 - ◀ participants playing the game in the U17 to U24 age groups by a minimum of 2% per annum.
 - ◀ teams in U17 to U24 age groups by 5%.
 - ◀ student teams by 4%.
 - ◀ links to local clubs by 4% with 2% per year in adult participants.
 - ◀ participants aged U13 to U16 by 2% per annum.
 - ◀ adult coaches and referees by 5%.
- ◀ Achieve a minimum 3% increase in the number of volunteer administrators.
- ◀ Establish a clear planning cycle for the development of the Community game.
- ◀ 50% of clubs to achieve club accreditation by the end of the plan period.
- ◀ Evolve from a regulatory body to a service, support and delivery body.
- ◀ Ensure that 50% of those eligible are registered as community amateur sports clubs.

Consultation

Four clubs are active in North Warwickshire and play on pitches provided at privately owned venues and/or by lease/rental agreement. KKP spoke to each club either via a face-to-face interview linked to a site visit or over the telephone.

Current provision

The table below summaries the current provision of pitches currently available for community use and the number of teams in the Borough. There are no pitches and no teams in the North Forum area and consultation suggests that residents are likely to travel to nearby teams of Atherstone RFC or north to Tamworth RFC.

Table 7.1: Summary of pitches available for community use and teams by analysis area

Analysis area	No. of available pitches			No. of teams		
	Senior	Junior	Mini	Senior men	Junior boys	Mini-rugby
East Forum	2	0	0	2	1	5
North Forum	0	0	0	0	0	0
South Forum	3	0	0	4	2	6
West Forum	5	0	0	14	9	5
North Warwickshire	11	0	0	16⁶	12	16

⁶ Includes training as this takes place on a competition pitch. Other clubs have specific training areas and only use pitches if necessary and, thus, are not included in supply/demand calculations.

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The maximum size of a senior rugby union pitch is 144m x 69m and a junior pitch is 70m x 43m. The audit only identifies dedicated, marked out pitches (i.e. with line markings). Towards a Level Playing Field classifies rugby teams in a slightly different way to the RFU. For the purposes of this report, the following is applied:

- ◀ Mini rugby (mixed) - 8 to 12 year olds.
- ◀ Junior rugby (boys) – 13 to 17 year olds.
- ◀ Junior rugby (girls) – 16 to 17 year olds.
- ◀ Mens rugby – 18 to 45 year olds.
- ◀ Woment’s rugby – 18 to 45 year olds.

Overall, six sites provide 12 pitches in North Warwickshire. The distribution is focused on the periphery of the Borough, with little provision in the centre. In addition, there are areas of high population density (e.g., Kingsbury and Coleshill, Arley and Whitacre) with no provision). However, it is assumed that residents in Arley and Whitacre access provision at Spartans RFC (near Coleshill). Several sites have high levels of use and as such are overplayed (red dots on the map). This affects their quality, and subsequently playing capacity. Therefore, they are not all available/suitable for additional use.

There are high instances of cross boundary travel for rugby, primarily from North Warwickshire into neighbouring authorities. Nuneaton is a large rugby town and it is thought likely that residents travel there, and also into Birmingham, to play. Tamworth also has a large rugby club and players living in Atherstone are considered likely to travel there for higher level competition. In the opposite direction, players from Tamworth RFC travel into North Warwickshire to train at Polesworth School (KKP ref 20). The Club has a large junior membership, many of whom are from North Warwickshire.

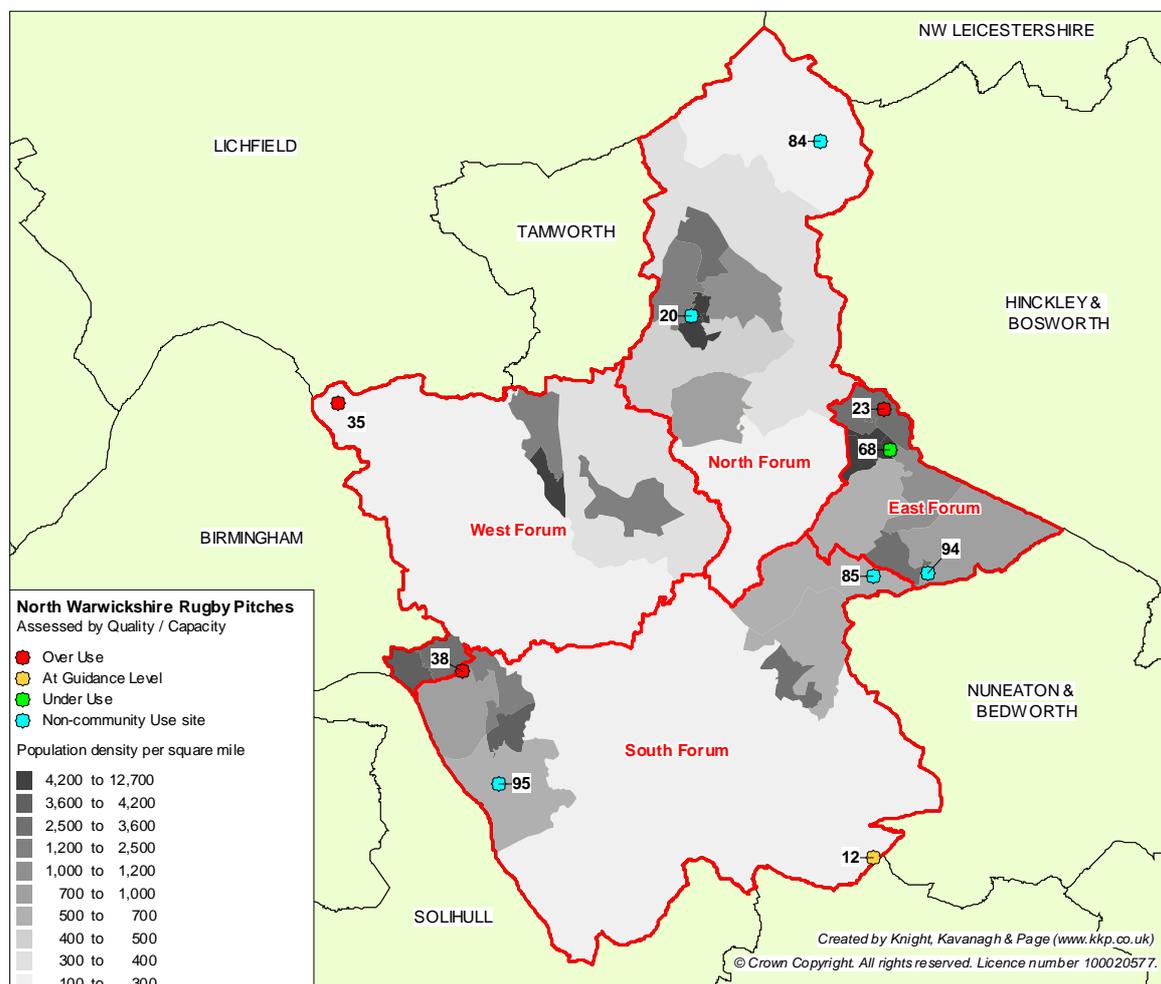
Few dedicated junior or mini rugby pitches are provided in the Borough. Juniors/minis tend to play across senior pitches or on coned areas marked. This creates significant overplay, as in order to account for junior/mini teams, they are allocated to the site. Polesworth School (KKP ref 20) pitches are not currently available for community use, but may present an opportunity for future use. There are two rugby pitches on this site.

Table 7.2: Key to rugby pitch map overleaf and capacity of sites

KKP ref	Site name	Analysis area	Community use	Pitches
23	Royal Meadow Drive	East Forum	Yes	1
68	Queen Elizabeth School and Sports College Rugby pitch	East Forum	Yes	1
94	Hartshill School Rugby pitch	East Forum	No	1
20	Polesworth Int. Language College	North Forum	No	2
84	Austrey CofE Primary School	North Forum	No	1 junior
12	John E Radford Fields	South Forum	Yes	3
85	Nursery Hill Primary	South Forum	No	1 junior
95	The Coleshill School Rugby pitches	South Forum	No	1
35	Spartans RFC & Aston Unity CC	West Forum	Yes	2
38	Old Saltleians RFC	West Forum	Yes	3

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Figure 7.1: Location and capacity of rugby union pitches



Development priorities and opportunities

Club development

The four rugby clubs in the Borough provide a variety of opportunities at different levels:

- Old Sattleians RFC - two senior, four junior and four mini teams.
- Spartans RFC – four senior, five junior and one mini team.
- Atherstone RFC – two senior, one junior and five mini teams.
- Keresley RFC – two senior, two junior and six mini teams⁷.

⁷ Please note that the junior/mini classification is based on Towards a Level Playing field and may not wholly align with playing structure used by RFU

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Old Saltleians RFC works closely with nearby schools and has official school-club links with Smithswood School, as well as having members from Coleshill and Park Hall schools. It hosts mini and junior tournaments on site and attributes this to its large youth section. It has Community Amateur Sports Club (CASC status⁸) and as a result receives a rate deduction from NWBC.

Keresley RFC is CASC registered and has Clubmark (Seal of Approval). It is officially linked to Ashgreen School and, as a result, its junior section is increasing year on year. Its membership catchment encompasses much of Coventry, because of its proximity to the City boundary and it is often perceived to be a Coventry club. It believes that demand exists in the area to further develop the junior section. However, changing facilities require investment in order to encourage this. As is not uncommon, it also reports a drop off at U15 and finds it difficult to bridge the gap from juniors to colts or seniors.

Atherstone RFC is a relatively small club and has only recently begun to develop a junior section. As a result, it is working towards Clubmark (Seal of Approval) accreditation and aspires to introduce junior teams from U7 through to colts by 2013.

Spartans RFC share a home ground with Aston Unity CC and considers itself to be outgrowing current provision. The site is limited to its current size pending significant investment to convert agricultural land to sports pitches (assuming that the land could be purchased). It does not currently have the funds to progress this. Although the Club is working towards Clubmark, it has limited resource and is seeking assistance from the RFU. Its membership catchment is located primarily outside North Warwickshire and comes from neighbouring towns of Sutton Coldfield, Lichfield and Tamworth.

Women's and girls' rugby

There is minimal participation in women's and girls' rugby in North Warwickshire. However, Old Saltleians RFC has an extensive junior section, which includes junior girls participating in tag rugby. For the first time this season, Keresley RFC has had a competing ladies team. It believes that this will continue to compete and grow in future.

Junior girls are able to play alongside boys up until the age of 12. This means that a number of girls may be playing rugby as part of a mixed team. Spartans RFC expressed a desire to provide additional provision to cater for the women's game but is limited by unsuitable ancillary provision (unable to segregate the existing changing facilities).

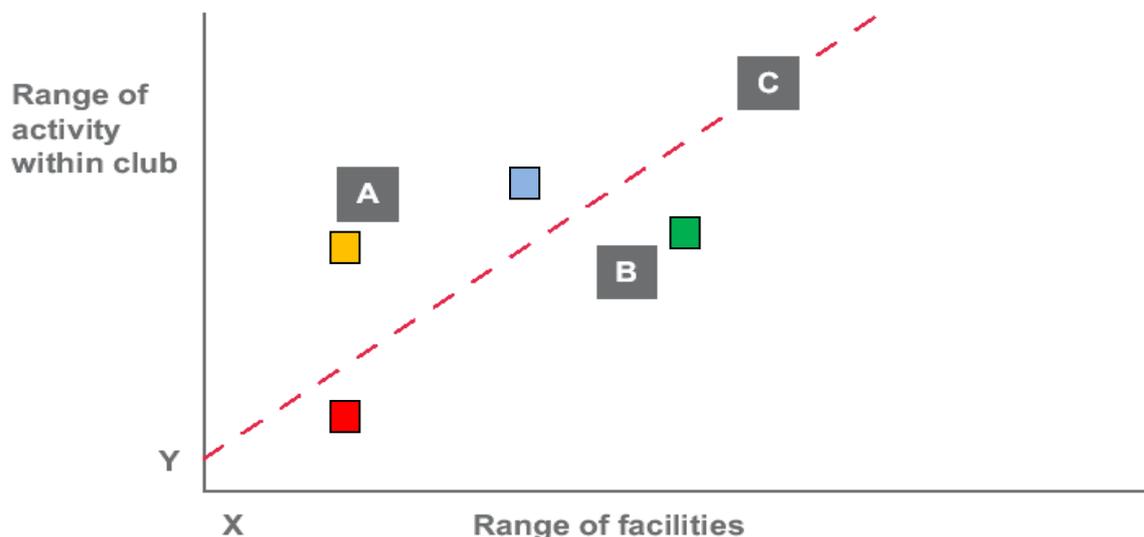
Facility development

The RFU has developed an activity versus facility continuum in order to show current activity levels (y axis) in comparison to the facilities required to sustain that activity (x axis). The red line indicates where facilities meet the need of the activity.

⁸ The Community Amateur Sports Club Scheme (CASC) was introduced in April 2002. It has enabled many local amateur sports clubs to register with the HM Revenue & Customs (HMRC) and benefit from a range of tax reliefs, including Gift Aid.

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Figure 7.2: The RFU Activity v Facility Continuum



This highlights that club A has a good range of activity, which exceeds the level of facilities needed to sustain it but requires improvements, and/or investment in facilities. Conversely, club B has facilities which are over and above its requirements at the current level and needs business/rugby development to ensure sustainability. Club C has facilities which are appropriate to its activity.

The Warwickshire RFU County Plan (2009–2012) covers Nuneaton and North Warwickshire and includes facility priorities. It incorporates constituent bodies of Coventry and Mid Warwickshire, Nuneaton and North Warwickshire, Rugby and District and South Warwickshire. It identifies priorities for investment and highlights Model Venues (MV), which are:

- ◀ MV1 – usually a club, school or university playing lower level or recreational rugby.
- ◀ MV2 – an established club venue with a wider programme of adult and junior rugby for both males and females.
- ◀ MV3 – a venue with potentially higher level competitive rugby that can provide sophisticated RFU and RFUW development programmes.

The RFU consider Atherstone RFC to be MV1 ■ because its infrastructure is not as established as others in the area and it is one of the smaller clubs. However, the RFU is working with the Club to develop a junior section. The size of its facilities, both pitch and ancillary, are not sufficient to meet its current or future needs. Despite this, the Club has potential to increase membership.

Spartans RFC ■ delivers MV2 activities but is reportedly limited in terms of growth due to a lack of opportunity to further extend pitch provision. The Club has joint tenure with Aston Unity CC which play cricket to a high standard; this means the ground has a cricket focus. With high levels of participation, and as identified by the RFU, the Club would benefit from additional pitches/capacity. The current changing facilities are also limiting development of rugby for women and girls.

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Keresley RFC ■ has potential to make best use of current pitch facilities. The Club also has potential to increase pitch provision on the site. Current provision includes two senior pitches (one with floodlighting), and a training pitch but is used to capacity. Land has been purchased with the aspiration to develop two additional pitches but plans have been halted by a lack of available funds. The site also contains provision for rounders and football.

Old Saltleians RFC ■ is high on the RFU's priority list for pitch improvements and to increase the capacity of the current pitches. However, the Club has relocated in the last ten years due to provision of the M6 Toll Road and recent announcements suggest that it may have to move again due to the location of the proposed high speed rail link (decision due autumn 2010). The Club has aspirations to replace the existing floodlights on the pitches, to allow further match play, in addition to training. However, the cost is relatively high and the Club is reluctant to invest, given the uncertainty around another possible relocation. Its clubhouse is remote and suffers from occasional vandalism. As a result, the social element of the Club is not sustainable.

Ownership and lease agreements

The ownership and maintenance varies between the four clubs.

- ◀ Old Saltleians RFC – own the 19 acre site and clubhouse (KKP ref 38, Old Saltleians).
- ◀ Spartans RFC – ground share with Aston Unity Cricket Club and pay a monthly fee to the overarching Spartans Unity Association, which maintains the ground and built facilities. (KKP ref 35, Spartans and Aston Unity CC).
- ◀ Atherstone RFC – use NWBC pitch at Royal Meadow Drive (KKP ref 23) paying rent on an annual basis; and pay Atherstone Sports Club Ltd for use of the ancillary facilities and training space adjacent to the cricket pitches.
- ◀ Keresley RFC – own the land on which the pitches and clubhouse are located. In addition, it owns 5.5 acres which are designated for sports use but currently sub let to a local farmer until funds can be allocated to make the relevant improvements.

Key issues for rugby

All four clubs in North Warwickshire are considered to be of a good standard, but all face some form of development issue.

Old Saltleians RFC is concerned by the prospect of a need to relocate due to the high speed rail link. A report outlining the route has been published by High Speed Two Limited (HS2 Ltd): the company set up by the Government to consider the case for new high speed rail services between London and Scotland. The proposed route cuts through parts of Water Orton, including the rugby ground and will force the Club to relocate. The uncertainty associated with this potential disruption is inhibiting facility development. The build process is proposed to begin in 2017, however, the Club would require access to a new ground in 2013/14 in order to prepare any new pitches for playing in 2017.

John E Radford Fields (KKP ref 12) is a multi sport site. It is primarily home to Keresley RFC which owns the land and clubhouse (football and netball are also played at the site). There are reported issues with vandalism at the site due to its isolated location. Recent installation of CCTV is helping to reduce occurrences of damage and theft.

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Atherstone RFC plays at local authority owned, Royal Meadow Drive. Its first team has recently been promoted to a higher league division and, as a result, the RFU is likely to insist on fencing of the pitch. Given that this is located in a recreation ground with public access, this will be an issue. Ideally, the Club would prefer permanent fencing in order to generate additional income through advertising on the hoardings on the barriers/fencing, however, NWBC is likely to raise concern with regard to restricting access.

Rugby clubs sharing facilities and pitches with cricket clubs (Atherstone CC and Aston Unity CC) creates some issue both in terms of quality and access. This is most significant for Spartans RFC which uses a pitch overmarked on the outfield of the cricket pitch. This is problematic at season crossover times and also creates overplay resulting in poor pitch quality. Atherstone RFC utilises a training pitch which is overmarked on the outfield of the Atherstone CC pitch, which also suffers from poor quality due to overplay at season crossover times.

Pitch quality

The audit of pitches identifies 10 senior pitches available for community use, of which, none were assessed to be poor quality. The remainder are assessed as good or average quality⁹. Table 7.3 below summarises pitch quality following site visits to all pitches (including those not available for community use). No junior specific pitches are identified.

Table 7.3: Pitch quality of all pitches (regardless of community use) following site visits

Pitches		
12		
Good	Average	Poor
10	-	2

Pitch quality should not, however, be considered in isolation as the level of play on a site can affect the quality; Figure 7.1 further highlights the distribution of pitches by capacity.

Consultation highlights that unofficial use and dog fouling are recurring issues at each club, but a particular issue at Royal Meadow Drive (KKP ref 12) because it is located within a public recreation ground. The level of misuse is generally higher in the off season because the posts are used informally, increasing the wear of this area of the surface.

Old Saltleians RFC has recently completed pitch improvement works (previously identified as a priority by the RFU) and now has access to three senior, one training and one mini/junior pitches. The site is now able to accommodate three/four senior teams easily without affecting pitch quality.

Keresley RFC reports that due to the high volume of use on its pitch (i.e. matches and training), the quality has decreased to an extent that the ground is becoming compacted. As previously noted, Keresley RFC owns an additional 5.5 acres of land. However, this land requires significant investment in order to install pitches to a playable standard.

⁹ KKP conducted the site visits, which took place in spring 2010. There is recognition that pitch quality deteriorates throughout the season due to overplay and the decline in weather conditions.

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Atherstone RFC report that NWBC pitches at Royal Meadow Drive are cut and lined to an adequate standard and frequency. There are no reported issues with quality.

Spartans RFC report that drainage is an issue at one end of the second pitch. The pitch also slopes away into the ditch, a point which is remarked upon by visiting teams. Current provision includes two pitches, one of which is reportedly frequently unusable because of substantial drainage issues. In 2008, the Club and the RFU looked at increasing the number of pitches but due to the M6 Toll and A38 there are restrictions on neighbouring land. These restrictions, along with the cricket focus of the site mean the expansion would be a challenge and as a result, the Club is unable to deliver additional rugby even though demand exists. Dog fouling is also an issue on site.

Ancillary facilities

All four rugby clubs in the area have clubhouses, of varying quality, which have changing accommodation and social facilities, such as a bar.

Old Saltleians RFC has a large clubhouse with a bar and function area. There are four changing rooms, with showers and additional space for two teams in a portacabin. This temporary accommodation is also used by juniors when seniors are playing at home to ensure segregated changing. Car parking is at a particular premium when mini/junior sessions are taking place on a Sunday. A lack of storage and vandalism to ancillary facilities (including containers on site) are minor issues.

Keresley RFC has six changing rooms and space for an additional three referees rooms. However, further investment of c£5,000 is required to complete the provision for referees. Again, the ancillary facilities are available for public use, providing revenue. Storage is adequate, but the Club would reportedly benefit from additional space if available. Parking is also sufficient at present.

Atherstone RFC use ancillary facilities at Atherstone Cricket Club and pay a fee to the overarching sports association. However, it reports that provision can be inadequate at times of high demand, and that demand for facilities is increased by use by footballers.

Spartans RFC share ancillary facilities with Aston Unity Cricket Club. The clubhouse is reportedly showing signs of aging and both the boiler and water tanks are likely to be reaching the end of life. The ancillary provision is also limiting the potential for the club to expand as current provision is small (four changing rooms, not DDA compliant). It may be possible to develop facilities on site as a joint venture with the RFU and ECB. Car parking is sufficiently large to accommodate current demand. There have also been instances of vandalism in the last five years, further reducing the quality of ancillary provision. Changing rooms also restrict the Club's ability to provide for women's rugby.

Training facilities

Training, when on designated pitches has been included in the supply and demand analysis for rugby. This is because it often takes place on grass pitches and this can detrimentally affect playing surface quality. Where training occurs on designated training areas/elsewhere on site, it is not included in the PPM calculations.

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Old Saltleians RFC has training lights on a grass pitch on site, which is also used for 3rd team matches. The current lights are not good enough for match play but training takes place twice a week for two hours. This means that the pitch can become overplayed and quality can be poor.

Keresley RFC has training lights on two pitches. However, the lights do not have a high enough lux and require £6,000 to increase the standard on the third team pitch (the third team is a recreational team and is not regularly fielded) and the pitch is also marginally undersized. Warwickshire county squads also access the second pitch in winter months for training, further increasing overplay.

Spartans RFC has a small area for training use with lights. It reports that the lights are not of a high enough lux and the area is not strictly large enough. However, it is not possible to install floodlighting on either of the two rugby pitches because this would mean locating lighting stanchions in the centre of cricket facilities.

Provision of rugby pitch sites assessed by quality and capacity

Table 7.4 below shows the ratings of each rugby pitch based on the non-technical quality assessment and the carrying capacity for each pitch. Calculation of *capacity* is based on the qualitative ratings. Taking into consideration SE guidelines on capacity the following was concluded:

If a pitch is rated as 'good' its capacity is specified as two matches per week	
If a pitch is rated as 'acceptable' its capacity is specified as one match per week.	
If a pitch is rated as 'poor' its capacity is specified as one match every other week	

It is assumed for school pitches that the capacity for community use is generally lower than other pitches in the Borough, given their use for curricular and extra curricular play. Therefore, the following was concluded:

If a pitch is rated as 'good' its capacity is specified as one matches per week.	
If a pitch is rated as 'acceptable' its capacity is specified as one match per week.	
If a pitch is rated as 'poor' its capacity is specified as one match every other week.	

The following section presents the current pitch stock available for rugby in the Borough. It illustrates:

- ◀ Number of pitches rated as good (G), average (A) and poor (P) on each site.
- ◀ The type of pitch(es) on the site (senior, junior, mini).
- ◀ The column entitled 'matches per week' is split into three sections – play, capacity and rating:
 - ◀ The current level of play per week (0.5 for each match played at the site, assuming half of matches will be played 'away').
 - ◀ The capacity of the pitches on each site.
 - ◀ The rating of the pitches, which indicates if pitches are played under capacity (green), played at capacity (amber) or played over-capacity (red).

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Table 7.4: Rugby provision capacity

KKP ref	Site name	Analysis area	Pitches			Matches per week		
			G	A	P	play	cap	rating
23	Royal Meadow Drive	East Forum	1	-	-	3.5	2.0	
68	Queen Elizabeth School and Sports College Rugby pitch	East Forum	1	-	-	0.5	1.0	
12	John E Radford Fields	South Forum	3	-	-	6.0	6.0	
35	Spartans RFC & Aston Unity CC	West Forum	2	-	-	5.0	4.0	
38	Old Saltleians RFC	West Forum	3	-	-	7.0	6.0	

‘Shortfall, adequacy and requirement ’

Summary of current demand

In general, clubs in North Warwickshire report that membership levels have either increased, or stayed the same. There are currently 12 junior, 16 mini and ten senior rugby teams playing in North Warwickshire, none of which are female¹⁰.

Three sites are currently played beyond capacity: Royal Meadow Drive (KKP ref 23), Spartans RFC (KKP ref 35) and Old Saltleians RFC (KKP ref 38). In each case this is detrimentally affecting the quality of the site. The level of overplay is equivalent to three and a half matches per week; broken down as follows:

- ✦ Royal Meadow Drive (KKP ref 23) – 1.5 matches per week.
- ✦ Spartans RFC (KKP ref 35) – 1 match per week.
- ✦ Old Saltleians RFC (KKP ref 38) – 1.5 matches per week.

This level of overplay may be explained by the number of junior/mini teams playing on senior pitches and not on age-specific facilities.

Future/latent demand

Latent demand is defined as the number of teams that could be fielded given access to enough pitches. NWBC considers the level of rugby pitch provision to be sufficient, as there have been no formal requests for additional pitches.

Consultation with the clubs reveals that ancillary accommodation is limiting club development more greatly than access to pitches. This is a particular issue for increasing junior and/or female provision which requires access to segregated changing facilities.

However, Atherstone RFC reports a need for an additional senior pitch. With additional pitch space, it would be able to host additional festivals for junior/mini players, thus increasing membership and realising the ambition to run teams from U7 to Colts and developing a 3rd senior team. It also reports that access to pitches for training is limiting development and causing some level of disagreement with Atherstone Cricket Club (the

¹⁰ There is a friendly women’s’ team at Keresley RFC but they have not been included in the supply and demand calculations as the fixtures are not regular.

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clubs ground share). Club consultation suggests that accommodating an additional rugby pitch at Royal Meadow Drive may be possible if current football pitches are rearranged. Consultation with users also highlights that there have been two rugby pitches on site in the last 15 years.

Spartans RFC also indicates that there is latent demand for pitches, but is unable to quantify the number of teams that would be generated by additional space. Club pitches are located between, and perpendicular to two cricket squares. This means that the cricket outfield overlaps the rugby pitches in places, causing conflict at both the start and end of the season. At present, the Club is able to rearrange/reverse fixtures thanks to the grace of the opposition. However, this may not always be possible.

Temporal demand

Temporal demand for games is the proportion of matches that are played each day on each pitch. It identifies the time of peak demand and the percentage of matches played each day.

An analysis of match play identified that current demand for adult rugby pitches is on a Saturday, and mini and junior pitches on a Sunday. At peak times of peak demand there are insufficient pitches to accommodate all playing commitments. Furthermore it is also important that overplay is factored in as there are currently not enough pitches to accommodate existing playing commitments in some areas.

Peak days reflect league structures and conditions. Where possible care should be taken to ensure that pitches are not overplayed and, thus, are not used on both Saturday and Sunday. It may also be necessary to consider whether it is remotely feasible to investigate the possibility of moving fixtures as it is likely the issue of deficiency for junior pitches on Saturday is not unique to North Warwickshire.

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Team Generation Rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. They are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating TGRs enables comparison of participation between different areas where similar studies have been undertaken.

The following current TGRs have been calculated for each analysis area. Where none is shown, no teams operate at that age group, for rugby, in that area.

Table 7.5: Rugby union TGRs

		Senior men (18-45)	Junior boys (13-17)	Mini-rugby (8-12) Mixed	
National	TGR	1:7,032	1:2,105	-	
North Warwickshire	TGR	1:716	1:159	1:256	
	Current	Number of teams	16.0	12.0	16.0
	Future	No. of additional teams*	1.1	0.9	1.1
	Total No. of teams in 2021		17.1	12.9	16.1

TGRs are higher in North Warwickshire than elsewhere. Particularly high TGRs are recorded for boys' rugby. There is currently no participation recorded for women's and girls' rugby; this is a possible area for development in the future as the team at Keresley RFC is not competing at a league level to date. However, this is commonplace across the country and is not just an issue for North Warwickshire in isolation.

Playing Pitch Model (PPM)

Sport England's PPM is used to assess whether supply of pitches will be sufficient at peak times. The current TGRs recommended above are applied to the PPM to illustrate any shortfalls of pitches. A summary of surpluses and deficiencies is shown below.

Table 7.6: PPM summary

Analysis area	Current pitch shortfall/surplus			Future pitch shortfall/surplus		
	Senior	Junior	Mini	Senior	Junior	Mini
East Forum	1.0	-0.5	-2.5	0.9	-0.5	-2.7
North Forum	-	-	-	-	-	-
South Forum	2.0	-1.0	-3.0	1.9	-1.1	-3.2
West Forum	2.0	-4.5	-2.5	1.8	-4.8	-2.7
North Warwickshire	5.0	-6.0	-8.0	4.7	-6.4	-8.5

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Note that sites not allocated as accommodating current regular play (i.e. no teams have identified the site as their home ground) have not been included in the PPM analysis. It should also be noted that surplus/deficit predications should not be used in isolation, but rather placed within the context of other findings and issues highlighted in the report.

There is anticipated to be a surplus of senior pitches in North Warwickshire, particularly on Sundays. However, there is a deficiency in both junior and mini pitches. This pattern continues to 2021 and deficiencies are exacerbated following application of population increases. The junior and mini pitches deficit can be equated to the surplus of senior pitches, as most juniors play on senior sized pitches. The senior pitch surplus may also go some way to meet mini pitch demand/deficit. However, even when taking this into account, the demand/deficit is unlikely to be offset by the surplus of senior pitches.

Rugby union summary

- ◀ There are 11 pitches in North Warwickshire available for community use and four clubs are active in the area. Most play on pitches provided at privately owned sports clubs, and by lease/rental agreement, in the larger conurbations within North Warwickshire
- ◀ There are no dedicated junior or mini rugby pitches provided in North Warwickshire. Juniors/minis tend to play either across senior pitches or on marked out areas on main pitches. In terms of the model, this creates significant overplay, as in order to account for junior/mini teams, they are allocated to the site.
- ◀ Ownership and maintenance arrangements vary between clubs and there are some issues due to ground sharing and seasonal cross over with cricket.
- ◀ In general, clubs in North Warwickshire report that membership levels have either increased, or stayed the same.
- ◀ Three sites are currently being played beyond capacity: Royal Meadow Drive (KKP ref 23), Spartans RFC (KKP ref 35) and Old Saltleians RFC (KKP ref 38). This is thought to be detrimentally affecting the quality of these sites.
- ◀ There is an anticipated surplus of senior pitches in North Warwickshire, but a deficiency in both junior and mini pitches. The junior and mini pitches deficit can be equated to the surplus of senior pitches because most juniors play on senior sized pitches.

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PART 8: BOWLS

Introduction

Bowls in North Warwickshire is played on both flat and crown greens. Bowls England is the governing body with overall responsibility for ensuring effective governance of flat green lawn bowls. Locally, it is administered by the Warwickshire Bowls Association (WBA). The British Crown Green Bowling Association is the governing body for crown green bowls. Locally, it is administered by the Warwickshire Bowling Association.

It is common for clubs to enter teams into a number of leagues. For example, Coleshill Social and Baddesley bowling clubs compete in five different leagues. As a result, there are a large number of mens, ladies and vets bowling leagues (for both crown and flat) servicing the Borough including:

- ◀ Nuneaton Mens.
- ◀ Nuneaton Ladies.
- ◀ Coventry Saturday.
- ◀ North Midlands.
- ◀ Baddesley Miners.
- ◀ Coventry Premier.
- ◀ Summit League.
- ◀ Edrington & District.
- ◀ Sutton Coldfield.
- ◀ Benevolent.
- ◀ East Birmingham over 60's.
- ◀ Birmingham Parks.

Consultation

Nine clubs play the sport in North Warwickshire. A postal questionnaire was sent out to contacts whose details were provided via sources including NWBC and leagues. It was returned by seven clubs (78% return rate) and the results are used to inform key issues.

Current provision

There are nine sites, providing four crown and six flat greens. The East Forum area fields the largest number of teams (27). This accommodates two strong clubs; Atherstone Conservatives and Atherstone Grove Miners. There are no teams competing in the West Forum area. East Forum does not provide any crown greens. However, there are two flat lawns available for community use.

Windmill Sports & Social Bowling Club is located just outside the North Warwickshire boundary in Nuneaton. However, consultation reports that a number of its members reside in the Atherstone area.

Table 8.1: Summary of bowling greens available for community use

Analysis area	Number of teams	Number of greens	
		Crown	Flat lawn
East Forum	27	-	2
North Forum	15	3	2
South Forum	13	1	1
West Forum	-	-	-
North Warwickshire	55	4	6

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Figure 8.1 indicates that there are areas with high population density which are not well served by bowling green provision (e.g., Kingsbury and Arley and Whitacre). However, consultation with clubs reports that the majority of players travel two – five miles to access provision. This suggests that there is enough provision within the Borough which is accessible to residents.

