STOKE-ON-TRENT

SPORT AND PHYSICAL ACTIVITY STRATEGY 2009-2016

EXECUTIVE SUMMARY

NORTHOFT

October 2009
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Stoke-on-Trent Sport and Physical Activity Strategy

Introduction

1. The Sport and Physical Activity Strategy 2009-2016 sets the direction for sport and physical activity in Stoke-on-Trent. It is not only a Strategy for Stoke-on-Trent City Council, but for all of the many partners involved with sport and physical activity, such as NHS Stoke-on-Trent (Primary Care Trust), Staffordshire University, National Governing Bodies for Sport, Stoke City and Port Vale Football Clubs, Sport England, local sports clubs and community organisations. In addition it has relevance to major funding agencies such as Advantage West Midlands.

2. There is now a clear vision for making Stoke-on-Trent into a ‘City of Sport’. This increased focus on sport will help to improve the day to day lives of people living and working in Stoke-on-Trent, by encouraging and enabling everyone to become more physically active and enjoy the associated benefits. The Sport and Physical Activity Strategy will play an extremely important part in delivering this vision and sets out the actions necessary over the next few years to turn this into reality.

3. The main driving force behind the Strategy is a clear and justified need to get the City’s population more active in order to improve health and life expectancy. There is an evidence based link between physical activity levels and health. Currently Stoke-on-Trent has one of the lowest rates of physical activity in the UK and some of the poorest health statistics. The City Council and its partners have committed themselves to a target of:

30% of people active by 2012, and within this a 1% increase in sport and active recreation each year.

4. However, to focus only upon the lower levels of activity would potentially miss the very important ‘high level’ sports opportunities which a City such as Stoke-on-Trent strives to achieve. The mass participation work in sport and activity needs to be balanced with the ‘top end’, the Performance and Excellence strand, with the City supporting those with talent to excel.

5. Sports events encourage and excite people, and there is a real opportunity for Stoke-on-Trent to raise its profile through hosting national sports events such as the Tour of Britain, an international class cycle race. There are also a fast growing number of high level events taking place at some of the larger sports facilities in the City, such as Fenton Manor. More local and regional events are however just as important, providing a goal and purpose to many people’s regular activity.
6. The 2012 Olympics will provide a unique incentive for everyone to become more active. The Strategy will help to make sure that the opportunities are capitalised upon, and that the legacy of the Games is a more pervasive culture of activity, in sport and as part of a generally more active lifestyle. The implications of Fenton Manor potentially hosting an Olympic team as a pre-Games training camp are currently being evaluated.

7. The economic importance of the sports sector should not be underestimated. This is a growth sector in the economy with an increasing number of sports related jobs, training and education. Current programmes include Sports Apprenticeships, the Future Jobs Fund, and Jobs Enterprise Training. A “sports curriculum centre” may be developed as part of the university quarter. At the same time, investment in sports facilities can kick-start regeneration, a good example being the Trentham Fields area, where the Britannia Stadium, the new home for Longton RUFC, and commercial five-a-side football brought new vitality to the area and subsequent major investment through other development.

8. Integrating sport and physical activity into statutory planning policies and proposals is important not only to protect existing facilities such as playing fields, but also to attract investment and deliver new opportunities. For example the location of major new sports facilities needs to be taken into account in Area Action Plans and site specific Development Plan Documents, along with the provision of cycle routes, walking routes and green spaces. As the proposals arising from the Strategy are developed it will be important to ensure that they are fully linked into the wider planning and regeneration programmes, including those led by the North Staffordshire Regeneration Partnership.

9. The provision of sport and physical activity opportunities, particularly for young people, is important in helping to reduce crime and the fear of crime. Staffordshire Police have been involved with a number of programmes across the City, and recent crime statistics have demonstrated the impact of these programmes; a real fall in rates where schemes are in place. The Strategy builds on this success.

10. At this stage of the economic cycle, it is important to ensure that all of the available resources are carefully targeted and tailored to meet the needs of the whole community. There are some significant one-off opportunities arising from the Building Schools for the Future (BSF) programme and from regeneration initiatives across Stoke-on-Trent. However, it is clear that resources are limited, both the initial capital investment and the long term revenue commitment, and must be fully justified.

11. The Sport and Physical Activity Strategy does not attempt to address the curriculum or extended school needs in relation to the BSF programme. Instead, it considers what is potentially required to support wider community use in terms of both participation and the pathways to excellence. The BSF
programme needs to meet schools’ requirements in relation to the facilities provided, but the facilities for wider community use may need to be supported by other sources of funding.

12. The proposals arising from the Strategy are likely to be funded and supported by a range of partners. For example, NHS Stoke on Trent is already supporting the Energise Plus scheme, and new facility provision might be via a mix of public and private sources. There are likely to be an increasing number of innovative partnership arrangements over the next few years both in relation to capital and revenue projects, and the City Council will be actively exploring these to enable the delivery of the Strategy’s proposals. This includes the development / re-provision of future services where required, and may involve consideration of new ways of working such as partnerships with the private sector or the formation of a Leisure Trust.

13. The Strategy also takes account of cross-border influences and opportunities. For example, the proposal in Newcastle to develop a new large swimming pool in the town centre, which will draw some of its users from Stoke-on-Trent. Conversely, the athletics track provides a high level training and competition facility for athletes both living in the City and living elsewhere in the sub-region. The Sport Across Staffordshire and Stoke-on-Trent (SASSOT) partnership has completed a sub-regional facilities framework, and its findings have guided the facility network proposed in this Strategy. SASSOT also coordinates sub-regional sports development programmes, particularly connected with training and coaching.

14. As the funds available to individuals are also likely to be more limited than in previous years, the need to make activities available at a reduced cost is essential in the short to medium term. In conjunction with this it will also be important to creatively consider how capacity can be more fully utilised at facilities. However, focus should also be retained on the long term needs of Stoke-on-Trent, and the network of facilities that the City will demand by 2016 and beyond. The Strategy attempts to balance these needs and provides short, medium and longer term proposals, both in terms of supporting people and in relation to the development of facilities.

15. The Strategy is based upon extensive research. Consultation has included feedback from the Elected Mayor’s Green Paper for Sport and Physical Activity (more than 600 responses received), school children/young people surveys, a survey of 5000 households across the City and club surveys. Presentations were made to various groups like the Area Implementation Teams and discussions were held with a wide range of City Council Departments, National Governing Bodies for Sport and key partners such as Sport England, NHS Stoke-on-Trent and Staffordshire University.

16. The main proposals contained within Consultation Draft of the Strategy were the subject of a community survey of individuals from across the City. Over
500 completed responses were received, and the priorities emerging from this survey will help to guide the investment programme.

17. The development of the Sport and Physical Activity Strategy has been dovetailed with key projects and programmes such as the Building Schools for the Future, the University Quarter (including the new Sixth Form College development) and the Renew / North Staffordshire Regeneration Partnerships Master Plans. It is also integrated with the Regional and Sub-Regional Sports Facilities Frameworks. Strong links also exist to the Local Area Agreement, Floor Target Action Plan for Physical Activity and Community Strategy.

18. All of the facilities, ranging from major swimming pools through to tennis courts in local parks, were surveyed for quality. The results of the extensive mapping and modelling work have been balanced by the consultation findings, as well as assessed against current trends in activity and anticipated changes in the City’s population.

19. The Strategy is not set in stone but will be kept under review, particularly as the schools’ reorganisation proposals are finalised. The outcome of the schools’ network is crucial to sport as schools are already, and are envisaged to continue to be, the main sites for sports activity for much of the wider community.

Key findings from community consultation

20. The findings from each of the separate community consultation measures undertaken to support this Strategy are fairly similar.

• The cost of taking part in sport and physical recreation is the most important barrier to people being more active. The highest priority is therefore to make activities and facilities accessible and affordable.

• Local facilities and opportunities to be active are essential, including parks, green spaces, cycling routes, community centres and local schools.

• There is a need to improve information about the opportunities which exist, as many people are unaware of what is already available. Linked with this is the need to strengthen the volunteering message, as many people simply do not know how they could help to support sport and physical activity in Stoke-on-Trent.

• There is a need to help people build activity into their daily life, as many people do not feel they have spare time to take part in activities. Cycling and walking to work or school, gardening (including allotments) and
reducing use of the car would all help, but people need to feel confident and safe while cycling, walking and using local parks.

- Swimming pools are considered the highest priority for investment, along with football pitches. Many people would also like to see an ice rink in the City and better or more children’s playgrounds. More accessible fitness gyms, cycling routes, gymnastics and tennis provision were also popular options, and there is a desire for improved skiing opportunities and 'extreme sports'.

- There is strong support for the City to host major events, with football and swimming events potentially being the most popular. However other events of interest would be related to cycling, ice, and the Olympics.

- Many people feel that the 2012 Olympics is an opportunity for Stoke-on-Trent to improve its profile as a City, both as a visitor destination and to support regeneration generally. People believe that 2012 may bring additional funding into the City.

- As important is the opportunity to capitalise on the general interest in sport, to encourage everyone to be more active, and in particular to enthuse young people. Role models and City heroes as seen as important in promoting activities and the messages.

21. The top priorities for action emerging from the community survey in 2009 are for the following (the wording relating to each is as on the survey form):

- City wide: The development of an indoor climbing centre.
- Eastern: Refurbishment of Willfield pool and increased opening to community use.
- Northern: The closing of Tunstall pool and replacement with a new 25m pool at Dimensions.
- South Eastern: The development of a major new leisure centre and a 25m pool in Longton.
- South Western: Refurbishment of Fenton Park tennis courts
- Western: The redevelopment of Shelton Pool as a disability sports centre, improved disability access, refurbishment of the pool, creation of a fitness suite and the addition of a sports hall suitable for dance/martial arts.
22. It is worth noting that no swimming pool options were identified in the survey questionnaire at the city-wide level, and that for the South Western area, the refurbishment of Trentham High School pool together with a new ancillary hall and refurbished tennis courts on that site comes a close second in the order of priorities. The full results of the surveys are provided as appendices to the main Strategy report.

23. The overall priority that local people give to the swimming pool network is clear, but in considering the future replacement of the city’s larger pools, careful consideration will be essential in relation to the prevailing needs in respect to pool sizes and dimensions. This will take into account the area of water required across the city, and the need to ensure that there are good levels of accessibility to pools.

The targets to 2016, and priorities to 2012

24. The following table indicates the priorities for the Strategy for the period up to 2016. Those indicated up to 2012 are proposed to form the basis of annual action plans for the City Council and its partners. The priorities also reflect the National Performance Indicators, against which the City Council and its partners will be measured by external assessment, such as the rates of participation in activity and the “5-hour offer” of physical activity at schools.

25. The target which has been set for increasing overall physical activity by 2012 is challenging and will not be met just by building a few new major facilities. In fact, due to the lengthy timescales involved in planning and developing facilities, it is unlikely that any major new facilities will be opened in the period up to 2012 except where planning is already underway. However, it is essential that sufficient time and resources are devoted now to maximising the longer term potential benefits offered by the schools reorganisation programme (Building Schools for the Future) and other regeneration projects.

26. Good quality local facilities which are accessible to nearby residents will play a critical part in increasing participation. A shorter term focus should therefore be on improving and encouraging greater use of local facilities such as community centres and green spaces. This requires support and co-ordination of key partners, such as the health and voluntary sectors. There is also a clear need to strengthen the marketing of local opportunities, and to improve the programmes on offer. Therefore, outreach work should be a priority in the period up to 2012. This should occur in a variety of locations and target as many different groups as possible.

27. All of the new facility proposals will require further consultation with local residents, Neighbourhood Management and local Councillors. Furthermore, it is anticipated that the development and management of local level facilities will be primarily the responsibility of local people and organisations.
### Strategy policies and priorities