Figure 8.1: Location of bowling greens

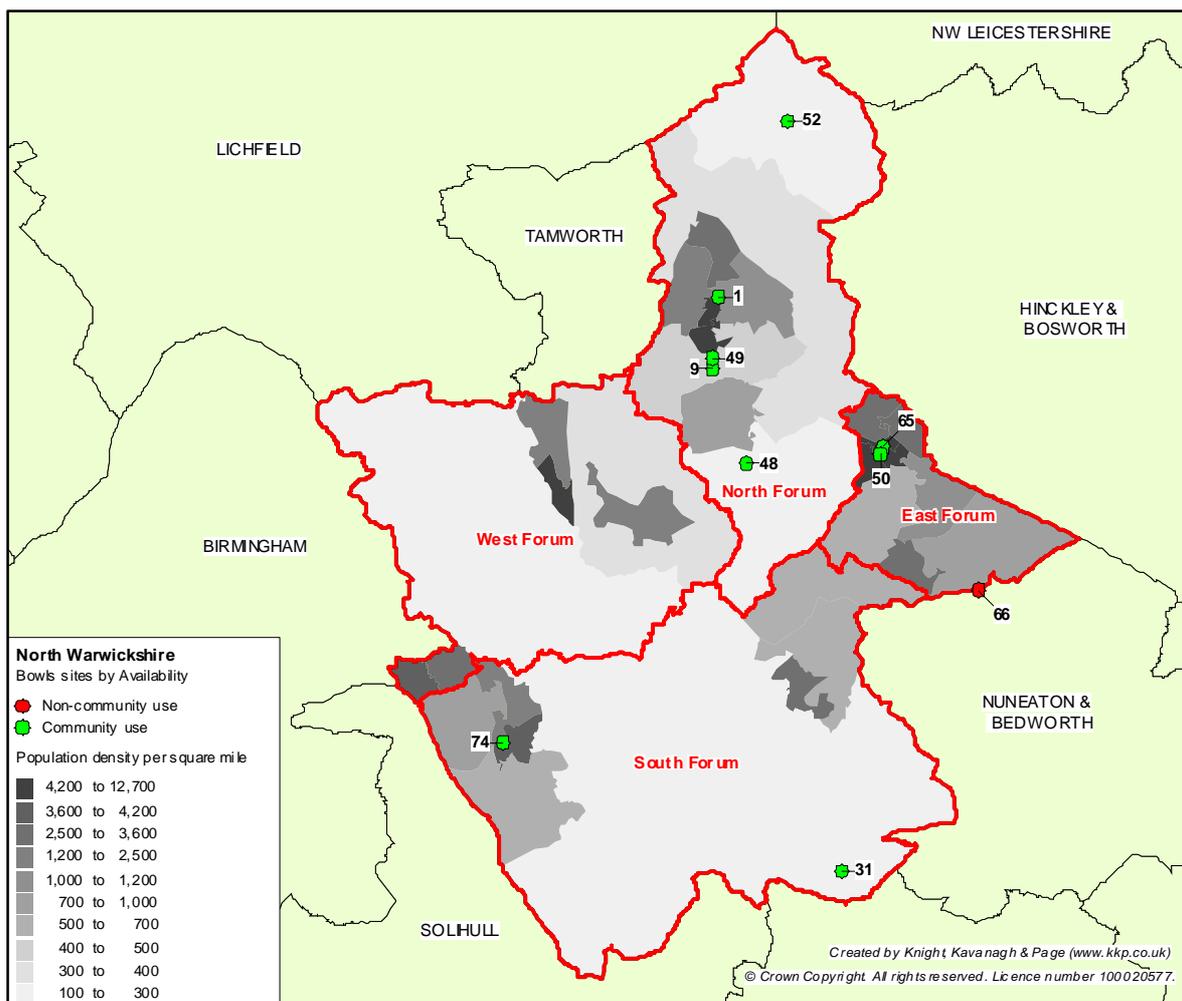


Table 8.2: Key to bowling green map

KKP ref	Site name	Analysis area	Community use	No. of greens	Type
65	Atherstone Conservative Club	East Forum	Yes	1	Crown
50	Atherstone Grove Miners Welfare Sports and Social Club,	East Forum	Yes	1	Crown
1	Abbey Green	North Forum	Yes	1	Crown
48	Baddersley Colliery Bowling Club	North Forum	Yes	2	Crown
9	Birch Coppice Sports/Social Club	North Forum	Yes	1	Crown
49	Dordon Institute Social Club	North Forum	Yes	1	Flat

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KKP ref	Site name	Analysis area	Community use	No. of greens	Type
52	Newton Regis Playing Fields	North Forum	Yes	1	Flat
66	Windmill Sports & Social Club	OUTSIDE	No	1	Flat
74	Coleshill Social Club	South Forum	Yes	1	Crown
31	Corley Bowling Club	South Forum	Yes	1	Flat

Accessibility

The ownership and accessibility of bowling greens can influence their availability to the local community for community use. As noted above, consultation identifies that nearly half of clubs report the majority of players travel two to five miles to play. This suggests that there is adequate accessible provision within the Borough.

Pay and play usage of bowling greens is important as it can help to raise the profile of the game, increase membership levels and revenue of sites. Three greens are available for pay and play use in North Warwickshire; Newton Regis Playing Fields (KKP Ref 52), Atherstone Grove Miners Sports & Social Club and Corley Bowling Club. However, there is a perception of a lack of awareness/availability of Abbey Green Park, Polesworth for pay and play access.

Development priorities and opportunities

The information below summarises information gathered from bowls clubs playing in North Warwickshire. Issues relating to development and growth include:

- ✦ The average playing membership per club is 50.
- ✦ Membership levels vary from 24 up to 80 members.
- ✦ Nearly half of clubs (43%) report the majority of players travel between two to five miles to play at their home ground. Six clubs comment below 10% of its members are from outside the North Warwickshire area.
- ✦ Nearly half of clubs (43%) comment that average levels of senior membership have generally remained static over the previous three years. Two; Atherstone Conservative and Coleshill Social, report an increase membership. A further two; Baddesley Colliery and Atherstone Grove report a decrease in membership levels.
- ✦ Five clubs report having facility/development plans. Proposals include extending the size of the green, re-boarding ditches, re-carpeting greens, extending clubhouses, improving disabled access and floodlighting greens.
- ✦ Clubs generally do not believe that increasing the number of bowling greens in the area would increase club membership. Two clubs; Atherstone Conservative and Atherstone Grove Bowling Club do, however, report latent demand for an additional green.

Juniors

Consultation suggests that bowls is perceived as an 'old persons' game and tends to appeal to older members of the community. Corley BC has recently introduced the sport to Bournebrook School, Fillongley. This helped to attract an additional two members.

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Provision is made for junior members at five clubs in the Borough, totalling 21 members. There is no competitive local league within the Borough. However, junior members can enter a junior competition organised by leagues.

Junior members of flat bowling clubs in North Warwickshire; Thistle and Baddesley, are invited to participate in county and regional events as part of the English Bowls Youth Development Scheme. This is a partnership initiative to develop bowls for young people supported by a number of organisations including Bowls England, the English Indoor Bowling Association Limited, English Bowls Umpires Association, English Bowls Coaching Scheme and the English Women's Umpires Association.

Key issues for bowls

Ownership

NWBC owns one crown bowling green located at Abbey Green, Polesworth (KKP Ref 1). The site is maintained by NWBC but there is no longer a club in residence. Consultation reports that the green is mainly used by pub teams. There is an aspiration for a club to take over maintenance of Abbey Green Bowls Club, if a suitable one is willing.

The remaining greens in the Borough have a mix of ownership; four are privately owned and three are leased:

- ◀ Corley BC – the green is owned by Corley Village Hall and is due to expire in 2012. This will then be extended to a further 15 years.
- ◀ Baddesley Colliery BC – hold a five year rolling lease on the green.
- ◀ Thistle BC – the green is owned by Thorpe Estate and is leased to Newton Regis Parish Council. It is then subleased to the Club. This lease expires in 2033.

Demand

Analysis of club membership shows that nearly half of clubs report senior membership levels have remained static over the last three years. Six report that they are actively recruiting new members. Coleshill Social and Corley bowling clubs have recently advertised for new members in the local community. Consultation suggests any increase in teams could be accommodated at their existing home venues. One club; Corley, reports that junior membership has increased over the last three years.

Future demand is not anticipated to result in the need for new greens. However, two clubs located in Atherstone; Atherstone Town Conservative and Atherstone Grove Miners Welfare report latent demand for one bowling green each. Both clubs considers their greens to be used to capacity and to be unable to accommodate any additional teams. Latent demand expressed may not necessary result in the need for an additional bowling green each, particularly given that both clubs are located in the same town. This could, in effect, equate to a need for an additional green between the two clubs.

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Quality

Grounds maintenance at the local authority site at Abbey Green Park lies with the NWBC Grounds Maintenance Team and is undertaken prior to, and during the bowling season. A schedule of maintenance work is carried out including green cutting three times per week. Maintenance on remaining greens is undertaken by volunteers at the respective clubs (with the exception of Atherstone Grove Miners Welfare BC which employs a groundsman). Baddesley Colliery BC suggests there is a lack of volunteers and funding available to employ professional green keepers to undertake green maintenance which can, impact on green quality.

Four clubs report that the quality of their designated green has remained the same since last season. Two; Coleshill Social and Dordon Institute report the quality of their home greens have improved since last season. Reasons cited for this include undertaking soil analysis and specialist maintenance of greens. Only one club, Baddesley Colliery, reports its home green to be of slightly poorer quality since last season. This is thought to be due to inclement weather during the winter which restricted the level of maintenance work.

Site assessments rated all bowling greens in North Warwickshire as either good or excellent. Five sites score as excellent quality including Abbey Green (KKP Ref 1), Birch Coppice Sports & Social Club (KKP Ref 9) and Corley Bowling Club (KKP Ref 31). No greens received a poor rating.

Two clubs; Baddesley Colliery and Atherstone Grove Miners Welfare Trust report issues with vandalism to clubhouse facilities. Both sites are fenced.

Dordon Institute reports leaf fall from overhanging trees is an issue on its green. This can accelerate the spread of fungal diseases.

Greens Maintenance Advisory Service

The governing body for flat greens; Bowls England has introduced a Greens Maintenance Advisory Service which offers practical assistance to clubs whose greens need attention. Clubs can seek advice from regional co-ordinators and county representatives.

Ancillary facilities

It is usual for bowling clubs to have access to associated ancillary facilities, such as changing rooms and a social area/kitchen. All sites offer ancillary facilities. Clubs generally rate the quality of their ancillary facilities as either adequate or good. Over recent years, clubs have accessed funding to upgrade greens and clubhouse facilities. For example, Thistle BC accessed funding from Heart of England and NWBC to build a pavilion and a toilet block.

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Site improvements

Five clubs have current facility improvement plans to increase clubhouse or ground quality:

- ◀ Corley BC has commissioned architects to draw plans for an extension to the existing clubhouse. This will create additional space for a kitchen and extra changing rooms. Funding has not yet been secured for this development. It hopes to have this completed by 2012.
- ◀ Thistle BC is seeking funding to re-board the bowling ditches and re-surface the carpet on at Newton Regis Playing Fields (KKP Ref 52). It would also like to purchase a scarifier to help with green maintenance.
- ◀ Coleshill Social BC is seeking to install floodlighting on its green to allow bowling in the evenings.
- ◀ Atherstone Conservative BC would like to further extend the green perimeter. It reports that this was extended by two metres on each side three years ago. It is in discussions with NWBC about removal of a wall to enable this.
- ◀ Baddersley Colliery Bowling Club accommodates two crown bowling greens. One is being refurbished and currently cannot be used. As a result, the remaining green is currently accommodating nine teams. It anticipates that the green will re-open by the bowling season 2011/2012. The Club has received funds from the Area Forum Fund to improve wheelchair access to the pavilion.

Bowls summary

- ◀ There are 10 bowling greens, six flat lawn and four crown, accommodating a total of 55 teams.
- ◀ NWBC own one site; Abbey Green. The remaining greens are either privately owned or leased.
- ◀ Clubs generally do not believe that increasing the number of bowling greens in the area would increase club membership. However, users report demand for additional provision in Atherstone to accommodate latent demand.
- ◀ Site assessments scored sites as either good or excellent. No sites received a poor score. However, Baddesley Colliery, report its home green is of slightly poorer quality since last season.
- ◀ Analysis of club membership indicates that nearly half of clubs report that senior membership has remained static over the last three years. Clubs seeking to increase membership suggest any increase can be accommodated on existing provision.

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PART 9: OTHER SPORTS

North Warwickshire has a variety of sports provision and the following section includes details of supply and demand for:

- ◀ Tennis.
- ◀ Netball.
- ◀ Hockey.

9.1 Tennis

Introduction

Tennis is governed by British Tennis (also referred to as the Lawn Tennis Association or LTA). Regional governance is led by the Warwickshire Lawn Tennis Association.

There are five clubs in North Warwickshire; Coleshill Tennis Club is the key club. Consultation with Warwickshire LTA highlights that tennis is generally struggling in North Warwickshire due to the perceived (and actual) costs of participating at private clubs. Due to the nature of current provision (village clubs with two courts) the LTA has not awarded any significant funds in the area in the past three years. However, Coleshill TC has received a loan from the LTA to make improvements to its ancillary provision.

Despite this, school tennis is strong in the area. This is attributed to the proactive nature of both the secondary schools and the Partnership Development Manager (PDM) at Queen Elizabeth School. The main primary locations for school tennis delivery are Queen Elizabeth and Coleshill Schools.

Current provision

There are 14 sites accommodating a total of 30 tennis courts in North Warwickshire. The level of provision and size varies between each club and site. For example, Coleshill Tennis Club (KKP ref 51) is the largest in the area with five courts, four of which are floodlit and all are maintained to a high standard. This contrasts with the tennis courts at Memorial Park (KKP ref 17), where there are two hard surface courts.

Coleshill TC has plans to increase membership by 10% in the next three years and has a desire to provide an additional court on the current site. However, there are concerns that planning permission would not be granted because of the layout of the current site, which would inhibit further growth and development.

Figure 9.1 overleaf indicates that there is generally a good supply of public and private courts across the Borough, particularly in areas of high population density. However, the quality, as detailed below varies.

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Figure 9.1: Location of tennis courts

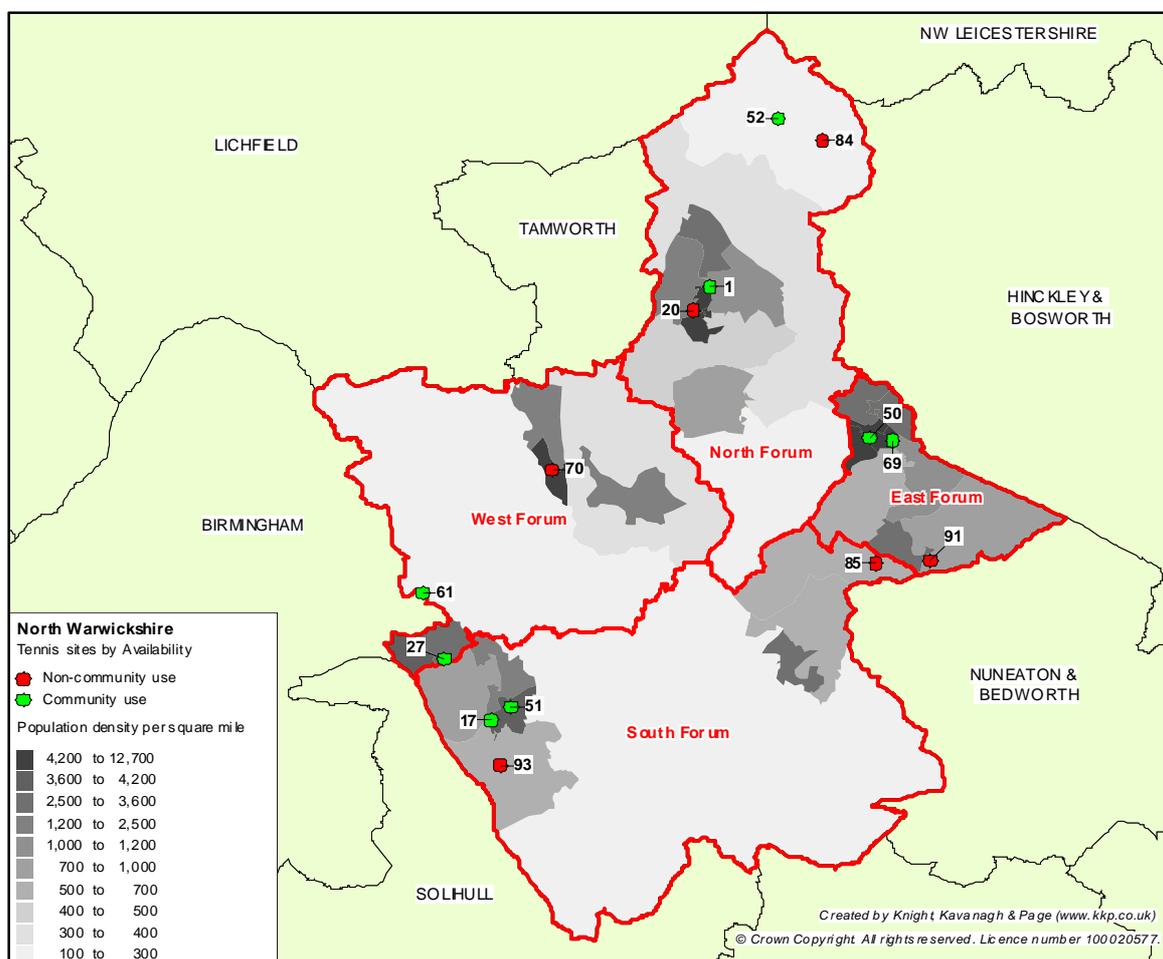


Table 9.1: Key to tennis court map

Site name	KKP ref	Analysis area	Community use	Number of courts
Grove Miners Welfare Sports/Social Club,	50	East Forum	Yes	2
Hartshill School Cricket & Tennis facilities	91	East Forum	No	7
Queen Elizabeth School & Sports College	69	East Forum	Yes	3
Abbey Green	1	North Forum	Yes	4
Austrey CofE Primary School	84	North Forum	No	1
Newton Regis Playing Fields	52	North Forum	Yes	2
Polesworth School	20	North Forum	No	4
Coleshill Tennis and Sports Club	51	South Forum	Yes	5
Memorial Park	17	South Forum	Yes	2
Nursery Hill Primary	85	South Forum	No	1
The Coleshill School Tennis	93	South Forum	No	8
Curdworth Recreation Ground	61	West Forum	Yes	2
Kingsbury School	70	West Forum	No	4
Vicarage Lane Playing Fields	27	West Forum	Yes	2

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There are five private tennis clubs in North Warwickshire, accommodating 13 courts. Coleshill Town Council owns courts located at Memorial Park (two courts) and NWBC owns courts at Abbey Green Park, Polesworth (four floodlit courts). No park sites are used for competitive matches. However, they are available for general free casual use. The courts at Abbey Green are primarily used for football training due to the floodlighting and lack of synthetic turf pitches in the area. Tennis courts are also marked out on the MUGA at Arley Recreation Ground (NWBC).

Public provision is generally underused for casual use; however, this type of provision forms an intrinsic feature to many public recreation grounds and provides opportunities for casual participation, which may otherwise not be captured. Usage of public courts is particularly seasonal but good quality courts are better used. Public courts, such as those at Memorial Park, could also provide strategic reserve for clubs which are operating at capacity, particularly for junior use.

Coleshill, Atherstone Grove and Newton Regis tennis clubs all have floodlit courts. Floodlights are estimated to increase the number of playing hours by 35% between November and April. This allows clubs to provide structured coaching sessions during the evenings throughout the year. British Tennis guidelines state that club facilities should be able to accommodate 40 members per court and 60 members per floodlit court.

Development priorities and opportunities

British Tennis

The Places to Play Strategy is being driven by British Tennis to increase the opportunities to participate, compete and get access to coaching at all levels. The Strategy gives clear guidance on expectations for financial support from the resources and funds available to British Tennis.

Delivery of the Places to Play Strategy will increase the number and standard of facilities available throughout the UK. These will be available to the whole community at a reasonable, affordable cost whilst sustaining the viability of clubs and tennis providers. Currently, no Places to Play investment is identified for tennis in North Warwickshire.

From October 2010, all tennis clubs, parks, schools and other tennis centres, will pay a registration fee to their county association based upon the number of courts they have, rather than the number of members. Previously, clubs had to pay an additional fee to the county for each additional member. The change is designed to remove a barrier in the LTA's ongoing work to grow participation in tennis. This suggests that clubs in North Warwickshire are likely to pay less subscription, releasing money for other areas.

Club summary

Coleshill Tennis Club

The Club has approximately 230 members, including 70 juniors and has achieved Clubmark accreditation. It provides nine men's and five ladies teams in the Birmingham Summer and Metropolitan leagues. There are also three mixed teams, two junior and two male/mixed veterans competing in Warwickshire leagues.

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The site accommodates five artificial grass courts, four of which are floodlit and reportedly of good quality (KKP ref 51). However, it reports that it is operating at capacity and would benefit from additional space.

Juniors have the opportunity to compete at all ages and abilities in internal and external matches, as well as the annual LTA Sanctioned Junior Open in the summer. Coleshill Tennis Club is an LTA Accredited Ariel Mini Tennis venue and has mini tennis (red, orange and green) for five to ten year olds.

Water Orton Tennis Club

Water Orton Tennis Club has recently (2009) reformed and combined with Castle Bromwich Tennis Club (founded 1992). It has since developed into a community club playing both social and league tennis. The reformation was a result of demand from local residents to reinstate the Club (which folded previously due to lack of interest) and the desire of Castle Bromwich TC to find a new home because access was not available during the winter to their previous courts.

It is focusing on facility improvements and club development for the 2010 season and is therefore not competing in formal competition until 2011. The site accommodates two courts and a small clubhouse (no floodlighting) of relatively poor quality (KKP ref 27).

Mini (U7 to U12), youth (U13 to 16) and adult tennis are all catered for, and it has three proactive Level Two coaches working to further develop the Club. However, it is restricted by the lack of quality facilities, both courts and ancillary.

Atherstone Grove Tennis Club

Atherstone Grove TC is a member's only club located in Atherstone adjacent to Grove Miners Sports and Social Club (KKP ref 50). It provides two floodlit courts in good condition and a clubhouse, with a small amount of parking on site. It currently has four tennis teams but does not affiliate to Warwickshire LTA.

Curdworth Tennis Club

The Club is located on parish council land (KKP ref 61) and has a long term lease agreement for access to two courts and small clubhouse. The Parish Council considers current provision to meet demand. However, ancillary facilities are reportedly of poor quality and floodlighting would be of benefit to the Club in the long term to enable it to increase participation.

The Club has limited junior provision and has not obtained Clubmark accreditation. It has limited contact with Warwickshire LTA, as it considers itself to be relatively self sufficient.

Newton Regis Tennis Club

Newton Regis Tennis Club has two courts, in good condition with fencing and floodlights (KKP ref 52). The clubhouse is small but generally the facilities are adequate for the size of the village. It provides three teams and has a small amount of junior participation.

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Key issues for tennis

Demand

Consultation highlights demand for one additional court at Coleshill TC. In addition, the quality of school courts is generally poor, probably due to the need for multiple use.

Improvements to the quality of school provision could help increase participation. If required, additional capacity could be sought at Curdworth and Water Orton tennis clubs by floodlighting courts. However, planning permission will depend on the proximity of the site to residential housing, which may make such a development problematic from the perspective of obtaining planning consent.

Demand for public courts is much more difficult to quantify and should therefore be led by a strategic standard of providing and maintaining courts on an area by area basis.

Tennis summary

- ◀ There are 30 tennis courts in North Warwickshire and five tennis clubs. The level of provision and size varies between each club and site.
- ◀ Coleshill TC specifies demand for an additional court. There is also some opportunity, if required, to add court floodlights to create additional capacity at Water Orton and Curdworth tennis in the future.
- ◀ Although public provision is generally underused for casual use, it is recommended this type of provision forms an intrinsic feature to many public recreation grounds and provides opportunities for casual participation, which may otherwise not be captured.
- ◀ Public courts in the area are also used for football training, resulting in the quality of provision reducing more rapidly; this can also mean that they are seldom available for casual tennis.

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9.2 Netball

England Netball is the governing body with overall responsibility for ensuring the effective governance of the sport. Netball in the area is primarily played outdoors, for example at Arley Sports Centre and training being held in indoor venues such as Kingsbury School. However, there are nine outdoor netball courts in the Borough, eight of which are on school sites.

Consultation highlights that cross boundary travel north into Tamworth and south down to Coventry and Stratford, as well as west into Birmingham is likely as there are a number of strong leagues in the towns/cities. Coventry and District League is active in North Warwickshire and includes Arley Angels and Keresley Ladies.

Arley Angels play at Arley Sports Centre's Multi Use Games Area (KKP ref 3). The MUGA is in good condition but is also used for tennis. This can generate issues with regard to programming during peak times, particularly in the summer.

Keresley Ladies play at Keresley RFC (John E Radford Fields, KKP ref 12). This is a tarmac surface and is fully fenced. Changing accommodation at the rugby clubhouse is accessed.

The majority of netball courts are located at education sites and consultation reports it can be difficult to access provision due to heavy usage from five-a-side football and football teams using venues for training purposes.

There is also a need for improvement to school netball provision as often the courts are used for other purposes and quality can be adversely affected. The addition of lights, where possible would also be of benefit and help increase the availability of courts, particularly in the winter months.

Netball provision is focused in the East Forum area. There are two analysis area providing courts available for community use; South and East forums.

9.3 Hockey

Introduction

Governance of the sport is devolved by England Hockey (EH) at a regional and local level to regional and county associations. The game is played almost exclusively on sand based synthetic turf pitches (STPs). This surface enables players to control the ball more readily and allows the game to be played all year round. EH states that long pile pitches (e.g., third generation turf pitches) are not suitable for competitive hockey. It is further recommended that for training and community facilities that the long pile surface is not a preferred option for the teaching of hockey. It is, however, noted that access to long pile surfaces for introducing the game to beginners would be preferable to a poor grass or tarmac surface.

Current provision

There are no STPs suitable to play competitive hockey in North Warwickshire. However, STP provision is available in neighbouring authorities for example at Etone Sports Centre, Nuneaton.

Pupils at Queen Elizabeth School, Atherstone (QE) currently travel to Lichfield to access a pitch (located approximately 19 miles/30 minutes from the main school site) for competitive matches. However, it has been granted planning permission to build a sand based STP (to accommodate football training and competitive hockey) at its lower school site. This will replace one grass football pitch. It is anticipated that it will have high levels of community use and will be used (in a hockey context) primarily by Atherstone Adders Hockey Club. The School is yet to identify management options for the pitch, but reports being willing to investigate the potential of NWBC managing the lettings. The STP is due for completion by spring 2011.

Grass hockey pitches

Nationally, in recent years, the number of grass hockey pitches has reduced significantly as EH no longer sanctions the use of grass pitches for competitive play. However, grass pitches are still important in terms of introducing the game to beginners and still make an important contribution to the stock of hockey pitches, particularly in terms of school facilities.

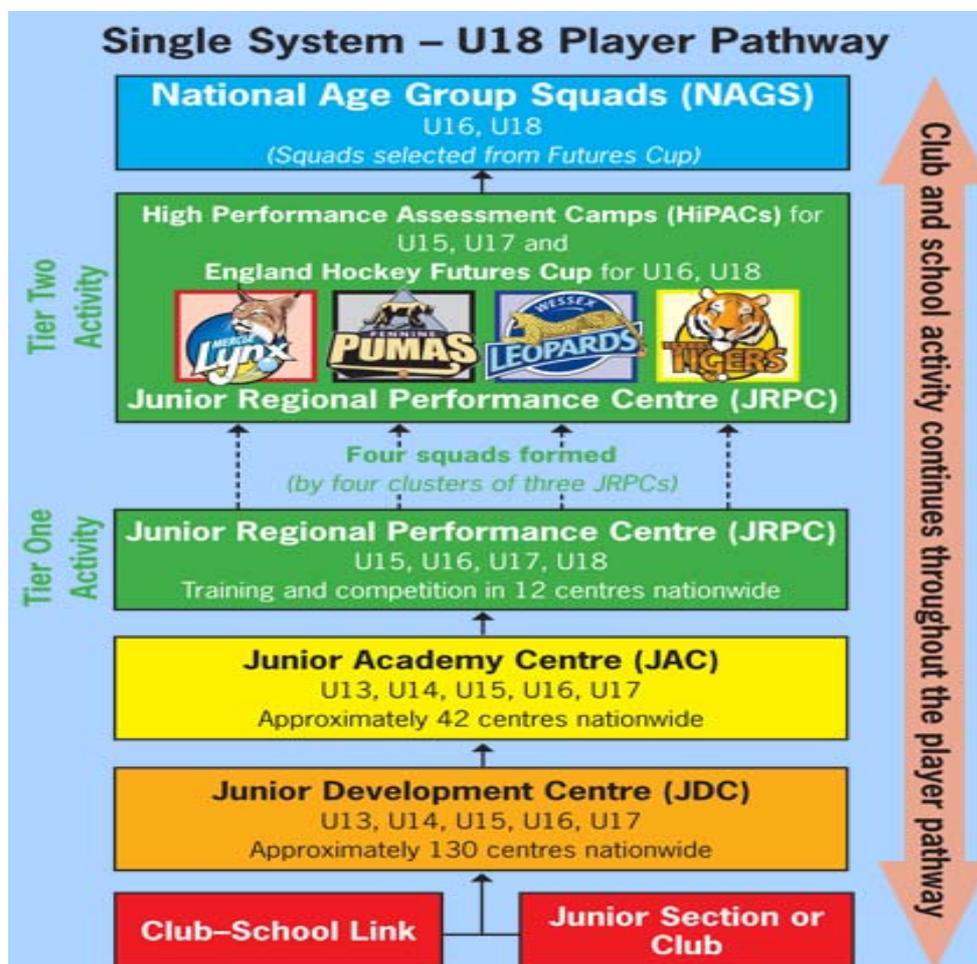
There is one grass hockey pitch located at Queen Elizabeth School, Atherstone (QE). It is not available for community use (neither is it in demand). However, it is used by the school for curricular activity.

Development priorities and opportunities

EH is currently working on its Facilities Strategy which is expected to launch mid to late 2010. However, consultation reports its strategic priority lies around its Single System pathway:

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Figure 10.1: England Hockey Single System Pathway



Junior development

At present, Atherstone Adders Hockey Club has no junior hockey teams. However, it operates a school junior coaching programme comprising approximately 50 children from local schools including Hartshill, Redmoor, Queen Elizabeth and Polesworth. 35 children are also involved in the junior coaching programme from neighbouring authority Hinckley and Bosworth. In addition, it has also recently organised an indoor hockey tournament at Hartshill School.

At present, there is no schools hockey league. However, North Warwickshire Schools Sports Partnership has accessed Sports Unlimited funding to deliver hockey activities in schools.

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Key issues for hockey

Atherstone Adders Hockey Club (AAHC) is the only hockey club in the Borough. It fields men's and ladies teams. Although originally from North Warwickshire, it is forced to play outside of the Borough at William Bradford Community College, Leicester and train at Belgrave High School, Tamworth. It has retained its social base in North Warwickshire at Atherstone Sports Club but as a result of its need to use facilities located outside the Borough. It faces issues with player retention and sustainability. However, the provision of an STP at QE could provide a highly suitable new home base for the Club if it is able to negotiate appropriate access to peak pitch time and ancillary facilities.

The Club is in discussions with William Bradford Community College about a number of issues relating to the STP conditions and access to changing rooms on site.

Demand

Consultation identifies demand for a STP in the Borough. It is anticipated that it will have high levels of community use and will be used primarily by Atherstone Adders Hockey Club (AAHC).

Hockey summary

- ◀ There are no full size STPs in North Warwickshire. There is one grass hockey pitch located at Queen Elizabeth School, Atherstone (QE).
- ◀ AAHC is the only hockey club in the Borough. It plays its matches at William Bradford Community College, Leicester and trains at Belgrave High School, Tamworth (both located outside the local authority area).
- ◀ There is no schools hockey league at present in the Borough. It is likely that the provision of a STP will help to raise the profile of the sport within local schools and enable a schools hockey league.
- ◀ Provision of a STP at Queen Elizabeth School could, if programmed properly and affordable, satisfy levels of current demand in the Borough. It is anticipated that it will be primarily used by Atherstone Adders Hockey Club and the School.

PART 10: EDUCATION PROVISION

Introduction

The provision of playing pitches at schools and colleges can make an important contribution to the overall availability of stock within a particular analysis area. It is therefore important to have accurate information about the number, type, quality and availability of pitches within the education sector in North Warwickshire.

The new Education and Inspection Act (2006) came into force in early 2009 and amends existing legislation within the Schools Standards and Framework Act (SSFA) 1998, which was originally introduced by the Government requiring all schools to seek approval from the Secretary of State for Education and Employment (Education and Skills since July 2001) for the sale or change of use of their playing fields. Section 77 of the SSFA seeks to protect school playing fields against disposal or change of use by requiring the prior consent of the Secretary of State before disposal or change of use may take place. The School Playing Fields General Disposal and Change of Use Consent (No.3) 2004 order highlights some limited circumstances in which the requisite approval has been delegated to the relevant governing body (i.e. local authority), which can decide whether the disposal or change of use meets the circumstances and criteria set out in the Consent Order¹¹.

School sports partnerships (SSPs)

The SSP Programme is part of the national Physical Education (PE) and Sport Strategy for Young People (PESSYP). This is led by the Department for Children, Schools and Families (DCSF) and the Department for Culture, Media and Sport (DCMS) to widen participation, raise standards and improve the quality of PE and school sport.

The objective of the Strategy is to ensure that by 2011 all children are offered at least five hours of sport every week, comprising:

- ◀ At least two hours high quality PE in the curriculum (5-16 year olds).
- ◀ The opportunity for at least a further three hours sport beyond the school day delivered by a range of school, community and club providers (5-19 yr olds).

SSPs have a number of targets to reach by 2010, with individual key performance indicators (KPIs). These are:

- ◀ Increase in participation in high quality PE. The KPI is for 75% of the schools to deliver 90 minutes of high quality curriculum time.
- ◀ Increase in participation in high quality out of school hours learning (OSHL). All schools will offer at least two OSHL opportunities to KS1 pupils.
- ◀ Increase in participation in high quality informal physical activity. This will be achieved by making effective use of playground markings with all secondary schools to offer at least two informal activities.
- ◀ Increase participation in high quality competition and performance, to include the establishment of a calendar of sports events and competitions.

¹¹ Full and detailed guidance can be accessed at <http://www.teachernet.gov.uk/docbank/index.cfm?id=11600>

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- ◀ Improvement in attitude, behaviour and attendance in PE and sport through the provision of structured activities during break and lunchtimes to discourage incidences of bullying and disruptive behaviour.
- ◀ Increase in attainment and achievement in and through PE and sport. This will involve all secondary schools achieving accreditation for delivering the sports leadership level 1 course, and all schools to work towards gaining an accreditation of some sort.
- ◀ Increase in participation in community based sport. This will require the strengthening of school-club links.

There is one SSP in North Warwickshire; Northern Warwickshire and Coventry School Sports Partnership. It is led from Queen Elizabeth School (QE), Atherstone. The partnership area covers a large area including North Warwickshire and Nuneaton and Bedworth.

As part of the Clubmark and Charter Standard accreditation process, clubs have to develop formal links with schools, as listed below. These enable pathways to be established in order to feed interested players into a club environment. Often, clubs with links have sports festivals, usually on the respective home grounds but often on school sites:

- ◀ Coleshill School - Coleshill Tennis Club, Old Salterians RFC, Coleshill Cricket Club, Coleshill Football Club.
- ◀ Polesworth High School - North Warwickshire CC, Polesworth Swifts.
- ◀ Queen Elizabeth School & Sports College - Atherstone Rugby Club, Atherstone Cricket Club, Atherstone Rounders Club, Atherstone Hockey Club.
- ◀ Woodlands School - Coleshill Tennis Club.

National Competition Framework

North Warwickshire and Coventry SSP is also part of the National Competition Framework. The stated aim of this framework is to provide a competitive environment for all young people and to help sport through attracting, supporting, retaining and passing on talent. The vision is to establish a high quality competitive school sport structure by developing school based competition pathways. This can be achieved through inter-school (local), inter-partnership (Borough) and county, regional and national levels. The framework looks to develop: annual multi-skill festivals for Key Stage 1; termly multi-skill festivals for lower Key Stage 2; multi-sport competitions and central venue leagues for upper Key Stage 2 and lower Key Stage 3; and, inter-school leagues and cup competitions for Key Stage 3 & 4. The Youth Games fit into this.

The competition manager's main role is to develop, manage and co-ordinate the planning and implementation of the National Schools Competition Framework via a programme of inter-school competition within the SSP.

Building Schools for the Future

The Building Schools for the Future (BSF) programme is a large strategic capital investment programme to rebuild or renew secondary schools in England over the next 15–20 years.

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It is (pending changes to be made by the incoming Conservative-Liberal Democrat Government) planned to begin in Warwickshire during 2011/12 with building developments likely in 2014. Tranche one will incorporate Hartshill School, North Warwickshire. Tranche two (for which work will, if applicable, begin in 2016/17) will include the remaining four schools in North Warwickshire.

Warwickshire County Council (WCC) is in the process of re-submitting the application for the county to be involved in the BSF scheme as the first application was unsuccessful. This means that any proposed building work would be delayed until 2014. The PE and Sport Stakeholder Group includes representatives from:

- ◀ Warwickshire County Council.
- ◀ North Warwickshire Borough Council Leisure Officers.
- ◀ Large clubs from throughout the county.
- ◀ Sport England.
- ◀ Coventry Solihull & Warwickshire Sport.
- ◀ Sports Colleges in the County.

Although work is under way to try to downgrade its significance, sports facilities on school sites will, as things stand, need to fulfil BB98¹², and consider any relevant local needs. BB98 details that, in new schools over 450 places, the total area for any secondary school should include:

- ◀ A 'four-court' sports hall, which should be designed to Sport England's specifications (which are changing) including the critical minimum dimensions for four badminton courts of 18m x 33m x 7.6m high.
- ◀ An activity studio of at least 145m², with a minimum internal width of 10m and height of 3.5m and a sprung floor, for some gymnastic activities, dance and examinations if required.

The total area of sports pitches must include playing field area laid out to suit team games including:

- ◀ Winter pitches for the school's preferred team games, such as football, rugby and hockey.
- ◀ Overlapping summer pitches, such as cricket, a 400m athletics track and facilities for field events.

All-weather pitches, including STPs or polymeric surfaces, allow more intensive use than grass and, particularly with floodlighting, can also offer a popular community resource. The area of all-weather pitches can be counted twice for the purposes of both these guidelines and regulations, as they can be used for significantly more than the seven hours a week required of team game playing fields. In new schools, the total area of hard surfaced games courts should include:

- ◀ A multi-use games area, with three netball courts overlaid with critical dimensions of 60m x 33m plus margins.
- ◀ Further tennis/netball courts in larger schools.

¹² <http://www.partnershipsforschools.org.uk/documents/Design/BB98.pdf>

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Sport England is a statutory consultee when change to sports provision is likely to result in a loss of provision.

The greatest need for improvement to secondary school stock is likely to be in Atherstone and Coleshill, primarily in terms of indoor provision. Coleshill is in need of replacement (in the next five years) and the preferred site in the area is expected to be Coleshill School. However, the later timescale of BSF in Coleshill means that, timetables do not align.

Current provision

The following tables provide an outline of the outdoor recreation facilities available within the education section in North Warwickshire. The table also outlines the proportion of these facilities that are currently available for use by the community.

Table 19.1: Summary of pitches at school sites and availability of community use in North Warwickshire

Analysis area	Total no. of education pitches			No. of education pitches available for community use		
	Senior football	Junior football	Mini football	Senior football	Junior football	Mini football
East Forum	4	2	1	2	1	1
North Forum	3	7	-	-	1	-
South Forum	1	3	2	1	-	-
West Forum	2	1	1	2	1	-
North Warwickshire	10	13	4	5	3	1

It is important to note that a significant proportion of North Warwickshire's junior pitches are located at primary school sites. These are generally not made available for community use. Around half of secondary schools in North Warwickshire operate a lettings policy on their football pitches. In addition, they provide six senior rugby pitches, of which, one is available for community use. Three cricket pitches are located at school sites, of which, two are available for community use.

This should be considered within the context of the projected shortfall of junior pitches in North Warwickshire and how this can be met by existing provision.

Table 19.2: Summary of non-pitch facilities at school sites and availability of community use in North Warwickshire

Analysis area	Total no. of education non-pitches		No. of education pitches available for community use	
	Tennis	Netball	Tennis	Netball
East Forum	10	4	3	2
North Forum	5	4	-	-
South Forum	9	2	-	-
West Forum	-	-	-	-
North Warwickshire	24	10	3	2

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Please note some non-pitch facilities may appear to have community use by virtue that the pitch facilities are available. It is evident; however, that community use of non-pitch facilities is very limited.

Figure 19.1: Location of education facilities

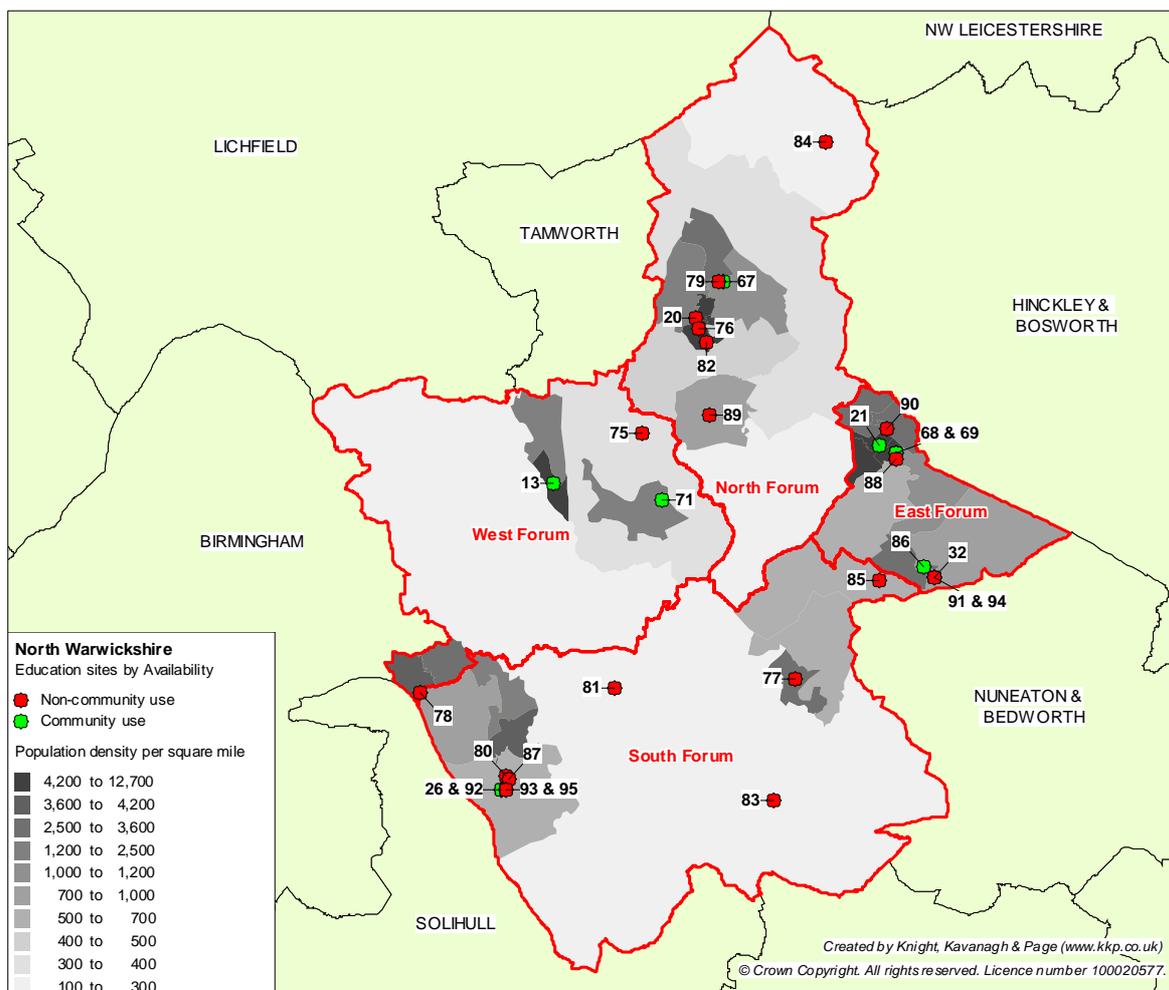


Table 19.3: Key to location of education facilities

Site name	KKP reference	Analysis area	Community use	School type
Hartshill School	32	East Forum	No	Secondary
Hartshill School cricket/tennis facilities	91	East Forum	No	Secondary
Hartshill School rugby pitch	94	East Forum	No	Secondary
Michael Drayton Junior School	86	East Forum	Yes	Primary
Queen Elizabeth School & Sports College	69	East Forum	Yes	Secondary
Queen Elizabeth School and Sports College Football pitches	21	East Forum	Yes	Secondary
Queen Elizabeth School and Sports College Rugby pitch	68	East Forum	Yes	Secondary
Racemeadow Primary School	90	East Forum	No	Primary

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Site name	KKP reference	Analysis area	Community use	School type
St Benedict's Catholic Primary	88	East Forum	No	Primary
Austrey Church of England Primary School	84	North Forum	No	Primary
Birchwood Primary School	76	North Forum	No	Primary
Dordon Community Primary School	82	North Forum	No	Primary
Polesworth School	20	North Forum	No	Secondary
The Nethersole School	67	North Forum	Yes	Primary
Water Nethersole CofE Primary School	79	North Forum	No	Primary
Woodside C of E Primary	89	North Forum	No	Primary
Bournebrook CofE Primary School	83	South Forum	No	Primary
Herbert Fowler Junior School	77	South Forum	No	Primary
Nursery Hill Primary	85	South Forum	No	Primary
Shustoke CofE Primary School	81	South Forum	No	Primary
St Edwards Catholic Primary School	80	South Forum	No	Primary
The Coleshill School Cricket	26	South Forum	Yes	Secondary
The Coleshill School Football	92	South Forum	Yes	Secondary
The Coleshill School Rugby pitches	95	South Forum	No	Secondary
The Coleshill School Tennis	93	South Forum	No	Secondary
Water Orton Primary School	78	South Forum	No	Primary
Woodlands School	87	South Forum	No	Primary
Hurley Primary School	71	West Forum	Yes	Primary
Kingsbury School (specialist science and maths college) Football pitches	13	West Forum	Yes	Secondary
Wood End Primary School	75	West Forum	No	Primary

Secondary schools consultation summary

Schools are a significant provider of grass pitches in the Borough. However, in general, there is minimal community use of these facilities by local clubs. Schools tend to suggest that this relates to a lack of demand. However, consultation with local clubs does identify latent demand for pitches (often close to school sites i.e. in Polesworth). Where community use exists, this tends to be for football but is restricted to one match per week to preserve pitch quality, which is often only adequate at school sites.

Some schools suggest that they are willing to open up their facilities for community use but do not actively promote this in the local area. Issues relating to access to changing accommodation and pitch quality often result in clubs being unable to use school provision.

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Hardcourt areas i.e. tennis/netball courts, at secondary schools generally have poor playing surfaces. The table overleaf provides a summary of key issues at secondary schools in North Warwickshire:

School	Issue
Polesworth School (dual use Sports Centre)	<p>Polesworth School reports it does not deliver cricket or hockey due to a lack of access to provision.</p> <p>It reports a need to provide greater security for the main school site (to safeguard its pupils). It is addressing this at present.</p> <p>Community use of its outdoor sports facilities is limited. However, it delivers an extensive extracurricular activity programme and requires access to its pitches for school usage.</p> <p>Its junior football pitch is rated as poor quality. Goal posts are rusty and provide metal cup hooks (banned by the FA). Line marking is also poor. Changing provision is tired and in need of modernisation.</p>
Kingsbury School	<p>Poor pitch quality is also a reported issue. For example, the artificial wicket at Kingsbury School is very poor and is ripped in places.</p>
Queens Elizabeth School Sports College	<p>The School provides a range of outdoor sports provision which is used by the community. In particular, Atherstone Cricket Club accesses an artificial wicket for its junior and 2nd XI team matches.</p> <p>It plans to increase the quality of its three tennis courts by floodlighting and resurfacing the courts and suggests this would satisfy demand identified from the local community for 'recreational use'.</p> <p>It has been granted planning permission to build a sand based STP (to accommodate football training and competitive hockey) at its lower school site. This will replace one grass football pitch. It is anticipated that it will have high levels of community use and will be used primarily by Atherstone Adders Hockey Club. The School is yet to identify management options for the pitch, but reports it would like to investigate the potential of NWBC managing the lettings. The STP is due for completion by spring 2011.</p> <p>Changing provision is poor quality and in need of modernisation.</p> <p>It provides an artificial cricket wicket which is in need of replacement.</p> <p>Consultation reports the pitches can become 'boggy', particularly closer to the main road during inclement weather.</p>
The Coleshill School	<p>It provides a comprehensive range of outdoor sports facilities. It reports an issue with moles and rabbit holes on the pitches. This acts as a health and safety issue and, depending on the number of holes, restrict pitch usage.</p> <p>The posts on the tennis courts are sinking in places and in need of attention. The courts are rated as adequate for school usage but require maintenance work to the perimeter fencing and the removal of moss.</p> <p>There is no community use of the courts. However, consultation identifies there is some unofficial use.</p> <p>Litter is a general issue on all the outdoor sports facilities.</p> <p>The rugby posts are broken. It hopes to have these repaired by the next academic year (2011 – 2012).</p> <p>Changing provision is rated as average quality. The School has facility development plans to create wet-side changing for girls, this will also include increasing the size of its existing girls' changing.</p>

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School	Issue
Hartshill School	<p>Consultation findings suggest that four of its seven tennis courts are unusable due to poor quality and are no longer used to deliver sports. It reports the quality of the tennis nets and posts to be poor.</p> <p>Grass pitches are rated as good quality. However, drainage is poor particularly on the rugby and football pitches. There is demand for the cricket pitch to be rolled as the outfield is uneven in places. Changing provision is rated as adequate, however, shower provision is considered to be poor. Changing provision is available with community use of the grass pitches. The School has accessed funding to improve the quality of its showers.</p> <p>Only the football pitches have community use (Haunchwood Sports).</p>

The following secondary school sites have been allocated as having 'no' community use as the consultation did not identify any teams to be playing competitively on the site.

Table 10.2: Secondary schools without community use

KKP ref	Site name	Area
91	Hartshill School (cricket and tennis)	East Forum
94	Hartshill School rugby pitches	
20	Polesworth School	North Forum
39	The Coleshill School (tennis)	South Forum
95	The Coleshill School (rugby)	
70	Kingsbury School	West Forum

Primary schools

A questionnaire was sent to each primary school in North Warwickshire (23 in total) and a 70% return rate was obtained.

The majority (81%) of respondents consider the quality of outdoor playing fields provision to be good. Only one school: Woodside Church of England Primary School, rates quality as poor. This is attributed to the length of grass and evenness of its pitch being rated as poor/very poor respectively, whilst evidence of damage to the surface of its pitch is also highlighted. Austrey Church of England Primary School is the only School to rate its pitch quality as excellent. The only school to not to provide a quality rating, is Woodlands Special School; this is due to it not having any grass pitch provision.

Three schools state they are looking to expand or further develop their current sports provision: Birchwood Primary, Woodside Church of England Primary and Woodlands Special School. Birchwood Primary and Woodlands Special schools are both looking to increase community use of their sites (as explained below). Woodside Church of England, the only school to rate pitch quality as poor, identifies a need to look for funding grants in order to improve the playing field for sports use.

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OUTDOOR SPORTS ASSESSMENT

Community use

Woodlands School is looking at the possibility to increase weekend usage of outdoor provision through an increase in community use. Increasing community use is also an intension set out by Birchwood Primary School. The School suggested that it would achieve this through taking bookings out of school hours. It is considering appointing a janitor for this purpose.

Michael Drayton Junior School is the only school to identify that its outdoor facilities are used by the community. Both Haunchwood Football and Hartshill Boys are identified as using the School's field for two hours a week.

The key issues for each of the schools to emerge from the questionnaire and consultation are shown below:

School	Pitches	KKP ref	Comments
Austrey CofE Primary School	1 junior football 1 junior rugby 1 netball/tennis	84	Both pitches are used on a daily basis as part of the curriculum and neither is available for community use. The School rates the quality of both fields as excellent. There are specific changing rooms available for school use, which are seen as being an excellent size and quality.
Birchwood Primary School	1 adult football 1 adult rugby	76	Depending on the weather pitches are used for up to 25 hours of curriculum a week and are not available for community use. The School rates the pitches as good quality. However, some evidence of litter, unofficial use and the occasionally motorbike use is reported. Dog fouling is considered a significant issue. There are no sport specific changing rooms.
Bournebrook CofE Primary School	1 junior football	83	The pitch is used daily for curricular use. The site is not available for the community. Overall, it considers provision to be a good quality. It has no specific changing rooms for sports use.
Dordon Community Primary School	1 junior football	82	The pitch is used daily for curricular use. There is no community use. The pitch is considered to generally be in good condition. However, the School only rates it as having 70-84% grass coverage. There are also no specific changing rooms for sports use. The School comments that they regularly visit Polesworth High School for inter-school competitions.
Nursery Hill Primary School	1 junior rugby 1 mini-soccer. 1 tennis/netball	85	The pitch is used during the summer break for holiday programmes. Aside from some damage to the surface it is rated as being a good quality. No sports specific changing rooms are present at the School.
Racemeadow Primary School	1 junior football	90	The pitch is considered to be in good condition. It has sports specific changing rooms viewed as of an adequate quality and size. The pitch and the changing rooms are available for community use. Currently a karate group and the Phantom Knights (marching band) use its main hall for four hours a week.

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

School	Pitches	KKP ref	Comments
Shustoke CofE Primary School	1 junior football	81	The pitch is only used for curricular activity. In the summer it is over marked with an athletics track. No community usage is available on the site. There are specific changing rooms available for school use and these are of an adequate size and quality.
St Benedict's RC Primary School	1 junior football	88	The pitch is in good condition with evidence of some damage to its surface. There is no community usage and no sport specific changing rooms.
St Edward's RC Primary School	1 junior football	80	The School also uses an adult football pitch at the adjacent Coleshill Secondary School. The junior pitch at St Edward's School is good quality although there is evidence of dog fouling. It has specific changing rooms for sports use. However, neither the pitch nor the changing facilities are available to the community.
Warton Nethersole CofE Primary School	2 junior football	79	Pitches are over marked in summer with a rounders field and used daily. During the summer months they are used by an after school football session and occasionally by the Rainbows. Both the pitch and the sport specific changing rooms (not available for community use) are rated as being of good quality.
Water Orton Primary School	1 junior football	78	The pitch is good quality and overmarked for athletics during the summer. There is no community use however, in the past it has been used for children's football training programmes in the summer. There is evidence of unofficial use outside school hours. Sport specific changing rooms are adequate in quality and size but not available for community use.
Wood End Primary School	1 junior football 1 MUGA.	75	The pitch is good quality, despite only having 60-69% grass coverage. Sports-specific changing rooms on site are considered adequate. Both the pitch and the changing rooms are available for community use.
Woodside CofE Primary School	1 junior football 1 MUGA	89	Pitch quality is poor. It has adequate sports specific changing rooms but community use is not available..
Woodlands Special School	1 MUGA	87	Facilities are rated as being in good condition. There are no sports specific changing rooms. Currently there is no community use at the School but it is looking at the possibility of introducing this as a means of generating additional income.
Herbert Fowler Junior School	One junior football pitch	77	The pitch is good quality and is used two to three times a week for curricular activity. There is no community use. There is some evidence of dog fouling, unofficial use and litter. The School does not have sport specific changing rooms.
Michael Drayton Junior School	One mini-soccer pitch, a tennis court and a MUGA	86	Pitch quality is good, although it does have evidence of damage to the surface. It is available for community use and is used for a total of four hours a week by both Haunchwood FC and Hartshill Boys FC. There are no sports specific changing rooms available.

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Note that a number of schools declared their facilities available for community use. However, no teams have been allocated to these, so the pitches (listed below) have not been included in the supply and demand analysis.

Table 10.1: Primary schools without community use

KKP ref	Site name	Analysis area
88	St Benedict's Catholic Primary School	East Forum
90	Racemeadow Primary School	
76	Birchwood Primary School	North Forum
79	Water Nethersole Church of England Primary School	
82	Dordon Community Primary School	
84	Austrey Church of England Primary School	
89	Woodside Church of England Primary School	
77	Hertbert Fowler Junior School	South Forum
78	Water Orton Primary School	
80	St Edwards Catholic Primary School	
81	Shustoke Church of England Primary School	
83	Bournebrook Church of England Primary School	
85	Nursery Hill Primary School	
87	Woodlands Primary School	
75	Wood End Primary School	West Forum

Education summary

- ◀ There are 36 playing pitches (including all types), 24 tennis courts, 10 netball and 12 MUGAs in North Warwickshire.
- ◀ Community use varies according to individual school attitude and circumstance
- ◀ In the majority of instances, where pitches are available and in use, access to school changing accommodation is limited or non-existent.
- ◀ Quality of changing provision at secondary schools is generally adequate or poor. Much of the stock is old and in need of modernisation.
- ◀ There are some good quality pitches on junior school sites but the quality and quantity of sports facilities (pitch and non pitch) at school sites varies across the Borough.

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

APPENDICES

Appendix 1: Consultee list

The core of this phase of the project revolved around extensive consultation with key individuals, sports clubs, NWBC officers and agencies working in North Warwickshire. Qualitative in-depth interviews were conducted either face-to-face, telephone or by questionnaire using contacts provided by NWBC and those uncovered by to KKP during consultation.

Name	Organisation	Designation
Mark Gore	Warwickshire County Council	Head Transforming Education - Children, Young People & Families Directorate
Simon Powell	NWBC	Leisure And Community Development
Alethea Wilson	NWBC	Landscape Manager
Dorothy Barratt	NWBC	Forward Planning Manager
Lorna Palmer	NWBC	Streetscape Foreman
Evan Ross	NWBC	Communiity Development Officer (Sport & Social Inclusion)
Stephanie Lawrence	NWBC	Sports Club Development Officer
Charlotte Phillips	NWBC	Facilities Management Officer
Peter Wheaton	NWBC	Leisure Facilities Manager
Cllr K. Johnston	NWBC	Hartshill
Cllr John Moore	NWBC	Baddesley Ensor & Grendon
Gillian Guy	Old Arley Residents Association	Secretary
John Birch	Old Arley Residents Association	Club contact
Lorna Ferguson	Baddesley Ensor PC	Clerk
Heather Badham	Fillongley PC	Clerk
David Craig	Polesworth PC	Clerk
Kate Brazier	Newton Regis PC	Clerk
Louise Baudet	Crurdworth PC	Clerk
Anita Austrey	Austrey PC	Clerk
John Poole	Shustoke PC	Clerk
Jane Sands	Ansley PC	Clerk
Mrs Upton	Nether Whitacre	Clerk
John Rowland	Middleton PC	Clerk
Unknown	Great and Little Packington PC	Clerk
K. Evans	Mancetter PC	Clerk
Mrs Allsop	Shuttington PC	Clerk
Mrs Perkins	Astley PC	Clerk
Unknown	Dordon PC	Clerk
John Randle	Hartshill PC	Clerk
Graham Day	Atherstone Town Council	Town Clerk
Maureen Gascoigne	Coleshill Town Council	Town Clerk
Geoff Taylor	Baxterley Parish Council	Clerk to the Council
Ian Galbraith	Bentley and Merevale Parish Council	Clerk

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Name	Organisation	Designation
Bob Haste	Water Orton Parish Council	Clerk
Simon Cotton	Kingsbury School, a Specialist Science and Mathematics College	Headteacher
Mr. Tony Wilmot	Queen Elizabeth School and Sports College	Headteacher
Philip Hamilton	The Polesworth School - A Specialist Language College	Headteacher
Sarah Warrington	School Sports Partnership	Partnership Development Manager
Micheal Hunt	Polesworth Swifts Football Club	Club contact
Ian Brookes	Hurley Kings Football Club	Club contact
Lisa Downing	Birch Coppice Bullets FC	Club contact
Bryn Car	Austrey Rangers	Club contact
Unknown	Atherstone Ladies	Club contact
Karen Coningsby	Coleshill Town Colts FC	Club contact
Sam Weller	Manor House FC	Club contact
Kate Barren	Chapel End Salutation FC	Club contact
Graham Read	Atherstone Town FC	Club contact
Andrew Kerr	DC United	Club contact
Paul Baxendale	FC Lord Nelson	Club contact
Paul Cashmore	Fillongley FC	Club contact
Anne Turner	Haunchwood Sports Junior FC	Club contact
Ben Cooke	Bear & Rugged Staff FC	Club contact
Richard Green	Hurley United FC	Club contact
David Wood	Dosthill Cosmopolitan Sunday FC	Club contact
Matthew Farmer	Wood End FC	Club contact
Jayne Sheppard	Grendon Blades FC	Club contact
David Brassington	Arley Miners (Scream Entertainments) FC	Club contact
John Griffiths	Coleshill Green Man FC	Club contact
Graham Colin	Wood End Tigers JFC	Club contact
Neil Hughes	Coleshill United FC	Club contact
Darren Washbourne	Coleshill United FC	Club contact
Lee Lloyd	Coleshill United FC	Club contact
Ken Jones	Dosthill Colts FC	Club contact
Roy Robinson	Hartshill FC	Club contact
Ian Brookes	Hurley Kings FC	Club contact
Kevin Blount	Polesworth Swifts	Club contact
Simon Marston-Revill	Ridge Lane FC	Club contact
Brian Ayres	Ansley Cricket Club	Club contact
Nick Cameron	Atherstone Rugby Football Club	Mini's & Juniors
Andy Stubbs	Atherstone Rugby Football Club	Club contact
Peter Holmes	Old Saltleians RFC	Club contact
Malcolm Jackson	Keresley Rugby Club	Club contact
Ed McCabe	Warwickshire Cricket Board	(Facilities and audit) Club Development Manager,

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Name	Organisation	Designation
Ross Baxter	RFU	Funding and Facilities Manager (Midlands)
Natalie Justice	Birmingham FA	County Development Manager -
Hannah Buckley	Birmingham FA	West Midlands Regional Facilities Manager
Simon Marston-Revill	Warwickshire County Schools FA	Vice Chairman/General Secretary
Ron Beard	North Midlands Bowling Association	League contact
Bob Harrigan	North Midlands Bowling Association	League contact
Tony Gittins (sec)	Ambassador Evesham Football League	League contact
Wally Hedgley ()	Central Warwickshire Youth League	Secretary
Mrs T Sayers-Day	Mid Warwickshire Boys Football League	League contact
Richard Dean	Nuneaton & Bedworth Minor League	League contact
Mrs Lesley Johnson	Tamworth Junior League	Secretary
Sheila Scott	Tamworth Junior League	League contact
Mrs Linda Cusack	Tamworth Junior League	League contact
Ian Luckett	Coventry Alliance League	League contact
Bob Waters	Nuneaton & Sunday District Football League	Secretary
Wayne Hewins	Tamworth & District Sunday Football League	Secretary
Paul Bliss	Nuneaton & Sunday District Football League	Fixtures Secretary
Mr B Cheetham	Atherstone Grove Miners Welfare Trust Bowling Club	Club contact
Glennis Collett	Corley Bowling Club	Club contact
Joseph Baker	Thistle Bowls Club	Club contact
Bev Johncock	Austrey & Newton Regis Junior Cricket Club	Club contact
Ian Marley	Water Orton Cricket Club	Club contact
Brian Adams	North Warwickshire Cricket Club	Club contact
Ken Kniveton	North Warwickshire Cricket Club	Club contact
Mr N Wardle	Atherstone Conservatives Bowling Club	Club contact
Sultan Mahmood	Pak Shaheen CC	Club contact
Wendy Harvey	Austrey C of E Primary	Receptionist
Unknown	Bournebrook Primary	School contact
Diane Smith	Dordon Community Primary	School contact
Unknown	Nursery Hill Primary	School contact
Unknown	Racemeadow Primary	School contact
Unknown	Shustoke Primary School	School contact
Unknown	St Benedicts Catholic Primary School	School contact
Unknown	St Edwards Primary School	School contact
Claire Parker	Warton Nethersole Primary School	School contact

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Name	Organisation	Designation
Jackie Bates	Water Orton Primary School	School contact
Unknown	Woodside Primary	School contact
Unknown	Woodlands School	School contact
Unknown	Herbert Fowler Junior School	School contact
Unknown	Michael Drayton Junior School	School contact
Unknown	Birchwood Primary	School contact
Unknown	Wood End Primary	School contact

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Appendix 2: Towards a Level Playing Field outdoor sports facility proformas

Non Technical Visual Quality Assessment - Individual Pitch Assessment

KKP Site reference		Site Name			
Number of pitches		Pitch ID(s)		Pitch Type	
Community Use?					