#### PEOPLE

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<thead>
<tr>
<th>Key Objectives up to 2016</th>
<th>Priorities up to 2012</th>
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<tbody>
<tr>
<td><strong>Policy:</strong> Focus on increasing participation in sport and active recreation. Aim to increase the number of people being active to 30% by 2012 and encourage a 1% increase in participation each year.</td>
<td><strong>Establish the Sports and Physical Activity Partnership for Stoke-on-Trent.</strong></td>
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<tr>
<td>Strengthen the emerging cross-sector partnership of agencies and organisations.</td>
<td>Through this mechanism establish the respective roles of each agency and the mechanisms for coordinating programmes and the network. In particular, determine respective roles and responsibilities of the NHS Stoke-on-Trent, different departments of SoTCC, key voluntary sector organisations and other agencies. Provide a co-ordinated, prioritised programme of outreach work across the City, including health, social, and sports development initiatives. These will include schemes where one of the key outputs will be a reduction in crime rates. Achieve QUEST accreditation for the sports development function in the City Council.</td>
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<tr>
<td>Improve the effectiveness of the message about the health benefits of physical activity and sport. Improve the marketing of leisure (and community) facilities and broad sports development programmes, to better reach the key target groups.</td>
<td>Use tools such as Active People market segmentation, with key target groups being those over 45 years, and those least active. Undertake an allotments strategy to identify opportunities and needs, and to help promote allotment gardening as part of a healthy and active lifestyle. Use a variety of partnerships e.g. with Stoke City FC (SCFC) and Port Vale FC (PVFC) to deliver appropriate messages to their supporters and people involved in their community schemes.</td>
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<td>Key Objectives up to 2016</td>
<td>Priorities up to 2012</td>
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<tr>
<td>Develop the relationship between the City’s PR and communications and NHS Stoke-on-Trent teams around specific projects. Encourage a culture of cross services marketing within the City.</td>
<td>Encourage people to be more active, and to take up sport linked to 2012 marketing and interest in pre-Games training.</td>
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<td>Strengthen the outreach programmes at the local level.</td>
<td>Map all existing programmes and projects.</td>
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<td>Determine gaps and priorities for investment of time and resources, for example in:</td>
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<td>• local/community centres</td>
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<td>• sports club facilities</td>
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<td>• schools</td>
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<td>• parks and local green spaces</td>
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<td>• local play areas and Multi Use Games Areas</td>
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<td>Support multi-agency/partnership approach, including with the private sector (sports schemes, independent instructors etc), voluntary sector, sports clubs including professional organisations such as PVFC and SCFC.</td>
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<td>Support local organisations and groups.</td>
<td>Support established local social groups to expand their memberships, and encourage them to introduce physical activity and sports opportunities.</td>
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<td>Support the development of new groups.</td>
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<td>Work with partners to ensure that schemes are as self-sustaining as possible, rather than reliant on long-term large revenue subsidies.</td>
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<td>Review pricing policies.</td>
<td>Review pricing policies for services and facilities including the potential extension and expansion of the Energise Plus programme in order to deliver more benefits to target groups.</td>
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<td>Encourage young people to stay involved in sport after school.</td>
<td>Support actions arising from the PE and Sports Strategy for Young People (PESSYP) programme.</td>
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<td>Establish a Sports User Group for young people.</td>
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<td>Key Objectives up to 2016</td>
<td>Priorities up to 2012</td>
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<td>Ensure that users/participants are able to feed back effectively from programmes such as</td>
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<td>Street Games, Closing the Gap, and other youth projects.</td>
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<td>Use some S 106 developers’ contributions for revenue.</td>
<td>Develop appropriate planning policies to enable some developers’ contributions funds</td>
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<td>to be channelled into developing new sports facilities or to improving them, together</td>
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<td>with support to community outreach schemes, particularly in areas of housing renewal and</td>
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<td>regeneration.</td>
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<td>Examine match funding opportunities with a wide range of prospective partners including</td>
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<td>Building Schools for the Future, the private sector and any future leisure trust to</td>
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<td>assist with the delivery of projects and programmes</td>
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<td><strong>Policy:</strong> Seek to support talented groups and individuals and enable them to excel.</td>
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<td><strong>Policy:</strong> Strive to host major high-level sporting events.</td>
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<td>Ensure pathways to performance are strong.</td>
<td>Ensure that appropriate information and support is available to individuals.</td>
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<td>Strengthen the Gifted and Talented and Long Term Athlete Development Programmes,</td>
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<td>working with Sport Across Staffordshire and Stoke-on-Trent schools, National Governing</td>
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<td>Bodies for Sport, Staffordshire University and other key partners.</td>
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<td>Improve the City’s ability to attract sporting events to the City.</td>
<td>Provide support and work with National Governing Bodies for Sport and major event</td>
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<td>organisers. Develop an events calendar with dedicated officer support.</td>
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<td>Attract high profile events to the City for a range of sports.</td>
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<td>Capitalise on sponsorship/PR opportunities for national/international events.</td>
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<td>Maximise opportunities linked to the Olympics</td>
<td>Consider the implications of using Fenton Manor as a Pre-Games Training Camp venue</td>
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<td>for the 2012 Olympics.</td>
<td>for the 2012 Olympics.</td>
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<td><strong>Key Objectives up to 2016</strong></td>
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<tr>
<td>Build on the City’s pride in local athletes</td>
<td>Consider how the City can capitalise on the success of its talented athletes, particularly in association with the “Festival of Sport”, and how it may be able to use them as Ambassadors and role models to encourage others.</td>
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<tr>
<td><strong>Policy:</strong> Support the development of sports clubs and organisations.</td>
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<tr>
<td>Strengthen sports and activity clubs across the City.</td>
<td>Support clubs to develop their memberships (via more coaches, facility availability etc.) and to develop their school-club links.</td>
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<td>More support to be made available in the more deprived areas, focussing on those sports/activities most likely to be successful at the local level.</td>
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<td>Work with National Governing Bodies to being to develop new model clubs, which can attract new participation, and which may be single or multi-sport.</td>
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<td>Ensure all projects are sustainable in the long-term.</td>
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<td>Develop North Staffordshire Coaching Hub to support coach education and development of sports activities across the City.</td>
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<td>Support the development of more volunteers.</td>
<td>Support clubs in their volunteer and coach programmes to retain and recruit more. Provide courses and support via Sport Across Staffordshire’s volunteer recruitment schemes and North Staffordshire Coaching Hub.</td>
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### PLACES

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<th>Key Objectives up to 2016</th>
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<tr>
<td><strong>Policy:</strong> Ensure residents have access to a hierarchy of sports and recreation facility provision.</td>
<td>Maximise community use through the schools reorganisation programme and BSF, and seek partnership funding to support and examine alternative ways of operating / maintaining services including re-provision.</td>
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<tr>
<td>Establish a hierarchy of facility provision for sports facilities and green spaces:</td>
<td>Maximise opportunities for sport and community physical activity through partnership with the FE and HE sectors. Specialist sports facilities providing for performance and excellence (city-wide facilities) may be particularly appropriate.</td>
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<tr>
<td>• CSP – attracting people from the sub-region. Existing examples include Fenton Manor and Central Forest Park.</td>
<td>Review the network of swimming pools for the City: public, private, and on school sites. Address issues associated with distribution and quality. Develop a programme of investment and refurbishment with partners such as Building Schools for the Future, and where appropriate closure, replacement or future re-provision of services including alternative ways of operating services such as partnerships with the private sector or leisure trust. Determine future funding scenarios and options.</td>
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<tr>
<td>• Super-hub – providing high quality performance venues for specialist sport, such as the gymnastics centre at Burslem, and development of a Sports Village at Fenton.</td>
<td>Review and increase the network of sports halls. Enhance the design of education facilities for community use with developer contributions and other resources to match community need, and deliver some specialist sports hall venues e.g. badminton and gymnastics. Begin implementation. This will also include ensuring that new facilities benefit from a robust business case to support viability and ensure sustainability.</td>
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<td>• Hub – usually a multi-sport site/cluster with a range of sporting opportunities, often involving a range of providers. May also apply to sports colleges and specialist schools, leading club sites, and multi-pitch sites for outdoor sports. Includes the district parks such as Hanley or Longton.</td>
<td>Integrate the hierarchy proposals with standards of provision into appropriate planning policies, including via a city-wide Supplementary Planning Document for developers’ contributions, and Area Action Plans.</td>
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<td>• Satellite – Sites primarily developed for secondary schools or similar, which also provide important local opportunities through dual use. Existing sites include Trentham High. Neighbourhood parks are appropriate to this element of the hierarchy. These may include a MUGA.</td>
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</tbody>
</table>
| **Local – primary schools, community centres, local single pitch or informal playing fields, and local parks, which may include some play equipment.** | Identify potential sites for developing the major facilities where the locations have not yet been identified.

Ensure that the local level facilities are driven by local communities, and that new proposals are led by the Neighbourhood Management teams with the support of local councillors. |
|---|---|
| **Policy: Encourage new sports facility and green space provision.** | **Prioritise funding to reflect local needs.**

Identify sports and activities, especially those most attractive to those people who are least active. Use tools such as market segmentation and local discussion to help determine facility needs at the local level, supporting local decision making.

Support and encourage local people to identify their local needs, and be directly involved in decision making and the development and running of local facilities. |
| **Support the private and voluntary sectors to develop new facilities.** | Respond to sports clubs and other organisations through officer and as appropriate, financial support.

Seek ways of maximising the public use of private members clubs through planning controls or financial incentives with the operators.

Maximise opportunities through professional/high level sports clubs, and develop community relationships with SCFC and PVFC which support both sports development and facility development. |
| **Maximise the co-location of facilities.** | Consider all significant relevant developments as opportunities arise e.g. new health centres.

Develop other area specific initiatives, including Sports Villages focussed around Burslem and Meir/Longton area that will have co-ordinated programming and management of a range of sports and active recreation facilities, parks and green spaces. |
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<tr>
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<tr>
<td>Develop a range of high quality sports specific facilities.</td>
<td>Undertake detailed feasibility studies and confirm potential locations for sports specific facilities.</td>
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<td>With support of major partners such as the National Governing Bodies of Sport and North Staffordshire Regeneration Partnership, ensure that Stoke-on-Trent is able to provide for sport at performance and excellence levels.</td>
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<td>Develop new district parks and the network of cycle, walking and horse riding routes across the City.</td>
<td>Undertake full feasibility studies, and if appropriate confirm the new district parks proposals for Meir and Stoke.</td>
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<td>Working in partnership with the Cycle Stoke Team, deliver the actions proposed in the Cycling City Strategy (2008-2011), particularly the development of cycling from grass roots to performance.</td>
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<td>Develop the priority routes and those within the Area Action Plans.</td>
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<td>Consider opportunities to develop horse riding routes as part of the action plans arising from the Green Spaces strategy.</td>
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<td>Policy: Protect existing sport and recreation facilities from development.</td>
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<td>Protect existing facilities, sites and green spaces unless ‘not required’ or are replaced.</td>
<td>Take forward the recommendations of the Urban North Staffordshire Greenspace Study and undertake further studies into allotments.</td>
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<td>Ensure Area Action Plan and generic planning policies reflect the recommendations, including for standards of provision.</td>
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<td><strong>Policy:</strong> Seek to improve the quality of sport and recreation facilities and ensure that they are appropriately managed.</td>
<td>Maintain quality accreditation (QUEST) for a range of sites across the City, and strive to achieve QUEST at all hub sites and above, as recognised by this Strategy. This will be an integral part of assessing the future provision of services and maintaining the quality of facilities.</td>
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<td>Ensure all public facilities are high quality.</td>
<td>Bring all the City’s Sub-regional and District (CSP, Super-hub and Hub) level parks up to Green Flag standards and ensure that all neighbourhood and local parks are appropriately improved using Green Flag criteria as a benchmark, in accordance with the draft Urban North Staffordshire Greenspace Strategy.</td>
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<td>Prioritise multi-pitch grass pitch sites for investment in appropriate changing and clubhouse facilities.</td>
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<td>Maximise the use of the District and Neighbourhood parks.</td>
<td>Improve District and Neighbourhood Parks as recommended in the draft Urban North Staffordshire Greenspace Strategy, including the provision of a limited number of Sports Courts/MUGAs.</td>
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<td>Improve sports facilities and other recreation opportunities, including the priorities identified in this Strategy, as an integral part of individual park’s plans.</td>
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<td>Ensure that physical development of the City’s parks is supported by appropriate levels of maintenance, security and on-site operations and activities.</td>
</tr>
</tbody>
</table>
City-wide Proposals

28. Specific proposals arising from the Strategy relating to People and Places include the following priorities.

People

29. Sports development and outreach work are critical to increasing participation and to encouraging success, and as such are at least as important as building new facilities. The following paragraphs summarise some of the main proposals in the Strategy. These will be developed further as part of the City Council’s Sports Development Plan.

30. A high priority is the development of the concept of virtual Sports Villages, with a pilot being based in and around Burslem (the Northern Sports Village). This will bring together a number of different types of sport and recreation facilities and various community and private sector partners, and will include amongst others: Dimensions Leisure Centre, Port Vale FC, Stoke Gymnastics Club, Burslem Park and Haywood High School. The new partnership will seek to maximise opportunities for both the local community and Stoke-on-Trent as a whole in relation to the provision for high level sport. It will support new facility development and agree priorities for local investment. The Northern Sports Village Partnership concept now needs to be taken forward, initially by a scoping study which will include the testing of the ‘boundaries’ of the proposal. Arising from this, it is possible that the area will be expanded to incorporate other locations such as James Brindley and Brownhills schools.

31. The concept will be replicated in other parts of Stoke-on-Trent with a Sports Village Performance centred around Fenton, and a Southern Sports Village centred around Sandon. The Fenton “Sports Village Performance” concept is about creating a range of high specification and quality sports facilities that will accommodate sport from grass roots through to the performance level. It will have the support of a number of major organisations such as the relevant National Governing Bodies of Sport, Staffordshire University, the Sixth Form College, Stoke College, and NHS Stoke on Trent.

32. The Fenton Manor site and adjoining land is currently subject to detailed feasibility studies to determine the locations and sizes of the new school and PE Curriculum Building (University and Sixth Form), and the options to provide other sports facilities. Ensuring that the facilities on site at Fenton Manor are capable of sustaining the overall levels of demand from community, school and University / Sixth Form use will be an important aspect of this.

33. The Southern Sports Village is based on a similar principle to that of the Northern Sports Village, with the base/hub of the project being Sandon High
School Sports Centre (Centre of Excellence for Cricket). The purpose is to bring together the community sports organisations in the south of the city to increase participation levels. Partners are likely to include the primary schools, high schools, Foley Football Club, Children’s Centres, Longton RUFC, Blurton Dads, Blurton Lads and Dads, and Trentham Boat Club.

34. Other major themes in the People strand of the Strategy include the following. These will be addressed in more detail through the City Council’s Sports Development planning, and subsequent programmes of action.

- Developing the club network across the City to enable the clubs to grow in size and strength, including work with Sport Across Staffordshire and Stoke-on-Trent.

- Developing and extending existing outreach programmes to reach a wider group of people through multi-agency initiatives.

- Supporting elite sport through appropriate programming of facilities and through support to individuals.

- Ensuring all main sports facilities are welcoming and well managed, and the programmes offered provide for everyone, particularly those currently less active.

- Undertaking a review of the success of the Energise Plus card (launched October 2008) to determine how it can be extended to further enhance access for both for adults and young people. In addition how it can be used to help “market” a more active lifestyle, and to support increased participation generally.

- Strengthening the sports club - physical activity - education links via the School Sport Partnerships, the competition managers and Further Education Sports Coordinators.

35. Other more targeted work is also required, such as the development of a detailed bowls strategy, which will be needed to guide the provision of the proposed indoor facility and also the future network of bowls greens across the city.
Places

Facilities with city wide importance

36. The following proposals relate to facilities which have a city-wide function as well as providing for their local communities. Most of the sites are already in use but there are a number of proposed developments which will require further feasibility work to confirm the options for their location. These include: a tennis centre, a multi-code bowling centre (indoor and outdoor rinks), an indoor climbing centre, a Velopark (cycling centre), the possible replacement of Northwood Athletics Stadium and the Gymnastics Centre. Trentham Estate sits outside the boundary of the City but has been included in the list due to its importance for water sports.
<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fenton Manor</td>
<td>Site</td>
<td>Site to be developed working with major partners such as Building Schools for the Future and the National Governing Bodies of Sport as a Sports Village with a focus on Performance level sport. A full site feasibility study will be undertaken once the education site proposals are clarified (including the relocation of St Peters school). This feasibility study will determine the future facility options, including the facilities listed below plus any others required to meet both the education and wider community needs. This may include adjoining land areas in addition to the current site.</td>
</tr>
<tr>
<td></td>
<td>Pool</td>
<td>Undertake full conditions survey to confirm expected lifespan. Refurbish pool or plan replacement (beyond 2016).</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Retain and refurbish, taking into consideration the possible requirements arising from its potential use as a Pre-Games Training Camp and as an events venue, particularly for netball and table tennis.</td>
</tr>
<tr>
<td></td>
<td>Gymnastics centre</td>
<td>Possible site (but not necessarily as part of the Centre) for the specialist gymnastics centre as a potential replacement for the Gymnastics Centre in Burslem. Facility to be larger and to cater for more disciplines.</td>
</tr>
<tr>
<td></td>
<td>Velopark</td>
<td>This may include a floodlit cycle circuit of approx 1km, for racing and training (and also provide for running and Nordic skiing). Provision for other cycle disciplines may also be considered.</td>
</tr>
<tr>
<td></td>
<td>Indoor Athletics Centre and 8-lane track</td>
<td>Possible site for the relocation of the athletics provision currently at Northwood (8-lane track with spectator facilities). If the outdoor track is developed, provision of the Indoor Athletics Centre to meet sub-regional (SASSOT) needs.</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Retain and refurbish.</td>
</tr>
<tr>
<td></td>
<td>Other facilities</td>
<td>Retain and refurbish.</td>
</tr>
</tbody>
</table>
### Northwood Stadium Site

Consider the mix of facilities and sports to be provided once the options at the Fenton Manor site have been determined.