Pitch Issues:

Background information:

Number of games played on pitch each season	
Number of games cancelled due to unfitness of pitch (excluding frozen pitches)	
% of games cancelled per season	

Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)

Element	Rating					Guidance notes	Comments
About the winter pitch/cricket field							
Grass cover - entire pitch / cricket field	>94%	85-94%	70-84%	60-69%	<60%	Where, 90%+ grass cover should be given 'Excellent'; less than 60% should be considered 'very poor'	
Length of grass	Excellent	Good	Poor	Very Poor		The ideal length of grass will vary between sports	
Size of pitch / cricket field	Yes - fully		No - but adequate	No - not adequate		Does it meet the NGB standard? See pitch sizes tab for dimensions	
Adequate safety margins	Yes - fully		No - but adequate	No - not adequate		Does it meet the NGB standard? See pitch sizes tab for dimensions	
Slope of pitch / cricket outfield (gradient and cross fall)	Flat	Slight	Gentle	Moderate	Severe	Cricket wickets should be flat.	
Evenness of pitch / cricket field	Excellent	Good	Poor	Very Poor		Where field is completely level = 'Excellent'	
Problem Areas: Evidence of Dog fouling	None		Yes - some	Yes - lots		If no evidence, assume none. May wish to refer to user survey	
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some	Yes - lots		If no evidence, assume none. May wish to refer to user survey	
Problem Areas: Evidence of Unofficial use	None		Yes - some	Yes - lots		eg informal, casual use, unbooked use, kids kickabout etc. If no evidence, assume none. May wish to refer to user survey	
Problem Areas: Evidence of Damage to surface	None		Yes - some	Yes - lots		eg golf divots, car-parking on field etc. If no evidence, assume none. May wish to refer to user survey	
Training ; Estimated number of hours per week in season	0	1 to 2 hrs	2 to 4 hrs	4+		Training which takes place on the pitch area	
Changing Accomodation							
Changing Accomodation	Yes			No		Is the pitch served by changing facilities	
About the equipment/ wicket...							
Winter Sports Only- Goal Posts - quality	Excellent	Good	Poor	Very Poor		Upright, straight, painted, for football, goals are there safe net hooks at both ends. If posts are dismantled after game, or are removable goals, assume Excellent.	
Cricket Only - Is the wicket protected when not used	Yes		No			Is the wicket protected when not in use - can be roped off or covered.	
Line markings - quality	Excellent	Good	Poor	Very Poor		eg. Have they been painted recently; are lines straight and clear etc	
Training area	Yes		No			eg nets/ goals/ grids off main body of pitch	

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Non Technical Visual Quality Assessment - Changing Accomodation

KKP Site reference

Site Name:

Changing Accom Name

Assessment undertaken by:

Date of Assessment:

Capacity of changing rooms; (Number of teams that can change at any one time in the facility)

Changing Accomodation Issues:

Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)

Element	Rating									Guidance notes	Comments		
About the Changing Accomodation													
Overall Quality	Excellent	Good	Average	Poor	No changing							Perceived quality of changing accommodationDoes it look well maintained, clean, safe etc	
Evidence of vandalism	None	Yes - some			Yes - lots							Damage to pavillion, graffiti, broken glass etc	
Showers	Yes - Good	Yes - OK	Yes -poor		No							Are there showers facilities, what is their quality (if known)	
Toilets	Yes - Good	Yes - OK	Yes -poor		No							Are there toilets - what is their condition (if known)	
Parking	Good		OK			Poor						Is there enough for circa 20 cars, bays marked out etc	
Links to public transort	Good		OK			Poor/non						Is the site close to public transport links, proximity to bus stop, train station, hubs.	
Security	Good		OK			Poor						Does the accomodation look secure - secure doors/windows, evidence of breakins (may get info from User Surveys)	
Segregated changing	Yes			No									accomodation be used by both male and female teams at same time

NORTH WARWICKSHIRE BOROUGH COUNCIL

OUTDOOR SPORTS ASSESSMENT

Appendix 3: Key characteristics of Sport England Segmentations

Group description	Key Characteristics	Sports that appeal to the segment
Ben	The most active type across the population. Team sports are particularly popular, along with other high intensity activities such as lifting weights at the gym or competitive court games. Motivations include improving performance and training for competition. Being less busy, having people to go with and better playing facilities would encourage participation, though those that don't do sport are mainly just not interested	Rugby, Cricket, Squash, Climbing, Windsurfing, Gym, Tennis, Football
Jamie	Second highest participation rate of all the types; enjoy watching and playing team sports, especially football. combat sports, social activities and weight training would be appealing but fitness classes are not. Motivations for participation include improving performance and being with mates. Better sporting facilities locally would encourage this type. People to do exercise with and finding time may be barriers	Football, Basketball, Martial Arts, Weight training, Boxing, Badminton.
Chloe	An active type that primarily enjoys exercise classes that they can go to with friends. Swimming is popular, as is going to the gym, but combat sports do not appeal. Primary motivation is to lose weight and keep fit. Tend to exercise with people. They would exercise more if they had more free time, people to go with, or facilities were open longer	Body Combat, Netball, Swimming, Pilates, Gym, Running, Tennis, Aqua Aerobics.
Leanne	The least active type within the population, but still participates to some extent. Social activities, swimming and keep fit classes are popular. Unlikely to be a member of a club. Motivations include losing weight and to take children. Would exercise more if there was help with childcare, longer opening hours and cheaper admission.	Swimming, Gym, Aerobics, Ice Skating, Dance Exercise, Walking.
Helena	Very active type particularly enjoys keep-fit, and gym related activities; winter sports and swimming are also popular. Team games or social activities are less appealing. Motivations include losing weight, keeping fit and improving performance. Would exercise more if places had longer opening hours, if she had people to go with or if she was less busy	Gym, Skiing, Road Running, Tai Chi, Dance Exercise, Body Pump, Horse Riding, Yoga.
Tim	Likely to have private gym membership, and compete in some sports. Motivations include improving performance, keeping fit and meeting friends. He also just enjoys doing sport. Busy lives are a barrier to doing more.	Canoeing, Skiing, Cricket, Golf, Cycling, Squash, Football,
Alison	Main motivations for participation include taking children, losing weight and keeping fit. Being less busy, help with childcare and better facilities would encourage Alison to do more. Those who do not participate find it difficult to find time	Swimming, Tennis, Badminton, Cycling, Aerobics, Horse-riding, Pilates, Exercise bike
Jackie	Likely to have public rather than private gym membership, if any. May take children ice skating, bowling or roller skating. Main motivations are to take children or lose weight. For those who do no sport finding time is difficult, or they are just not interested. Help with childcare and cheaper admission would encourage more participation	Swimming, Walking, Dance Exercise, Aqua Aerobics, Body Pump, Ice Skating (with children)

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Group description	Key Characteristics	Sports that appeal to the segment
Kev	Likely to be part of a social club which has some form of physical recreation. He is motivated to train and to meet friends. Better facilities and cheaper admission may encourage more participation.	Football, Karate, Weight training, Boxing, Rugby, Fishing, Pool, Cricket
Paula	Least active type within Group. Unlikely to be a member of a fitness or sports club, though may occasionally pay for an exercise class. Motivations possibly include to lose weight or to accompany children. Improved transport, help with childcare and cheaper admission would encourage greater participation, although there is general disinterest	Swimming, Aerobics, Utility Walking, Ice Skating.
Philip	Enjoys participating in a number of activities; likely to be a member of fitness/sports clubs. Motivated by meeting friends, taking the children, improving performance and enjoyment. Help with childcare may encourage this type to participate more although lack of time is a significant factor.	Sailing, Gym, Football, Jogging, Badminton, Golf, Cycling, Cricket
Elaine	Likely to be a member of a health or fitness club. May have received tuition in an activity. Motivations include keeping fit, losing weight and to help with injury. Longer opening hours, having more time and people to go with would encourage more participation. Those that don't participate are just not that interested	Swimming, Yoga, Walking, Horse riding, Aqua Aerobics, Gym.
Roger and Joy	Participate one/two times a week; enjoy low impact activities and are likely to be a member of a sports club. Their motivations include keeping fit, to help with injury and because they generally enjoy sport. Better facilities and improved transport may encourage greater participation.	Swimming, Sailing, Aqua-Aerobics, Walking, Golf, Shooting, Bowls, Fishing
Brenda	Some participation. Likely to be without a car and she walks, rather than cycles, to get to places. Enjoys swimming and keep fit classes. Unlikely to be a member of a sports club. Main motivation is to lose weight. Also may take grandchildren to organised classes. Longer opening hours and cheaper admissions would encourage those wanting to do more. Those with grandchildren would benefit from help with childcare. Many just aren't interested in participating in sport	Swimming, Aerobics, Utility Walking, Step Machine, Dance Exercise, Keep fit.
Terry	Some participation, but focused on lower intensity sports that can accommodate health problems and low income. Main motivations for participation are to help with injury and to meet friends. People to go with would encourage this type to do more, whilst those who don't participate particularly struggle with their health. May be a member of a social club that does physical recreation, but very unlikely to be a health or fitness club member	Shooting, Snooker, Pool, Utility Cycling Utility Walking.
Norma	Lowest participation of the Group, mainly enjoying walking and other low intensity activities. Younger members of this Type may participate in keep fit classes or swimming. Main motivation for participation is help with injury or disability, but this is also the most inhibiting factor. Many of this type do very little or no sport. Cheaper admissions and people to accompany them might encourage this group to do more	Walking, Keep Fit, Swimming, Aqua Aerobics
Ralph and Phyllis	Highest participation of the Group; enjoy a variety of activities and are likely to be members of sports and social clubs. Main motivation for participation is to meet with friends, improve performance, and keep fit, but also because they enjoy it. Better transport and people to go with would encourage participation	Bowls, Snooker, Golf, Walking, Tennis, Fishing, Table Tennis, Swimming.

NORTH WARWICKSHIRE BOROUGH COUNCIL OUTDOOR SPORTS ASSESSMENT

Group description	Key Characteristics	Sports that appeal to the segment
Frank	Enjoys both individual and social activities but participates less than his peers. Likely to be part of a sports or social club that does physical recreation and his main motivation is to meet friends and because they just enjoy it. Improved transport and cheaper accommodation would encourage more participation.	Bowls, Snooker, Golf, Walking, Darts, Fishing, Pool, Swimming
Elsie and Arnold	Have the lowest participation rates of the 19 segments. Poor health and disability are major inhibitors. Participation occurs mainly in low intensity activities. Safer neighbourhoods or people to go with would encourage participation. Organised, low-impact, low intensity events would be welcomed.	Walking, Bowls Dancing, Low-impact exercises.



NORTH WARWICKSHIRE DRAFT PLAYING PITCH STRATEGY

MAY 2010

Integrity, Innovation, Inspiration

1-2 Frecheville Court ◀ off Knowsley Street ◀ Bury BL9 0UF
T 0161 764 7040 ◀ F 0161 764 7490 ◀ E mail@kcp.co.uk ◀ www.kcp.co.uk



Quality assurance	Name	Date
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NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

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NORTH WARWICKSHIRE BOROUGH COUNCIL

PLAYING PITCH STRATEGY

PART 1: INTRODUCTION

This is the Playing Pitch Strategy commissioned by North Warwickshire Borough Council (NWBC). It provides a clear, strategic framework for the maintenance and improvement of existing playing pitches, outdoor sports facilities and ancillary facilities between 2010 and 2021. This Strategy will be capable of:

- ◀ Providing a clear investment strategy for outdoor sports facility provision within the local authority area.
- ◀ Providing a clear framework for all outdoor sports facility providers, including the public, private and third sectors.
- ◀ Clearly addressing the needs of all identified sports within the local area, picking up particular local demand issues.
- ◀ Addressing issues of population growth, and or major growth/regeneration areas up to 2021.
- ◀ Addressing issues of cross boundary provision.
- ◀ Addressing issues of accessibility, quality and management with regard to facility provision.
- ◀ Standing up to scrutiny at a public inquiry as a robust study.
- ◀ Providing realistic aspirations which are implementable within the local authority's budgetary position and procurement regime.

The Strategy has been developed from research and analysis of playing pitch and outdoor sports facility provision and usage within the Borough and it provides:

- ◀ A strategic framework for improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch and outdoor sports facility stock in the Borough.
- ◀ A strategic vision for the future improvement and prioritisation of playing pitch and outdoor sports facilities (including ancillary facilities) in North Warwickshire.
- ◀ Robust evidence to support work on the North Warwickshire Local Development Framework.

The Strategy recommends a number of priority projects for the Borough, which should be implemented from 2010 to 2021. It should be recognised that the Strategy is outlined to provide a framework and, although resources may not currently be in place to implement it, partners and possible sources of external funding have been identified. There is a need to build key partnerships with schools, community clubs, town and parish councils and private landowners to maintain and improve playing pitch and outdoor sports facility provision. In these instances the potential for the Council to take a strategic lead is more limited (except in terms of Section 106 Agreements). This document provides clarity about the way forward, and allows the Council to focus on key issues that it can directly influence and achieve.

NORTH WARWICKSHIRE BOROUGH COUNCIL

PLAYING PITCH STRATEGY

National context

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

Sport England Strategy

Sport England has recently clarified its primary role; to grow, sustain and excel participation in community sport. Its ambition is to get more people playing and enjoying sport and to help those with talent get to the very top. It seeks to achieve this through working closely with national governing bodies of sport and building strong partnerships with local authorities.

The strategy commits Sport England to deliver on a series of demanding targets by 2012/13:

- ◀ One million people doing more sport.
- ◀ A 25% reduction in the number of 16-18 year olds who drop out of five key sports.
- ◀ Improved talent development systems in at least 25 sports.
- ◀ A measurable increase in people's satisfaction with their experience.
- ◀ A major contribution to the delivery of the five hour sports offer for children and young people.

Game Plan

Game Plan is the Government's strategy for sport and physical activity through to 2020. It was published in December 2002 and presents a vision for England to become the most active and successful sporting nation in the world. It sets an ambitious target of encouraging 70% of the UK's population to lead an active life by 2020 and for Sport England to increase participation 1% year on year.

A key premise of Game Plan is that participation levels need to be raised for the whole population, but that interventions should focus upon economically disadvantaged groups and within those, especially on young people, women and older people. For young people, a linked aim is to develop 'physical literacy' (i.e., ability across a range of skills). It also identifies the relevance and the importance of locally available facilities.

Playing to Win

'Playing to Win' is the Government's plan to get more people taking up sport simply for the love of sport; to expand the pool of talented English sportsmen and women; and to break records, win medals and win tournaments for this country.

The vision is to give more people of all ages the opportunity to participate in high quality competitive sport. To deliver this vision, there is a need to develop an integrated and sustainable sporting system which will nurture and develop sporting talent, underpinned by a high quality club and competition structure.

NORTH WARWICKSHIRE BOROUGH COUNCIL

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PART 2: SUMMARY OF ISSUES FROM ASSESSMENT REPORT

This section summarises the key issues identified in the Assessment Report. The Strategy has been developed in recognition of the consultation findings whilst drawing upon a core series of objectives which should be applied across the board and should not be attributed to any one particular type of facility.

Football

- ◀ There are 63 football pitches available for community use in North Warwickshire, accommodating 154 teams (including senior, junior and mini). In addition, there are c16 pitches not currently available for community use, the majority of which are on school sites.
- ◀ Consultation strongly suggests that there is a current shortfall of junior and mini pitches. This is further reflected in the supply and demand analysis, which highlights an oversupply of senior football pitches but a shortfall of junior and mini pitches. The overall deficit of junior and mini pitches is most pronounced in the Area Forum North area. This is likely to be due to the number of sites suffering from overplay, and the large number of junior teams in the area which use senior pitches in the area.
- ◀ In total, 12 sites are said to be overplayed (comprising 13 senior, one junior and three mini pitches), to an equivalent of 11 matches per week across the Borough.
- ◀ Specifically, Polesworth Station Road, North Warwickshire Sports & Social Club and Newton Regis Playing Fields have the greatest levels of overplay. Most overplay is attributed to junior teams being assigned to a particular site and that particular site not containing formal marked out pitches of that size.
- ◀ Consultation suggests that there is an increasing need for investment in ancillary facilities. The majority of users commented on poor quality changing facilities across the Borough. Clubs identify that a lack of good quality changing is a concern in terms of attracting junior players and retaining adult players.
- ◀ There is also a lack of changing facilities across the Borough, in particular regarding the lack of separate changing areas for males and females, which could in the future, inhibit the growth of junior/mini football.
- ◀ Six clubs express latent demand: this equates to an additional requirement of one and a half senior and six and a half junior pitches.

Cricket

- ◀ There are 14 cricket pitches available for community use in North Warwickshire, accommodating 103 teams (including senior and junior). In addition, there are two school pitches which are not currently available for community use.
- ◀ It would appear that through analysis of play, a large number of pitches are currently operating beyond capacity due to the large number of junior and senior teams in the area.
- ◀ The audit of pitches identifies a total of 16 senior cricket pitches, of which 14 were found to be good quality. Queen Elizabeth School is assessed as poor quality.
- ◀ Users generally highlight cricket pitch quality in the Borough to be good. However, a small number of clubs suggest litter and evidence of dog fouling can be an issue.
- ◀ A number of clubs in the Borough have access to training nets at their homeground. Clubs tend to access indoor provision at the Midlands Cricket Centre, Nuneaton. Although this site is located outside of the assessment area, this is considered by WCB, to be within an acceptable distance to travel.

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- ◀ Latent demand is expressed by three clubs; Water Orton, Coleshill and Atherstone Town which equates to the need for an additional 2.5 cricket pitches.
- ◀ The supply and demand analysis highlights a deficiency in cricket pitch provision at peak time (midweek) in all areas.
- ◀ The high levels of pitch deficiency expressed can be explained, in part, by the large number of junior teams allocated to cricket pitches in North Warwickshire. Future deficiency is still predicted, however, this could be slightly reduced by increasing access to education sites.
- ◀ There will still be a need to seek additional pitches to accommodate predicted future growth and the likely need for some clubs to have access to second pitches (some of which is expressed through the latent demand).

Rugby

- ◀ There are 11 pitches in North Warwickshire and four clubs are active in the area and play on pitches provided at privately owned sports clubs, and by lease/rental agreement, in the larger settlements within North Warwickshire
- ◀ There are no dedicated junior or mini rugby pitches provided in North Warwickshire. Juniors/minis tend to play either across senior pitches or on areas marked out with cones. This creates significant overplay, as in order to account for junior/mini teams, they are allocated to the site.
- ◀ The ownership and maintenance varies between the Clubs and there are some issues due to ground sharing and seasonal cross over with cricket
- ◀ In general, clubs in North Warwickshire report that membership levels have either increased, or stayed the same.
- ◀ Three sites are currently being played beyond their capacity: Royal Meadow Drive (KKP ref 23), Spartans RFC (KKP ref 35) and Old Saltleians RFC (KKP ref 38), which will be detrimentally affecting the quality of the site.
- ◀ There is anticipated to be a surplus of senior pitches in North Warwickshire, but a deficiency in both junior and mini pitches. The deficit of junior and mini pitches can be equated for in the surplus of senior pitches, as the majority of juniors will be playing on senior sized pitches.

Bowls

- ◀ There are 10 bowling greens, six flat lawn and four crown, accommodating a total of 55 teams.
- ◀ NWBC own one site; Abbey Green Park in Polesworth. The remaining greens are either privately owned or leased.
- ◀ Clubs generally do not believe that increasing the number of bowling greens in the area would increase club membership. However, users report demand for additional provision in Atherstone to accommodate latent demand.
- ◀ Site assessments scored sites as either good or excellent. No sites received a poor score. However, Baddesley Colliery, report its home green is of slightly poorer quality since last season.
- ◀ Analysis of club membership indicates that nearly half of clubs report senior membership has remained static over the last three years. Clubs that are seeking to increase membership suggest any increase can be accommodated on existing provision.

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Tennis

- ◀ There are 30 tennis courts in North Warwickshire and five tennis clubs. The level of provision and size varies between each club and site.
- ◀ Coleshill TC specifies demand for an additional court. There is also some opportunity, if required, to floodlight courts to create additional capacity at Water Orton and Curdworth tennis clubs in the future.
- ◀ Although public provision is generally underused for casual use, it is recommended this type of provision forms an intrinsic feature to many public recreation grounds and provides opportunities for casual participation, which may otherwise not be captured.
- ◀ Public courts in the area are also used for football training, resulting in the quality of provision to be reduced and them seldom available for casual tennis.

Hockey

- ◀ There are no full size synthetic turf pitches (STPs) in North Warwickshire. There is one grass hockey pitch located at Queen Elizabeth School, Atherstone (QE).
- ◀ Atherstone Adders Hockey Club is the only hockey club in the Borough. It plays its matches at William Bradford Community College, Leicester and trains at Belgrave High School, Tamworth (both sites are located outside the local authority area).
- ◀ There is no schools hockey league at present in the Borough. It is likely that the provision of a STP will help to raise the profile of the Sport within local schools and enable a schools hockey league. The provision of a STP at Queen Elizabeth School will satisfy levels of current demand in the Borough.
- ◀ The provision of a STP at Queen Elizabeth School will satisfy levels of demand. It is anticipated that it will be primarily used by Atherstone Adders Hockey Club and the School.

Education

- ◀ There are 36 playing pitches (including all types), 24 tennis courts and 10 netball courts at schools in North Warwickshire.
- ◀ Community use varies according to individual school circumstance
- ◀ In the majority of instances, where pitches are available and in use, access to school changing accommodation is limited or non-existent.
- ◀ Quality of changing provision at secondary schools is generally of old stock and in need of modernisation.
- ◀ The quality and quantity of sports facilities (pitch and non pitch) at school sites varies across the Borough.

PART 3: A STRATEGIC FRAMEWORK FOR FACILITY IMPROVEMENTS

Introduction

The following section provides a framework for NWBC and its partners to maintain and improve the playing pitch and outdoor sports facilities across the Borough. The overall vision in North Warwickshire is to achieve an increase in participation in sport and physical activity in line with regional and national targets and aspirations. In order to achieve this, it is vital that the Strategy, emerging from the Assessment Report, provides all stakeholders in the Borough with an opportunity to deal with the issues inside a clear, yet achievable, framework.

The Strategy will also respond to other drivers including the Sustainable Community Strategy, sports development objectives and as appropriate, Building Schools for the Future.

Vision

The proposed vision for playing pitches and outdoor sports facilities (including ancillary facilities) in North Warwickshire is that:

‘By 2021 North Warwickshire will have a range of high quality outdoor sports facilities across the Borough which offer increased opportunities for all to participate in both formal and informal sport, thereby enhancing the quality of life and health of its residents and communities.’

The vision takes account of and draws upon the Council’s corporate priorities (09/10) with the aim “of the Council being recognised for providing high quality services to its communities, through listening, learning and leading with openness.”

The Council states seven corporate priorities in working to achieve its aim:

- ◀ Enhancing community involvement and access to services.
- ◀ Improving housing in the Borough by delivering more affordable housing and achieving the Decent Homes Standard for our own stock.
- ◀ Protecting and improving our environment.
- ◀ Defending and improving our countryside and rural heritage.
- ◀ Tackling health inequalities through improving well-being and providing leisure opportunities to all our citizens.
- ◀ Working with our partners to tackle crime, the fear of crime and anti-social behaviour.
- ◀ Making best use of resources through achieving a balanced budget and developing our workforce.

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The Sustainable Community Strategy is the over-arching framework for all key services in the Borough covering the period 2009 to 2026. The Strategy has been developed in close collaboration with the emerging Local Development Framework (Core Strategy) which will guide future land use and spatial planning in the area and other key strategies such as housing, community safety, health, economic and cultural strategies. Therefore, it is important that this Strategy also recognises the vision of the Sustainable Community Strategy which aims for North Warwickshire to be:

'A place where people want to live, work and visit, now and in the future, which meets the diverse needs of existing and future residents, is sensitive to the local environment, and contributes to a high quality of life. A place which is safe and inclusive, well planned, built and run, and offers equality of opportunity and good services for all'

It also sets out three key priorities for improving the overall quality of life in North Warwickshire from 2009 to 2021. These are:

- ◀ Raising aspirations, educational attainment and skills.
- ◀ Developing healthier communities.
- ◀ Improving access to services.

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PART 4: OBJECTIVES

The following objectives have been developed via the combination of information gathered during consultation, site visits and evaluation. They reflect key areas to be addressed over its lifetime. However, implementation must be considered in the context of financial implications and the need for some proposals to also meet planning considerations.

The proposed vision is based upon a clear, achievable framework of strategic objectives (within boxed text which should be adopted as policy) which will be supported by a range of management objectives (set out below the strategic objective). The management objectives will need to be implemented to enable the strategic objectives to be delivered.

STRATEGIC OBJECTIVE 1

To address quantitative deficiencies (current, future and latent) and plan for new provision (as and where required).

Management objectives

- a. Adopt minimum levels of provision for each area which are accessible and sustainable and are commensurate with supporting future demand.
- b. Rectify identified deficiencies in provision through improvements to the current pitch stock and ancillary facilities. For example, consider a programme of re-designating a proportion of the surplus adult pitches for other sports with an identified shortfall (e.g. junior football and mini-soccer), where another solution has not been identified (i.e. access to additional provision).
- c. Increase the capacity of sites through either redirecting play to sites with spare capacity or by increasing pitch quality.
- d. Use the findings of the Strategy to provide an evidence base for the Local Development Framework to secure new provision from new development in the Borough.

STRATEGIC OBJECTIVE 2

To address qualitative deficiencies and enhance existing provision to support high levels of participation (within a prioritised provision hierarchy).

Management objectives

- e. Rectify identified qualitative inadequacies through prioritised improvements to the current pitch stock and ancillary facilities.
- f. Adopt a Borough wide quality standard.
- g. Adopt a tiered hierarchy of provision to prioritise the management and improvement of facilities within a phased approach and include ancillary facilities such as changing accommodation and car parking.
- h. Secure developer contributions wherever possible to improve the quality of existing outdoor playing fields in the Borough. Establish an approach to securing developer contributions which prioritises projects according to a range of core criteria (e.g. strategic need, sports development objectives, sustainability of provision and work with target groups).
- i. Regularly review and refresh area by area plans taking account of any improvements in pitch quality (and hence increases in pitch capacity).

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STRATEGIC OBJECTIVE 3

To maximise access to all outdoor facilities across the Borough.

Management objectives

- j. Work in partnership with local schools to maintain, improve and ensure effective community use of school facilities.
- k. Secure long term tenure and access to sites across the Borough for high quality, development minded clubs (i.e. Clubmark/Charter Standard Status), through lease arrangements.

STRATEGIC OBJECTIVE 4

To support the development of local sports clubs to meet their needs within the Borough.

Management objectives

- l. Support high levels of participation at clubs which contribute to the achievement of sports development objectives.
- m. Work with local clubs which have achieved quality accreditation to, where relevant, identify and secure facility improvements, appropriate sites for new facility development and funding opportunities.

PART 5: FRAMEWORK FOR IMPROVEMENTS

This section of the Strategy provides (where relevant) guidance and recommendations which will enable NWBC and its partners to implement the specific management objectives detailed above.

Management objective (a) *Adopt minimum levels of provision for each area which are accessible and sustainable and are commensurate to supporting future demand.*

In order to achieve the management objectives set out within the strategic objectives, it is vital that NWBC has a clear understanding of the surpluses and deficiencies on an area by area basis both now and in the future.

Deficiencies in the supply of playing pitches are expressed in a variety of circumstances, which include:

- ◀ An overall shortage of pitches.
- ◀ And/or when existing pitch(es) cannot accommodate existing demand, particularly at peak periods.
- ◀ As a result of poor quality facilities which do not offer sufficient capacity.

It is important that some surpluses (i.e. spare capacity) are built into the pitch provision, and indeed all outdoor sports facilities across the Borough, as an integral aspect of allowing rest and rotation of pitches and also ensuring that pitches are available for training purposes as well as to support informal play.

Recommendations identify the need for additional provision, by analysis area, as identified through the Playing Pitch Model for the future (2021). It is important that the recommendations for pitches are placed within the wider context of demand and housing development and consider facility development which may be feasible in the long-term, as well as where the latent demand/pressure for additional pitches both now and in the future has been identified. The identified deficiencies can be addressed through a range of actions including improvements to the current pitch stock and re-aligning a proportion of the existing pitch stock i.e. changing some senior pitches to junior pitches. Demand for junior provision should be updated in three years (i.e. 2013) to further quantify it in terms of provision required. It is important that the Strategy also recognises the long term need for senior pitches as juniors progress into senior football, cricket and rugby.

Identified surpluses and deficiencies must be considered within the context of other findings within the report including:

- ◀ Variable community use of school pitches which can contribute to the overall pitches stock.
- ◀ The number of sites which are currently not operating at capacity.
- ◀ Sites which have fallen out of use.
- ◀ The potential to re-align the pitch stock i.e. surplus adult pitches could be re-marked as junior pitches. However it is important to note that adult pitches should not be lost completely and levels should also be maintained to support future requirements (i.e. as junior teams progress to adult football) and to ensure capacity at peak usage time is retained.

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To ensure that there is an element of future-proofing in-built into the Strategy future scenarios have been modelled based on population increases up to 2021. Whilst making accurate predictions is very difficult and demand can change with lifestyle changes and demographic changes vary significantly over a period as short as 11 years, the scenarios for the future show, with some certainty that the pressure on junior football and mini-soccer pitches, junior rugby and mini-rugby will increase.

It is also important, particularly in planning future provision that surpluses and deficiencies are understood on an area by area basis especially given the very different issues which face the areas. For example, in the rural areas provision tends to remain constant as there are fewer changes to the overall population, however, growth areas such as Atherstone are likely to experience significant housing growth and hence the pressure for new facilities in these areas is likely to be greater. Although the Council is a lead partner in pitch provision, it should support the needs of all sporting clubs and bodies to work together to make the recommendations of this strategy a reality.

The following tables provide a summary of the surpluses and deficiencies (for playing pitches) identified at present and the future levels in 2021. The supporting commentary suggests how such issues can be tackled.

East Forum

Pitch type	Key issues	Proposed action
Senior football	Surplus of 3 senior football pitches by 2021. Current overplay of one match per week. It is likely that there will be further adult football pitch pressures in this area as future TGRs predict the creation of one additional senior team.	At least two adult football pitches in this area should be retained to accommodate overplay identified at Snowhill Recreation Ground and future increase in teams.
Junior football	Deficiency of 3 junior football pitches by 2021.	The undersupply of junior football pitches could be met by increasing the use of various sites in the area which have spare capacity e.g. Queen Elizabeth School.
Mini-soccer	Deficiency of 3 mini football pitches by 2021.	The undersupply of mini football pitches could be met through the re-designation of one senior football pitch.
Cricket	Deficiency of 2.5 pitches by 2021. The deficiency is brought about by the high number of teams playing within the analysis area.	It is vital that current sites are protected. The undersupply of pitches should be rectified through a range of methods including increasing community use of school sites.
Rugby	Slight surplus of adult pitches (0.9) can be accounted for in slight deficiency of junior pitches (0.5).	In the long-term it is likely that additional pitches will be needed to accommodate any increase in demand at Atherston RFC. There is room to accommodate additional pitches at Royal Meadow Drive and NWBC should support any development plans.

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North Forum

Pitch type	Key issues	Proposed action
Senior football	<p>Surplus of 6.5 senior football pitches by 2021.</p> <p>Senior football is strong in the area and a number of sites are overplayed.</p>	<p>Increasing pitch quality in the area will help to reduce overplay.</p> <p>NWBC should seek to maintain this level of provision to allow for a strategic reserve of pitches for rest and recovery and for the fulfilment of latent demand.</p> <p>Re-designating some adult football pitches to junior and mini pitches will help to meet deficiencies.</p>
Junior football	<p>Deficiency of 10.6 junior pitches by 2021.</p> <p>There are a very significant number of junior teams in this analysis area that are playing on/across adult pitches.</p>	<p>It is vital that all current sites are protected from development.</p> <p>The undersupply of junior pitches should be rectified through a range of methods including:</p> <ul style="list-style-type: none"> • The conversion of senior pitches (not a holistic approach) into junior pitches. • Increased community use of school sites. • Long term consideration of establishing a new multi-pitch site to service the area.
Mini-soccer	<p>Deficiency of 6 mini pitches by 2021.</p> <p>There are a very significant number of mini teams in this analysis area that are playing on undesignated pitches.</p>	<p>It is vital that all current sites are protected from development.</p> <p>The undersupply of mini pitches should be rectified through a range of methods including:</p> <ul style="list-style-type: none"> • The conversion of senior pitches (not a holistic approach) into mini pitches. • Increased community use of school sites. • Long term consideration of establishing a new multi-pitch site to service the area.
Cricket	<p>Deficiency of 2.5 pitches by 2021.</p> <p>The deficiency is brought about by the high number of teams playing within the analysis area.</p>	<p>It is vital that current sites are protected.</p> <p>The undersupply of pitches should be rectified through a range of methods including increasing community use of school sites.</p>
Rugby	<p>There is no rugby currently being played in the area.</p>	<p>No action required.</p>

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South Forum

Pitch type	Key issues	Proposed action
Senior football	<p>Surplus of 4 senior football pitches by 2021.</p> <p>Current overplay of one match per week. However, there is spare capacity at a number of sites and play could be consolidated at local authority sites.</p> <p>Latent demand expressed for one senior pitch.</p>	<p>NWBC should seek to maintain some strategic reserve of pitches for rest and recovery and for the fulfilment of latent demand.</p> <p>Re-designating some adult pitches to juniors will help to meet deficiencies.</p> <p>It is important that there is management of use at over-played sites whereby play and training is distributed to under-played locations.</p>
Junior football	<p>Deficiency of 2.1 junior pitches by 2021.</p> <p>There are a number of junior teams in this analysis area that are playing on/across adult pitches.</p> <p>Latent demand expressed for one junior pitch further exacerbates deficiency.</p>	<p>It is vital that all current sites are protected from development.</p> <p>The undersupply of junior pitches should be rectified through a range of methods including:</p> <ul style="list-style-type: none"> • The conversion of senior pitches (not a holistic approach) into junior pitches. • Increased community use of school sites. • Long term consideration of establishing new pitches.
Mini-soccer	<p>There is a slight surplus of mini pitches in the area (1) due to spare capacity at pitches at Arley Sports Centre. Poor quality pitches and changing rooms inhibit further use of the site.</p>	<p>Development opportunities exist at Arley Sports Centre which should be supported by NWBC.</p>
Cricket	<p>Deficiency of 6.2 pitches by 2021.</p> <p>The deficiency is brought about by the high number of teams playing within the analysis area.</p> <p>Latent demand is also expressed by Coleshill CC for one pitch.</p>	<p>It is vital that current sites are protected.</p> <p>The undersupply of pitches should be rectified through a range of methods including:</p> <ul style="list-style-type: none"> • Increased community use of school sites. • Long term consideration of establishing new pitches. <p>Support proposals made by Coleshill CC in relation to pitch developments at Memorial Park in partnership with the Town Council.</p>
Rugby	<p>Slight surplus of adult pitches (1.9) can be accounted for in slight deficiency of junior pitches (1.1). However, there is still likely to be a shortfall of designated mini pitches (2.4).</p>	<p>NWBC should be supportive of any pitch development plans and encourage designation of junior and mini pitches in the area.</p>

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West Forum

Pitch type	Key issues	Proposed action
Senior football	Surplus of 5 senior pitches by 2021. Current overplay of 2.5 matches per week and a number of sites are played to capacity.	At least three adult football pitches in this area should be retained to accommodate overplay identified at Hurley Daw Mill and Hurley Primary School and future increase in teams.
Junior football	Deficiency of 3 junior pitches by 2021. There are a number of junior teams in this analysis area that are playing on/across adult pitches. Latent demand is expressed for two junior pitches.	It is vital that all current sites are protected from development. The slight undersupply of junior football pitches could be met by increasing the use of various sites in the area which have spare capacity e.g. Wood End Recreation Ground.
Mini-soccer	Deficiency of 3 mini pitches by 2021.	It is vital that all current sites are protected from development. The slight undersupply of mini football pitches could be met through the re-designation of one senior football pitch.
Cricket	Deficiency of 4 pitches by 2021. The deficiency is brought about by the high number of teams playing within the analysis area. Latent demand is also expressed by Water Orton CC for access to half a pitch.	It is vital that current sites are protected. The undersupply of pitches should be rectified through a range of methods including: <ul style="list-style-type: none"> • Increased community use of school sites. • Long term consideration of establishing new pitches.
Rugby	Slight surplus of adult pitches (1.8) to some extent can be accounted for the deficiency of junior pitches (4.8) and mini pitches (2.7). However, there is still likely to be a shortfall of designated junior/mini pitches (5.7).	NWBC should be supportive of any pitch development plans and encourage designated of junior and mini pitches in the area.

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Management objective (b) *Rectify identified deficiencies in provision through improvements to the current pitch stock and ancillary facilities. For example, consider a programme of re-designating a proportion of the surplus adult pitches for other sports with an identified shortfall (e.g. junior football and mini soccer), where another solution has not been identified (i.e. access to additional provision).*

NWBC and partners should rectify identified inadequacies and meet identified shortfalls as outlined in the Assessment Report through improvements to the current pitch stock and ancillary facilities. It is important that the levels of pitch provision are protected, maintained and enhanced to secure provision now and in the future.

Latent demand, national changes in sport participation and proposed housing growth should be recognised and factored into future facility planning. Assuming an increase occurs, it will obviously impact on the future need for certain types of sports facilities. Sports development work also approximates latent demand which cannot currently be quantified (i.e. it is not being suppressed by a lack of facilities) but is likely to occur. The table overleaf highlights the main development trends in each sport and their likely impact on facilities. However, it is important to note that these may be subject to change.

There is a significant level of demand identified for junior/mini football and rugby pitches. The Sport England Playing Pitch Model (PPM) used in the Assessment Report highlights an anticipated future surplus of senior football pitches. Whilst these predictions should not be used in isolation, they are in line with issues highlighted. However, this type of surplus is important to overall levels of provision in the context of using adult pitches to accommodate junior and mini-soccer as multifunctional pitches. Furthermore, surplus pitches allow some to be rested to protect overall pitch quality in the long term.

Table 5.1: Likely future sport-by-sport demand trends

Sport	Future development trend	Strategy impact
Football	There is significant cross boundary travel out of NW, particularly for training facilities due to a lack of provision in the area.	Work with clubs to identify facility development opportunities.
	There is a national decline in the traditional 11 aside game, which has prompted the FA to develop U18 and U21 football to ease the transition into the adult game.	This is likely to increase demand on existing facilities in the area (particularly senior pitches). Continually invest in the improvement of 'key Borough centres'.
Cricket	Clubs have strong and active senior and junior sections which access a range of facilities across the Borough.	Some clubs are likely to require access to second pitches to service growing junior and senior sections e.g. Coleshill CC.
Rugby	There are a number of clubs in the Borough (and in neighbouring areas) with facility development plans which aim to consolidate current provision.	Existing clubs are likely to field more teams in the future, and therefore have a demand for more pitches. It is important, therefore, to work with clubs to at least maintain the current pitch stock.

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Sport	Future development trend	Strategy impact
Hockey	Atherstone Adders Hockey Club is in current discussions regarding a move back into the Borough to use new provision at Queen Elizabeth School.	If the Club are able to play in North Warwickshire, this will increase hockey demand and participation in the area. The Club is also likely to develop juniors if based in the Borough.
Bowls	Membership remains constant.	Likely that any future increases will be accommodated on existing facilities.
Tennis	Whilst current demand is being met clubs note that junior membership levels are increasing.	Likely to be greater demand for facilities in the future. Increases in capacity could be achieved through floodlighting courts to provide additional hours.

Underutilised and indeed non-utilised pitches identified within this study could provide opportunities to add to the overall pitch stock in the Borough and accommodate both latent and potential future demand. The playing pitch databases include details of sites which appear to have fallen out of use but which have the capacity to contribute to the overall pitch stock in areas of high demand and include for example, Shustoke Playing Fields. Site inspections and any necessary remedial work should be carried out before allowing teams to use these sites.

Management objective (c) *Increase the capacity of sites through either redirecting play to sites with spare capacity or by increasing pitch quality.*

NWBC and partners should work to deliver improvements to pitch sites which are rated as average quality or below. This will assist in increasing the capacity of sites across the Borough. Those sites which require capacity improvements include those sites identified as poor quality in the Assessment Report.

Management objective (d) *To use the findings of the Strategy to provide an evidence base for the Local Development Framework to secure new provision from new housing development in the Borough.*

This is important as the assessment has provided the evidence base to justify protecting facilities to meet existing/future needs and therefore the development of appropriate policies through the LDF to secure protection, are required.

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Management objective (e) *Adopt a Borough wide quality standard.*

To support achievement of this objective NWBC should adopt the following quality standard for provision, to be achieved by 2021:

'All outdoor sports facilities should achieve a quality score of 70% and/or be rated as good quality'

This standard, based on an achievable target using existing quality scoring to provide a baseline, should be used to identify deficiencies and hence investment should be prioritised to those sites which fail to meet the proposed quality standard (using the site audit database, provided in electronic format). The policy approach to these outdoor recreation facilities achieving these standards should be to enhance quality and therefore the planning system should seek to protect them.

Good quality refers to facilities that have, for example, good grass cover, an even surface, are free from vandalism, litter etc, have access for disabled people and are supported by good quality ancillary facilities including changing accommodation, toilets and car parking. Please refer to the Sport England quality assessment carried out in the Assessment Audit.

Management objective (f) *Rectify identified qualitative inadequacies through prioritised improvements to the current pitch stock and ancillary facilities.*

It is vital that local clubs and organisations have access to the best facilities possible, both to accommodate current levels of participation and to stimulate new activity. These facilities must meet the minimum specification requirements set out by governing bodies of sport, leagues/competitions as well as (as far as possible) meet the aspirations of sports clubs in the Borough.

Pitch improvements

In order to improve the overall quality of the playing pitch stock, it is necessary to ensure that pitches are not overplayed beyond recommended weekly carrying capacity (Sport England suggests that a good pitch can accommodate two matches per week). This is determined by assessing pitch quality and allocating a weekly match limit to each. Sites played beyond capacity may require remedial action to help reduce this, for example at Polesworth Community Field and Hurley Daw Mill where pitches scored as average and are overplayed due to poor pitch quality. Whilst this works both ways in so much as poor pitch condition is a symptom of pitches being played overcapacity, potential improvements may make sites more attractive and therefore more popular. Hence creating a continuous cycle of overplay. There is a need to balance pitch improvements alongside the transfer of play to alternative pitch sites.

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Ancillary improvements

There are a number of rural sites in North Warwickshire which are not served by changing facilities. These sites, in effect, can be considered poor quality. Furthermore, there are also some key sites that have poor quality facilities. The lack of (or poor) quality facilities is not conducive to retaining existing players nor attracting new participants. Consultation suggests that it is one of the primary factors limiting participation.

Due to local authority budget constraints, it is clear that, across the life of this strategy, not all of those sites currently without changing facilities can be upgraded to have suitable changing facilities. Furthermore, in some locations the provision of changing accommodation is not economic or efficient. It is therefore important to prioritise those sites which, by upgrading the changing facilities, will have the greatest impact on the largest number (and variety) of teams. The following sites should therefore be considered short-term priorities for partners to upgrade the changing facilities:

Table 5.2: Short-term priority sites for changing facilities

Site	Current quality	Comments	Recommendation
Hartshill FC	-	Club requires access to higher quality, larger changing facilities with appropriate provision for referees.	Support development at Hartshill Snowhill Recreation Ground. This would enable the Club to continue progression through the league.
Mancetter Pavilion	Poor	Facility is currently without hot water and is not DDA compliant. Quality is also poor due to a lack of access for cleaning.	Discuss with users, such as White Lion FC, regarding higher level maintenance
Boot Hill Recreation Ground	Adequate	Facility is small and not DDA compliant, but is in reasonable condition.	Consider improving DDA access, where possible through installation of ramps etc.
Piccadilly Pavilion	Adequate	Split site with the community centre. The building suffers from vandalism and repairs have been costly. The running costs are also high.	Work with adjoining community centre to improve security, through lighting and fencing etc.
Polesworth Pavilion at Abbey Green	Poor	Facility is currently closed and there are no plans for NWBC to reopen the building. The building is c1960s and is likely to have asbestos and is not DDA compliant. The site also suffers from a high level of vandalism because of the isolated position.	Ensure that development of Abbey Green Park, through the proposed management plan, includes reinstatement or replacement of the pavilion as a community use venue to support Green Flag applications.
Fillongley Recreation	Adequate	Facility does not meet the requirements required for the Coventry Alliance League.	Support Fillongley FC in working to raise funds in order to improve changing accommodation.

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Site	Current quality	Comments	Recommendation
Royal Meadow Drive	-	There is no changing available. Teams have to use facilities at the nearby cricket club. This causes problems because provision is limited in size and segregation can be difficult at peak times. The cricket pavilion is also used by Atherstone RFC.	Support any future plans to improve/increase ancillary provision on site (none identified at present).
Kingsbury School	-	Kingsbury Rangers FC is a junior club affected by a lack of changing facilities available on site.	Work with the School to secure appropriate access to ancillary facilities for the Club.
Water Orton CC	Poor	If the Club had access to suitable changing provision in terms of size, quality and segregation it would provide additional teams.	Support any future plans to improve/increase ancillary provision on site (none identified at present).
Nether & Whitacre CC	Poor	If the Club had access to suitable changing provision in terms of size, quality and segregation it would provide additional teams.	Support any future plans to improve/increase ancillary provision on site (none identified at present).
Coleshill CC	Poor	If the Club had access to suitable changing provision in terms of size, quality and segregation it would provide additional teams.	Support any future plans to improve/increase ancillary provision on site (none identified at present).
General		A reporting system should be strictly adhered to in terms of quality of changing accommodation, in order to enforce clubs leaving facilities in a usable condition. Penalties could be introduced for repeat offenders.	

Management objective (g) *Adopt and apply a tiered hierarchy of provision to prioritise the management and improvement of facilities within a phased approach and include ancillary facilities such as changing accommodation and car parking.*

North Warwickshire has a number of 'key centres', which are sites that are considered to be the most popular (as they accommodate the greatest number of teams and are located in the areas of greatest need) and therefore need to be of a high standard in order that they can accommodate a sufficient number of matches per week.

This applies mainly to football pitch hire. However, NWBC should extend this provision model to recognise the supply and demand issues identified throughout the Assessment Report (i.e. current levels of overplay) and the investment necessary to improve all sites in the Borough based on current levels of usage. The identification of sites is based on their strategic importance in a Borough-wide context (i.e. they accommodate the majority of play). In addition to this, there are a number of sites which have been identified as accommodating both senior and junior matches, sometimes concurrently. Not only could such sites require a mixture of mini, junior and senior pitches, but they also require split-level ancillary facilities, in order to maximise their usage at all times.

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In the context of developing a tiered model approach to the management of sports facilities, North Warwickshire has a large number of multi-team junior clubs which place a great demand on the pitch stock across the Borough. Therefore, there are a number of sites which are still owned and maintained by the local authority or town/parish councils, but are actually booked by the clubs for the entire season. The sites are then recognised as the 'homeground' of the club. Such sites are fundamentally different from those which can be hired on a regular basis because they are, in effect, 'allocated' to a certain club and management responsibility, in terms of allocating teams to pitches, is transferred to the individual club.

Table 5.3: Proposed tiered site criteria

Tier A Key centres	Tier B Senior/junior sites	Tier C Club sites	Tier D Strategic reserve
Strategically placed in the Borough context.	Strategically placed in the local and Borough context.	Strategically placed in the local context.	Strategically placed in the local context.
Could accommodate more than five pitches/courts.	Could accommodate more than three pitches/courts.	Could accommodate more than one pitch/court.	Likely to be single-pitch/court sites with limited demand.
Can serve multiple sports.	Can be single sport provision.	Can be single sport provision.	Supports informal demand and/ or training etc.
Management control remains within the local authority.	Management control remains within the local authority.	Club either has a long-term lease on site, or hires the pitch for the entire season.	Held as strategic reserve.
Good quality ancillary facility on site, with sufficient changing rooms to serve the number of pitches.	Adequate changing to accommodate both senior and junior teams concurrently or which specifically serve one or the other.	Maintenance can be either by the club or remain with the local authority.	Maintenance should remain with the local authority or other management body i.e. parish council.

NWBC should work to apply the tiered model and ensure that there are at least two sites in each tier throughout the Borough.

Tier A sites are sites that have been identified as having Borough-wide significance. These are the identified 'key centres' and are often multi-pitch sites catering for more than one type of sport and on a weekly basis cater for a high level of play. They should be maintained to a high standard, although in some instances improvements in the quality of these pitches will relieve pressure on football pitches across the Borough and increase the capacity and adequacy of the pitch stock. The tier A sites in need of improvement are highlighted in the Assessment Report. However, it is recommended that tier A sites are continually improved in order to preserve their status as the key football sites in the Borough. As multi-pitch sites they should be able to accommodate all types of football concurrently, including male/female mixed mini-soccer, junior male/female 11-a-side football and senior male/female, as well as small-sided football if deemed appropriate (in the form of MUGAs etc.).

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As a consequence, the following recommendations relate to all tier A sites:

- ◀ All sites should have segregated changing facilities with suitable shower facilities.
- ◀ All sites should have dedicated changing facilities for junior, male and female teams that are of sufficient size and quality for the target user group. It is vital that the changing rooms should be totally secluded for a range of obvious reasons, including child protection issues.
- ◀ A mixture of senior, junior and mini-soccer pitches should be located on tier A sites to actively encourage a cross-section of teams to make use of the facilities. The types of pitches should be driven by local deficiencies in pitch types as highlighted in the Assessment Report.

It is therefore anticipated that a significant amount of the annual maintenance budget, and any available capital investment (Section 106 planning gain etc.) should be spent on such sites. Due to the recommendations highlighted above, any initial investment is considered to be at least a medium-term priority. Management control should remain with the local authority.

Tier B sites recognise the growing emphasis on dedicated football venues catering for both senior and junior (especially mini-soccer) matches. The conditions recommended for junior football are becoming more stringent as the issue of child protection becomes more prominent in society. This should be reflected in the provision of a unique tier of pitches for junior football solely that can ensure player safety, as well as being maintained more efficiently. At present, there are no dedicated junior and mini-soccer sites in the Borough. It is anticipated that both junior and mini-football matches will be played on these sites. Initial investment could be required in the short term.

Additionally, it is considered that some financial investment will be necessary to improve the ancillary facilities at tier A and B sites in order that they complement the pitches in terms of access, flexibility (i.e. single-sex changing if necessary) and quality and that they meet the rules and regulations of local competitions. They should be designated as medium priority for investment.

As previously referenced, tier C sites refer to those sites which are hired to clubs for a season, or are sites which have been leased on a long-term basis. The level of priority attached to them for Council-generated investment is relatively low and consideration should be given, on a site-by-site basis, to the feasibility of a club taking a long-term lease on the site, in order that external funding can be sought. It is possible that sites could be included in this tier which are not currently hired or leased to a club, but have the potential to be leased to a suitable club. Such sites will require some level of investment, either to the pitches or ancillary facilities, and it is anticipated that one of the conditions of offering a hire / lease is that the club would be in a position to source external funding to improve the facilities.

Tier D sites are those which are to be made available as strategic reserve which could be used for summer 'friendly' matches, training purposes or informally. They could be single-pitch sites with limited usage, or have no recognised current usage.

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Management objective (h) - *Secure developer contributions wherever possible to improve the quality of existing outdoor playing fields in the Borough. Establish an approach to securing developer contributions which prioritises projects according to a range of core criteria (e.g. strategic need, sports development objectives, sustainability of provision and work with target groups).*

It is important that this strategy informs policies and emerging supplementary planning documents by setting out the Council approach to securing sport and recreational facilities through new housing development. The guidance should form the basis for negotiation with developers to secure contributions for the provision of appropriate facilities and their long term maintenance. Section 106 contributions could also be used to improve the condition and maintenance regimes on the pitches. A number of management objectives should be implemented to enable the above to be delivered:

- ◀ Ensure that where sites are lost, through development or closure, that facilities of the same or improved standard are provided to meet the continued needs of residents.
- ◀ Where pitches are lost due to redevelopment, re-provision or a contribution for investment should be sought for elsewhere as appropriate in an accessible location.
- ◀ Planning consent should include appropriate conditions and/or be subject to 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.
- ◀ A 'central pot' for developer contributions across the Borough should be established to put towards playing pitch facility provision and maintenance, whilst recognising that contributions will need to be ring fenced for use within the area of the Borough that they originated.
- ◀ Where new pitches are provided, changing rooms should be located on site.

A full appraisal of the derivation of local standards and their application to Section 106 calculations are provided later in this report.

Table 5.4: Outdoor sport facility standards¹ on analysis area by area basis (ha per 1,000 population)

Analysis area	Local standard
North Forum	1.57
South Forum	1.94
East Forum	2.20
West Forum	2.38

¹ Including requirement to meet latent demand

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Management objective (i) *Regularly review and refresh area by area plans taking account of any improvements in pitch quality (and hence increases in pitch capacity).*

It is important that NWBC maintains the data contained within the accompanying Playing Pitch Database. This will enable NWBC to refresh and update area by area plans on a regular basis. The accompanying databases are intended to be refreshed on a season by season basis and it is important that there is cross-departmental working to ensure that this is achieved and that results are used to inform subsequent annual facility development plans. Results should be shared with partners across the Borough via a consultative mechanism such as the Area Forums.

Management objective (j) *Work in partnership with local schools to maintain, improve and ensure effective community use of school facilities.*

Identified deficiencies in provision can often be rectified by working in partnership with schools to encourage greater community use of school playing fields.

Colleges, secondary schools, and indeed primary schools where the facilities exist, have an important role in a playing pitch strategy. It is not uncommon for school pitch stock not to be fully maximised for community use. Even on established dual use sites, community access to outdoor sports facilities is limited.

The Assessment Report identified several issues relating to the use of school facilities:

- ◀ Community use is limited and often based on informal agreements between individual schools and clubs.
- ◀ There is no strategic guidance as to which clubs are allocated the use of playing pitch facilities (i.e. in accordance with a strategic need).
- ◀ School facilities are, in general, unattractive to community clubs (e.g., because of the lack of ancillary facilities).
- ◀ There are no identified standard community use agreements between clubs and schools for outdoor pitches.
- ◀ There are management issues inherent in developing, implementing and managing dual-use agreements. Advice and guidance can be obtained from Sport England's Planning Bulletin 16 – School Sites and Community Provision (2004). (www.sportengland.org/planningkitbag)

Within the lifetime of the Strategy, the Building Schools for the Future (BSF) programme could provide a new range of shared sports facilities in Warwickshire to help meet both the current and future needs of the area. Building Schools for the Future (BSF) is planned to begin in Warwickshire during 2011/12 and building developments are likely to begin in 2014. Tranche one will incorporate Hartshill School.

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Where appropriate, it will be important for BSF schools to negotiate and sign formal and long-term agreements that secure community use. The proposals in this document, therefore, need to be examined against these issues:

- ◀ BSF presents an opportunity to deal with some of the issues outlined above. However, it is not the only solution and should only be seen as one part of the strategic approach to the future provision of outdoor sports facilities.
- ◀ The analysis provides a clear indication of the future pitch requirements and provides a basis for partners to negotiate with developers delivering the BSF programme.

It is recommended that a working group, led by a partner from the education sector (i.e. through the School Sports Partnership) but supported by a range of other sectors including sport and leisure, is established to implement the strategic direction in relation to the increased use of school facilities. This should incorporate the following representation:

- ◀ Sports development officers.
- ◀ Partnership development manager(s).
- ◀ PE/Education officers.
- ◀ Individual school representative.

Broadly speaking, its role should be to:

- ◀ To better understand current community use, practices and issues by 'auditing' schools.
- ◀ Identify and pilot one school/club formal community use agreement with a view to rolling out the model across the area.
- ◀ Ensure that funding to improve the quality of the facilities is identified and secured.
- ◀ As part of any agreement secure a management arrangement for community access, which does not rely on existing school staff structures.
- ◀ Ensure that pitch provision at schools meets the needs of the local community and contributes towards overcoming deficiencies in the area (as identified in the assessment above).

This work should be delivered without waiting for the arrival of BSF to secure formal community use agreements due to timescales and uncertainty about the future of the programme.

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Management objective (k) *Secure long term tenure and access to sites across the Borough for high quality, development minded clubs (i.e. Clubmark/Charter Standard Status), through lease arrangements.*

As well as improving the quality of well-used, local authority and town/parish council owned and maintained sites, there are a number of sites which have poor quality (or no) ancillary facilities. These have not been included in the priority list as they are used by a single club on a season-by-season basis. Such sites are therefore considered the 'homeground' of the club, despite not always having a long-term lease. It is recommended that security of tenure should be granted to the clubs playing on these sites (minimum 25 years) so the clubs are in a position to apply for external funding to improve the ancillary facilities.

There is potential for a number of sites in the Borough to be leased to sports clubs and/or organisations:

- ◀ Abbey Green – with secured access, Polesworth Swifts could assist Polesworth 2050 in pavilion improvements. The Club would transfer play from Station Road. Also consider options to work with Polesworth School to secure additional access to pitches for the Club.
- ◀ Hurley Daw Mill - Hurley Kings FC report they would be willing to take on a long term lease of the site. This would better enable the Club to source funding to improve the quality.
- ◀ Ridge Lane FC is willing to take on a long term lease of a site in order to be in a better position to secure funding and execute long term plans for development. This is not really a potential at their current site (Ridge Lane Recreation Ground) as this is the only recreation space in the village and also accommodates a new play area.
- ◀ Ansley Hall - Hartshill FC has expressed an aspiration to find better quality pitches in order to comply with league requirements. In the short term, the Club suggests relocating to Ansley Hall (from Snowhill Recreation Ground), and if necessary it could take over maintenance of the site as part of a short term lease agreement. This would mean that another club currently using the site could temporarily relocate to Snowhill Recreation Ground in order to ensure Ansley Hall is not overplayed. However, this is not a long term solution. Therefore, support should be given to Hartshill Parish Council and the Club to develop ancillary facilities on the parish pitch. Ansley Cricket Club is also interested in discussing management options and is well-established here.

Each club will be required to meet service and/or strategic objectives set out by the Borough Council. However, an additional set of criteria should be considered, which takes into account the quality of the club, aligned to its long term development objectives and sustainability.

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Table 5.5: Recommended criteria for lease of sport sites to clubs/organisations

Club	Site
<p>Clubs should have Clubmark/FA Charter Standard accreditation award.</p> <p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal structures in relation to recruitment and retention policy for both players and volunteers.</p> <p>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</p> <p>Clubs have processes in place to ensure capacity to maintain sites to the existing standards.</p>	<p>Sites should be those identified as tier C sites (i.e. not those with a Borough-wide significance) but which offer development potential.</p> <p>As a priority, sites should require capital investment to improve (which can be attributed to the presence of a Clubmark/Charter Standard club).</p> <p>Sites should be leased with the intention that investment can be sourced to contribute towards improvement of the site.</p> <p>An NGB/NWBC representative should sit on a management committee for each site leased to a club.</p>

NWBC will further recognise the value of Clubmark/Charter Standard by adopting a policy of prioritising the clubs that are to have access to these better quality facilities. This may be achieved by inviting clubs to apply for season long leases on a particular site as an initial trial.

Management objective (I) *Support participation at clubs which contribute to the achievement of sports development objectives.*

It is important that sports development objectives, to some extent, dictate and are embedded within the outcomes of the Strategy. To this end, the following objectives are suggested for use to monitor and evaluate the future sustainability, and relative success, of facility projects which are identified and supported:

- ◀ Growth and retention.
- ◀ Raising standards.
- ◀ Better players and coaches.
- ◀ Building the workforce.
- ◀ Improving facilities.

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Management objective (m) *Work with local clubs which have achieved quality accreditation to, where relevant, identify and secure facility improvements, appropriate sites for new facility development and funding opportunities.*

NWBC should adopt a policy/charter which supports quality accredited clubs (<http://www.clubmark.org.uk/files/images/clubmark-charter-large.gif>). Clubmark and FA Charter Standard helps clubs to achieve their own aims and ambitions and to support the complementary objectives and targets of partners in local authorities, schools/school sport partnerships and other community agencies.

Support to quality accredited clubs may include offering discounted facility hire and priority bookings slots as well as assembling bespoke benefits packages incorporating free or reduced cost access to courses. The adoption of a charter as policy also benefits partners:

- ◀ **Grow:** Research suggests that Clubmark clubs are better equipped to drive and manage increased levels of participation; particularly, but not solely, for young people.
- ◀ **Meeting targets:** Having Clubmark clubs to work with will assist local authorities and SSPs to achieve targets for youth participation, the 5 hour offer and school-club links.
- ◀ **Parental confidence:** Being seen to actively address issues such as equity and child protection gives parents confidence when considering or choosing a club for their children - thus helping to boost introductory participation.
- ◀ **Sustaining participation levels:** Clubmark stimulates innovation and improvements to how clubs cater for junior (and all) members. The culture it promotes boosts the morale of players and ensures that volunteers are recognised for their contribution.
- ◀ **Continuous improvement:** Accreditation encourages clubs to adopt better, more organised systems and structures, helping them to run more effectively and efficiently.
- ◀ **Coaches and coaching:** Research suggests Clubmark clubs both deploy more, and work harder to develop the skills of, coaches. This leads to better quality provision and improved player performance.
- ◀ **School-club links:** Increasingly, schools are seeking guarantees of quality and the presence of child-friendly systems and procedures. Clubmark clubs are the first invited to work with local school sport partnerships and individual schools. Teachers and schools staff are actively encouraged to signpost pupils to them.

PART 6: SPORT SPECIFIC OBJECTIVES

Sports development objectives should also guide delivery of sports specific objectives and should be read within the context of the summary findings identified by the Assessment Report.

FOOTBALL OBJECTIVE

To meet identified deficiencies in junior/mini provision and increase the quality and standard of changing rooms.

Senior football

- ◀ Protect the current playing pitch stock.
- ◀ Work with clubs to ensure that sites are not played beyond their capacity and encourage play, where possible, to be transferred to alternative venues which are not operating at capacity.
- ◀ The anticipated surplus of senior pitches should be considered in contributing towards addressing the current and future deficit of junior and mini pitches.
- ◀ Where appropriate, develop lease arrangements with large, sustainable, development-minded (i.e. Charter Standard) clubs to manage their own 'home' sites thus facilitating club development. This could include varying levels of shared management between the club and the parish council/local authority. Development and management criteria need to be established in order to maintain the viability and financial security of these sites.
- ◀ Continue to support clubs and parish/town councils in the management and identified improvements to their provision.
- ◀ Maximise community use of education sites.
- ◀ Work with clubs to secure potential sites to accommodate latent demand identified.
- ◀ Support clubs with facility development aspirations through the planning and application stages.

Women's and girls' football

- ◀ Invest in central venue sites able to accommodate anticipated growth in girls' football.
- ◀ Increase the quality and standard of changing rooms to accommodate segregated changing.

Junior boys' football

- ◀ Work towards meeting likely future deficiencies in junior pitches by also utilising pitch provision at school sites.
- ◀ Improve the quality and capacity of existing pitch stock.
- ◀ Meet likely future deficiencies in junior pitches by utilising pitch provision at school sites.

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Mini football

- ◀ Meet likely future deficiencies in mini pitches by utilising senior pitches in areas of over supply.
- ◀ Increase the quality and standard of changing rooms to accommodate segregated changing.
- ◀ Encourage greater usage of primary school sites to cater for mini-soccer demand and ensure site security and access to changing facilities is enhanced.

CRICKET OBJECTIVE

To maintain current provision levels and quality. However, further pitches may need to be sought in the future to ensure that key focus clubs have access to two pitches.

- ◀ Consider underused pitches in accommodating latent demand expressed by clubs.
- ◀ Support clubs to develop their ancillary facilities to further meet local needs.
- ◀ Ensure that any facilities developed facilitate opportunities for senior women's and junior girls' competitive cricket, particularly ancillary facilities.
- ◀ Work with clubs to ensure that sites are not played beyond their capacity and encourage play, where possible, to be transferred to alternative venues which are not operating at capacity.
- ◀ Increase the quality of cricket pitches where necessary.
- ◀ Work with schools to encourage sharing cricket pitches with clubs in North Warwickshire.
- ◀ Encourage and support development of junior girls' and women's cricket.
- ◀ Work with clubs to secure potential sites to accommodate latent demand identified.
- ◀ Support clubs to develop and improve cricket net facilities.

RUGBY OBJECTIVE

To work towards meeting identified deficiencies and increase quality as required.

- ◀ As a priority, support club development plans to increase the capacity of sites, particularly to accommodate junior and mini-rugby.
- ◀ Work to secure greater use of education sites for training purposes to reduce overplay on existing sites. In addition, ensure there is access to changing facilities.
- ◀ Encourage and support development of junior girls' and women's rugby.
- ◀ Support clubs to improve the standard of lighting on training pitches.
- ◀ Increase the quality and standard of changing rooms to accommodate segregated changing.

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HOCKEY OBJECTIVE

To ensure provision of at least one synthetic turf pitch in the Borough suitable for competitive hockey matches.

- ◀ Work with Atherstone Adders Hockey Club and Queen Elizabeth School to negotiate and establish priority club use of proposed STP (planned for 2011).
- ◀ Ensure access to appropriate ancillary facilities is also secured for any new STP provision.

BOWLS OBJECTIVE

To support and encourage junior bowls development in order to sustain future participation levels in the sport.

- ◀ Work with Atherstone Town Conservative and Atherstone Grove Miners clubs to make plans to accommodate reported latent demand for provision.
- ◀ Support clubs to improve green quality.
- ◀ Increase the quality and standard of changing rooms to accommodate segregated changing.
- ◀ Ensure bowling greens and pavilions are safe, secure facilities.
- ◀ Encourage clubs to increase membership levels.
- ◀ Support and encourage clubs to provide pay and play opportunities.

TENNIS OBJECTIVE

To work with clubs to make plans to accommodate future increases.

- ◀ Where demand exists, support tennis clubs to improve court quality and/or install floodlighting (in order to increase the capacity) of existing tennis court provision.
- ◀ Continue to support and encourage junior development at key tennis clubs in order to increase participation levels in the sport.
- ◀ Where necessary, improve the quality of education courts.
- ◀ Support village clubs to continue to provide quality coaching and competitive opportunities by providing access to good quality facilities.

EDUCATION OBJECTIVE

To work with schools to encourage greater community use, particularly for junior/mini-football at appropriate sites.

- ◀ Secure existing community use through implementation of formal community use agreements where they are not currently in existence in order to provide sustainable community access.
- ◀ Ensure appropriate access to changing provision on school sites to support community use.

PART 7: ACTION AND FUNDING PLAN

Introduction

The action plan does not include all sites and associated quality and value improvements to be made; details on how this is best achieved can be found in the accompanying study database. The following criteria have been used to identify priorities and justify the inclusion of sites within the action plan. Just one of the following may apply:

- ◀ The site suffers from access problems in terms of safety, poor signage and/or poor disability provision.
- ◀ A project is currently underway to enhance the existing site and/or funding has been secured.
- ◀ An evaluation of site use is required as it is of poor quality and is reportedly underused.
- ◀ The desired action is small scale, short term and will enhance the quality of current provision, whilst aiding community empowerment.
- ◀ The importance of the site is referenced in other strategies.

Management and development

The following issues should be considered when undertaking site development or enhancement:

- ◀ Financial viability.
- ◀ Security of tenure.
- ◀ Planning permission requirements and any foreseen difficulties in securing permission.
- ◀ Gaining revenue funding from planning contributions in order to maintain existing sites.
- ◀ Gaining planning contributions to assist with the creation of new provision where need has been identified.
- ◀ Analysis of the possibility of shared site management opportunities.
- ◀ The availability of opportunities to lease site to external organisations.
- ◀ Options to assist community groups/parish councils to gain funding to enhance existing provision.
- ◀ Negotiation with landowners to increase access to private strategic sites.