The options at Northwood include the expansion and improvement of the site as a specialist centre for athletics and netball and the introduction of improved disability opportunities. The site will remain important for local community use and retain a range of community sports facilities. However, further facility development is also dependent upon suitable ground conditions.

- **Hall**: Refurbish the 6 court as a specialist facility for netball.
- **Athletics indoor**: Develop indoor athletics training as part of the facility (or locate at Fenton).
- **Athletics track**: Retain and refurbish (or relocate to Fenton).
- **Health and fitness**: Retain and refurbish with special consideration to reflect the main sports on site including netball, athletics (if not relocated), and disability sport.
- **Ancillary hall**: Add multi-purpose hall with large storage space suitable for dance, martial arts and boxing.

### Dimensions Leisure Centre

- **Pool**: Develop a 25 m x 6 lane pool in addition to the current leisure pool. This will be a replacement for Tunstall Pool.
- **Hall**: Refurbish.
- **STPs**: Retain and refurbish.
- **Ancillary hall**: Add multi-purpose hall suitable for dance and aerobic activities.
- **Health and fitness**: Retain.
- **Gymnastics centre**: Possible site for specialist gymnastics centre as a replacement / satellite for the Gymnastics Centre in Burslem. If developed, the facility would be larger and cater for more disciplines than the current Gymnastics Centre.
<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Activity</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Forest Park</td>
<td>Skate park</td>
<td>Retain.</td>
</tr>
<tr>
<td>Stanley Head OEC</td>
<td>Outdoor activities</td>
<td>Retain and improve site.</td>
</tr>
<tr>
<td></td>
<td>Sailing</td>
<td>Retain and improve site.</td>
</tr>
<tr>
<td>Stoke Ski Centre</td>
<td>Ski centre</td>
<td>Retain and improve.</td>
</tr>
<tr>
<td>Trentham Estate (Stafford BC)</td>
<td>Rowing</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>Canoeing</td>
<td>Retain.</td>
</tr>
</tbody>
</table>

### Other facilities - location not yet determined

<table>
<thead>
<tr>
<th>Facility</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tennis</strong></td>
<td>Indoor and Outdoor Centre One centre, ideally linked to an existing tennis club. Options to include Edensor and St Peter’s school sites. May be commercial.</td>
</tr>
<tr>
<td><strong>Multi-code bowling centre</strong></td>
<td>6-8 indoor rinks 2 crown greens outdoor One centre. Could be based with existing club. Must have excellent bus transport links in addition to a good car park. Site options include a city centre site.</td>
</tr>
<tr>
<td><strong>Indoor climbing centre</strong></td>
<td>Specialist indoor centre One facility which may be linked to a larger facility with other sports provision. To be located within the central area of Stoke-on-Trent where there are a high proportion of students.</td>
</tr>
<tr>
<td><strong>Gymnastics centre</strong></td>
<td>Specialist centre Replace the Gymnastics Centre at Burslem and widen the range of disciplines which can be catered for. Replacement location to be confirmed but may be Dimensions or Fenton Manor. Current site may be subject to redevelopment for other uses.</td>
</tr>
<tr>
<td><strong>Cycling Velopark</strong></td>
<td>Closed road circuit and provision for other disciplines A closed road circuit (of approx 1 km) and possibly suitable facilities for other cycling disciplines. Site options include the Fenton Manor area.</td>
</tr>
</tbody>
</table>
School sites

37. Stoke-on-Trent has a long history of schools being developed and operated as important community sports facilities, and the long term continuation of this role is crucial to the facility network. The transforming education ethos of the Building Schools for the Future programme is an opportunity to expand and secure these sites, but it also poses a threat if the needs of the community and the security of use are not addressed from the outset.

38. This Strategy identifies the opportunities that the new network of schools potentially provides to meet the needs of the wider community. It does not address or identify the facilities needed to fulfil the curriculum requirements, which will be a matter for the schools to negotiate as part of the BSF process.

39. The BSF programme is focussed on improving education, and cannot be used to fund additional community requirements, be this for changes in the layout of sites or the design of facilities. Opportunities do however exist to utilise the BSF programme as a source of match funding to help develop new community sports facilities on school sites where these will also offer added value to curriculum delivery. Likewise the BSF programme cannot meet the long term costs of operating the sites for community use outside school hours, and additional revenue support may be needed to encourage sports development, and to enable access for those less able to pay.

40. The management of individual school sites out of school hours will need early consideration in the BSF process, and the type of management will need to reflect how the facilities are expected to be used by the community. Generally more intensive management will be required where there is a level of casual use, whilst if community access is via regular club bookings only, the facilities may be able to be managed through the school. Where intensive management is foreseen, one option may be direct management by the City Council's Sport and Leisure Service.

41. This Strategy identifies what community facilities are needed on which school sites. This will inform the planning and design process of the BSF programme as it moves through the individual schools. Community use will also need to be built into the legal agreements for the future site owners/managers/operators. These agreements will: provide a definition of ‘community use’; specify the opening hours for the community (in addition to any extended school programme); specify the balance between block bookings and casual use, and specify hours for sports development programmes run by the City or its partners.

42. Those secondary schools which will have pools on site will also be expected to cater for primary school curriculum swimming during school hours. Again the minimum number of hours of use and cost schedules will be specified in the legal agreements which will deliver the BSF programme.
43. Where an existing school is proposed to be closed as part of the BSF programme, its value to community sport has been considered, both in relation to the buildings and in relation to its playing fields. Specific recommendations are provided in relation to each of these sites within the Strategy.
Facilities – local importance

44. A number of local level facilities have emerged from the Strategy process as being important across all of the Neighbourhood Management Areas of the City. Rather than repeat these under each NMA section, they are summarised below.

<table>
<thead>
<tr>
<th>Community centres</th>
<th>New/ improved community centres</th>
<th>Improve and further develop the network of fully accessible multi-use community centres across Stoke-on-Trent, including exploring the opportunities for dance and “mind and body” programmes such as pilates and yoga. A particular priority is the Eastern area.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor youth facilities</td>
<td>Sports Courts/ MUGAs and Skate Parks</td>
<td>Seek to fill gaps in the network of facilities. The amount and type of provision to be determined following consultation with local young people.</td>
</tr>
<tr>
<td>Golf</td>
<td>Driving range</td>
<td>Consider options for new range(s).</td>
</tr>
<tr>
<td></td>
<td>New golf options</td>
<td>Consider opportunities for new golf facility options and their operation which arise from a golf strategy for the city.</td>
</tr>
<tr>
<td>Dance</td>
<td>Specialist centres</td>
<td>Encourage the establishment of more dance facilities/opportunities through the private/commercial sector, particularly those aimed at children and young people. Explore the development of a Dance School at Fenton Manor.</td>
</tr>
</tbody>
</table>
**Neighbourhood Area Proposals**

**Eastern**

45. This area has the highest proportion of older people of any of the Neighbourhood Management Areas, although all age groups are represented. The participation rates in physical activity and sport are generally low, and much of the area is deprived.

46. The proposed specific facility list for the area, excluding the Super-Hub (City level facilities) addressed above is given below. Smaller facilities where no changes are proposed are not specifically identified.

47. The community survey of summer 2009 had very positive responses to all of the proposals, with particularly strong support for those at Willfield, the 20:20 Discovery Academy and Park Hall Golf Course.

<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berry Hill High School</td>
<td>Hall</td>
<td>Close.</td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Close.</td>
</tr>
<tr>
<td>Birches Head High School</td>
<td>Hall</td>
<td>Refurbish to meet school needs only.</td>
</tr>
<tr>
<td>Bucknall Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish.</td>
</tr>
<tr>
<td>Goals Football (Holden Lane)</td>
<td>STPs small</td>
<td>Retain.</td>
</tr>
<tr>
<td>Hardman Football Dev Centre</td>
<td>STP small</td>
<td>Retain.</td>
</tr>
<tr>
<td>Holden Lane High School</td>
<td>Pool</td>
<td>Minor refurbishment. Centre for curriculum swimming, but also with limited community use.</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Retain. Consider long term option of refurbishment for badminton.</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>Multi-purpose fitness suite</td>
<td>Develop junior and adult facilities.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Add multi-purpose hall suitable for dance and aerobic activities.</td>
</tr>
<tr>
<td></td>
<td>Tennis Courts</td>
<td>Improve court surface and add floodlighting. Make available for community use.</td>
</tr>
<tr>
<td>Holdcroft Road</td>
<td>Playing fields</td>
<td>Replace pitch if lost to development.</td>
</tr>
<tr>
<td>Location</td>
<td>Facilities</td>
<td>Details</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Mitchell School</td>
<td>Playing fields</td>
<td>Secure for long term community use. Undertake a detailed feasibility study to confirm if the site is suitable for the relocation of a rugby club to the site. Should this not be viable retain the pitches for community football use. Add changing and ancillary provision as necessary.</td>
</tr>
<tr>
<td>Park Hall Golf Course</td>
<td>Driving range</td>
<td>Possibly up to 25 bays.</td>
</tr>
<tr>
<td>Ubberley Road</td>
<td>STP small</td>
<td>Retain.</td>
</tr>
<tr>
<td>Wallace Sports and Edn Centre</td>
<td>Hall x 2</td>
<td>Retain.</td>
</tr>
<tr>
<td>Willfield Community Centre</td>
<td>Pool</td>
<td>Refurbish to enable full school and community use.</td>
</tr>
<tr>
<td></td>
<td>Health and Fitness</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Retain.</td>
</tr>
</tbody>
</table>

**Other facilities - location not yet determined**

<table>
<thead>
<tr>
<th>Facility</th>
<th>Facilities</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennis</td>
<td>Outdoor courts</td>
<td>1-2 courts to be located in local green spaces to complete the network. Priority areas: Baddeley Green/Ball Green/Chell Heath.</td>
</tr>
<tr>
<td>Outdoor bowls</td>
<td>Greens</td>
<td>New facilities in the Eastern area.</td>
</tr>
<tr>
<td>Rugby club site(s)</td>
<td>Multi-pitch club site(s)</td>
<td>Keep under review the opportunity to relocate two rugby clubs into the City. Site(s) must be located in the central area or north part of the City to reduce catchment overlap with Trentham and Longton Clubs. Possible locations include the Mitchell School site.</td>
</tr>
<tr>
<td>Health and Fitness</td>
<td>Health and fitness</td>
<td>New facilities to address gaps in the network. Priority areas: Norton in-the-Moors/Norton Green/Baddeley; Berry Hill/Oubberley.</td>
</tr>
</tbody>
</table>
Northern

48. This area has a high proportion of older people although all age groups are represented. The participation rates in physical activity and sport are very low, and much of the area is deprived.

49. The proposed specific facility list for the area, excluding the Super-Hub (City level facilities) addressed earlier is given below. Smaller facilities where no changes are proposed are not specifically identified.

50. The community survey of 2009 suggested that the proposal for a new swimming pool at Dimensions and the closure of Tunstall has very strong support. The next highest priorities for action in the area were the proposals for Ball Green Youth Centre and St Margaret's Ward school.

<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ball Green Youth Centre</td>
<td>Building and playing fields</td>
<td>Develop existing redundant sites as a community facility, possibly including: dance/aerobics, tennis, 5-a-side football and grass pitches. Will require improved access in addition to other investment.</td>
</tr>
<tr>
<td>Brownhills High School</td>
<td>Hall</td>
<td>New 4 court hall to meet curriculum need. Specialist netting and associated design for indoor cricket and badminton. Site to be a satellite centre to Sandon for cricket.</td>
</tr>
<tr>
<td>STP</td>
<td>Ancillary hall</td>
<td>Hall suitable for dance and gymnastics, with sufficient storage for equipment.</td>
</tr>
<tr>
<td>Burslem Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish, including floodlights (or cabling for floodlights which can be provided at later date). Include in the Green Space Strategy Action Plan and North Staffs Regeneration Partnership proposals.</td>
</tr>
<tr>
<td>Chaterley Whitfield</td>
<td>Playing fields</td>
<td>Develop the CISWO site into a Football Development Centre. Site to be the equivalent area of 4 senior football pitches with ancillary facilities and potentially other facilities.</td>
</tr>
<tr>
<td>Gymnastics Centre</td>
<td>Specialist Gymnastics Centre</td>
<td>Replace facility at Burslem with improved larger / satellite site providing for wider range of disciplines and abilities. Possibly near the Dimensions site, or Fenton Manor.</td>
</tr>
<tr>
<td>Location</td>
<td>Facilities</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Haywood High School</td>
<td>Sports Hall</td>
<td>Develop a 3 court sports hall for general community use but on low intensity management.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Multi-purpose hall(s) suitable for martial arts and dance.</td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
<td>Dedicated space for boxing.</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Full-size.</td>
</tr>
<tr>
<td></td>
<td>Athletics training</td>
<td>Training facility e.g. 6 lane x 100 m straight, 4 lane 200m J track or 2 lane 400 m track, or 3 lane 300 m track.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Multi-purpose hall suitable for dance, martial arts and boxing. With large storage space.</td>
</tr>
<tr>
<td></td>
<td>Multi-purpose fitness suite</td>
<td>Develop junior and adult facilities.</td>
</tr>
<tr>
<td></td>
<td>Playing fields</td>
<td>Secure 'surplus' pitches for long term community use. Undertake a full feasibility study to confirm if the site is appropriate to host a Rugby Football Club. If not suitable for a rugby club, develop pitches for community football use. Add changing and ancillary provision as necessary.</td>
</tr>
<tr>
<td>Packmoor</td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>St Joseph's Primary School</td>
<td>Tennis courts</td>
<td>Retain.</td>
</tr>
<tr>
<td>St Margret Ward Catholic High</td>
<td>Hall</td>
<td>New 4 court hall with some community use and low intensity management.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall(s)</td>
<td>Retain and refurbish suitable for table tennis, dance and aerobic activities. Hall(s) to have sufficient storage for equipment.</td>
</tr>
<tr>
<td>Sprinkbank</td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>Tunstall Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish, including cabling suitable for floodlights. To be incorporated in the wider park investment strategy.</td>
</tr>
<tr>
<td></td>
<td>Sports court</td>
<td>Retain and refurbish.</td>
</tr>
<tr>
<td>Tunstall Pool</td>
<td>Pool</td>
<td>Close and replace with new pool at Dimensions.</td>
</tr>
<tr>
<td></td>
<td>Dance hall</td>
<td>Close.</td>
</tr>
<tr>
<td>Whitfield Valley Centre</td>
<td>Health and Fitness</td>
<td>Retain.</td>
</tr>
<tr>
<td>Other facilities - location not yet determined</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tennis</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor courts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2 courts to be located in local green spaces to complete the network. Priority areas: Baddeley Green/Ball Green/Chell Heath</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rugby club site</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-pitch club site</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keep under review the opportunity to relocate two rugby clubs into the City. Site(s) must be located in the central area or north part of the City to reduce catchment overlap with Trentham and Longton Clubs. Possible locations include James Brindley.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Health and Fitness</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health and fitness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New facilities to address gaps in the network. Priority areas: Newfield/Goldenhill; Norton in-the-Moors/Norton Green/Baddeley.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
South Eastern

51. This area has a high proportion of older people although all age groups are represented. The participation rates in physical activity and sport are higher than most other areas in Stoke-on-Trent, and the area is generally less deprived.