Timescales

The Action Plan has been created to be delivered over a five year timescale. This will allow the audit information to be revisited in three years. The information within the Strategy and Action Plan will require updating as developments occur. The Action Plan is presented by analysis area and uses the following timescales for delivery:

(S) - Short (1-2 years); (M) - Medium (2-4 years); (L) - Long (4-5 years)

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Please note that similar actions may vary between analysis areas/sites. This may be due to a number of reasons, including:

- ◀ Number and range of actions required in the area.
- ◀ Consultation identified significant need for action.
- ◀ Project is already underway.

There are a number of recommendations in the following action plan referring to continued support. Such recommendations and the related clubs have been highlighted because the club is particularly strong, or has significant plans for development which will help increase participation in the area. Support should be considered on an individual basis and may be in the form of assistance/advice regarding planning applications and/or funding applications.

The prioritisation of projects is based on a number of factors but typically takes into account the need to target the greatest number of participants (actual and potential future) and overall project deliverability. Wherever possible we have also tried to ensure a balanced distribution of actions for one given area, as it is recognised that all actions cannot be achieved at once. In particular it takes account of the vision to:

- 1) Support growth & retention.
- 2) Raise standards.
- 3) Develop better players and coaches.
- 4) Improve facilities.

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East Forum

	Football			Cricket	Rugby union		
	Senior	Junior	Mini		Senior	Junior	Mini
Deficiencies	3.1	-2.7	-3.3	-2.5	0.9	-0.5	-2.7
Latent demand	-	-	-	1.5	1	-	-

Currently there is an under supply of junior and mini pitches in the East Forum area. NWBC should aspire to provide more formal mini and junior pitches to meet demand. The slight undersupply of junior football pitches could be met by increasing the use of various sites in the area which have spare capacity. The undersupply of pitches should be rectified through a range of methods including increasing community use of school sites. In the long-term it is likely that additional rugby pitches will be needed to accommodate any increase in demand.

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
5	Atherstone Town Cricket Ground	1 cricket		Good quality site. The Club express latent demand for a total of 2.5 cricket pitches.	Formalise community use agreement with Queen Elizabeth School for continued and increased use of its cricket pitch.	3	S
					In the long term, the Club may need to seek access to an additional pitch.	4	L
16	Mancetter Recreation Ground	2 senior football		Issue of dog fouling on pitches and poor quality changing facilities. Facility is currently without hot water and is not DDA compliant. Site has previously accommodated more pitches.	Deficiency in future mini pitch provision could be met by providing additional pitches on this site. Support Mancetter Parish Council to seek funding opportunities (in partnership with users) to improve changing facility.	1 and 2	M

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
21	Queen Elizabeth School and Sports College	2 senior, 1 junior football, 1 cricket and 1 senior rugby		Large site which is underused for community use.	Support the provision of an STP in the area as the preferred location for this type of facility in North Warwickshire.	3 and 4	M
					Increase community use of the football pitches to accommodate future deficiency in junior pitches.	3	S
22	Ridge Lane	1 senior football		Changing facility is in very poor condition. Pitches suffer from mole damage and a reported general lack of maintenance. In the last season matches were cancelled due to the poor pitch quality resulting in it being unusable.	Work with parish council and Ridge Lane FC to work up a long term lease at this site. This would put the Club in a better position to secure funding and execute long term plans for development.	2 and 4	M
23	Royal Meadow Drive	1 senior football		There is no changing available and teams use facilities at neighbouring Atherstone Town CC. Provision is limited in size and segregation can be difficult at peak times. The cricket pavilion is also used by Atherstone RFC. Football play is often transferred from unusable and poor quality sites often resulting in overplay.	Work with Atherstone Town CC to develop a sports 'hub' at Royal Meadow Drive Recreation Ground to provide a focus for a range of good quality pitch sports provision with appropriate ancillary facilities. Investment in other sites will work to ensure this site is not overplayed.	2 and 4	M
		1 senior rugby					

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
50	Grove Miners Welfare Sports and Social Club	2 tennis and 1 bowling green		Club reports latent demand for one bowling green.	Further investigate the extent of the latent demand as Atherstone Conservative Club also report latent demand for one green. It is likely that access to one green will meet the needs of both clubs. Carry out feasibility study regarding joint use of local authority site Abbey Green, Polesworth.	4 and 1	L
53	3M Sports & Social Club	1 cricket		Atherstone Rangers JFC (although based at Atherstone CC) uses this site for junior matches due to conflict in pitch availability at Atherstone CC.	Ensure pitch quality is sustained to a high level in order to withstand additional wear and tear from football play.	2	S - L
60	Snowhill Recreation Ground	1 senior football		The only football pitch in the area which is overplayed. No available changing facility but due to receive investment (Section 106 funding) for a new build changing facility. Hartshill FC has expressed an aspiration to find better quality pitches in order to comply with league requirements.	Support Hartshill Parish Council to develop a management plan for this site. The development of ancillary facilities is essential to Hartshill FC growth. Consider a joint lease arrangement between the Club and the Parish Council.	2 and 4	L

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
65	Atherstone Conservative Club	1 bowling green		Club reports latent demand for one bowling green.	Further investigate the extent of the latent demand as Grove Miners also report latent demand for one green. It is likely that access to one green will meet the needs of both clubs. Carry out feasibility study regarding joint use of local authority site Abbey Green, Polesworth.	4 and 1	L
86	Michael Drayton Junior School	1 mini football, MUGA		Pitch quality is good, although it does have evidence of damage to the surface. It is available for community use and is used for a total of four hours a week by Haunchwood FC and Hartshill Boys FC. There are no sports specific changing rooms available.	Work with the School and clubs to encourage development of a formal community use agreement, which should include access to changing provision.	2	S

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

North Forum

	Football			Cricket	Rugby union		
	Senior	Junior	Mini		Senior	Junior	Mini
Deficiencies	6.5	-10.6	-5.7	-2.5	0	0	0
Latent demand	0.5	3.5	-	-	-	-	-

Currently there is a significant under supply of junior and mini pitches in the North Forum area, particularly junior. This is not uncommon, but NWBC should aspire to provide formal mini and junior pitches to meet demand. This shortfall could be reduced by remarking senior football pitches for junior football. There is also a minor undersupply of cricket fields. However, it is likely, given some improvement to pitch quality, that capacity can be increased to accommodate shortfalls on the current supply of pitches.

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
1	Abbey Green Park	2 senior football, 4 tennis courts, 1 bowling green		Pitches are prone to flooding and can suffer from poor drainage. With secured access, Polesworth Swifts could assist Polesworth 2050 in pavilion improvements. The Club would transfer play from Station Road.	Develop a management plan for the Park with a view to achieving Green Flag standard. This should be done in partnership with the sports users, who should all have representation on a Friends of Group for the site.	4	S
					Reinstate/replace the pavilion in order to provide a high quality community facility for use by both sports clubs and recreation groups (such as Scouts).	2	M
					Also consider options to work with Polesworth School to secure additional access to pitches for Polesworth Swifts.	3	S

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
8	Baddesley Recreation Ground	1 senior and 1 mini football		There is a pavilion on site in a poor condition but is currently undergoing renovation. Slightly overplayed but pitches are assessed as good quality.	Ensure maintenance of pitches remains high in order to sustain quality based on current amount of play.	2	S – L
9	Birch Coppice Sports and Social Club	1 senior, 4 mini football, 1 cricket and 1 bowling green		Birch Coppice Bullets FC has aspirations to improve both pitch and built provision alongside the existing sports and social club (which is not adequate for requirements). Plans include a new changing facility, with four segregated changing rooms and a referee's room. Changes to pitch provision will create one additional senior pitch. Vehicular access and parking will also be improved as part of the scheme.	Support the Club in seeking funding opportunities to achieve its aspirations regarding facility development.	2 and 4	L
10	Boot Hill Recreation Ground	1 senior football		Pitch is poorly drained. Users often have to use other NWBC venues. Changing facility is small and not DDA compliant, but is in reasonable condition.	In the short term, convert pitch to junior or mini pitches to reduce wear and tear. This will also help to meet identified deficiencies.	1 and 2	S
					Consider improving DDA access, where possible through installation of ramps etc.	3	M

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
15	Kitwood Avenue Recreation Ground	1 senior football		Poor quality pitch resulting in overplay.	Develop an improvement plan for Kitwood Avenue Recreation Ground in Dordon.	2	M
28	Warton Recreation Ground	1 senior football		The site is furrowed, which can pose health and safety issues, particularly for juniors.	Support the Parish Council to seek funding opportunities to invest in pitch quality.	2	M
34	North Warwickshire Sports & Social Club	1 senior football and 1 cricket		Has the highest level of overplay by 1.5 football matches per week. This is attributed to junior teams being assigned to the site but not having formal marked out pitches.	Overplay can be reduced by designating junior and/or mini pitches on the site. This will also help to meet deficiencies identified.	1 and 2	S
52	Newton Regis Playing Fields	1 senior football, 1 senior cricket, 2 tennis courts and 1 bowling green.		Has a significant level of overplay largely due to the number of juniors playing on the pitch. Thistle BC is seeking funding to re-board the bowling ditches and re-surface the carpet.	Convert senior football pitch to junior pitch to better accommodate existing use.	1	S
54	Birch Moor Recreation Ground	1 senior football		Adequate quality pitches with spare capacity.	Retain as strategic reserve. Consider relocation of teams to here to reduce overplay/wear and tear of other pitches in the area.	2	M

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
55	Polesworth Community Field	2 senior football		Site liable to flooding. Adequate quality pitches but is overplayed. Additional pitch not recently marked - some mole damage.	Pitches require remedial action to help reduce overplay.	2	S
					Convert one senior football to a junior pitch to better accommodate existing use.	1	L
56	Polesworth Station Road	1 mini football		Overplayed by 1.5 matches per week. No on site changing accommodation.	Consider the option to mark more pitches on this site to reduce overplay.	1	S
					If possible, consider options to provide porta cabin style changing facility.	2 and 4	M
62	Church Lane	1 senior football		Adequate quality pitch which is played to capacity.	Retain and ensure high level maintenance is sustained to ensure quality in the long term.	2	S – L
64	Shuttington	2 senior football		The site suffers from the occasional dog fouling. It has changing room facilities with parking for 10 cars. Adequate quality pitches with spare capacity.	Support the improvement of the facilities at the playing field.	2	L
67	The Nethersole School	1 junior football		Adequate quality pitch which is played to capacity.	Ensure continued community use of the site. Develop formal community use agreements.	3	L

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

South Forum

	Football			Cricket	Rugby union		
	Senior	Junior	Mini		Senior	Junior	Mini
Deficiencies	4.0	-2.1	0.9	-6.2	1.9	-1.1	-3.2
Latent demand	0.5	1	-	1.5	-	-	-

Re-designating some adult football pitches to juniors will help to meet deficiencies identified. The undersupply of cricket pitches should be rectified through a range of methods including increased community use of school sites and long term consideration of establishing new pitches. There is likely to be a need to find new rugby pitches to meet future demand.

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
2	Ansley Hall	1 senior football and 1 cricket		Hartshill FC has expressed an ability and desire to take over maintenance of Ansley Hall, in order to secure its access. However, there are issues associated with the crossover of the cricket and football seasons. Ansley Cricket Club reports it does not want to take over management and maintenance of its homeground and pavilion at Ansley Hall (KKP Ref 2).	In the short term, accommodate Hartshill FC at the site and if necessary it could take over maintenance of the site as part of a short term lease agreement. Temporarily relocate another club to Snowhill Recreation Ground in order to ensure Ansley Hall is not overplayed. Work with Ansley Cricket Club about potential leasing options of the site.	4	S

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
3	Arley Sports Centre	1 senior and 3 mini football		Currently used by Haunchwood Sports JFC and Old Arley Residents Society hope to establish a management committee in order to apply for funding in conjunction with the club. This will include a campaign to replace the pavilion.	Develop a management plan for Arley Sports Centre to enable its development as a recreation 'hub'.	2 and 4	L
12	John E Radford Fields	1 senior football		A multi sport site. It is primarily home to Keresley RFC which owns the land and clubhouse (football and netball are also played at the site). Reported issues with vandalism have been overcome.	Retain to current quality to ensure continued use of the site.	2 and 4	S – L
		3 senior rugby					
17	Memorial Park	2 senior football and two tennis courts		<p>Coleshill CC approached Coleshill Town Council to level the football pitches at the site in order to over mark a cricket pitch to accommodate the Club's second pitch. However, this proposal has been declined by Coleshill Town Council.</p> <p>Tennis courts in need of repair.</p>	Support Coleshill Cricket Club to further peruse options to overmark cricket with the existing football pitches to accommodate and satisfy future cricket needs of the Club, whilst retaining wider recreation use of the site.	1	S
					Improve the quality of existing pitches in order to increase capacity and to sustain future pitch quality.	2	M
					Improve the surface quality of the tennis courts.	2	M

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
24	Shustoke Playing Field	-		Has previously accommodated one junior football but no current use.	Should be brought back into use (following investment to improve quality) to meet identified future deficiencies. Site inspections and any necessary remedial work should be carried out before allowing teams to use.	1 and 2	M
26	The Coleshill School Cricket	1 cricket and 1 football pitch		Poor quality pitch used by Coleshill Cricket Club.	Investigate greater school club links with Coleshill Cricket Club in order to retain community use.	3	S
41	Coleshill Town FC	1 senior football		Dosthill FC is currently based in Tamworth but is in the process of relocating to Coleshill Town FC.	Investigate the opportunity to add a new junior pitch on the site and to provide a soccer school for local residents.	1 and 4	M
44	Coleshill Cricket Club	1 cricket		Anecdotal evidence suggests site is played over capacity. The Club is seeking permanent access to a second home ground (it currently uses Coleshill School but this is poor quality). Latent demand is also expressed for one cricket pitch.	Further investigate opportunities for an additional cricket pitch following minor re-arrangement of football pitches at Memorial Park (KKP Ref 17). Alternatively, lease arrangements at Coleshill School and joint investment in provision to satisfy future cricket needs. If unsustainable, support the Club in seeking land to develop as a second home pitch.	2 and 4	L

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
51	Coleshill Tennis and Sports Club	5 tennis courts		<p>Coleshill TC has received a loan from the LTA to make improvements to its ancillary provision.</p> <p>Plans to increase membership and provide an additional court on the current site. However, layout of the current site inhibits further growth and development.</p>	If required, public courts at Memorial Park could provide strategic reserve for clubs which are operating at capacity, particularly for junior use.	1 and 4	L
57	Fillongley Recreation Ground	2 senior football		<p>Fillongley FC is investigating the possibility of merging its current changing facilities with the adjoining scout hut.</p> <p>Fillongley Parish Council plans to install new play equipment and a multi use games area.</p>	Support the Parish Council to develop a management plan for this site.	2 and 4	M
58	Ansley Village	1 senior football		There have been complaints regarding dog fouling and occasionally motorbike usage on the site. The Parish Council identifies a need to provide a BMX track but due to a lack of funds this seems unlikely in the short term.	Support Ansley Parish Council to develop a management plan for development of this site.	1 and 2	M
59	Hill Top, New Arley	2 senior football		Poor quality pitches resulting in the site being overplayed.	Support Arley Parish Council to develop a management plan for development of this site.	2	S

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

West Forum

	Football			Cricket	Rugby union		
	Senior	Junior	Mini		Senior	Junior	Mini
Deficiencies	5.1	-2.9	-3.3	-4.0	1.8	-4.8	-2.7
Latent demand	-	2.5	-	0.5	-	-	-

All football pitches should be protected from development. The undersupply of junior football pitches could be met by increasing the use of various sites in the area which have spare capacity. The undersupply of mini football pitches could be met through the re-designation of one senior football pitch. The undersupply of cricket pitches should be rectified through a range of methods including increased community use of school sites and long term consideration of establishing new pitches. There is likely to be a need to find new rugby pitches to meet future demand.

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
11	Hurley Daw Mill	2 senior and 1 mini football pitch		Hurley Kings FC reports that it would like to secure long tenure on Hurley Daw Mill. This would better enable it to source funding to improve pitch quality, in particular drainage.	Consult clubs and landowners with existing short term leases or annual rental agreements to investigate the feasibility of extending current contracts, thereby better enabling the clubs to access external funding and develop/improve facilities. Other teams could be transferred to Hurley Daw.	4	S
13	Kingsbury School	2 senior football		Poor pitch quality is a reported issue. Kingsbury Rangers FC plays at this site and is affected by a lack of changing facilities available on site.	Work with the School to secure access to changing room provision for community use.	3 and 4	S

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
19	Piccadilly Recreation Ground	2 senior football		A split site with the community centre and a popular site. Despite this, the building suffers from vandalism and repairs have been costly.	Work with the local police and install CCTV to ensure vandalism is kept to a minimum.	2	S
25	Sycamore Drive Recreation Ground	1 senior football		Adequate quality pitch but it is used to capacity.	Retain and ensure maintenance of pitches remains high in order to sustain quality based on current amount of play.	2	S - L
27	Vicarage Lane Playing Fields	1 senior football, 2 tennis courts and 1 bowling green		Good quality site. The site has changing room facilities for the football pitch, whilst the bowling green has a pavilion (being updated in summer 2010).	If required by Water Orton Tennis Club, additional capacity could be sought by floodlighting courts (if planning permission can be granted).	1 and 4	L
30	Wood End Recreation Ground	1 senior and 1 mini football		Pitches are prone to flooding due to poor drainage.	With increases to pitch quality, this site could accommodate overplay expressed at Hurley Daw.	1	M
35	Spartans RFC & Aston Unity CC	2 senior rugby		Spartans RFC share a home ground with Aston Unity CC and is outgrowing current provision. Potential to purchase nearby agricultural land. However, it does not currently have the funds to progress this.	Support pitch development plans and encourage designation of junior and mini rugby pitches in the area. Club should work with the RFU to identify funding opportunities.	1, 2 and 4	M

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

KKP ref	Site	Pitches on site	Current capacity (where relevant)	Issues	Recommended action	Strategic objective met	Time scale
37	Water Orton Cricket Club	1 cricket		The Club has plans to introduce a ladies cricket team but reports inadequate spare capacity. In order to accommodate all matches, it accesses sites located outside the Borough.	Support the Club to access a second home ground in North Warwickshire to further enable its future development.	1 and 4	L
38	Old Saltleians RFC	3 senior rugby		The Club will require access to a new ground in 2013/14 in order to prepare any new pitches for playing in 2017, if the proposed high speed rail link cuts through its current home ground as planned.	As required and necessary, support the Club to access a new site to replace its current home ground.	4	M
46	Nether Whitacre Cricket Club	1 cricket		Its site regularly suffers from flooding. If it had access to suitable changing provision in terms of size, quality and segregation the Club would be able to run additional teams. It identifies the need for access to a second home ground.	Support the Club to access a second home ground to further enable its future development.	1 and 4	L
61	Curdworth Recreation Ground	1 senior football and 2 tennis courts		Ancillary facilities used for tennis are reportedly of poor quality and floodlighting would be of benefit to the Club in the long term to enable it to increase participation.	Support Curdworth Parish Council to develop a management plan for this site to ensure ongoing improvement of facilities.	2	S

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

PART 8: FUNDING PLAN

Funding opportunities

In order to deliver much of the Action Plan it is recognised that external partner funding will need to be sought. Although seeking developer contributions will go some way towards meeting deficiencies, other potential sources of funding should be investigated. Below is a list of funding sources that are relevant for community improvement projects involving sports facilities.

Awarding body	Description
Awards for All http://www.awardsforall.org.uk/england/index.html	Awards for All is a national lottery grants scheme aimed at local communities. Grants of between £500 and £5,000 are available to support projects that enable people to take part in sport, art, heritage and community activities, as well as projects that promote education, the environment and health in the local community.
The Coalfields Regeneration Trust http://www.coalfields-regen.org.uk/maingrantsprogramme/default.asp	Grants provided by The Coalfields Regeneration Trust can be for capital or revenue projects for up to three years or until the end of the programme. Support is available to projects that fit into one or more of the following funding themes: <ul style="list-style-type: none"> • Supporting communities - aimed at supporting communities to play an active part in regeneration • Learning communities - to make sure that coalfield communities have the best possible learning facilities and resources • Enterprising communities - to increase the range and diversity of the social economy by encouraging social enterprise and supporting organisations to generate income • Supporting people into work - to build on government employment schemes by supporting new, forward-looking and locally designed approaches that get people into work
Big Lottery Fund http://www.biglotteryfund.org.uk/	Big invests in community groups and to projects that improve health, education and the environment
Sport England : <ul style="list-style-type: none"> • Sustainable Facilities Fund • Sportsmatch • Rural Communities • Small Grants http://www.sportengland.org/funding.aspx	Sport England is keen to marry funding with other organisations that provide financial support to create and strengthen the best sports projects. Applicants are encouraged to maximise the levels of other sources of funding, and projects that secure higher levels of partnership funding are more likely to be successful.

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

Awarding body	Description
Football Foundation http://www.footballfoundation.org.uk/	This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.
Rugby Football Foundation - The Loans Scheme http://www.rfu.com/microsites/rff/index.cfm?fuseaction=loans.home	The Loans Scheme helps finance projects that contribute to the retention and recruitment of rugby players. Projects eligible for loans include: <ol style="list-style-type: none"> 1. Club House Facilities: General structural improvements, general refurbishment, storerooms and offices, kitchen facilities, training areas. 2. Grounds (other than pitches): Car parking facilities, ground access improvements, fencing, security measures.
Rugby Football Foundation - The Grant Match Scheme http://www.rfu.com/microsites/rff/index.cfm?fuseaction=groundmatch.home	The Grant Match Scheme provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a 'match funding' 50:50 basis to support a proposed project. Projects eligible for funding include: <ol style="list-style-type: none"> 1. Pitch Facilities – Playing surface improvement, pitch improvement, rugby posts, floodlights. 2. Club House Facilities – Changing rooms, shower facilities, washroom/lavatory, and measures to facilitate segregation (e.g. women, juniors). 3. Equipment – Large capital equipment, pitch maintenance capital equipment (e.g. mowers).
Biffaward http://www.biffaward.org/about	Biffaward is a multi-million pound fund which awards grants to community and environmental projects across the UK. The fund's money comes from landfill tax credits donated by Biffa Waste Services. Biffaward is managed by the Royal Society of Wildlife Trusts (RSWT) on Biffa's behalf. Under the Main Grants Scheme, grants are awarded to projects that provide or improve community spaces, cultural facilities and places for outdoor recreation.
Advantage West Midlands http://www.advantagewm.co.uk/	Distributed via the 'Single Pot', focused on job creation, business start-ups, brownfield land reclamation and learning opportunities.
EU Life Fund http://ec.europa.eu/environment/funding/intro_en.htm	LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU.

NORTH WARWICKSHIRE BOROUGH COUNCIL

PLAYING PITCH STRATEGY

Funder's requirements

Below is a list of funding requirements that can typically be expected to be provided as part of a funding bid, some of which will fall directly out of the Playing Pitch Strategy:

- ◀ Identify need (i.e., why the Project is needed) and how the Project will address it.
- ◀ Articulate what difference the Project will make.
- ◀ Identify benefits, value for money and/or added value.
- ◀ Provide baseline information (i.e., the current situation).
- ◀ Articulate how the Project is consistent with local, regional and national policy.
- ◀ Financial need and project cost.
- ◀ Funding profile (i.e., Who's providing what? Unit and overall costs).
- ◀ Technical information and requirements (e.g., planning permission).
- ◀ Targets, outputs and/or outcomes (i.e., the situation after the Project/what the Project will achieve)
- ◀ Evidence of support from partners and stakeholders.
- ◀ Background/essential documentation (e.g., community use agreement).
- ◀ Assessment of risk.

Indicative costs

The indicative costs of implementing key elements of the Action Plan are based on the following information taken from the Sport England kitbag.

The costs below are for the development of community sports facilities and are based on providing good quality sports facility for the 1st Quarter 2010. These rounded costs are based on schemes most recently funded through the Lottery, updated to reflect current forecast price indices for 1st Quarter 2010 provided by the Building Cost Information Service (BCIS), prepared by Technical Team Lead of Sport England.

There continues to be a significant challenge for the construction industry due to the ongoing recession. General building costs have continued to rise during this period and have been further hampered by exchange rates, building regulations amendments and BS/EN enhancements. However, the actual volume of new work output during this period has reduced tender prices. Therefore, depending on type of facility below, the net effect may mean lower, similar or higher building costs.

Whilst general building costs are due to increase, tender prices are expected to continue to fall through 2010, albeit at a slowing rate, as a result of falling new work output in 2010. Prices are expected to rise again near the end of 2010, as new work output returns to growth in 2011.

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Tender prices could also be affected as a result of a new Government and potential impact on public spending. General building costs are likely to be further affected by environmental and sustainability considerations:

Facility	Type	Indicative cost
Outdoor tennis court	2 court, macadam, fenced and floodlit	£130,000
Synthetic turf pitches	Sand based 100 x 64m fenced and floodlit	£585,000
	Rubber crumb 100 x 64m fenced and floodlit	£725,000
	Water based 100 x 64m fenced and floodlit	£900,000
Grass pitch	100 x 64m	£80,000
	Drainage works	£15,000
	Re-marking/new posts	£3,000
	Floodlighting	£30,000
Multi-use games areas	40 x 18m fenced and floodlit	£80,000
Athletics track	6 lane floodlit	£1,115,000
Cricket wicket	Artificial	£6,000
Bowls	Crown green	£50-65,000
Changing rooms	4 team changing pavilion	£550,000

The costs above include allowances for external works (car parks, roads, paths, services connections etc) are included at an average rate of 15% addition to the cost of the works.

Maintenance of natural turf pitches

It is estimated to perform the requisite amount of maintenance on a natural turf pitch costs in the region of £5,000/annum.

Maintenance of artificial turf pitches

The maintenance of artificial turf pitches should only be undertaken by fully trained and competent persons. It has been estimated that the current maintenance cost for a floodlit community/school soccer size pitch is in the region of £10,000/annum.

Rejuvenation processes, which may be necessary in five years, can cost in the region of £30,000 plus VAT.

Current estimates for resurfacing a soccer size pitch at today's rates is in the region of £200,000. This does not allow for any other incidental costs such as repairs to fencing, floodlighting, etc, and assumes a life cycle of 10 years.

PART 9: SETTING PLAYING PITCH STANDARDS

Introduction

Within local plans/unitary development plans, many local authorities use the FIT (Fields in Trust - formerly NPFA) guidelines to set local standards for outdoor sports provision. This is usually based on a number of hectares per 1,000 population, which should be protected and maintained as formal outdoor sports provision and designated as such in the local plan/LDF. FIT outlines 1.21 hectares of formal outdoor sports pitches as an aspiration for provision. Local authorities can then use this figure as a benchmark.

However, taking this analysis a step further to identify within the pitch stock, adequate and inadequate provision and levels of latent demand in the area, makes the standard significantly more representative of the local situation. By factoring in this information a 'qualitative local standard' can be derived. That is to say a local standard that takes into account local qualitative information.

The qualitative local standard is calculated by adding the hectareage of pitch stock available for community use to the identified shortfall/surplus of pitches (latent and future demand) and applying it to potential future population growth.

It is important that this document informs policies and emerging supplementary planning documents by setting out the Council's approach to securing outdoor sport facilities through new housing development. The guidance should form the basis for negotiation with developers to secure contributions for the provision of appropriate facilities and their long term maintenance. Section 106 contributions could also be used to improve the condition and maintenance regimes of the pitches. A number of management objectives should be implemented to enable the above to be delivered:

- ◀ Continue to ensure that where sites are lost, through development or closure, that facilities of the same or improved standard are provided to meet the continued needs of residents.
- ◀ Capital receipts from disposals of playing pitch facilities should be ring-fenced specifically for investment into other playing pitch facilities. They should be invested in accordance with the aims of the Strategy.
- ◀ Planning consent should include appropriate conditions and/or be subject to 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.
- ◀ A 'central pot' for developer contributions across North Warwickshire should be established to invest in playing pitch facility provision and maintenance.
- ◀ Where new pitches are provided, changing rooms should be located on site.

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

Playing pitch standards have been calculated in line with Sport England guidance set out in 'Towards A Level Playing Field'. Within this report local standards or 'local aspirations targets for provision' in hectares per 1,000 population are derived as follows:

Existing provision (within this a recognition of 'poor quality' provision)	+	Additional provision to meet current unmet demand (latent demand identified through consultation)	+	=	Local aspirational target for provision (per 1,000 population - taking into account population projections for 2021)
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NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

The Assessment Report divides North Warwickshire into four analysis areas. These have been adopted to allow more localised assessment of provision, examination of open space/facility surplus and deficiencies and local circumstances and issues to be taken into account. The following example calculation is applied to calculate how much provision per 1,000 people is needed to strategically serve North Warwickshire in the future.

Table 7.1: Local standards calculations

Analysis area	Current provision (ha)	Current population	Current standard (ha per 1,000 population)	Provision to meet latent demand (ha)	Total future provision (ha)	Standard based on current demand	Future population (2021)	Total new provision for 2021 (ha)	Deficiency in provision (ha)
	A	B	C	D	E	F	G	H	I
			$A/B \times 1,000$		$A+D$	$E/B \times 1,000$		$(F \times G / 1,000)$	$H-A$

The current level of provision (column A, B, C)

The current level of provision is calculated using the information collected and is presented earlier within the Assessment Report and analysed using the playing pitch project database.

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

Deficiencies (column D)

Latent demand

Latent demand is defined as the number of teams that could be fielded were access to a sufficient number of pitches available. Consultation reveals that several clubs currently consider themselves to have latent demand, which they cannot meet due to lack of access to good quality facilities. The table below provides a summary of latent demand identified across North Warwickshire and feeds into the standards calculations.

Table 7.2: Summary of latent demand

Analysis area	Pitches							Total hectareage
	Football			Cricket	Rugby			
	Senior	Junior	Mini	All	Senior	Junior	Mini	
North Forum	0.5	3.5	-	-	-	-	-	2.40
South Forum	0.5	1	-	1.5	-	-	-	3.57
East Forum	-	-	-	1.5	1	-	-	3.92
West Forum	-	2.5	-	0.5	-	-	-	2.85

Total future provision (column E)

This is calculated by adding latent demand (converted into hectares) to the total hectareage of current provision.

Target standards (column F)

Current population is applied to total future provision required to provide target standards by analysis area.

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

Future population growth (column G)

The Office of National Statistics has recently produced long term population projections. They project forward the midyear estimates of population for 2004 and give an indication of future trends by age and gender for next 25 years. Current total Borough population is 62,338 ONS (2008 mid-year population estimates).

ONS population projections (2006 – 2031) show that by 2021 (to fit with the Core Strategy and the Regional Spatial Strategy) the Borough population is projected to be 66,700. This equates to a total increase of 4,362 or 6.997%, which has been applied to each analysis area to reflect the population projections at a local level:

	(2008) Current population	6.9% Increase	(2021) Future population
North Forum	17,431	1,220	18,651
East Forum	14,713	1,030	15,743
South Forum	15,582	1,090	16,672
West Forum	14,612	1,022	15,634
North Warwickshire	62,338	4,362	66,700

The projections are trend based projections and do not take into account future local, regional or national policy and strategies.

Total new provision (column H)

Target current standards are then applied to the future estimated population growth per area to tell us how much provision per 1,000 people is needed to strategically serve North Warwickshire until 2021.

Total new provision (column I)

We then present deficiencies between the current provision and future proposed provision in hectares.

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

North Warwickshire outdoor sports pitch standards

The following table summarises the recommended local provision standards for outdoor sports in North Warwickshire. Target standards provide a guideline about how much provision per 1,000 people is needed to strategically serve the Borough until 2021.

Table 7.5: North Warwickshire outdoor sports² pitch standards

Analysis area	Current provision (ha)	Current population	Current standard (ha per 1,000 population)	Provision to meet latent demand (ha)	Total future provision (ha)	Standard based on current demand (ha per 1,000 population)	Future population (2021)	Total new provision for 2021 (ha) ³	Deficiency in provision (ha)
North Forum	19.43	14,713	1.32	3.60	23.03	1.57	15,742	24.65	5.21
East Forum	30.31	17,431	1.74	3.57	33.88	1.94	18,651	36.25	5.94
South Forum	30.40	15,582	1.95	3.92	34.32	2.20	16,672	36.72	6.32
West Forum	31.92	14,612	2.18	2.85	34.77	2.38	15,634	37.20	5.28
North Warwickshire	112.07	62,338	1.80	13.94	126.01	2.02	66,700	134.82	22.76

² Includes *all* outdoor sports facilities (i.e. pitches, courts and greens are included).

³ Due to rounding of figures there is a slight difference between those presented in the table (database generated) and those which are worked manually.

NORTH WARWICKSHIRE BOROUGH COUNCIL PLAYING PITCH STRATEGY

It is important that all levels of analysis are kept up to date approximately every three years. In line with Sport England recommendations in Towards A Level Playing Field and that NWBC has a current audit and assessment of provision in order to respond appropriately to the needs of the local community.

The recommended standard for planning is the standard based on current demand.

NORTH WARWICKSHIRE COUNCIL PLAYING PITCH STRATEGY AND OUTDOOR SPORTS AUDIT

Calculating Section 106 contributions

The requirement for outdoor sports provision should be based upon the number of persons generated from the net increase in dwellings in the proposed scheme, using the average household occupancy rate of 2.32 persons per dwelling as derived from the Census 2001. On this basis 1,000 persons at 2.32 persons per household represents 431 dwellings.

The first stage is to calculate the total number of persons in the development (dwellings in the development multiplied by 2.32 (persons per dwelling)). For example, 500 dwellings at 2.32 persons per household represent 1,160 persons.

The next stage is to calculate the hectareage required for the development. This is calculated by multiplying total persons in the development by the target local standard for the analysis area where the development is taking place and dividing the total by 1,000. For example, 1,160 persons multiplied by 1.32 (North Forum analysis area) and divided by 1,000 equals 1.53 hectares required.

Based on the figure that a senior football pitch (including run off) is 1.4 hectares, this would equate to a need of one senior football for example. For full breakdown of playing pitch sizes used in this report, please refer to the Appendix.

In addition to the standards calculations, the deficiencies and surpluses in provision identified within the PPM should also be taken into account, in terms of identifying where (by analysis area) provision is required. Please refer to the relevant pages within the sport by sport sections at the beginning of this report.

Calculation:

$$\begin{array}{ccccccc} \text{Number} & & & & & & \text{Hectares} \\ \text{of} & & & & & & \text{required for} \\ \text{dwellings} & \times & \text{Local} & = & (\div 1000) & = & \text{the} \\ \text{x 2.31} & & \text{standard} & & & & \text{proposed} \\ & & & & & & \text{development} \end{array}$$

NORTH WARWICKSHIRE COUNCIL PLAYING PITCH STRATEGY AND OUTDOOR SPORTS AUDIT

Changing rooms

In the Borough, poor quality pitches are unable to accommodate the maximum number of weekly matches. In certain cases, this is due to either lack of changing facilities or current changing provision being poor quality. All playing pitches should be served by suitable, good quality ancillary facilities; these should be located in close proximity to the playing area.

To achieve an increase in participation in sport and physical activity in the Borough, it is imperative that in addition to the need to secure developer contributions for pitch provision, contributions should also be sought for improving and providing changing room accommodation using the following guidelines:

- ◀ Figures based on the sports facility costs from Sport England for the 2nd quarter of this year
http://www.sportengland.org/facilities_planning/planning_tools_and_guidance/planning_kitbag.aspx
- ◀ Therefore the calculations below would need to change each quarter.
- ◀ Changing provision requirements are reliant on the number of pitches not the size of pitches. Changing facilities are required for new pitches, whether they are on or off site.

Example 1: Calculation for off site contribution for playing pitches:

Hectares required (Based on North Warwickshire standard)	/	640sqm (or 0.064ha) (typical area of grass pitch identified by Sport Eng for calculation purposes)	x	£80,000 (cost of grass pitch per 640sqm as identified by Sport England for calculation purposes)	=	£ off-site contribution
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Example 2: Calculation for off site contribution for changing rooms:

No. of Pitches (Need 2 team changing room per pitch)	x	£555,000 (cost of 4 team changing room as identified by Sport England for calculation purposes)	/	2 (based on 2 teams per pitch)	=	£ off-site contribution
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NB – the total figures do not include land value contribution or commuted sum for future maintenance.

PART 10: MONITORING AND REVIEW

It is important that there is regular monitoring (i.e. quarterly) and review against the actions identified in the Strategy.

The Council can monitor on an annual basis changes in the supply and demand for facilities by updating the assessment database with changes to site and team information.

This is important as regular monitoring of changes in supply and demand can avoid the need for a complete review of the Strategy after three years.

A Playing Pitch Strategy should be subject to a full review every three years under Sport England recommendations. However, regular monitoring of key supply and demand data can extend the life of the Playing Pitch Strategy to five years.

PART 11: CONCLUSIONS

The Playing Pitch Strategy seeks to provide guidance for planning decisions made across the Borough in the eleven years up to 2021. By addressing the issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of North Warwickshire can be satisfied. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

It is important that this document is used in a practical manner, is engaged with partners and encourages partnerships to be developed, to ensure that playing pitches and outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of North Warwickshire Borough Council's corporate priorities and the vision set out by the Sustainable Community Strategy.

The production of this Strategy should be regarded as the beginning of the planning process. The success of this Strategy and the benefits that are gained are dependant upon regular engagement between all partners involved and the adoption of a strategic approach. The Strategy is intended to be flexible and regularly updated using the accompanying database tools provided.

NORTH WARWICKSHIRE COUNCIL PLAYING PITCH STRATEGY AND OUTDOOR SPORTS AUDIT

APPENDIX ONE: PITCH SIZES

The following dimensions are used to calculate the area of pitch and non-pitch provision within this study. The dimensions include areas for side and end margins and are taken from Towards a Level Playing Field.

Pitch sizes - maximum and minimum								
Sport	Type	Min size (Hectares)		Max size (Hectares)		Safety margins (Hectares)		Hectares max with safety
		L	W	L	W	Side	End	
Football	Senior	90	46	120	90	9	6	1.4
Football	Youth	70	42	82	56	3	3	0.5
Football	Minis U9/10	46	27	55	37	3	3	0.3
Football	Minis U7/8	27	18	46	27	3	3	0.2
Cricket	Senior	46	46	-	-	-	-	1.6-2.0
Cricket	Junior	37	37	-	-	-	-	-
Rugby union	Senior	-	-	144	69	3	5	1.2
Rugby league	Senior	100	55	122	68	3	6	1.0
Hockey	Senior	-	-	91	55	5	3	0.6

Agenda Item No 11

Community and Environment Board

21 June 2010

**Report of the
Assistant Director
(Leisure and Community Development)**

**Parks, Open Spaces and
Horticultural Performance and
Grounds Maintenance Service
Review**

1 Summary

- 1.1 This report updates the Board with regard to the annual benchmarking exercise for parks, open spaces and horticultural services and advises on progress of the Grounds Maintenance Service Review.

Recommendation to the Board

That the Board notes and comments upon the performance and process of review within the Parks, Open Spaces, Horticultural and Grounds Maintenance Service, most particularly in respect of the approach being taken to improve service standards.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio and Shadow Portfolio Holders for Environment, Health, Well-being and Leisure, Countryside and Heritage, Safer Communities, Community Life, Housing and Resources have had the opportunity to comment on the content of this report.

3 Background

- 3.1 At its meeting held in March 2009 the Board considered a report in respect of a benchmarking exercise that had been undertaken in relation to parks, open spaces and horticultural services and endorsed actions proposed for the implementation of a Grounds Maintenance Service Review, in accordance with an identified priority in the adopted North Warwickshire Green Space Strategy.
- 3.2 This report updates the Board with regard to the annual benchmarking exercise and advises on the progress of the Grounds Maintenance Service Review.

4 **Benchmarking Exercise**

4.1 In order to ensure consistency, and an independent, robust assessment, benchmarking of parks, open spaces and horticultural services in 2008/09 was again carried out through APSE (Association for Public Service Excellence) in the summer of 2009. The resulting Performance Indicator Standings Report is attached at Appendix A. A comparison with the previous year's results, summarised at Appendix B, shows an overall improvement in performance, with the percentage of indicators in the top quartile for the Authority's family group increasing from 25% to 37%, whilst the percentage in the second quartile has remained consistent at 19%.

4.2 The service continues to be in the top quartile in respect of maintenance costs per head of population and per household and is now also in the top quartile in respect of maintenance costs per hectare of land – that is to say that maintenance costs are consistently low in comparison to other authorities in the family group.

4.3 A substantial improvement has also been made in the indicator measuring the number of public events held in the Borough Council's parks and open spaces, which is also now in the top quartile. Part of this improvement is due to more accurate recording of the number of events held, but it is, nevertheless, a good indication of the value of recreation areas to local communities.

4.4 Areas of continuing concern are:

- high levels of staff absence in the Grounds Maintenance DSO, which managers of the service are addressing
- relatively low levels of customer satisfaction, which reflects the need to improve service standards

4.5 The benchmarking exercise will be repeated this summer, in respect of the 2009/10 service. The Landscape Management Section has set a target to increase the percentage of indicators achieving top and second quartile placings to 38% and 25% respectively.

5 **Grounds Maintenance Service Review**

5.1 In accordance with the proposal endorsed by the Board at its meeting held in March 2009, the commission to verify the base data for the grounds maintenance specification, and to prepare revised specifications, was let to external consultants Pleydell Smithyman in January 2010. It had been hoped to let the contract by June 2009. A delay was incurred, however, firstly due to a lack of capacity to manage this process at the same time as procurement for the Playbuilder projects (an issue that as has been reported to, and considered by, the Scrutiny Board); and secondly as the initial tender price was over-budget. As a consequence, a pilot exercise was undertaken with the chosen consultants to better assess the scope of the commission, further

to which the contract was let based on a revised proposal and at a cost that could be met from within the existing revenue budget.

- 5.2 The verification of the GIS mapping record of areas under maintenance is now substantially complete, as is the corresponding measurement of quantities, although a number of areas have still to be confirmed. The validated figures will be brought to the Board at its meeting to be held in October 2010.
- 5.3 A revised specification is in preparation and will be substantially completed by the date of this Board meeting. Officers will introduce this initial draft to Members at this time. The final draft will, again, be brought to the Board in October, together with any associated financial implications.
- 5.4 Hitherto the Grounds Maintenance DSO has been working to a specification last revised in 1994 and that is based on “operations” rather than “performance” – i.e. payments are made according to the number of operations carried out, not on the quality of the work achieved. This is a very outdated and inflexible form of specification that has resulted in the performance of the Grounds Maintenance DSO being measured primarily in terms of the number of grass cuts achieved each season – regardless of factors such as weather conditions – and has not allowed any focus to be put on improving the quality of either this or other aspects of the service.
- 5.5 The proposed new specification will be based on performance outcomes. It will set maintenance standards to be achieved for a range of land use types including:
 - Highway verges
 - Amenity grass areas
 - Amenity shrub areas
 - Prestige sites
 - Parks and recreation grounds
 - Play areas
 - Sports pitches, bowling greens and tennis courts
 - Trees and woodlands
 - Nature conservation areas
 - Closed churchyards
 - Ditches and watercourses

Payments will then be based on satisfactory delivery of the service against those standards.

- 5.6 Adoption of a performance-based specification will allow managers of the Grounds Maintenance DSO to take a more flexible approach in managing the work and will allow for more attention to be given to aspects of routine maintenance that have previously been overlooked, such as summer pruning, repairing footpaths or maintaining boundary fences and site furniture. This is expected to result in an overall improvement in service delivery, which will be

measurable through the annual benchmarking exercise.

- 5.7 The next steps in the review process will be to prepare work schedules, to assess costs and to identify any surplus or shortfall in budgets or manpower necessary for implementation of the revised specification. A further report will be brought to the Board in October to advise Members of the outcome and, subject to approval, with a view to introducing the new approach to service delivery from 2011/12.

6 Report Implications

6.1 Finance and Value for Money Implications

- 6.1.1 There are no new financial implications arising from this report. Financial implications arising from the Grounds Maintenance Service Review will be reported to the Board in October 2010.

6.2 Safer Communities Implications

- 6.2.1 The provision of well managed, good quality parks and open spaces has positive implications for the corporate objective to reduce crime, the fear of crime and anti-social behaviour.

6.3 Environment and Sustainability Implications

- 6.3.1 Delivery of service improvements through implementation of the Green Space Strategy and the Grounds Maintenance Service Review will have positive implications for the protection and improvement of the environment and the future sustainable development of the Borough.

6.4 Human Resources Implications

- 6.4.1 None. Any staffing implications arising from the Grounds Maintenance Service Review will be reported to the Board in October 2010.

6.5 Risk Management Implications

- 6.5.1 The risk management implications of the Grounds Maintenance Service Review have been reported previously to the Board.

6.6 Equalities Implications

- 6.6.1 The equalities implications of the Grounds Maintenance Service Review have been reported previously to the Board.

6.7 Links to Council's Priorities

- 6.7.1 The Grounds Maintenance Service Review makes a direct contribution towards delivering the corporate priorities to:

- protect and improve our environment
- make best use of our resources through achieving a balanced budget and developing our workforce

6.7.2 The outcomes of the Review will also contribute towards:

- enhancing community involvement and access to services
- defending and improving our countryside and rural heritage
- tackling health inequalities through improving well-being and providing leisure opportunities for all of our citizens
- working with our partners to tackle crime, the fear of crime and anti-social behaviour

6.7.3 Additionally, the Review outcomes will have positive and direct links to the priorities of the North Warwickshire Sustainable Community Strategy to:

- Raise aspirations, educational attainment and skills
- Develop healthier communities
- Improve access to services

6.7.4 Implementation of the Grounds Maintenance Service Review directly delivers the key priority of the North Warwickshire Green Space Strategy to:

- Review current grounds maintenance arrangements to ensure coherent and appropriate work programming and adequate allocation of resources.

The Contact Officer for this report is Alethea Wilson (719212).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date
1	Assistant Director (Leisure and Community Development)	Report to Community and Environment Board	March 2009

Parks, Open Spaces and Horticultural Performance and Grounds Maintenance Service Review

Appendix B

Summary of APSE Performance Standings – Parks, Open Spaces and Horticultural Services

Outcome 2008-2009 (for 2007-2008)	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Total
Key Performance Indicators	2	3	3	1	9
Key Cost Performance Indicators	2	0	1	0	3
Secondary Performance Indicators	0	0	1	3	4
Optional Performance Indicators	0	0	0	0	0
Sub-total	4	3	5	4	16
Percentage of Total	25%	19%	31%	25%	100%

Outcome 2009-2010 (for 2008-2009)	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Total
Key Performance Indicators	2	3	2	2	9
Key Cost Performance Indicators	3	0	0	0	3
Secondary Performance Indicators	1	0	1	2	4
Optional Performance Indicators	0	0	0	0	0
Sub-total	6	3	3	4	16
Percentage of Total	37%	19%	19%	25%	100%

Target 2010-2011 (for 2009-2010)	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Total
Key Performance Indicators	2	4	3	0	9
Key Cost Performance Indicators	3	0	0	0	3
Secondary Performance Indicators	1	0	2	1	4
Optional Performance Indicators	0	0	0	0	0
Sub-total	6	4	5	1	16
Percentage of Total	38%	25%	31%	6%	100%

Evidence: APSE Performance Networks – Parks, Open Spaces and Horticultural Services Performance Indicator Standings Reports

Agenda Item No 12

Community and Environment Board

21 June 2010

Report of the Chief Executive and the Director of Resources

Progress Report on Achievement of Corporate Plan and Performance Indicator Targets April 2009 – March 2010

1 Summary

- 1.1 This report informs Members of the progress with the achievement of the Corporate Plan and Performance Indicator targets relevant to the Community and Environment Board for April 2009 to March 2010.

Recommendation to the Board

That Members consider the performance achieved and highlight any areas for further investigation.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio Holder and Shadow Portfolio Holder for Resources, Councillors Bowden and Butcher have been sent a copy of this report and any comments received will be reported to the Board.

3 Background

- 3.1 This report shows the end of year position with the achievement of the Corporate Plan and Performance Indicator targets for 2009/10. The report updates the progress achieved shown in Quarterly reports to each Board during 2009/10.

4 Progress achieved during 2009/10

- 4.1 Attached at Appendices A and B are reports outlining the progress achieved for all the Corporate Plan targets and the performance with the national and local performance indicators during April to March 2009/10 for the Community and Environment Board.

- 4.2 Members will recall the use of a traffic light indicator for the monitoring of the performance achieved.

Red – target not achieved
Green – target achieved.

5 Performance Indicators

- 5.1 The figures for the national and local performance indicators are subject to review by internal and external audit and should be considered as draft figures at this stage.

6 Overall Performance

- 6.1 The Corporate Plan performance report shows that 100% of the Corporate Plan targets and 61% of the performance indicator targets have been achieved. The report shows that individual targets that have been classified as red or green. The targets which have not been achieved relate to refuse and recycling, streetscape, leisure facilities and environmental health. Some of the targets have been missed by a small margin and individual comments from the relevant division have been included where appropriate. The table below shows the following status in terms of the traffic light indicator status:

Corporate Plan

Status	Number	Percentage
Green	28	100%
Red	0	0%
Total	28	100%

Performance Indicators

Status	Year End Number	Percentage
Green	27	61%
Red	17	39%
Total	44	100%

7 Summary

- 7.1 Members may wish to identify any areas that require further consideration where targets are not currently being achieved.

8 Report Implications

8.1 Safer Communities Implications

8.1.1 There are community safety performance indicators which are reported to Executive Board.

8.2 Legal and Human Rights Implications

8.2.1 The new national indicators have been specified by the Secretary of State for Communities and Local Government as part of a new performance framework for local government as set out in the local Government White Paper Strong and Prosperous Communities.

8.3 Environment and Sustainability Implications

8.3.1 Improvements in the performance and quality of services will contribute to improving the quality of life within the community.

8.4 Risk Management Implications

8.4.1 Effective performance monitoring will enable the Council to minimise associated risks with the failure to achieve targets and deliver services at the required performance level.

8.5 Equalities

8.5.1 Some of the actions and indicators highlighted in this report will be contributing towards the Council's equality and diversity objectives for example tackling fuel poverty and the children and families related activities.

8.6 Links to Council's Priorities

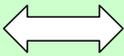
8.6.1 There are a number of targets and performance indicators contributing towards the priorities of access to services, tackling health inequalities and protecting and improving our environment.

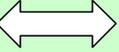
The Contact Officer for this report is Robert Beggs (719238).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date
National Indicators for Local Authorities and Local Authority Partnerships	Department for Communities and Local Government	Statutory Guidance	February 2008

Ref	Start Date	Action	Board	Lead Officer	Reporting Officer	Theme	Sub-Theme	Update	Traffic Light	Direction
4	Apr-09	Taking action to protect existing village shops and post offices by continue supporting rural post offices by awarding 100% rate relief, investigating and pursuing projects and opportunities which help to maintain rural services and looking to extend to the rural retail grant scheme	Community & Environment Board	AD (R&B)/DCE	Assitant Director Revenues & Benefits	Community Life		100% Rate Relief awarded to all qualifying rural post offices and general stores for 2009/10.	Green	
32	Apr-09	Through the Framework for Rural Action continuing to be sympathetic to the needs of the farming and rural communities, primarily to use the opportunity provided by LEADER to improve access and enhance communication for and with rural communities	Community & Environment Board	DCE/AD (R&B)	Director of Community & Environment	Community Life		The LEADER Development Officer has been appointed by WCAVA and the Support Officer is about to be recruited by NWBC. This should enable projects to commence within the next 6 months.	Green	
34	Apr-09	Continuing to progress actions identified through the work of the LEADER project	Community & Environment Board	DCE/AD (R&B)	Director of Community & Environment	Community Life		The LEADER Development Officer has been appointed by WCAVA and the Support Officer is about to be recruited by NWBC. This should enable projects to commence within the next 6 months.	Green	
37	Apr-09	Limited ability to continue to promote as Economic Development team disbanded but opportunities may arise through introduction of Rural Enterprise Grant.	Community & Environment Board	DCE	Director of Community & Environment	Community Life		We have limited capacity to support rural enterprises but are increasingly woking with partners to secure benefits in NW from County and Sub-regional initiatives. Report to C and E Board in June 2010 will address relationship with WRCC and their role in support for rural communities.	Green	

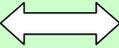
Ref	Start Date	Action	Board	Lead Officer	Reporting Officer	Theme	Sub-Theme	Update	Traffic Light	Direction
42	Apr-09	Continuing to maintain the cleanliness of the Borough's streets and open spaces, including ensuring that the number of streets failing to meet the cleanliness standard does not exceed the Council's target of 10%	Community & Environment Board	AD (S)	Assistant Director Streetscape	Environment		Year end NI 195 performance for litter and detritus combined 8%. Inclement weather conditions contributed to the cleanliness result being what it is compared to recent surveys	Green	
43	Apr-09	Continuing to take action to improve the quality of the local environment by working more closely with WCC on cleaning and maintenance issues across the Borough and on land drainage and flooding issues targeting those areas identified as most at risk in priority order	Community & Environment Board	AD (S)	Assistant Director Streetscape	Environment		Joint working continues with WCC and other agencies where possible, however recent long term staffing issues both at WCC and NWBC have meant that certain joint projects (particularly around flooding and land drainage) have been delayed. Support in this area continues to be provided by WDC and projects are being progressed where possible. Improvements to the Bourne Brook in Fillongley are ongoing, recent works Nuneaton Road end completed as per improvement plan. NWBC rewarded £79000 grant monies to improve personal flood protection to properties most at risk of flooding.	Green	
44	Apr-09	Maintaining the benefits of joint working achieved through the Public Realm Partnership and reviewing their effectiveness annually	Community & Environment Board	AD (S)	Assistant Director Streetscape	Environment		Continued joint working with WCC, Carillion & Amey on improving the cleanliness and maintenance of the A446. Recent works: A446 Stonebridge to M6 Jct4 March 2010 & A446 M6 Jct4 to Jct A4091 May 2010	Green	
45	Apr-09	Maintaining the clean-up programme, and community litter pick and grot spot schemes as well as expanding new initiatives such as the litter picking equipment loan scheme	Community & Environment Board	AD (S)/AD(L&CD)	Assistant Director Streetscape	Environment		Completed questionnaire received from 10 Parish Councils regarding clean-up activities. Information yet to be processed. Clean-up kits distributed to 8 PCs and Fire Service. Litter picking equipment loaned to 7 groups for community events. Support given to Leicester Housing Ass. for community clean-up event at Stoneleigh Estate, Hartshill. Litter picking activity included in summer activities for young people in Hartshill (Snow Hill Recreation Ground) as part of reward scheme.	Green	

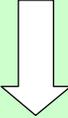
Ref	Start Date	Action	Board	Lead Officer	Reporting Officer	Theme	Sub-Theme	Update	Traffic Light	Direction
46	Apr-09	Continuing to develop effective and proactive measuring for the reduction of litter, fly tipping and dog fouling, including both raising awareness (including the expansion of the litter pledge scheme) and taking enforcement action. Supporting Parish and Town Councils who wish to introduce additional dog control Orders	Community & Environment Board	AD (S)/DCE/AD (L&CD)	Assistant Director Streetscape	Environment		NWBC registered interest with Keep Britain Tidy to become an official partner of the 2010 Dog Fouling Campaign (begins September), to become a supporting partner of the 2010 Chewing Gum Campaign and a piggy back partner of the 2010 Litter campaign.	Green	↔
47	Apr-09	Introducing a warden scheme in the Borough's main towns concentrating on local public realm and environmental issues	Community & Environment Board	AD (S)/DCE	Assistant Director Streetscape	Environment		New Warden Scheme implemented in April 2009 and will be reviewed in Spring 2010.	Green	↑
48	Apr-09	Introducing further improvements to the grass cutting service where possible and assessing their impact on the overall level of service provision	Community & Environment Board	AD (S)	Assistant Director Streetscape	Environment		Grounds Maintenance Service Review in conjunction with the outcome of the Green Space Strategy is ongoing. Box mowing of play areas began Spring 2010, now ongoing.	Green	↔
49	Apr-09	To implement agreed outcomes of the review of the Grounds Maintenance Service Specification by December 2009	Community & Environment Board	AD(S)/AD (L&CD)	Assistant Director Streetscape	Environment		Ongoing.	Green	↔
50	Apr-09	Continuing the ongoing programme of recycling in various ways, including through education and awareness raising programmes and school visits, in line with the agreed action plan	Community & Environment Board	AD (S)/AD (L&CD)	Assistant Director Streetscape	Environment		Support given to 3 schools with eco-schools programme activities. Recycling display and information taken to two events. One presentation given to a community group on Recycling.	Green	Ongoing
51	Apr-09	Ensuring that the requirements of the Household Waste Recycling that are met by collecting at least two materials for recycling from every suitable household in the Borough	Community & Environment Board	AD(S)/AD (L&CD)	Assistant Director Streetscape	Environment		The figures now show that 95.92% are in receipt of kerbside recycling. The revised collection scheme being introduced from September 2010 will ensure that all properties practicable to receive the service do so.	Green	↔

Ref	Start Date	Action	Board	Lead Officer	Reporting Officer	Theme	Sub-Theme	Update	Traffic Light	Direction
52	Apr-09	Recording and monitoring the Council's carbon footprint and assessing how the Council can take action to reduce its impact on Climate Change through specific action	Community & Environment Board	ACESC	Assistant Chief Executive & Solicitor to the Council	Environment		The officer working group continues to meet. The PowerPerfector equipment, to reduce our energy use at the main Council Offices by between 7 and 11%, has been installed. This will be evaluated to see if it would be of use at other buildings. The main current projects include moving our biggest consumer of energy, the computer server room, to a shared facility in Warwick, a green air conditioning system at the Atherstone Leisure Centre, considering changes to our use of transport and a combined heat and power system at the Atherstone Leisure Centre. The Council recently adopted a Climate Change Strategy and revised action plan.	Green	
53	Apr-09	Continuing to implement the Green Space Strategy in accordance with the approved Action and Funding Plans	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		The GSS is being implemented in accordance with the approved Action and Funding Plan and within the constraints of available resources. A progress report will be considered by the C&E Board in March 2010. The GSS Fund has been administered through Area Fora, with supported projects being delivered by March 2011.	Green	
54	Apr-09	Subsequent to the adoption of the corporate "Health, Well-being and Leisure Strategy" and its associated Action Plans, and further to discussion with the Health, Well-being and Leisure Portfolio Group, determine and commence implementation of the approach to the future provision, management and operation of the Council's leisure facilities	Community & Environment Board	DCE/AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		The future provision, management and operation of the Council's leisure facilities are currently subject to detailed consideration, most notably in respect of the future of indoor leisure provision in Coleshill, appertaining to which initial public consultation concluded at the end of September 2009.	Green	

Ref	Start Date	Action	Board	Lead Officer	Reporting Officer	Theme	Sub-Theme	Update	Traffic Light	Direction
55	Apr-09	Continuing to co-ordinate and implement relevant sections of the North Warwickshire Play Strategy, in accordance with the approved action and funding plans	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		The NW Play Strategy is being co-ordinated and delivered in accordance with the approved action and funding plans. All six priority projects are being implemented according to timescale. The multi-agency Play Partnership is also being reinvigorated. The annual progress report will be considered by C&E Board in March 2010.	Green	↔
56	Apr-09	Evaluating the impact of the three-year Play Area Development Programme, in part as a precursor to giving consideration to the means by which to improve those plays areas not included within the initial Programme	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		The Play Area Development Programme evaluation project plan has been approved by the relevant Scrutiny Board sub-committee. Actions are being progressed, albeit slower than anticipated as a consequence of the demands of the Playbuilder programme, through which a further four play spaces are to be improved in 2010. The evaluation report will be presented to Board in June 2010.	Green	↔
57	Apr-09	Completing the development of the allotment site in Warton including agreement on the terms of the corresponding lease by May 2009 and advancing the development of a further site in Mancetter	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		Development of the allotment site in Warton is complete. This scheme, which was handed over to the community in December 2009, has been recognised for an award within the Best Kept Villages Competition as a consequence of the positive community involvement in the project. The scheme at Mancetter is subject to a demand analysis being undertaken by the NW Allotment Federation and the identification of a suitable site. Consideration is also being given to the possible provision of allotments in Hurley, where a potential site has been identified and the land transferred (from the HRA to the General Fund) to enable the project to proceed. Progress was reported to, and approved by, the C&E Board in March 2010.	Green	↔
58	Apr-09	Supporting the North Warwickshire Allotment Federation in its provision of encouragement, advice and mutual assistance. to local Allotment Associations	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		Support continues to be given to the NW Allotment Federation in accordance with an agreement with this organisation.	Green	↔

Ref	Start Date	Action	Board	Lead Officer	Reporting Officer	Theme	Sub-Theme	Update	Traffic Light	Direction
59	Apr-09	Co-ordinating the sustainable development of Wellness Matters, in conjunction with NHS Warwickshire including its potential expansion into targeted outreach communities	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		Wellness Matters is continuing to be developed in conjunction with Warwickshire PCT and the Community Partnership's Health and Well-being Theme Group. Recent initiatives include the development of a Wellness Matters website and the provision of services through BOBs Bus.	Green	↔
60	Apr-09	Continuing to implement the agreed Action Plan for investing in children and young people's health and well-being	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		Action plan being implemented according to agreed timescales.	Green	↔
61	Apr-09	Ensuring compliance with the Council's statutory responsibilities as a partner on the Warwickshire Safeguarding Children Board, and drafting a revised Child Protection Policy	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		The Council is meeting its responsibilities as a partner on the WSCB. A new Child Protection Policy was approved and adopted in February 2010. Consideration is also being given to the proposed ISA regulations.	Green	↔
62	Apr-09	Continuing to prioritise children, young people and their families in the delivery and co-ordination of leisure service provision in accordance with agreed Council priorities and structures and as identified in the Health Well-being and Leisure Strategy	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		Children, young people and their families are being prioritised in the delivery of services in accordance with agreed (Leisure Facility and P&D) action plans.	Green	↔
63	Apr-09	Continuing to ensure that the work of one of the Council's Community Development Officers is dedicated to identifying and addressing the needs and aspirations of children and young people across the range of service provision, in partnership with Extended Services Teams	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Health and Well Being		Achieved. The Council has a CDO (Young People and Inter-generation) and a Community Projects Officer (Youth) within its P&D section. Both posts are dedicated to addressing the needs and aspirations of young people in conjunction with key partners.	Green	↔
65	Apr-09	Undertake a fundamental service review of Environmental Health, including external peer challenge	Community & Environment Board/Resources Board/	ACE	Assistant Chief Executive & Solicitor to the Council	Housing/Environment		The review is complete and was agreed by Executive Board and Council. The changes have been fully implemented.	Green	↔

Ref	Start Date	Action	Board	Lead Officer	Reporting Officer	Theme	Sub-Theme	Update	Traffic Light	Direction
67	Apr-09	Continue to develop and deliver a wide range of initiatives such as Activities 4U, Call 4 Sport and holiday play schemes to contribute both to a reduction in instances of anti-social behaviour and to provide constructive leisure opportunities for young people. Continuing to co-ordinate a wide range of targeted community safety projects, including work with young people, both to provide diversionary activities, and to meet the wider needs and aspirations of young people, inter-generational work and wider community development activity.	Community & Environment Board	AD (L&CD)	Assistant Director Leisure & Community Development	Safer Communities		Activities4U and Call4Sport are being targeted at priority areas for reports of anti-social behaviour. These initiatives are successfully engaging young people in positive diversionary activities. A problem solving approach to identified anti-social behaviour is being used on a multi-agency basis. This has proved to be effective across the Borough (Polesworth, Hartshill and Atherstone).	Green	

PI Ref	Description	Division	Section	Year End Target	2008/9 Year End	National Best Quartile	SPARSE Best Quartile	Performance	Traffic Light Red/Amber/ Green	Direction	Comments	Suggested reporting interval	Board	2010/11 Target
BVPI 82	Percentage of household waste arisings : which have been sent by the Authority for recycling	Streetscape	Refuse & Recycling	12%	11.52%			10.41%	Red		End of year figures 2009 - 2010 Anecdotal evidence suggests that there has been a common reduction. The spells of freezing and snowy weather also had effect.	Q	Community and Environment Board	
BVPI 82	The percentage of household waste sent by the Authority for composting or treatment by anaerobic digestion. :	Streetscape	Refuse & Recycling	18%	18.16%			18.25%	Green		End of year figures 2009 - 2010	Q	Community and Environment Board	
BVPI 84	Number of kilograms of household waste collected per head of the population. :	Streetscape	Refuse & Recycling	480	469			462	Green		End of year figures 2009 - 2010	Q	Community and Environment Board	
BVPI 88	Number of collections missed per 100,000 collections of household waste :	Streetscape	Refuse & Recycling	20	24.74			46.68	Red		End of year figures 2009 - 2010 The spells of freezing and snowy weather had a considerable effect.	Q	Community and Environment Board	
REF-LPI 2	Percentage of missed collections put right by the end of the next working day. :	Streetscape	Refuse & Recycling	95%	89%			Information not available	N/A	-	End of year figures 2009 - 2010 Recording of completed cases not able to provide data.	Q	Community and Environment Board	
NI191	Residual household waste per household	Streetscape	Refuse & Recycling	751kg	770			769	Red		End of year figures 2009 - 2010 The reduction in recycling and an increase in road sweepings were detrimental although the final figure is 1kg better than 2008/09	Q	Community and Environment Board	
NI192	Household waste recycled and composted	Streetscape	Refuse & Recycling	30%	29.68%			28.65%	Red		End of year figures 2009 - 2010 A percentage point decrease from 2008/09 primarily in dry recycling performance.	Q	Community and Environment Board	
NI193	Municipal waste landfilled	Streetscape	Refuse & Recycling	65%	72.24%			73.22%	Red		End of year figures 2009 - 2010 Similar to NI191 the effects of reduced recycling and increased road sweeping are seen in a percentage point increase.	Q	Community and Environment Board	
NI194	Level of air quality - reduction in NOx and primary PM10 emissions through LA estate and operations	Streetscape	Facilities Management	N/K	To be confirmed			2009/10 figures not yet available	N/A	-		A	Community and Environment Board	
BVPI 91	Percentage of households resident in the authority's area served by kerbside collection of at least two recyclables. :	Streetscape	Refuse & Recycling	95%	91.66%			95.92%	Green		End of year figures 2009 - 2010 The progress towards the target of 100% was on course but will now be supplanted by the revised recycling scheme that includes all households.	Q	Community and Environment Board	
NI185	CO2 reduction from local authority operations	Streetscape	Facilities Management	N/A	To be confirmed			2009/10 figures not yet available	N/A	-		A	Community and Environment Board	
BVPI 90	Percentage of survey respondents expressing satisfaction with: : refuse collection	Streetscape	Refuse & Recycling	94%	89.60%			94.1%	Green			A	Community and Environment Board	