52. Existing access to facilities within this area of the City is often more difficult than elsewhere, and there is a particular need in the Longton and Meir areas. The Longton Leisure Centre proposals will help to address these gaps, as will the other proposals such as the new facility in Western Coyney and the securing for community use of the pitches at the school sites which are due to close. The facility provision will be matched by sports development and outreach programmes which will include supporting the development of local clubs and community organisations.

53. The proposed specific facility list for the area, excluding the Super-Hub (City level facilities) addressed above is given below. Smaller facilities where no changes are proposed are not specifically identified.

54. The summer 2009 community survey was generally positive towards the proposals with particularly high support for the proposed Longton Leisure Centre and the Western Coyney small sports centre.
<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>20:20 Discovery Academy</td>
<td>Hall</td>
<td>New 4 court hall. Specialist design for badminton.</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Full-size STP (or if not progressed, at Longton Leisure Centre).</td>
</tr>
<tr>
<td></td>
<td>Multi-purpose fitness suite</td>
<td>Develop junior and adult facilities.</td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Develop 3 courts suitable for pay and play.</td>
</tr>
<tr>
<td>Beaufort Road Tennis Court</td>
<td>Tennis courts</td>
<td>Reconsider with local consultation the future options for this site.</td>
</tr>
<tr>
<td>Edensor High School</td>
<td>Tennis courts &amp; buildings</td>
<td>Undertake a full feasibility study on the possible future leisure uses of the site, including as a tennis centre. Protect site for community leisure use until the feasibility study is completed.</td>
</tr>
<tr>
<td></td>
<td>Playing fields</td>
<td>Retain for community football use.</td>
</tr>
<tr>
<td>Florence Sports and Social Club</td>
<td>STP small</td>
<td>Retain.</td>
</tr>
<tr>
<td>Florence Tennis and Bowling Club</td>
<td>Tennis courts and bowling greens</td>
<td>Retain.</td>
</tr>
<tr>
<td>Longton High School</td>
<td>Playing fields</td>
<td>Secure for long term community use. Add changing and ancillary provision as necessary. Consider link to Foley Football Club and development as a football centre.</td>
</tr>
<tr>
<td>Longton Leisure Centre (new)</td>
<td>Site</td>
<td>New facility proposed for Longton. Feasibility work to be undertaken, but it is proposed to provide the following facilities.</td>
</tr>
<tr>
<td></td>
<td>Pool</td>
<td>25 x 4 lane community pool near Longton town centre.</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>3 court (or 1+2).</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>If provision at the 20:20 Discovery Academy is not progressed, full size STP.</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Facility available on pay and play basis.</td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
<td>Dedicated space for boxing.</td>
</tr>
<tr>
<td>Meir Fitness Centre</td>
<td>Health and fitness</td>
<td>Retain.</td>
</tr>
<tr>
<td>St Thomas More Catholic High School</td>
<td>Hall</td>
<td>Consider replacement. If replaced, consider community use (low intensity management).</td>
</tr>
<tr>
<td>Sandon High School</td>
<td>Pool</td>
<td>Undertake full conditions survey of existing pool. Refurbish/replace on site.</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Retain as specialist cricket centre.</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Retain.</td>
</tr>
<tr>
<td>Watery Lane</td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>Weston Coyney</td>
<td>Hall</td>
<td>1+2 court halls. Flexible space, with storage space for boxing equipment.</td>
</tr>
<tr>
<td></td>
<td>Multi-purpose fitness suite</td>
<td>Develop junior and adult facilities.</td>
</tr>
</tbody>
</table>
55. This area has more comfortable mid-life males than other areas, although all age groups are represented. The participation rates in physical activity and sport are generally the highest in Stoke-on-Trent, and the area is the least deprived.

56. The proposed specific facility list for the area, excluding the Super-Hub (City level facilities) addressed above is given below. Smaller facilities where no changes are proposed are not specifically identified.

57. The community survey of summer 2009 have a generally positive reaction to the proposals, but with a more mixed responses in relation to St Peters high school, and Fallowfields Playing Field. The Fenton Park tennis courts were seen as the highest priority for action, but the proposals for Trentham High School were second to this.

<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hall</td>
<td>New 4 court hall. Specialist design for badminton.</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Consider development of full size pitch suitable for community use (or alternatively at Trentham).</td>
</tr>
<tr>
<td></td>
<td>Athletics training</td>
<td>Training facility e.g. 6 lane x 100m straight, 4 lane 200m J track or 2 lane 400m track, or 3 lane 300m track.</td>
</tr>
<tr>
<td>Fallowfields</td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>Fenton Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish. Consider floodlights, or at minimum provide cabling for floodlights at a later date.</td>
</tr>
<tr>
<td>Foley Park</td>
<td>Sports court</td>
<td>Retain and refurbish.</td>
</tr>
<tr>
<td>Hanford Park</td>
<td>Sports Court</td>
<td>Retain and improve.</td>
</tr>
<tr>
<td></td>
<td>Skate Park</td>
<td>Retain and improve.</td>
</tr>
<tr>
<td>Longton RUFC</td>
<td>STP small</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>Grass pitches</td>
<td>A full technical report on pitches will be required if they are to be used by the school in addition to club. This will need to confirm any necessary upgrading of the pitches and the long term maintenance regimes (including cost).</td>
</tr>
<tr>
<td>Location</td>
<td>Facilities</td>
<td>Action</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Mount Pleasant Park</td>
<td>Tennis courts</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>New Stoke Park</td>
<td>Tennis courts</td>
<td>Retain.</td>
</tr>
<tr>
<td>Riverside Road</td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>St Joseph's College</td>
<td>Hall</td>
<td>4-court hall proposed. If developed on site, enable community access on a low intensity management basis.</td>
</tr>
<tr>
<td></td>
<td>Tennis courts/MUGA</td>
<td></td>
</tr>
<tr>
<td>St Peters High School</td>
<td>Hall</td>
<td>Close. Replace by development at Thistley Hough.</td>
</tr>
<tr>
<td></td>
<td>STP small</td>
<td>Close. Replace by development at Thistley Hough</td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Develop new pavilion on site plus ancillary facilities as necessary. Transfer management to the community.</td>
</tr>
<tr>
<td>Stansmore Road</td>
<td>Skate park</td>
<td>Retain and refurbish.</td>
</tr>
<tr>
<td>Stoke-on-Trent Recreation Centre</td>
<td>Hall</td>
<td>Close.</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Close.</td>
</tr>
<tr>
<td>Trentham High School</td>
<td>Site</td>
<td>Retain as dual-use centre.</td>
</tr>
<tr>
<td></td>
<td>Pool</td>
<td>Refurbish pool and changing as necessary to retain community use.</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Retain for community use. Consider option to become a specialist centre for table tennis.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Retain and refurbish suitable for dance, martial arts etc.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall with extra storage</td>
<td>Add multi-purpose hall with extra storage and specialist flooring suitable for gymnastics.</td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Retain and refurbish. Floodlight.</td>
</tr>
<tr>
<td>Trent Vale Recreation Ground</td>
<td>Sports Court</td>
<td>Retain and refurbish.</td>
</tr>
<tr>
<td>Thistley Hough High School</td>
<td>Hall</td>
<td>New 4 court hall - special design for archery (and possibly table tennis)</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>New full-size STP.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Multi-purpose hall.</td>
</tr>
<tr>
<td></td>
<td>Multi-purpose fitness suite</td>
<td>Develop junior and adult facilities.</td>
</tr>
<tr>
<td></td>
<td>Tennis Courts</td>
<td>Develop 5 new courts (incl 2 refurbish) as new facility for Penkhull Tennis Club if they are required to relocate from St Peters site.</td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
<td>Dedicated space for boxing.</td>
</tr>
</tbody>
</table>
Other facilities - location not yet determined

| Tennis       | Indoor and Outdoor Centre | One centre, ideally linked to existing tennis club. Options to include St Peter's school site. May be commercial. |
Western

58. This area has more young people than other areas, although all age groups are represented. The participation rates in physical activity and sport are generally very low and the area is mostly deprived.

59. The proposed specific facility list for the area, excluding the Super-Hub (City level facilities) addressed earlier is given below. Smaller facilities where no changes are proposed are not specifically identified.

60. The summer 2009 community survey gave positive support for all of the proposals. The Shelton proposals included reference to more disability provision on the site, but this is now no longer an option.

<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Century Street Park</td>
<td>Skate Park</td>
<td>Retain and improve.</td>
</tr>
<tr>
<td>Grange Park</td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>Hanley Park</td>
<td>STP small</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Retain and refurbish. Floodlights.</td>
</tr>
<tr>
<td></td>
<td>Bowling greens</td>
<td>Retain and improve.</td>
</tr>
<tr>
<td></td>
<td>Playing fields</td>
<td>Provide changing.</td>
</tr>
<tr>
<td>Shelton Pool</td>
<td>Pool</td>
<td>Refurbish. Consider ways to improve community accessibility.</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Develop inclusive fitness suite.</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Add multi-purpose hall suitable for dance and martial arts.</td>
</tr>
<tr>
<td>Sir Stanley Matthews Sports Centre</td>
<td>Hall</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Retain.</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Retain.</td>
</tr>
<tr>
<td>Snyed Cricket Club</td>
<td>Playing fields</td>
<td>Secure site for community use.</td>
</tr>
<tr>
<td>Stoke-on-Trent College (Burslem Campus)</td>
<td>Hall</td>
<td>Retain.</td>
</tr>
<tr>
<td>Stoke-on-Trent (Cauldon Campus)</td>
<td>Hall</td>
<td>Retain.</td>
</tr>
<tr>
<td>Location</td>
<td>Facility</td>
<td>Description</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Trubshaw Cross</td>
<td>Playing fields</td>
<td>Site adjacent to Brownhills secondary school (in the Northern area). A full technical survey will be required on the pitches to determine their capacity to provide for greater levels of use (by the school in addition to the community), the costs of upgrading, and long term maintenance requirements (including cost). Retain and intensify levels of community use. Provide changing.</td>
</tr>
<tr>
<td>YMCA</td>
<td>Hall</td>
<td>There are existing proposals to develop a 4-court hall, fitness gym and small climbing wall. To be opened in late 2010/early 2011.</td>
</tr>
<tr>
<td></td>
<td>Fitness gym</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Climbing wall</td>
<td>(training)</td>
</tr>
</tbody>
</table>
Next Steps

61. The Strategy facility proposals will be kept under annual review to enable them to be updated in the light of progress with programmes such as the schools reorganisation. In relation to the schools, there are still a number of undetermined options which have the potential to impact significantly on the network of facilities for community sport and physical activity.

62. The annual review should also take into account any sports specific facility proposals which will arise from the new national governing body of sport business plans/whole sport plans/facility plans.

63. A full review of the Strategy will take place within 5 years in order to take account of progress to date, new population forecasts, and changes in the network of facilities. This will also allow the reassessment of the impact of the sports development programmes in relation to the participation rates in activity, and the impact of trends within sports, for example the balance in demand between grass and synthetic pitches.
**Glossary**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3G</td>
<td>“Third Generation” Robber-Crumb Synthetic Turf Pitch</td>
</tr>
<tr>
<td>BSF</td>
<td>Building Schools for the Future</td>
</tr>
<tr>
<td>CSP</td>
<td>County Sports Partnership</td>
</tr>
<tr>
<td>FE</td>
<td>Further Education</td>
</tr>
<tr>
<td>HE</td>
<td>Higher Education</td>
</tr>
<tr>
<td>MUGA</td>
<td>Multi-Use Games Area</td>
</tr>
<tr>
<td>NMA</td>
<td>Neighbourhood Management Area</td>
</tr>
<tr>
<td>OEC</td>
<td>Outdoor Education Centre</td>
</tr>
<tr>
<td>PE</td>
<td>Physical Education</td>
</tr>
<tr>
<td>PESSYP</td>
<td>Physical Education and Sports Strategy for Young People</td>
</tr>
<tr>
<td>PVFC</td>
<td>Port Vale Football Club</td>
</tr>
<tr>
<td>QUEST</td>
<td>UK Quality Scheme for Sport and Leisure</td>
</tr>
<tr>
<td>RUFC</td>
<td>Rugby Union Football Club</td>
</tr>
<tr>
<td>SASSOT</td>
<td>Sport Across Staffordshire &amp; Stoke-on-Trent</td>
</tr>
<tr>
<td>SCFC</td>
<td>Stoke City Football Club</td>
</tr>
<tr>
<td>SoTCC</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>STP</td>
<td>Synthetic Turf Pitch</td>
</tr>
</tbody>
</table>
SECTION 1

BACKGROUND AND CONTEXT
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SECTION 1:
BACKGROUND AND CONTEXT

Introduction

1. Nortoft was commissioned by Stoke-on-Trent City Council to undertake a Sport and Activity Strategy. The Strategy covers the period up to 2016 although it looks beyond this date where appropriate.

2. This Strategy follows on from the 2002-2007 Sports Strategy undertaken by the City Council. This earlier Strategy had a large number of action points, a significant proportion of which have either been completed or are largely completed. Its successes include:

- The establishment of new sports clubs; Penkhull Tennis Club, Priory Bowls Club, Chell Badminton Club, Sneyd Green Gymnastics Club, Florence Ladies FC, Milton United Ladies FC;
- The establishment of junior sections at St Peter’s Tennis Club, Florence Tennis Club and Linley and Kidsgrove Rugby Club (St Joseph’s Primary School);
- The provision of sports science via the university as part of the Gifted and Talented programme;
- The implementation of the Walking the Way to Health Programme, and establishment of several walking groups;
- The designation of Berry Hill High School as a specialist sports college;
- The establishment of projects that encourage the direct involvement of local people and organisations in decision-making and the delivery of sport and recreation services. Projects have been established at: Birches Head, Norton Recreation Centre, Bentilee and Red House;
- The establishment of a website linked via [www.stoke.gov.uk](http://www.stoke.gov.uk) about small grant opportunities for clubs;
- New community sports facilities at: James Brindley, Trentham, St Peter’s, and Sandon High Schools; Priory, St Joseph’s, Sneyd Green, and John Baskeyfield Primary Schools; Wallace Sport and Education Centre;
- All leisure facilities updated to meet Disability Discrimination Act (DDA) requirements;
• Improved football pitches and facilities at Bradeley, Willfield, Milton and Springbank;

• New rugby pitches at Trentham Fields including a synthetic turf pitch and associated changing;

• Central Forest Park skate plaza, and smaller skate facilities at Mount Pleasant Park, Trentham Lakes, Tunstall Park and Burslem Park;

• The improvement of 10km of greenways for recreational walking, new cycle routes, and upgraded bridleways to make them multi-user; and

• Feasibility studies for ice rink and indoor tennis provision.

Purpose of the Strategy

3. This Strategy is committed to improving the City in relation to its sports and recreation facilities and its green spaces, which in turn supports the City’s Vision set down in the Community Strategy 2004-2014:

“By 2014 Stoke-on-Trent will be a thriving and diverse city where people want to live, work and study”

4. This Strategy is for the whole of the Stoke-on-Trent community, and is not simply a strategy for the City Council. It looks at the role that sport and active recreation can play in the wider agenda, and the priorities for the future, both in relation to places and people for the next 8 years. This takes the Strategy beyond the end dates of the Sustainable Community Strategy (2004-2014) and the current Corporate Plan (2007-2010), but links to the end point one of the key planning dates, which is 2016. This time horizon enables more effective facility planning because of the long timescales often involved in the larger developments.

5. The strategy has two sets of aims which are described in more detail below.

People

6. The first aim is people-orientated, and concerned with increasing participation in sport and active recreation. For the purposes of this Strategy, ‘active recreation’ includes activities that are now directly aligned with the health agenda, such as walking, cycling and fitness, as well as the more ‘traditional’ sports such as swimming and football. It does not include gardening, dancing (e.g. ballet or at nightclubs), or travel to work/school, although these all contribute towards a more active lifestyle.

7. However, to focus only upon the lower levels of activity would potentially miss the very important ‘high level’ sports opportunities which a City such as Stoke-
on-Trent strives to achieve. The mass participation work in sport and activity needs to be balanced with the ‘top end’, the Performance and Excellence strand, with the City supporting those with talent to excel.

8. Sports events encourage and excite people, and there is a real opportunity for Stoke-on-Trent to raise its profile through hosting national sports events such as the Tour of Britain, an international class cycle race. There are also a fast growing number of high level events taking place at some of the larger sports facilities in the City, such as Fenton Manor. More local and regional events are however just as important, providing a goal and purpose to many people’s regular activity.

9. The 2012 Olympics will provide a unique incentive for everyone to become more active. The Strategy will help to make sure that the opportunities are capitalised upon, and that the legacy of the Games is a more pervasive culture of activity, in sport and as part of a generally more active lifestyle. The implications of Fenton Manor potentially hosting an Olympic team as a pre-Games training camp are currently being evaluated.

10. The policies underpinning these first aims, which will provide the rationale behind facility investment are as follows:

Policy: Focus on increasing participation in sport and active recreation. Aim to increase the number of people being active to 30% by 2012 and encourage a 1% increase in participation each year.

This will be achieved by:

- Strengthening the emerging cross-sector partnership of agencies and organisations;
- Improving the effectiveness of the message about the health benefits of physical activity and sport;
- Strengthening the outreach programmes at the local level;
- Supporting local organisations and groups;
- Reviewing pricing policies;
- Encouraging young people to stay involved in sport after school;
- Using some developers’ contributions for revenue.

Policy: Seek to support talented groups and individuals and enable them to excel.

Policy: Strive to host major high-level sporting events.

This will be achieved by:

- Ensuring pathways to performance are strong;
- Improving the City’s ability to attract sporting events;
• Maximising opportunities linked to the Olympics.

Policy: Support the development of sports clubs and organisations.

This will be achieved by:

• Strengthening sports and activities clubs across the City;
• Supporting clubs to increase the number and quality of coaches;
• Supporting volunteering.

Places

11. The second set of aims are place-orientated, and concerned with the provision of sports and recreation facilities. The table in Section 3 indicates the priorities for the Sport and Physical Activity Strategy for the period up to 2016. The priorities for the period 2008-2012 are proposed to form the basis of annual action plans for the City Council and its partners.

12. The target, which has been set for increasing activity by 2012, is challenging. It will not be met by building a few new major facilities, nor through the schools reorganisation programme alone. However, the schools reorganisation programme and investment in new facilities do offer an unparalleled opportunity, so time and resources must be committed to maximising the potential benefits.

13. The lengthy timescales involved in planning and developing facilities mean that it is unlikely that any major new facilities will be opened in the period up to 2012 except where their planning is already underway. However, good quality local facilities which are accessible to their local communities can play a critical part in increasing participation.

14. The focus must therefore be on improving the range, quality and accessibility of built facilities (including dual use) and encouraging more use of local facilities such as community centres, school facilities and green spaces. However, increased use is unlikely to happen quickly without support and the co-ordination of the key partners, including the health sector. A priority for the period up to 2012 is therefore outreach work – in many different types of venue, with different groups, and in different locations around the City.

15. This is a change of focus for the City, which has not given grass roots sports development, outreach work or health focussed projects a high priority in recent years.
Strategic Direction

16. The objectives of the Strategy are linked to the formal commitments of the City and its partners, as set down in the current Local Area Agreements, and as assessed by Government’s performance indicators. The objectives also directly relate to and support the themes and priorities of the Sustainable Community Strategy, and the Corporate Plan. Key extracts from these documents are given in Appendix 1.

17. More important though, is the fact that reaching the committed targets is crucial to the overall success of the City and its long-term viability. It will require a ‘cultural shift’ of the whole community; a move towards a more active lifestyle and a greater commitment to local involvement. This includes volunteering to support local organisations (such as sports clubs) and the management of local places and facilities.

18. The achievement of the Strategy’s goals will contribute towards the objectives of an attractive, successful place where people choose to live and work, and towards strengthening community confidence, the social infrastructure, and pride in the City. The targets are challenging but should be achievable if all of the partners work together. Some difficult decisions will need to be made on investment priorities, and funding opportunities will need to be maximised.

19. A key mechanism underpinning the Strategy is the planning of the facility requirements, both for the indoor and outdoor sports facilities and the green spaces. The planning process can protect important sites, it can provide opportunities for new sites, and enhance existing ones. It prioritises the strategic and local facility needs and helps to unlock external investment, including developer contributions.

20. The Strategy however is designed as a working document to be taken forward by the Local Authority, as there are still a number of major issues and options to be resolved on some sites. Two examples are: the exact mix of sports facilities and their potential availability to the community at several of the secondary school sites, and; the future of the Fenton Manor site/local area including the implications of the proposed school relocation, changes at the college, and changes by the university. The decisions will often impact upon provision, both for the community within the immediate neighbourhood and, where a facility is ‘strategic’, upon the City as a whole.
The Character of Stoke-on-Trent

Geographical context

21. The unitary authority of Stoke-on-Trent is surrounded by the county of Staffordshire, and shares boundaries with the local authorities of Newcastle-under-Lyme, Staffordshire Moorlands and Stafford.

22. Stoke-on-Trent is polycentric in nature and therefore has a number of key centres; the city centre of Stoke-on-Trent (Hanley), Longton, Tunstall, Stoke-on-Trent town centre, Burslem, Fenton and Meir.

23. In order to improve services at neighbourhood level, the authority has been sub-divided into five geographical Neighbourhood Management Areas (NMAs, Figure 1). This Strategy uses these NMAs as a basis for determining sports provision and providing recommendations.
Figure 1: Neighbourhood Management Areas
24. In recent years, Stoke-on-Trent has suffered from economic and social difficulties in its urban areas, leading to considerable out-migration. In order to address this issue, the North Staffordshire Regeneration Zone has been formed which includes Stoke-on-Trent and parts of the Borough of Newcastle-under-Lyme. The intention is to provide an appropriate mix of high quality housing and community facilities, alongside a strategy for economic growth.

Population

25. Stoke-on-Trent’s population was originally predicted to fall from 239,700 in 2006 to 228,000 in 2026 (ONS). However more recent projections provided by Staffordshire County Council and agreed by the City Council show a fairly static population with a slow increase of 4,300 up to 2016 and a further 6,800 by 2026. This is based on the 2006 sub national population projections. Figure 2 shows the new projections and Figure 3 illustrates these by age group up to 2026.

Figure 2:  Stoke-on-Trent total population projections, 2006 – 2021  
(Source ONS)

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2011</th>
<th>2016</th>
<th>2021</th>
<th>2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated total population</td>
<td>239,700</td>
<td>241,100</td>
<td>244,000</td>
<td>247,400</td>
<td>250,800</td>
</tr>
</tbody>
</table>

Figure 3: Population forecasts by age group
26. For the purposes of this report, a comparison has been made between the current population and the 2021 population. The population projections beyond the 10 year horizon become increasingly uncertain, therefore the Strategy is based on projections up to 2021, to tie in with the next main date in the statutory planning calendar. The most noticeable change in population will be the increase in the older age groups (50+). The numbers of those aged 0-14 and 25-34 are also set to rise. Conversely, numbers of those aged 15-24 and 35-49 are expected to decrease.

Figure 4: Change in age structure up to 2021
(Source: ONS)

![Change in Stoke's population age structure 2006-2021](image)

Black Minority and Ethnic (BME)

27. Analysing the BME population is necessary since cultural background can often impact upon levels of participation in a particular sport or active recreation activity.

28. The following key facts have been derived from the 2001 Census:

- The population of Stoke-on-Trent is predominantly white British (94.8%);
- The BME community accounts for 5.2% of the population;
- The largest BME groups in the district are Pakistani (2.6%) and ‘other white’ (0.8%).

29. The City Council now estimates that the BME population makes up around 7% of the total population.
The Index of Multiple Deprivation (IMD) 2007

30. The Index of Multiple Deprivation is a single deprivation score for each Lower Super Output Area (LSOA) in the country, and combines several indicators covering economic, social and housing issues. The following key points have arisen regarding Stoke-on-Trent:

- Stoke-on-Trent is the 22nd most deprived district in the country and the second most deprived in the West Midlands region;
- 32.2% of Stoke-on-Trent’s population live in the country’s most deprived 10%, found in 53 different LSOAs;
- A further 21.1% live in the 10%-20% most deprived areas, found in 32 of Stoke-on-Trent’s 160 LSOAs;
- This means that over half of Stoke-on-Trent’s population live in the country’s most deprived 20%.

31. The following map shows the extent of deprivation in the City, with the dark blue areas being amongst the most deprived in the country, and the yellow areas being amongst the least deprived.

Figure 5: Overall deprivation in Stoke-on-Trent
(Source: Stoke-on-Trent City Council, 2007)
32. It is known that deprivation has a significant impact upon participation rates, and partly as a consequence, Stoke-on-Trent has amongst the lowest rates of participation in the West Midlands (Figure 6).

Figure 6: Deprivation and participation rates in sport and active recreation  
(Source: Sport England, 2007)

Participation in sport and active recreation

Active People Survey

33. Participation in sport and active recreation, as measured by the Sport England Active People Survey in 2006 showed that in Stoke-on-Trent 15.8% of adults (16 years and over) were undertaking 3 x 30 minutes a week. This rate of participation is lower than both the national average of 21% and the West Midlands average of 19%. It is also lower than expected based on the City’s age structure, levels of deprivation and in relation to its ONS Comparator* authorities of Tameside (17.5%), Wigan (21.2%), Sunderland (20%) and Barnsley (19%).

34. The Active People Survey does not include sport and active recreation for those people under 16 years. Activity levels at under 16 years are relatively high because of the delivery of PE in the curriculum. However, there is a significant drop off in all activities after the age of 16, particularly amongst young women, and addressing this issue is a high priority.

*Most similar authorities based on information provided by the Office for National Statistics
35. The overall figure for participation however hides some significant variations across the community, with lower levels of participation amongst women, those aged over 45 years, and those from NS-SEC groups* 5 – 8 (Figure 8). There are also significant variations in activity levels across the City; with those areas least deprived generally having higher participation rates, than those areas with more deprivation.

*NS-SEC is a classification that measures employment relations and conditions, which are central to delineating the structure of socio-economic positions in modern societies and
helping to explain variations in social behaviour and other social phenomena.