PI Ref	Description	Division	Section	Year End Target	2008/9 Year End	National Best Quartile	SPARSE Best Quartile	Performance	Traffic Light Red/Amber/ Green	Direction	Comments	Suggested reporting interval	Board	2010/11 Target
BVPI 90	Percentage of survey respondents expressing satisfaction with: : doorstep recycling	Streetscape	Refuse & Recycling	76%	76.50%			73.3%	Red		Taken from interim partnership survey and the results are not as statistically reliable as the formal place survey results	A	Community and Environment Board	
BVPI 90	Percentage of survey respondents expressing satisfaction with: : Waste recycling facilities	Streetscape	Refuse & Recycling	67.6%	67.60%			68.9%	Green			A	Community and Environment Board	
BVPI 89	Percentage of people satisfied with cleanliness standards. :	Streetscape	Streetscape	77%	65%			66.8%	Red			A	Community and Environment Board	
NI195a	Improved street and environmental cleanliness (litter)	Streetscape	Streetscape	8.00%	4.00%			6%	Red			Q	Community and Environment Board	
NI195b	Improved street and environmental cleanliness (detritus)	Streetscape	Streetscape	12.00%	7.00%			10%	Red			Q	Community and Environment Board	
NI195c	Improved street and environmental cleanliness (graffiti)	Streetscape	Streetscape	4.00%	0.00%			1%	Red			Q	Community and Environment Board	
NI195d	Improved street and environmental cleanliness (fly posting)	Streetscape	Streetscape	4.00%	1.00%			0%	Green			Q	Community and Environment Board	
P&D PI 1	Number of customer contacts	Leisure & Community Development	Partnership & Development	10,000	-			18,987	Green			Q	Community and Environment Board	30,500
P&D PI 2	Total number of projects delivered by the section	Leisure & Community Development	Partnership & Development	50	-			136	Green			A	Community and Environment Board	110
P&D PI 3	Total number of partners	Leisure & Community Development	Partnership & Development	30	-			51	Green			Q	Community and Environment Board	70
P&D PI 4	Customer satisfaction with Community Development activities	Leisure & Community Development	Partnership & Development	8	-			8.73	Green		The maximum score is out of 10!	Q	Community and Environment Board	80%
P&D PI 5	Percentage of successful funding applications	Leisure & Community Development	Partnership & Development	60%	-			83%	Green		£203,435 of external funding was secured through the P&D section in 2009/10	Q	Community and Environment Board	75%
P&D PI 6	Number of funding bids supported	Leisure & Community Development	Partnership & Development	30	-			48	Green			Q	Community and Environment Board	40
P&D PI 7	Team benchmark % satisfaction scores	Leisure & Community Development	Partnership & Development	75%	-			89%	Green			Q	Community and Environment Board	85%
BVPI 119e	Satisfaction with - parks & open spaces :	Leisure & Community Development	Landscape Management		62.1%			68.0%	Green		Divisional consultation deferred due to Partnership survey. Now to be undertaken in 2010/11	A	Community and Environment Board	65%

PI Ref	Description	Division	Section	Year End Target	2008/9 Year End	National Best Quartile	SPARSE Best Quartile	Performance	Traffic Light Red/Amber/ Green	Direction	Comments	Suggested reporting interval	Board	2010/11 Target
LM 1	Delivery of Phase 2 of the GSS Action and Funding Plan (% of actions achieved)	Leisure & Community Development	Landscape Management	-	-			13% completed, 17% in progress, 27% to follow other actions, 24% deferred due to resource constraints, 19% delayed by limited staff capacity	Green			A	Community and Environment Board	Altered
LM 2	% of Play Areas meeting BS/EN and DDA standards	Leisure & Community Development	Landscape Management	-	-			65%	N/A	-		A	Community and Environment Board	74%
LM 3	% improvement (or otherwise) in APSE PI standings	Leisure & Community Development	Landscape Management	-	-			Quartile 1 scores up from 25% to 37%, Quartile 2 scores static at 19%, Quartile 3 scores down from 31% to 19%, Quartile 4 scores static at 25%	N/A			A	Community and Environment Board	Altered
ACPI 11b	Swimming pools and sports centres: : The net cost per swim/visit	Leisure & Community Development	Leisure Facilities	1.92	1.93			2.02	Red		Net cost per swim/visit figures have risen, partly as a consequence of lower visitor numbers (due to facility closures and the way attendances are recorded) and also because of capital expenditure associated with facility improvements (ASC and ALC), equipment purchases and increased BMF contributions	Q	Community and Environment Board	£1.91
FAC-LPI 9	Leisure Centres - Total income per visit :	Leisure & Community Development	Leisure Facilities	2.24	2.22			2.44	Green			Q	Community and Environment Board	£2.30
ACPI 11a	Swimming pools and sports centres: : The number of swims and other visits per 1,000 population.	Leisure & Community Development	Leisure Facilities	7,100	7,011			6,622	Red		Visitor numbers have fallen due to planned closures at both Arley and Atherstone, unplanned closures at Coleshill and because of a change in the way attendances are recorded.	Q	Community and Environment Board	7,310
BVPI 119a	Satisfaction with - sports/leisure facilities :	Leisure & Community Development	Leisure Facilities		41.1%			47.0%	Green		Divisional consultation deferred due to Partnership survey. Now to be undertaken in 2010/11	A	Community and Environment Board	45%
LF 1	Usage per hour	Leisure & Community Development	Leisure Facilities	-	-			DELETED	N/A	-		A	Community and Environment Board	

PI Ref	Description	Division	Section	Year End Target	2008/9 Year End	National Best Quartile	SPARSE Best Quartile	Performance	Traffic Light Red/Amber/ Green	Direction	Comments	Suggested reporting interval	Board	2010/11 Target
ACPI H1	The percentage of food premises inspections that should have been carried out that were carried out for high risk premises.	Chief Executive	Env Health (C, L &HP)	100%	91%			87.00%	Red	↓		Q	Community and Environment Board	100%
NI182	Satisfaction of business with local authority regulatory services	Chief Executive	Env Health (C, L &HP)	90%	79%			81%	Red	↑		A	Community and Environment Board	90%
NI184	Food establishments in the area which are broadly compliant with food hygiene law	Chief Executive	Env Health (C, L &HP)	85%	83%			80.00%	Red	↑		Q	Community and Environment Board	85%
ACPI H3	The proportion of days of FIT3 work carried out compared to the number of days programmed.	Chief Executive	Env Health (C, L &HP)	100%	-			86%	Red	↓		A	Community and Environment Board	Deleted from national set
EH-LPI 1	To respond to all complaints and requests for service within three working days (Pests, Dogs and general env health FLARE system)	Housing	Private Sector & Public Health	99%	99.50%			98.70%	Green	↔		M	Community and Environment Board	97%
BVPI 218a	Percentage of new reports of abandoned vehicles investigated within 24hrs of notification.	Housing	Private Sector & Public Health	80.00%	100.00%			100%	Green	↑		M	Community and Environment Board	
BVPI 218b	Percentage of abandoned vehicles removed within 24 hours from the point at which the Authority is legally entitled to remove the vehicle.	Housing	Private Sector & Public Health	80.00%	95.00%			100%	Green	↑		M	Community and Environment Board	
EH-LPI 2	Number of Pest Control service requests per pest type and income checked by EHM (monthly)	Housing	Private Sector & Public Health	100.00%	-			100%	Green	↔		M	Community and Environment Board	Under review
EH-LPI 3	Number of Dog Warden service requests per type, income, expenditure and fines checked by EHM (monthly)	Housing	Private Sector & Public Health	100.00%	-			100%	Green	↔		M	Community and Environment Board	Under review
EH-LPI 4	financial - income / expenditure and fixed penalty fines plus monies recovered - 6 month WCC reconciliation as per Audit requirement	Housing	Private Sector & Public Health	100.00%	-			100%	Green	↔		Bi	Community and Environment Board	Under review
EH-LPI 5	EHM/HOS to review each enforcement notice completed or signed FOR THIS TEAM during the previous month in accordance with enforcement protocols, plus case reviews of all prosecutions / cautions etc. and press releases	Housing	Private Sector & Public Health	100.00%	-			100%	Green	↔		M	Community and Environment Board	Under review
EH-LPI 7	letters to all clients who made a service request or were subject to investigation / enforcement plus closed grant cases on a monthly basis with replies followed through - results to feed into NI 182 also	Housing	Private Sector & Public Health	100.00%	-			100%	Green	↔		M	Community and Environment Board	Under review
EH-LPI 10	The number of private sector vacant dwellings that are found to be occupied, returned into occupation or demolished during the year as a direct result of action by the local authority :	Housing	Private Sector & Public Health	25	-			Not known	N/A	-		A	Community and Environment Board	
NI187	Tackling fuel poverty – % of people receiving income based benefits living in homes with a SAPenergy efficiency rating of below 35	Housing	Private Sector & Public Health	baseline year	12.61%			9%	Red	↓		A	Community and Environment and Resources Boards	

PI Ref	Description	Division	Section	Year End Target	2008/9 Year End	National Best Quartile	SPARSE Best Quartile	Performance	Traffic Light Red/Amber/ Green	Direction	Comments	Suggested reporting interval	Board	2010/11 Target
NI187	Tackling fuel poverty – % of people receiving income based benefits living in homes with a SAPenergy efficiency rating of over 65	Housing	Private Sector & Public Health	baseline year	112.61%			38%	Green			A	Community and Environment and Resources Boards	
NI196	Improved street and environmental cleanliness – fly tipping (matrix of enforcement actions vs. number of tipping incidents)	Housing	Env Health (C, L &HP)	Grade 2 Effective proposed	Grade 1			3	Green			A	Community and Environment Board	Grade 2 Effective

Agenda Item No 13

Community and Environment Board

21 June 2010

**Report of the
Assistant Director
(Leisure and Community Development)**

**Atherstone Leisure Complex -
Replacement of Fitness
Equipment**

1 Summary

- 1.1 This report informs the Board of action taken by the Chief Executive, in consultation with the Chairman and Vice-chairman, in respect of the procurement of replacement fitness equipment at Atherstone Leisure Complex.

Recommendation to the Board

That the action taken by the Chief Executive in consultation with the Chairman and Vice-Chairman of the Board, in respect of the procurement of replacement fitness equipment at Atherstone Leisure Complex, and as identified in Section 4 of the report, be endorsed.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio and Shadow Portfolio Holders for Health, Well-being and Leisure, Safer Communities, Community Life and Resources, together with appropriate Ward Members, have had an opportunity to comment on the content of this report.

3 Background Information Replacement of Fitness equipment

- 3.1 The Borough Council has operated a high quality fitness suite at Atherstone Leisure Complex subsequent to the refurbishment, re-development and re-opening of the facility in 2003. It represents a popular and successful complement to the Authority's only swimming pool and, as such, is an important product within the service portfolio at the Leisure Complex.
- 3.2 The health and fitness industry is extremely dynamic and customer expectations are constantly rising. In this regard, the Board has acknowledged the need to maintain an up-to-date product offering, as a consequence of which it has previously approved the re-development of the fitness suites at its facilities in Arley, Coleshill and Polesworth.

4 Replacement of Fitness Equipment

- 4.1 Given that much of its fitness equipment was becoming dated and failing to meet customer demand, in December 2009 Management Team approved the procurement of replacement fitness equipment and ancillary undertakings at Atherstone Leisure Complex. Further to a procurement process that was undertaken in accordance with all appropriate financial regulations and that recently concluded with the Board Chairman opening tenders for the supply of the fitness equipment, a subsequently agreed programme of works included a requirement to close the fitness suite from 27 May to 4 June inclusive. The closure period, which was timed to ensure least disruption to members of the public, was also necessary in order to undertake ancillary works that included cabling, electrical upgrades, replacement flooring and re-decoration. Programming these works at this time avoided the need for a further closure of the fitness suite in the near future.
- 4.2 The closure period followed a similar pattern to that recently required at Polesworth Sports Centre, which was closed for a number of days in order to replace its fitness equipment. The fitness suite at Atherstone Leisure Complex closed for a similar period to allow the contractors time to dismantle and remove the existing kit and allow for the delivery, installation and testing of the new equipment and the undertaking of the additionally identified works.
- 4.3 Given the works timetable, it was necessary for the closure to be agreed by the Chief Executive, in consultation with the Chairman and Vice-Chairman, in advance of this meeting of the Board. Members are requested to endorse this course of action.
- 4.4 Members had approved budgetary provision for all elements of the equipment replacement and ancillary works programme. The new fitness equipment cost £98,000, which represents a significant reduction in price, as the Leisure Complex is the first facility in the region to receive this “generation” of equipment. The ancillary and re-decoration works cost in the region of £15,000.
- 4.5 Whilst there is an anticipated loss of income of approximately £5,500 due to the proposed closure, experience at Polesworth and Arley Sports Centres suggests that this income will be recouped due to rising attendances and increased direct debit sales
- 4.6 The replacement of the fitness equipment and enhancement to the fitness suite will ensure that the facility remains of the highest quality and that customers continue to receive a first class service in a safe and professional environment.

5 Report Implications

5.1 Finance and Value for Money Implications

5.1.1 The financial implications of the works recently undertaken in the fitness suite are identified in Section 4 of the report above.

5.2 Safer Communities Implications

5.2.1 Appropriately timetabled leisure opportunities provide constructive alternatives to anti-social and/or criminal behaviour. Improving the quality and accessibility of these opportunities will help to reduce the likelihood of disorder within the community.

5.3 Environment and Sustainability Implications

5.3.1 The provision of opportunities for constructive leisure and health activity within communities enhances local cohesion, social inclusion and individual quality of life. It also impacts positively upon the creation of sustainable communities, within which people feel healthy, safe and valued.

5.4 Links to Council's Priorities

5.4.1 The enhancement to the fitness suite at Atherstone Leisure Complex directly and positively contributes to the following corporate priorities:

- Enhancing community involvement and access to services
- Tackling health inequalities through improving well-being and providing leisure opportunities to all of our citizens
- Working with our partners to tackle crime, the fear of crime and anti-social behaviour

5.4.2 The works undertaken at the fitness suite also have positive implications for the Sustainable Community Strategy objectives to:

- Raise aspirations, educational attainment and skills
- Develop healthier communities
- Improve access to services

The Contact Officer for this report is Peter Wheaton (719257).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date
1	Assistant Director (Leisure and Community Development)	Note to Management Team	Dec 2009
2	Assistant Director (Leisure and Community Development)	Note to Chairman and Vice-Chairman	May 2010

Agenda Item No 14

Community and Environment Board

21 June 2010

**Report of the
Assistant Director
(Leisure and Community Development)**

**North Warwickshire Green Space
Strategy**

1 Summary

- 1.1 This report provides an update on the revised role of the Environment Group following the restructure of the Community Partnership and how this new role will direct partnership working in order to help meet the aims and objectives of the North Warwickshire Green Space Strategy.

Recommendation to the Board

That the Board notes and welcomes the involvement of the Environment Theme Group in advancing the provisions of the Green Space Strategy.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio and Shadow Portfolio Holders for Environment, Countryside and Heritage, Safer Communities, Health, Well-being and Leisure, Community Life and Resources have all had an opportunity to comment on the content of this report.

3 Introduction

- 3.1 At its meeting held in March 2010, the Board received a report that set out progress in respect of the implementation of Year 2 (2009/10) of the North Warwickshire Green Space Strategy and identified work proposed to be undertaken in Year 3 (2010/11). Members noted and welcomed the content of the report.
- 3.2 At that time, it was proposed that the Community Partnership's Environment Theme Group could take a more active role in advancing the provisions of the Green Space Strategy, not least as a means through which to increase capacity to deliver the related Action and Funding Plan. It was additionally

suggested that “ownership” of the Strategy by the Theme Group would strengthen partnership working to ensure delivery against mutually compatible objectives and ensure that monitoring and development of the Strategy were robust. The Board was very supportive of this proposal.

4 Environment Theme Group

- 4.1 The Environment Theme Group last met on 15 April 2010, when its members gave due consideration to how best to continue its work in light of the recent restructure of the Community Partnership and its focus on the new priorities of “raising aspirations, educational attainment and skills”, “developing healthier communities” and “improving access to services”.
- 4.2 At the meeting it was recognised that although “The Environment” was no longer a specific priority in the new Sustainable Community Strategy, the Group still had an important role to play in helping to meet Strategy objectives, as well as targets identified in the Local Area Agreement. The Group, therefore, was keen to continue its work in support of the Community Partnership.
- 4.3 The Group also determined that, rather than trying to address a wide range of environmental issues, it would be more beneficial to focus on specific areas where partnership work was either already taking place or where there was scope to develop future partnership activity. To this end, it was agreed that the Group would meet on a quarterly basis to discuss a specific topic on each occasion, thereby allowing the Group to take a more focused approach to its endeavours.
- 4.4 In view of the Board's willingness to engage the Environment Theme Group more closely in the work of the Green Space Strategy, Group members agreed that this would be the focus of its attention at its next meeting to be held on 15 July 2010. Potential stakeholders will be identified and invited to attend the meeting. Attendees will be able to find out more about the priorities of the Strategy and will be invited to identify where a partnership approach will benefit the achievement of Strategy objectives. Actions will then be determined that can be progressed through, and in conjunction with, the Theme Group.
- 4.5 In addition to the Green Space Strategy, the Theme Group is also looking to advance its contribution in the areas of climate change and supporting local action on biodiversity. It is also considering the possibility of holding a sustainability event to raise awareness of local environmental issues and concerns and to promote current projects.

5 Report Implications

5.1 Finance and Value for Money Implications

- 5.1.1 There is no new financial implication arising directly out of this report. It is hoped, however, that the Environment Theme Group's active role in

advancing the provisions of the Green Space Strategy will enable better targeting of resources through joined up service delivery. The Group's involvement will also enhance opportunities to identify and access external funding support through which to deliver the provisions of the Strategy's Action and Funding Plan.

5.2 Safer Communities Implications

5.2.1 Projects advanced through the Green Space Strategy contribute to community safety by providing well-managed recreation areas that enhance opportunities for engagement in positive activity.

5.3 Legal and Human Rights Implications

5.3.1 Projects delivered through the Green Space Strategy are compliant with all appropriate legislation.

5.4 Environment and Sustainability Implications

5.4.1 The Environment Theme Group's involvement in the Green Space Strategy will help to ensure that action is appropriately prioritised and focused where it is most needed, thus creating tangible and sustainable benefits for the environment, both locally and across North Warwickshire.

5.5 Human Resources Implications

5.5.1 There are no human resource implications arising from this report. The Community Development Officer (Environment) will continue to co-ordinate the work of the Environment Theme Group.

5.6 Risk Management Implications

5.6.1 There are no new risk management implications arising from this report. The risks associated with the Green Space Strategy have already been identified within the context of the corporate risk management process.

5.7 Equalities Implications

5.7.1 There are no new equalities implications arising directly from this report.

5.8 Links to Council's Priorities

5.8.1 The North Warwickshire Green Space Strategy has direct and positive links to the corporate priorities to:

- Enhance community involvement and access to services
- Protect and improve our environment
- Defend and improve our countryside and rural heritage
- Tackle health inequalities through improving well-being and providing leisure opportunities to all of our citizens

- Work with our partners to tackle crime, the fear of crime and anti-social behaviour
- Make best use of our resources through achieving a balanced budget and developing our workforce

5.8.2 The Strategy also contributes directly to the priorities of the Sustainable Community Strategy:

- Raising aspirations, educational attainment and skills
- Developing healthier communities
- Improving access to services

The Contact Officers for this report are Alethea Wilson (719212) and Zoe Davies (719258).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date
1	Assistant Director (Leisure and Community Development)	Report to Community and Environment Board	08 March 2010
2	CDO (Environment)	Environment Theme Group Meeting Minutes	15 April 2010

Agenda Item No 15

Community and Environment Board

21 June 2010

**Report of the
Assistant Director
(Leisure and Community Development)**

Free Swimming Programme

1 Summary

- 1.1 This report updates the Board on the first year of the Borough Council's involvement in the national two-year Free Swimming Programme, which commenced at Atherstone Swimming Pool on 1 April 2009.

Recommendation to the Board

That, further to the Borough Council's decision to engage in the national two-year Free Swimming Programme, the Board notes the positive impact on participation levels during the first year of the scheme.

2 Consultation

2.1 Portfolio Holder, Shadow Portfolio Holder and Ward Members

- 2.1.1 The Portfolio and Shadow Portfolio Holders for Health, Well-being and Leisure, Safer Communities, Community Life and Resources have had the opportunity to comment on the content of this report.

3 Background

- 3.1 On 6 June 2008, the then Secretaries of State for Health and Culture, Media and Sport announced details of a £140 million Government "Free Swimming Programme" to be undertaken in partnership with local authorities. The Government stated that it was "keen to encourage as many local authorities as possible to participate in making swimming free for the over 60s and under 16s in their local communities". It also stated that it wished to stimulate ambitious authorities to maximise and sustain uptake through other initiatives, such as the provision of free lessons for adults who cannot swim, the introduction of swimming co-ordinators and the provision of incentives for the most ambitious councils to move further towards a universal free swimming offer.

- 3.2 The previous Government identified a series of funding programmes designed to extend opportunities to swim and through which local authorities could maximise the health benefits of wider participation in swimming, improve the health and well-being of their communities and support the delivery of local priorities. The Programme, therefore, seeks to build upon existing commitments to swimming, including schemes that provide subsidised swimming to various target groups, such as those provided through the Borough Council's @ctive card scheme.
- 3.3 The Free Swimming Programme principally applies to 2009/10 and 2010/11. The purpose of the Government grant is to provide financial support to those local authorities that choose to deliver part or parts of the Government's Free Swimming Programme, specifically to enable those authorities that choose to participate in the Programme to offer:
- Either free swimming for those people aged 60 years or over (Pot 1), or
 - Free swimming for those people aged 60 years and over and for those people aged 16 years and under (Pot 2)
- 3.4 At its meeting held on 1 September 2008, the Board resolved to participate, for an initial period of two years, in both Pots 1 and 2 of the Free Swimming Programme. As a consequence, formula-based grants totalling £55,781 in both 2009/10 and 2010/11 were awarded to the Borough Council to support the provision of free swimming for those people aged 60 years and over and for those people aged 16 years and under.
- 3.5 By virtue of its engagement in both Pots 1 and 2 of the Programme, the Borough Council was also awarded a capital grant of £18,800 by the Department of Culture, Media and Sport to fund improvements at Atherstone Swimming Pool. With this grant, it was determined to purchase a new UV Filtration System for the Pool, thereby improving water quality and other environmental conditions. This course of action was noted by the Executive Board at its meeting held in May 2009.

4 Impact of the Free Swimming Programme

4.1 Nationally, 259 local authorities (four out of every five) have entered Pot 1 (those people aged 60 years or over) of the Programme, of which 190 are also engaged in Pot 2.

...

4.2 As can be seen within the table attached at Appendix A, initial concentration on the two target groups identified by the former Government within the first year of the Programme made a significant contribution to enhancing levels of regular participation in swimming for those people aged 60 years and over and 16 years and under in North Warwickshire.

- 4.3 The table compares attendance figures for 2008/09 (the year preceding the introduction of the Programme) with the figures for 2009/10, and evidences that within the first year of the scheme there has been a 16% increase in attendances for those people aged 16 years and under and a 163% increase for people aged 60 years and over.
- 4.4 Appendix B highlights comparisons with those local authorities that are members of our CIPFA “family group”, 16 of which are involved in the Free Swimming Programme. When comparing “visits per 1000 population, the Borough Council is ranked 8th within the family group for over 60 swims and 7th in the under 16 category. When due account is taken of the number of swimming pools within each authority (a factor that obviously impacts upon attendance levels), North Warwickshire is ranked an encouraging 6th and 5th respectively. Detailed benchmarking has been undertaken with the small number of authorities ranked higher than the Borough Council in order to evaluate the relative success of the local Free Swimming Programme, further to which it has been established that the size of swimming pools and their maximum bather capacities are also impacting upon the results. It can be deduced with confidence, therefore, that the Authority is performing well in respect of its delivery of the Programme to the local community.
- 4.5 Prior to the launch of the scheme there was an expectation that the offer of free swimming would increase levels of attendance. This expectation has been realized in the first year of the Programme within both targeted users groups. Despite effective, but deliberately low-key marketing, attendance levels have increased significantly. Given that regular swimming, as a low impact activity, is ideal for current non or low level participants this is very encouraging. Not only does a successfully introduced scheme impact favourably on the local development of swimming as a sport in its own right, removal of the financial barrier to participation also has the long-term potential to enhance individual and collective health and well-being and contribute to the attainment of objectives and priorities identified in both the Corporate Plan and the Sustainable Community Strategy.
- 4.6 Although the first year of the Free Swimming Programme has been successful at Atherstone Swimming Pool, there are challenges associated with its continued operation. The Board is already aware that the grant award of £55,781 is a two-year fixed offer that is not linked to any form of inflationary increase. There was always a lack of clarity about the extent, if any, of Government funding for the Free Swimming Programme beyond 2010/11. Indeed, at its meeting held in September 2009, the Board asked that a letter be written to the DCMS seeking clarification on this point, in respect of which a non-committal reply was received in March 2010 from the then Minister for Sport. The recent change of national Government means that the future of the Programme remains unclear.

- 4.7 If Government grant support for the Programme ceases at the end of 2010/11, the Borough Council would be faced with a decision to re-introduce charges for swimming for those people previously afforded free access, to seek to secure financial assistance from external partners, such as NHS Warwickshire, or to accept a significant adverse impact on its revenue budget. A re-introduction of charges to local target groups would not be well received within the community. Whilst partnerships are desirable they are difficult to secure within the current economic climate and adverse impacts on the revenue budget are difficult to sustain without compensatory savings in other areas of the Council's service portfolio.

5 Conclusion

- 5.1 The Free Swimming Programme for people aged 60 years and over and 16 years and under, as a first step towards an aspiration to provide free swimming for everyone, is a positive initiative to improve health by increasing levels of physical activity. Whilst questions remain to be answered about its long-term sustainability, the scheme's introduction and first year at Atherstone Swimming Pool has been both successful and well received by the local community.

6 Report Implications

6.1 Finance and Value for Money Implications

- 6.1.1 In addition to the capital grant of £18,800, the Borough Council's two-year commitment to participation in the Free Swimming Programme has been funded by an annual, non-inflation linked Government grant of £55,781. Given the nature of the entry management technology deployed in the Council's leisure facilities, it is very difficult to be precise about the exact number of previous users who are now able to secure free entry to Atherstone Pool and, therefore, to be clear about whether or not the grant covers the potential loss of previously expected income receipts. On balance, it is felt that there will be an adverse consequence on the revenue budget, particularly when account is taken of inflation, but that this consequence is minimal and outweighed by the known advantages of participating in the scheme.

- 6.1.2 In addition to the aforementioned grant, the Borough Council also received a one-off "top up" grant of £3,661.34 as a consequence of certain authorities choosing not to engage in the Programme. A use for this money has not yet been determined, but it will be used to advance the principles of the Free Swimming initiative.

6.2 Safer Communities Implications

6.2.1 Appropriately timetabled and priced leisure opportunities provide constructive alternatives to anti-social and/or criminal behaviour. Improving the accessibility of these opportunities, including by removing the price barrier to participation, will help to reduce the likelihood of disorder within the community.

6.3 Legal and Human Rights Implications

6.3.1 Government grants made in support of the Free Swimming Programme will be made pursuant to the powers in Section 31 of the Local Government Act 2003.

6.4 Environment and Sustainability Implications

6.4.1 The provision of opportunities for constructive leisure activity within communities enhances local cohesion, social inclusion and individual quality of life. It also impacts positively upon the creation of sustainable communities, within which people feel healthy, safe and valued.

6.5 Risk Management Implications

6.5.1 The risks associated with the Free Swimming Programme were reported to the Board in September 2008.

6.6 Equalities Implications

6.6.1 An Equality Impact and Needs Assessment was presented to the Board at its meeting held in September 2009. It should be understood, however, that the Free Swimming Programme is designed to enhance accessibility to the opportunity to swim and to benefit from the healthier lifestyle thus provided.

6.7 Links to Council's Priorities

6.7.1 The Free Swimming Programme contributes directly to the following corporate priorities:

- Enhancing community involvement and access to services
- Tackling health inequalities through improving well-being and providing leisure opportunities to all of our citizens
- Working with our partners to tackle crime, the fear of crime and anti-social behaviour

6.7.2 The Programme also contributes to the delivery of the following objectives of Sustainable Community Strategy.

- Raising aspirations, educational attainment and skills
- Developing healthier communities
- Improving access to services

The Contact Officer for this report is Peter Wheaton (719257).

Background Papers

Local Government Act 1972 Section 100D, as substituted by the Local Government Act, 2000 Section 97

Background Paper No	Author	Nature of Background Paper	Date
1	Minister for Sport	Letter to Assistant Director (Leisure and Community Development)	March 2010
2	Director (Sport and Leisure) DCMS	Letter to the Chief Executive	29 July 2008
3	Secretary of State for Culture, Media and Sport	Government Announcement	July 2008
4	ISRM	Notice to Members	June 2008
5	Cannock Chase District Council	Board Report	June 2008

Appendix A

1) Summary based on free swims per facility

Local Authority Name	Number of facilities	16 and under				60+			
		2009/10 U16 free swims (PER FACILITY)	16 and under LA population ('000)	Free swims per resident per facility	Ranking	2009/10 60+swims (PER FACILITY)	60+ LA population ('000)	Free swims per 60+ residents per facility	Ranking
NORTH WARWICKSHIRE	1	17,770	11.8	1.51	5	6,835	15.0	0.5	6.0
AMBER VALLEY	4	13,921	21.9	0.64	11	6,078	27.7	0.2	9.0
BASSETLAW	3	18,562	21.9	0.85	10	8,104	27.7	0.3	8.0
BOSTON*	1	25,385	11.3	2.25	3	13,344	16.5	0.8	3.0
CHORLEY	1	57,954	20.5	2.83	1	28,467	23.8	1.2	1.0
HIGH PEAK	3	17,887	18.5	0.97	9	8,097	21.3	0.4	7.0
HINCKLEY & BOSWORTH	1	50,103	19.9	2.52	2	27,185	25.5	1.1	2.0
KETTERING	1	18,955	19.1	0.99	8	14,037	19.8	0.7	4.0
NEWARK & SHERWOOD	3	4,250	22.3	0.19	13	1,918	28.6	0.1	10.0
NORTH WEST LEICESTERSHIRE	3	21,928	18.3	1.20	6	7,242	21.5	0.3	8.0
RUGBY	1	22,889	19.6	1.17	7	9,102	21.6	0.4	7.0
SELBY	1	-	16.8	0.00	-	7,102	18.4	0.4	7.0
SOUTH STAFFORDSHIRE	3	10,410	20.5	0.51	12	3,181	26.2	0.1	10.0
ST EDMUNDSBURY	2	1,912	16.3	0.12	14	945	14.9	0.1	10.0
TAMWORTH	1	34,621	19.4	1.78	4	15,788	28.7	0.6	5.0
WYRE FOREST	2	-	18.2	0.00	-	8,924	26.9	0.3	8.0

2) Summary based on all facilities

Local Authority Name	16 and under				60+			
	2009/10 U16 Total number of free swims	16 and under LA population ('000)	Free swims per under 16	Ranking	2009/10 60+ free swims	60+ LA population ('000)	Free swims per 60+ residents	Ranking
NORTH WARWICKSHIRE	17,770	11.8	1.5	7.0	6,835	15.0	0.5	8.0
AMBER VALLEY	42,375	23.4	1.8	6.0	22,680	29.9	0.8	5.0
BASSETLAW	55,685	21.9	2.5	4.0	24,313	27.7	0.9	4.0
BOSTON*	25,385	11.3	2.3	5.0	13,344	16.5	0.8	5.0
CHORLEY	57,954	20.5	2.8	3.0	28,467	23.8	1.2	1.0
HIGH PEAK	53,661	18.5	2.9	2.0	24,291	21.3	1.1	2.0
HINCKLEY & BOSWORTH	50,103	19.9	2.5	4.0	27,185	25.5	1.1	2.0
KETTERING	18,955	19.1	1.0	9.0	14,037	19.8	0.7	6.0
NEWARK & SHERWOOD	12,749	22.3	0.6	10.0	5,753	28.6	0.2	10.0
NORTH WEST LEICESTERSHIRE	65,785	18.3	3.6	1.0	21,726	21.5	1.0	3.0
RUGBY	22,889	19.6	1.2	8.0	9,102	21.6	0.4	9.0
SELBY	-	16.8	-	-	7,102	18.4	0.4	9.0
ST EDMUNDSBURY	31,229	20.5	1.5	7.0	9,544	26.2	0.4	9.0
TAMWORTH	3,823	16.3	0.2	11.0	1,890	14.9	0.1	11.0
SOUTH STAFFORDSHIRE	34,621	19.4	1.8	6.0	15,788	28.7	0.6	7.0
WYRE FOREST	-	18.2	-	-	17,848	26.9	0.7	6.0

Appendix B

Table to show under 16 & over 65 swims in 2008/09 & 2009/10

	Total	Increase	% Increase
Under 16 (2008/09)	14,703		
Under 16 (2009/10)	17,770	3,067	21%
Over 65 (2008/09)	2,600		
Over 65 (2009/10)	6,835	4,235	163%