NS-SEC is an occupationally-based classification, but contains rules to provide coverage of the whole adult population. From 2001, NS-SEC has replaced Social Class based on Occupation (SC) and Socio-economic Group (SEG), and is the standard in all official statistics and surveys. (Source Sport England)

**Figure 8: Participation rates by target groups**
(Source: Active People Survey, Sport England 2007)

**Participation for Priority Groups in Stoke-on-Trent**

<table>
<thead>
<tr>
<th>Group</th>
<th>3x30</th>
<th>2x30</th>
<th>1x30</th>
<th>0x30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stoke-on-Trent</td>
<td>15.8</td>
<td>7.0</td>
<td>6.7</td>
<td>6.0</td>
</tr>
<tr>
<td>Female</td>
<td>13.1</td>
<td>7.3</td>
<td>6.3</td>
<td>6.4</td>
</tr>
<tr>
<td>Low Income Groups (NS-SEC 5,6,7,8)</td>
<td>14.0</td>
<td>6.6</td>
<td>5.1</td>
<td>5.3</td>
</tr>
<tr>
<td>Over 45s</td>
<td>9.8</td>
<td>4.1</td>
<td>3.6</td>
<td>3.7</td>
</tr>
<tr>
<td>Groups</td>
<td>60.9</td>
<td>64.3</td>
<td>66.5</td>
<td>75.5</td>
</tr>
</tbody>
</table>

36. The Active People Survey has also identified adult participation rates for specific activities, and it is useful to compare the findings for Stoke-on-Trent against its ONS comparator authorities. The following graphs demonstrate how Stoke-on-Trent fairs against these authorities in relation to participation in the sports of swimming, recreational walking, recreational cycling, and football (Figure 9). It is clear that Stoke-on-Trent is behind in relation to swimming both in relation to its comparator group and the national average. In relation to walking and cycling, all of the authority group are low compared to the national average, and for football Stoke-on-Trent performs in line with the national average.
Figure 9: Active People Survey findings – comparator authorities

Participation in swimming by ONS comparator authorities

Participation in football by ONS comparator authorities
The involvement of individuals with clubs, competitive sport, and volunteering is also notably low for Stoke-on-Trent compared to the national averages, again as measured by the Active People Survey. This reflects the relatively low number of sports clubs in Stoke-on-Trent, and possibly the low priority that has been given to clubs generally over the past few years. This issue has also been identified in the 2007 survey of clubs, the summary of which is provided in Appendix 4.

The research was updated by Sport England between 2007 and 2008, and the results were published in November 2008. A summary of the statistically significant changes has been provided by Sport England. In relation to KPI 1, i.e. “participation in moderate intensity sport and active recreation for 3 days a

NB: Walking and cycling is recreational rather than ‘active travel’
week” there were no significant changes in levels of participation over the period. Likewise there were no significant changes in the other key performance indicators: volunteering; club membership; receiving tuition; involvement in competition; or satisfaction with sports provision within the local area.

**Household Survey**

39. The household survey conducted to inform the sport elements of the Strategy, and a summary of the findings is provided in Appendix 2. This shows that two-thirds of people travel by car to reach the sports facility that they use most often, whilst 28% walk. The travel time to facilities usually takes between 10 and 15 minutes, and more than 85% of people use facilities within 20 minutes of home.

40. The main barriers to taking part in sport and active recreation identified in the household survey were a lack of time, work commitments and family commitments. However the cost of using sports facilities was also flagged as an important factor. Around 10% of people stated that poor health/injury was a problem, and about 9% said that the facilities were too far away, and another 7% said that there was a lack of facilities. Around 11% of people said that they were not aware of the opportunities available.

41. The results from the household survey undertaken to inform this Strategy together with focus group consultations, show that those people who are least active may be encouraged to become more so by providing local facilities and targeted activities within walking distance from home. This Strategy therefore places greater emphasis than previous strategies on local facilities, on sport development, and associated ‘outreach’ work. Local facilities include neighbourhood and district parks, and built facilities such as community centres and school sports facilities.

42. The increased emphasis on local facilities and spaces still needs to be balanced however by a network of facilities and other support for those wishing to improve in their sport, up to performance and excellence levels. Having high quality facilities together with well-motivated coaches for high quality training and events provides the impetus, particularly for young people, to stay involved in sport. The hosting of events also supports Stoke-on-Trent’s profile as a regional city, contributing to economic regeneration. Good examples are the NOVA 10K run and the Cycle Tour of Britain.

**Sports Development/Outreach**

43. The sports development/outreach elements of this Strategy build upon successful projects across Stoke-on-Trent by a range of providers. These have included the project "Closing the Gap" which has been supported by Sport England. This project is aimed at children and young people, particularly
those who are looked after. After one year’s support the levels of activity amongst some of the City’s most excluded young people increased, particularly amongst boys and young men.

44. Other projects have included:

- Go5 Exercise Referral Programme
- Port Vale Health Initiative - FSC via Coal Fields Trust
- Beth Johnston Foundation - Peer Mentoring Programme
- BME Community Gym Scheme
- Good Health Good Business Award
- Active Travel - via Travel Planning Initiative
- Family Orientated Cycle Tours
- Fitter Families
- Go7
- Football Action
- Project Oarsome

**Market segmentation**

45. Sport England has developed nineteen sporting segments to help understand individual adults’ attitudes and motivations in relation to sport and physical activity. The segments are described in the table below. The research builds on the results of the Active People Survey, the Department of Culture, Media and Sport’s Taking Part Survey, and the Mosaic tool from Experian.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Segment Name</th>
<th>Forename(s) [from Sport England]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Competitive Male Urbanites</td>
<td>Ben</td>
</tr>
<tr>
<td>2</td>
<td>Sports Team Drinkers</td>
<td>Jamie</td>
</tr>
<tr>
<td>3</td>
<td>Fitness Class Friends</td>
<td>Chloe</td>
</tr>
<tr>
<td>4</td>
<td>Supportive Singles</td>
<td>Leanne</td>
</tr>
<tr>
<td>5</td>
<td>Career Focused Females</td>
<td>Helena</td>
</tr>
<tr>
<td>6</td>
<td>Settling Down Males</td>
<td>Tim</td>
</tr>
<tr>
<td>7</td>
<td>Stay at Home Mums</td>
<td>Alison</td>
</tr>
<tr>
<td>8</td>
<td>Middle England Mums</td>
<td>Jackie</td>
</tr>
<tr>
<td>9</td>
<td>Pub League Team Mates</td>
<td>Kev</td>
</tr>
<tr>
<td>10</td>
<td>Stretched Single Mums</td>
<td>Paula</td>
</tr>
<tr>
<td>11</td>
<td>Comfortable Mid-Life Males</td>
<td>Philip</td>
</tr>
<tr>
<td>12</td>
<td>Empty Nest Career Ladies</td>
<td>Elaine</td>
</tr>
<tr>
<td>13</td>
<td>Early Retirement Couples</td>
<td>Roger &amp; Joy</td>
</tr>
<tr>
<td>14</td>
<td>Older Working Women</td>
<td>Brenda</td>
</tr>
<tr>
<td>15</td>
<td>Local “Old Boys”</td>
<td>Terry</td>
</tr>
<tr>
<td>16</td>
<td>Later Life Ladies</td>
<td>Norma</td>
</tr>
<tr>
<td>17</td>
<td>Comfortable Retired Couples</td>
<td>Ralph &amp; Phyllis</td>
</tr>
<tr>
<td>18</td>
<td>Twilight Year Gents</td>
<td>Frank</td>
</tr>
<tr>
<td>19</td>
<td>Retirement Home Singles</td>
<td>Elsie &amp; Arnold</td>
</tr>
</tbody>
</table>
46. The information provided by the market segmentation results help to guide both the overall direction of the policies and priorities for the City, and also helps to target individual facilities within certain areas of the City. Although the general picture is described below, the application of the market segmentation process to each facility type is considered under the sports facility specific section of the report.

47. The bar chart in Figure 10 is a summary of the overall proportion of the different segments across the authority. This suggests that Stoke-on-Trent varies from the national ‘averages’ for population in a number of segments.

Figure 10: Market Segmentation – 19 segments

48. It has significantly higher populations than the national average in ‘Sports Team Drinkers’ (Segment 2), ‘Pub League Team Mates’ (Segment 9) ‘Retirement Home Singles’ (Segment 19). Conversely it has lower populations than the national average in relation to the numbers of people falling into the following segment types: ‘Competitive Male Urbanites’ (Segment 1), ‘Fitness Class Friends’ (Segment 3), ‘Settling Down Males’ (Segment 6) and ‘Comfortable Retired Couples’ (Segment 17). Appendix 6 provides a summary of the detailed characteristics of each of the segments, including their approximate ages and activities or sports which attract them.

49. The pie chart in Figure 11 shows the bar chart information in a simpler way, drawing out the relative proportions across the total Stoke-on-Trent population of the different market segment types. This information is useful to guide the overall considerations about what different sports and physical activities should be the future priorities for the City as a whole.
50. However, if the dominant market segment (i.e. the largest number of people of any particular market segment type) is mapped by Super Output Area there are clear differences across the City – see Figure 12. The distribution of these will help to guide the short-medium term priorities for investment across the City, as it will be important to match the facilities with the interests and expectations of the local communities.

51. Analysis at the Neighbourhood Management Area level suggests that five of the six neighbourhood management areas have a similar mix of people to the City overall, with the exception of the Western NMA which has a majority of ‘Sports Team Drinkers’ although it still has the other four main segments. A summary of the top five market segments in each neighbourhood management area can be found in Appendix 5.
Figure 12: Dominant Market Segmentation map
More detail about the main sporting interests of the market segmentation groups appearing in Figures 11 and 12 is provided in the table below. This information is based on Sport England research. Similar details for all 19 segment types and are provided in Appendix 6.

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Type of person</th>
<th>Sports/activities most attractive to this group</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Sports Team Drinkers</td>
<td>Football, Martial Arts, Boxing, Basketball, Weight Training, Badminton</td>
</tr>
<tr>
<td>9</td>
<td>Pub League Team Mates</td>
<td>Football, Karate, Weight Training, Boxing, Tenpin Bowling, Darts, Snooker, Fishing, Pool, Cricket</td>
</tr>
<tr>
<td>11</td>
<td>Comfortable Mid-Life Males</td>
<td>Sailing, Football, Badminton, Cycling, Gym, Jogging, Golf, Cricket</td>
</tr>
<tr>
<td>19</td>
<td>Retirement Home Singles</td>
<td>Walking, Dancing, Bowls, Low-impact exercises</td>
</tr>
</tbody>
</table>

*Relatively large numbers of these market segment groups exist across the City and also dominate specific geographical areas. These groups therefore appear both on the map (Figure 12) and in the pie chart (Figure 11)*

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Type of person</th>
<th>Sports/activities most attractive to this group</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Settling Down Males</td>
<td>Skiing, Golf, Cricket, Football</td>
</tr>
</tbody>
</table>

*This market segment dominates a single area of Stoke-on-Trent, but represents only a relatively small percentage of the population as a whole. Therefore appears on the dominant market segment map (Figure 12), but not in the pie chart for the population as a whole (Figure 11)*
THE WIDER AGENDA

53. Sport is a ‘good thing’ in its own right, providing enjoyment and exercise to many people. Individuals and teams with talent are able to reach the national and international sporting stage, and the community takes pride in their achievements. Equally important is the contribution that sport and physical activity make to the wider agenda facing Stoke-on-Trent, specifically:

- the need to improve health;
- the need to improve education standards;
- the need to reduce crime;
- the need for economic regeneration, to generate more jobs and encourage inward investment; and
- the need to improve the environment.

Health

54. As the profile of Stoke-on-Trent's population ages, and if obesity levels continue to rise, it is likely that the City will face increasing health problems unless action is taken to encourage people to lead more active and healthier lives. Stoke-on-Trent has a poor health record with some of the headlines being:

- The area’s socio-demographic characteristics suggest that residents have unhealthy lifestyles, and that almost 1 in 4 adults are obese;
- Rates of recorded and self-reported ill health are higher than the regional and England averages;
- Female life expectancy has barely increased over the last decade and for both sexes the gap with England has widened. Within the City there is a difference of 6 years in male life expectancy between the least deprived fifth and most deprived fifth of neighbourhoods.

55. The health of the community is significantly affected by their rates of participation in sport and active recreation, and this has been demonstrated by a number of independent research projects. The information was drawn together in the Government report “At Least 5 Times a Week”. The UK wide health project “Be Active Be Healthy” is a direct response to the findings of this report.

56. Of particular concern are those not taking any exercise at all during a week. There is no definitive research figure for this, but it is known that over 60% of the adult population of Stoke-on-Trent do not take part in any sport or active recreation (as defined by Sport England). Those least active of all are those with a limiting disability, or those who are over 55 years. Of these groups, more than 80% take “no exercise” during a week.
57. However, the figure does not take account of people who build activity into their every-day life, such as walking or cycling to work, or gardening.

58. The Government’s target of 5 x 30 minutes a week of total activity is based on:

- 3 x 30 minutes of sport and active recreation; and
- 2 x 30 minutes of other ‘active lifestyle’ activities, including walking and cycling.

59. The new Physical Activity Floor Target Action Plan (FTAP) for Stoke-on-Trent has a target of 30% of people being active (5 x 30 minutes a week) by 2012. If this is achieved, it will begin to make a significant impact on the health of the community overall.

Health and the FTAP targets

60. The Stoke-on-Trent Physical Activity Floor Target Plan (2008), published in August 2008 provides further research evidence linking physical activity to health. It contains detailed information about the area and usefully clarifies the differences between physical activity and sport. The following two diagrams (Figures 13 and 14) are taken from the report, and interestingly both indicate that participation in sport accounts for a relatively small proportion of physical activity.

Figure 13: The physical activity continuum
61. This chart relates to the 22% of Stoke-on-Trent residents doing some physical activity (whereas 59% of the population are sedentary).

62. The FTAP Plan has nine recommendations:

1. **Promotion of ‘habitual activity’ to individuals and communities**: to take a multi-faceted approach, to increase physical activity as part of people’s daily life;
2. **Healthy workplace**: to develop good practice models through promoting healthy lifestyles in the workplace;
3. **Leisure services provision**: to maximise the utilisation of existing leisure facilities and redesign existing provision in line with the sports and physical activity strategy;
4. **Understanding what motivates people**: to invest and apply social marketing principles as a core strategy to generate better insights and understanding about target groups;
5. **Urban environment, green spaces, parks and allotments**: to apply a systematic approach to developing and promoting the use of the built and natural environment, in line with national recommendations;
6. **Transport**: to encourage active transport (i.e. walking and cycling) and the use of public transport rather than private transport;
7. **Community and voluntary sector capacity**: to develop the local provider ‘market’. Starting with building capacity within the community and voluntary sectors to reach a wider range and number of sedentary people to become more active;
8. **Brief interventions:** the need to identify ‘opportunistic’ and ‘personalised’ support to individuals in line with guidance that recommends that small steps to behaviour change as a strategy, is just as effective in supporting people to make long term lifestyle change;

9. **Monitoring, performance management and evaluation:** the performance management of the FTAP will be managed via the City Council Performance and Improvement Team as part of the Local Area Agreement process. The performance management will follow the design of the funnel, where outcomes are tracked from numbers of people who are sedentary through to those who are doing at least 30 minutes moderate intensity activity, five times a week.

63. The actions and targets are summarised by the ‘funnel’ diagram in Figure 15.

64. The FTAP targets are confirmed by the targets for adult participation and childhood obesity contained in the Local Area Agreement, but the measurement of success is somewhat less demanding than the FTAP suggests.

<table>
<thead>
<tr>
<th>Performance Indicator</th>
<th>What</th>
<th>Definition</th>
<th>Key measure of success</th>
</tr>
</thead>
<tbody>
<tr>
<td>NI08</td>
<td>Adult Participation in Sport and Active Recreation</td>
<td>The percentage of the adult (aged 16 plus) population who participate in sport for at least 30 minutes on 3 or more times a week</td>
<td>A year on year increase in the percentage of the adult (aged 16 plus) population who participate in sport for at least 30 minutes on 3 or more times a week</td>
</tr>
<tr>
<td>NI 056 / VSB09</td>
<td>Obesity in Primary School Age Children in Yr 6</td>
<td>Percentage of primary school age children in Year 6 who are obese,</td>
<td>A reduction in the number of obese and overweight children overtime</td>
</tr>
</tbody>
</table>
**Figure 15:** Funnel approach to guide physical activity participation targets for Stoke-on-Trent

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>87824 people 46.6%</td>
<td>116,329 (60.3%) people</td>
<td>12% 26705 people</td>
<td>Voluntary sector</td>
</tr>
<tr>
<td>12600 people 6.1%</td>
<td>13,016 people 9.7%</td>
<td>14.2% 26705 people</td>
<td></td>
</tr>
<tr>
<td>18242 people 9.7%</td>
<td>9,10 &amp; 13</td>
<td>14.2% 26705 people</td>
<td></td>
</tr>
<tr>
<td>13164 people 7%</td>
<td>13,601 people 7%</td>
<td>14.2% 26705 people</td>
<td></td>
</tr>
<tr>
<td>26320 people 14%</td>
<td>15,155 people 7.8%</td>
<td>14.2% 26705 people</td>
<td></td>
</tr>
<tr>
<td>Total 56418 people 30%</td>
<td>15,544 people 8%</td>
<td>14.2% 26705 people</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sporting Segments 1, 2, 5 &amp; 6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key**

The population percentage and number of people aged over 15yrs that need to be targeted and moved into the next stage of the funnel from that tier to achieve the 20% target by 2012. This population figure has been calculated using the 2012 population projection figures. The bottom figure represents the percentage of people from that tier which need to be moved through to the next stage of the funnel.

The Sport England Sporting Market Segments that are most likely to do the allocated number of sessions within that tier of the funnel. This rounds down the over 15yrs population only. The pie chart information behind each segment should be used as a guide to help develop and market targeted interventions to increase physical activity.

The number and percentage of over 16yrs clubs in Stoke-on-Trent participating in the number of sessions per week (Active People Survey in 2005/2006). These population figures are based on the mid 2006 population estimates.

The most common barriers preventing the Sporting Segments from participating in more sport and active recreation.

The initial common preferred activities identified to engage the Sporting Market Segments in more sport and active recreation.

Example organisations that are well placed to provide appropriate interventions aimed at increasing physical activity amongst targeted communities within each tier of the funnel. (Please note this list is not exhaustive of all potential contributing organisation).

**Notes:**

1. Predicted Active People Survey results in 2012 if FTAP target is met. Based on 2012 population projections of 188,081 over 16yr olds within Stoke-on-Trent.

2. The population percentage and number of people aged over 15yrs that need to be targeted and moved into the next stage of the funnel from that tier to achieve the 20% target by 2012. This population figure has been calculated using the 2012 population projection figures. The bottom figure represents the percentage of people from that tier which need to be moved through to the next stage of the funnel.

3. The Sport England Sporting Market Segments that are most likely to do the allocated number of sessions within that tier of the funnel. This rounds down the over 15yrs population only. The pie chart information behind each segment should be used as a guide to help develop and market targeted interventions to increase physical activity.

4. The number and percentage of over 16yrs clubs in Stoke-on-Trent participating in the number of sessions per week (Active People Survey in 2005/2006). These population figures are based on the mid 2006 population estimates.

5. The most common barriers preventing the Sporting Segments from participating in more sport and active recreation.

6. The initial common preferred activities identified to engage the Sporting Market Segments in more sport and active recreation.

7. Example organisations that are well placed to provide appropriate interventions aimed at increasing physical activity amongst targeted communities within each tier of the funnel. (Please note this list is not exhaustive of all potential contributing organisation).
NHS Stoke-on-Trent

65. NHS Stoke-on-Trent has annual Local Delivery Plans. The Plan for 2008/09 has three core functions which include: “to work with the local community to improve the health and well being of the population of Stoke-on-Trent”. It is based around six strategic objectives, which are to:

- Tackle and Reduce Health Inequalities
- Improve Quality and Patient safety
- Improve Health Promotion and Disease Prevention
- Improve Public and Patient Engagement and Service Accessibility
- Improve Public and Patient Confidence in the NHS
- Be successful by ensuring we hit the targets the Government set for us

66. Action for 2008/09 included a £2m investment into the lifestyle programmes for those at high risk of serious illness, and it is anticipated that over the period from 2008-2011, 10,000 people will enter the programme and will lose weight and increase their physical activity.

Crime and community safety

67. The Local Area Agreement has a number of specific targets relating to crime and the fear of crime. These are also concerns regularly expressed by the community, and these factors are a major barrier to use of facilities and green spaces. This has been confirmed by community consultation work carried out in respect of both the Green Spaces Strategy and the Sport and Physical Activity Strategy.

68. Again, sport and active recreation are seen as a key element in crime reduction. It provides positive diversionary activities for young people, and supports community integration and cohesion. Sport England’s series, Sport Playing Its Part (see Appendix 1) draws together some of the evidence. More local evidence is emerging linked to work undertaken by Staffordshire Police in Stoke-on-Trent which has shown that where outreach programmes have offered positive activities to young people, there is a clear reduction in the levels of crime being reported.

69. Deserted parks and open spaces often generate threatening environments. Conversely, increasing use of such spaces leads to decreasing fears, leading to further increased use. This positive cycle provides part of the justification for prioritising the greater use of these areas.
Planning

70. Integrating sport and physical activity into statutory planning policies and proposals is important not only to protect existing facilities such as playing fields, but also to attract investment and deliver new opportunities. For example, the location of major new sports facilities needs to be taken into account in Area Action Plans and site specific Development Plan Documents, along with the provision of cycle routes, walking routes and green spaces. As the proposals arising from the Strategy are developed it will be important to ensure that they are fully linked into the wider planning and regeneration programmes, including those led by the North Staffordshire Regeneration Partnership.

71. The Joint Core Spatial Strategy for Newcastle-under-Lyme and Stoke-on-Trent was published in August 2008. The Core Spatial Strategy and the representations received in the publication period were submitted to the Government in December 2008, and an examination in public was held in spring 2009 to assess the ‘soundness’ of the plan. The Inspector’s binding changes have now been produced and the Strategy is due for adoption in October 2009.

72. The Core Strategy provides the statutory planning bedrock to develop and support detailed planning policies, guidance and programmes to secure the long term sustainable regeneration of the North Staffordshire conurbation. It provides the springboard for development in accordance with the principles of sustainability; in broad conformity with national and regional planning policy and to give spatial expression to approved and emerging community strategies.

73. The earlier proposal for an Inner Urban Area Action Plan, to be completed in 2009, has now been delayed until the completion of more localised master-planning, for example around Fenton Manor. Site specific proposals for sports facilities will be required as part of this process.

74. It is intended that the City Council will use the existing S106 process (and explore the potential of using the CIL) to obtain planning contributions. In order to unlock funds, a costed project list, which is fully justified through the Sport and Physical Recreation Strategy (Phases 1 and 2) will be required. However, it is recognised that there are still a number of site-specific issues and proposals which will only be confirmed over the next year or so. For example, in relation to the facilities to be provided at school sites and the degree of community access to them, as part of the Building Schools for the Future programme. The Sport and Physical Activity Strategy (and the related costed project list) will therefore require annual updating to take account of the changes, as well as the latest construction costs.

75. Further information regarding planning policies can be found in Appendix 1.
76. The economic importance of the sports sector should not be underestimated. This is a growth sector in the economy with an increasing number of sports related jobs, training and education. Current jobs programmes include Sports Apprenticeships, the Future Jobs Fund, and Jobs Enterprise Training. However the range of jobs is much wider and includes all those directly involved such as facilities staff, outreach workers, and coaches, as well as those involved indirectly, such as grounds maintenance, retail, clothes and equipment sales, brown-field site improvements (pitches and green spaces), events (e.g. Fenton Manor), and tourism (e.g. Waterworld). There has been a recent estimation of the positive economic impact of sport by Sport England West Midlands. Appendix 19 to this Strategy provides an overview of the economic impact of sport, and a number of key statistics.

77. A good example of sport and active recreation contributing to area restoration is Trentham Fields, previously derelict land now providing for the Britannia Stadium, Longton RUFC, Stoke Football Academy, and Power League football. This development brought in external funding and new life to the area, contributing significantly to its overall regeneration.

78. The regeneration initiatives planned via the Core Strategy, and the RENEW housing proposals will directly help to alleviate the economic and housing deprivation in Stoke-on-Trent. However, the opportunities to maximise the wider benefits to the community should be planned from the outset. This will include the planning of an accessible, sufficient network of high quality green spaces and sports facilities, and well designed routes for walking and cycling to support sustainable travel. Following completion of the PPG17 Local Assessment, and the adoption of its recommendations, developers’ contributions should be sought both for capital schemes (on and off site) and for revenue schemes to support outreach work within the community.

79. Stoke-on-Trent hopes to attract a number of major sports events to the City to encourage and excite people, and there is a real opportunity to raise the City’s profile through hosting national sports events such as the Tour of Britain, an international class cycle race. There are also a fast growing number of high level events taking place at some of the larger sports facilities in the City, such as Fenton Manor. More local and regional events are however just as important, providing a goal and purpose to many people’s regular activity.

80. The 2012 Olympics will provide a unique incentive for everyone to become more active. The Strategy will help to make sure that the opportunities are capitalised upon, and that the legacy of the Games is a more pervasive culture of activity, in sport and as part of a generally more active lifestyle. The implications of Fenton Manor potentially hosting an Olympic team as a pre-Games training camp are currently being evaluated.
The environment

81. High quality sport and active recreation opportunities contribute in a major way to the overall environment of a City, and its attractiveness. The development of Central Forest Park has been a success in many ways through its themed adventure play and bouldering facility, its dynamic regeneration of a despoiled landscape, and the development of a street style skate plaza. In relation to sports, the facilities at Fenton Manor have allowed Stoke-on-Trent to host high level events and have created a focus for the hierarchy of community sports facilities across the City. Conversely many green spaces, sports sites, and local centres are unloved and under-used. They detract from the City and have a negative impact on participation. The improvement of these must be a crucial element in regeneration.

Education

82. The importance of physical education within the curriculum, and the vital role of school facilities in providing for community sport and active recreation are a major topic. A full section of this report is therefore dedicated to considering the broad issues (Section 4), and specific recommendations appear under each sports facility section.

83. The Sport and Physical Activity Strategy does not attempt to address the curriculum or extended school needs in relation to the BSF programme. Instead, it considers what is potentially required to support wider community use in terms of both participation and the pathways to excellence. The BSF programme needs to meet schools' requirements in relation to the facilities provided, and the enabling of community use may not necessitate any additional facilities or result in any increase in the capital cost. Should however the facilities or design need to be enhanced to enable community use, the costs of so doing may need to be supported by other sources of funding.

Sport Across Staffordshire and Stoke-on-Trent Framework

84. The Sports Facilities Framework for Staffordshire and Stoke-on-Trent was commissioned by Sport Across Staffordshire and Stoke-on-Trent (SASSOT), the County Sports Partnership (CSP). It provides a strategic and coherent link between the West Midlands Regional Facilities Framework (2007) and the relevant existing or emerging strategies of the individual local authorities within the sub-region and other key partners. The Framework report was completed in April 2009.

85. It tests the proposals identified in the Regional Framework to help prioritise investment in the larger facilities across the sub-region by:
• Guiding sub-regional strategic planning - providing a robust evidence base that raises and underpins political support for difficult decisions;
• Taking into account Active People results, population trends (including new housing projections) and Sport England’s 1% per annum increase in participation target;
• Providing recommendations and possible solutions to key issues;
• Co-ordinating the approach to Local Education Authority (LEA) sports provision and community use, paying particular attention to the Building Schools for the Future (BSF) and Academy programmes;
• Determining CSP level facility priorities and, where appropriate, locations
• providing an input into other agendas e.g. health, regeneration;
• Providing comprehensive and co-ordinated information e.g. on National Governing Body (NGB) priorities;
• Providing a generic brief for Planning Policy Guidance 17 (PPG17) assessments, supporting local authorities undertaking this work.

86. The research behind the Framework included consultation with a wide range of stakeholders, reviews of published documents at national, regional, county and local authority levels, consideration of likely demographic changes and quantitative/qualitative assessments of how the sporting picture may change over the period up to 2021.

87. The key proposals emerging from the Framework are incorporated into this report, and the two documents (and their proposals) are complementary as they were developed in tandem.

88. The Framework report provides a significant amount of background policy information, including the Sport England strategy and a full review of national governing body strategies as at December 2008. Rather than repeat the sections within this report, please see the SASSOT Framework on the Sport Across Staffordshire website.

**Delivering the Strategy**

89. At this stage of the economic cycle, it is important to ensure that all of the available resources are carefully targeted and tailored to meet the needs of the whole community. There are some significant one-off opportunities arising from the Building Schools for the Future (BSF) programme and from regeneration initiatives across Stoke-on-Trent. However, it is clear that resources are limited, both the initial capital investment and the long term revenue commitment, and must be fully justified.

90. The proposals arising from the Strategy are likely to be funded and supported by a range of partners. For example, NHS Stoke on Trent is already supporting the Energise Plus scheme, and new facility provision might be via a mix of public and private sources. There are likely to be an increasing number of innovative partnership arrangements over the next few years both in relation to capital and revenue projects, and the City Council will be actively
exploring these to enable the delivery of the Strategy’s proposals. This includes the development / re-provision of future services where required, and may involve consideration of new ways of working such as partnerships with the private sector or the formation of a Leisure Trust.

91. As the funds available to individuals are also likely to be more limited than in previous years, the need to make activities available at a reduced cost is essential in the short to medium term. In conjunction with this it will also be important to creatively consider how capacity can be more fully utilised at facilities. However, focus should also be retained on the long term needs of Stoke-on-Trent, and the network of facilities that the City will demand by 2016 and beyond. The Strategy attempts to balance these needs and provides short, medium and longer term proposals, both in terms of supporting people and in relation to the development of facilities.
SECTION 2

SPORTS DEVELOPMENT & PHYSICAL ACTIVITY
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SECTION 2:
SPORTS DEVELOPMENT AND PHYSICAL ACTIVITY

Introduction

1. The target for increasing physical activity in Stoke-on-Trent is challenging, but it can be addressed in a number of ways. Stoke-on-Trent City Council has responded by widening its work from the more ‘traditional’ sports development (focuses primarily on ‘sport’) to encouraging more active lifestyles through a broader range of initiatives. Such initiatives include the promotion of walking, recreational cycling, dancing and allotment gardening.

2. There are a wide range of projects, programmes and initiatives aimed at addressing the participation targets across the City for both adults and young people.

- Adult swimming lessons
- Disability swimming
- Lifestyle Support Programme (PCT partnership)
- Healthy Workforce Initiative
- 60+ free swim scheme (due April 09) and under 16’s free swim scheme (due September 09)
- Energise+
- Street Games
- Football Action
- Sport Unlimited
- Holiday programmes
- Provision / development of public leisure facilities & children’s coaching programmes
- Other targeted / universal sports development and centre based initiatives
- School Swimming, learn to swim and & other aquatics programmes
- Supporting the development of the City’s sports clubs
- PE & School Club Links Strategy (link to Children’s Services)

3. The main focus of this Strategy is on sport and active recreation, and providing opportunities from ‘playground to podium’ i.e. along the continuum from initial introduction to elite performance. However, this section considers both participation in formal sport and the wider opportunities for participation in active recreation. The opportunities relate to “People” through broad-based participant/athlete support programmes and to “Places” through the facilities required to meet their needs.

4. The fundamental philosophies of sports development need to drive participation within Stoke-on-Trent, and are essential to the success of this
Strategy. An approach towards the provision of leisure services based purely on financial performance, and which offers a service only to those who choose to visit facilities will not address low levels of participation or meet the City’s wider needs.

5. Programmes that recognise and address barriers to participation, encourage and empower people to get more involved and offer opportunities to work in partnership stand a greater chance of being successful.

Key findings from community consultation

6. The Strategy is underpinned by wide ranging consultation with the community, in addition to key stakeholders, including consultation in connection to the Elected Mayor’s Green Paper for Sport and Physical Activity. The community consultation has included a household survey, roadshows, surveys of children and young people at school, discussion groups, and representative groups such as the Area Implementation Teams.

7. Consultation has been ongoing throughout the Strategy process and clear themes have emerged. The detailed findings are provided under each relevant sports facility type, but the overarching findings are summarised below:

- The cost of taking part in sport and physical recreation is the most important barrier to people being more active. The highest priority is therefore to make activities and facilities accessible and affordable;

- Local facilities and opportunities to be active are essential, including parks and green spaces, cycling routes, community centres and local schools;

- There is a need to improve information about the opportunities which exist, as many people are unaware of what is already available. Linked with this is the need to strengthen the volunteering message, as many people simply do not know how they could help to support sport and physical activity in Stoke-on-Trent;

- There is a need to help people build activity into their daily life, as many people do not feel they have spare time to take part in activities. Cycling and walking to work or school, gardening (including allotments) and reducing use of the car would all help, but people need to feel confident and safe while cycling, walking and using local parks;

- Swimming pools are considered the highest priority for investment, along with football pitches. Many people would also like to see an ice rink in the City and better or more children’s playgrounds. More accessible fitness gyms, cycling routes, gymnastics and tennis provision were also popular.
There is also a desire for improved skiing opportunities and ‘extreme sports’;

- There is strong support for the City to host major events, with football and swimming events potentially being the most popular. However other events of interest would be related to cycling, ice, and the Olympics;

- Many people feel that the 2012 Olympics is an opportunity for Stoke-on-Trent to improve its profile as a City – as a visitor destination and to support regeneration generally. People believe that 2012 may bring additional funding into the City;

- As important is the opportunity that the 2012 Olympics brings to capitalise on the general interest in sport, to encourage everyone to be more active, and in particular to enthuse young people. Role models and City heroes are seen as important in promoting activities and the messages.

8. A further community survey was undertaken during August 2009 to consider the relative priorities for action across the City as a whole, and within each of the Neighbourhood Management Areas. Around 520 completed questionnaires were received, and the findings from this and the earlier consultation rounds have influenced the guiding principles for sports development, the key objectives up to 2016, and the shorter term priorities up to 2012, in relation to both people and places.

Sports Development - guiding principles

9. Nationally sports development can mean many different things, however within the City it is viewed as a process that seeks to:

- Proactively introduce measures intended to increase levels of participation in sport and physical activity across the whole community and promote levels of sustainability in the network of provision;

- Ensure that those who wish to are able to find and progress through their chosen sport to whatever level their talent and commitment permits, irrespective of personal circumstances.

10. Underpinning factors that contribute to the delivery of successful projects include:

Innovation:
Finding new solutions to long standing issues but also as a mechanism to help engage new audiences.
Effective partnership working:
Developing partnerships which are an essential part of good sports development work. These may be at a local level with community groups, clubs or with local agencies such as the youth offending team, or on a larger scale involving partners such as Sport England, Sport Across Staffordshire and Stoke-on-Trent, national governing bodies of sport and the NHS;

Securing external funding:
Achieving additional funding which is important to help expand programmes for the local community without impacting on existing service delivery;

Following good practice:
Identifying and learning from examples of good practice, from both within the City and elsewhere;

Promoting:
Raising awareness of unique and innovative work within the City;

Developing the skills and knowledge of sporting workforce:
Investing in the workforce, both professional and voluntary is a high priority. Such investment is arguably the most essential and valuable element of delivering a quality service. Appropriate qualifications, functional skills, knowledge and competencies are all vital components that require regular updating to deliver current programmes and plan future initiatives. Investment in appropriate training and a coordinated Continual Professional Development (CPD) programme is therefore essential.

11. There are a number of major themes in this development centred approach which are:

- Engaging and empowering;
- Capacity building;
- Supporting the voluntary sector;
- Outreach;
- Promoting social inclusion and sports equity;
- Supporting performance.

12. These are explored in more detail below.

**Engaging and empowering**

13. This theme includes:

- Engaging with participants and their communities that seek to empower local people to take part in sport in ways that suit both their own and their communities’ needs;
- Engaging with residents of all ages where they live often in untraditional settings rather than expecting everyone to take part at dedicated major sports facilities. This may include community centres, parks and open spaces.

14. A high priority is the development of the concept of virtual Sports Villages, with a pilot being based in and around Burslem (the Northern Sports Village). This will focus on community participation and bring together a number of different types of sport and recreation facilities and various community and private sector partners. These partners will include amongst others: Dimensions Leisure Centre, Port Vale FC, Stoke Gymnastics Club, Burslem Park and Haywood High School. The new partnership will seek to maximise opportunities for both the local community and Stoke-on-Trent as a whole in relation to the provision for high level sport. It will support new facility development and agree priorities for local investment. The Northern Sports Village Partnership concept now needs to be taken forward, initially by a scoping study which will include the testing of the ‘boundaries’ of the proposal. Arising from this, it is possible that the area will be expanded to incorporate other locations such as James Brindley and Brownhills schools. It is intended that the concept will be replicated in other parts of Stoke-on-Trent with a Southern Sports Village centred around Sandon.

15. The concept will be developed further with the introduction of the proposed Fenton “Performance Sports Village” which is about creating a range of high specification and quality sports facilities that will accommodate sport from grass roots through to the performance level. It will have the support of a number of major organisations such as the relevant National Governing Bodies of Sport, Staffordshire University, the Sixth Form College, Stoke College, and NHS Stoke on Trent.

16. The Fenton Manor site and adjoining land is currently subject to detailed feasibility studies to determine the locations and sizes of the new school and PE Curriculum Building (University and Sixth Form), and the options to provide other sports facilities. Ensuring that the facilities on site at Fenton Manor are capable of sustaining the overall levels of demand from community, school and University / Sixth Form use will be an important aspect of this.

17. The Southern Sports Village is based on a similar principle to that of the Northern Sports Village, with the base/hub of the project being Sandon High School Sports Centre (Centre of Excellence for Cricket). The purpose is to bring together the community sports organisations in the south of the city to increase participation levels. Partners are likely to include the primary schools, high schools, Foley Football Club, Children’s Centres, Longton RUFC, Blurton Dads, Blurton Lads and Dads, and Trentham Boat Club.
Capacity building

18. This theme includes:

- Developing more coaches, sports administrators and officials to work both within the traditional sports sector and in newer alternative settings;

- Providing opportunities to volunteer in all areas of sport (for example, clubs, events and schools) and help volunteers find fulfilling placements where they can make the biggest difference;

- Developing the way in which sports based volunteering is used in the City to help extend the range of opportunities available to local people to take part in sport;

- Providing opportunities for local people to volunteer, access training, gain new qualifications and obtain employment through sport.

19. Action under this heading includes the proposed employment of a dedicated officer to coordinate the recruitment, training, deployment and rewarding of volunteers building on elements of existing programmes like Closing the Gap.

20. Many clubs require significant support to enable them to grow their sport in a progressive and sustainable manner, and achieving accredited club status. Stoke-on-Trent City Council is working with Sport Across Staffordshire and Stoke-on-Trent (SASSOT) to implement the partnership’s “workforce development strategy”. The courses currently offered to clubs are wide-ranging, from 1st aid and equity coaching, to Volunteer Centre generic support courses for improving the volunteers’ skill base.

21. The volunteer base of clubs is also crucial to the ability of clubs to take on, develop and manage facilities themselves. Good examples are the rugby clubs, who have traditionally managed their own sites and who depend heavily on volunteer time for pitch and building maintenance.

Supporting the voluntary sector

22. This theme includes:

- Improving the strength and quality of local clubs including helping them gain relevant forms of accreditation (Clubmark etc);

- Assisting clubs and community groups with marketing and partnership development;
• Providing training and advice to clubs and other community groups such as residents associations;

• Assisting with securing grants and other funding;

• Helping with effective business and sports development planning.

23. Clubs have the potential to be a vital component in the delivery of sport and active recreation, and are an effective way of providing new opportunities to new people, and in helping to reduce the dropout after school age by teenagers. However, the network of clubs across the City is patchy. Football appears to have a good network of teams, but these are seldom organised into clubs that have sufficient critical mass to organise development of the sport. The successful gymnastics club in Burslem is a good example of how significant a club can be in developing sport.

24. Unfortunately, many other sports are limited or weak in their club structure, but this is common in deprived areas. The proposal from Government to support multi-sport clubs in primary schools provides an important starting point, and the good practice developed by multi-sport community clubs for all ages needs to be built upon as this Strategy is implemented.

25. The development of the sporting infrastructure to strengthen the player pathways between school sport and club/community based activity is therefore a high priority. Both clubs and sports development outreach work have a significant role, in achieving the objectives of the PE and Sports Strategy for Young People (PESSYP).

26. The resources to assist clubs are necessarily finite and will need to be prioritised. As well as seeking to support club development in the most deprived areas, Stoke-on-Trent City Council and its partners will need to commit resources that will encourage self-development by clubs, and will be seeking an active partnership with clubs on projects and schemes.

27. Stoke-on-Trent City Council is therefore working with Sport Across Staffordshire and Stoke-on-Trent (SASSOT) to implement the partnership’s workforce development strategy. The courses currently offered to clubs are wide-ranging, from first aid and equity coaching, to Volunteer Centre generic support courses for improving the volunteers’ skill base.

**Outreach**

28. This theme includes:

• Reaching the community through outreach from traditional sports venues and work delivered within community settings (this must extend beyond just provision for young people and address the needs of residents of all
• Providing non traditional opportunities often offered in non traditional locations;

• Extending the range of sports opportunities available (i.e. introducing people to new sports and activities);

• Wherever possible extending access to small scale community sports facilities such as sports courts and school sites and enhancing their value and impact to the entire community through intensive management.

29. Due to the high levels of deprivation in Stoke-on-Trent, the City has benefited from funding for a wide range of sport and active recreation participation projects. These have been funded from a number of sources – reflecting the crosscutting nature of sport and active recreation. Funding has been provided by statutory organisations and Government, including the PCT, Sport England, and the Children’s Fund. Other sources have included the lottery and independent organisations (e.g. Beth Johnson Foundation). The initiatives have included amongst many others: Health Action Zone, Active Communities project, SureStart, and Closing the Gap.

30. One example of a multi-agency project is the work undertaken by Port Vale FC and Stoke City FC with their communities. Port Vale has a formal agreement with the City Council linked to a loan agreement that enabled the development of the Lorne Street Stand. The agreement includes the development of a Children’s Centre together with other community facilities, and to support schemes such as Football in the Community.

31. Stoke City FC together with Longton RUFC have also recently developed a shared synthetic pitch with support from Barclays Spaces for Sports funding. This facility will help both of the clubs to extend their work further, particularly with young people. Stoke City has also expanded its well-established Football in the Community scheme to cover a range of different sports, including rugby, cricket, hockey and athletics, and it now also hosts a social inclusion team. This team works with young people who are otherwise hard to reach, and uses sport as a way to motivate and encourage them.

**Promoting social inclusion and sports equity**

32. This theme includes:

• Ensuring that access to participation in sport is available for all regardless of any potential barriers that individuals might experience;

• Bringing all sectors of the community together, promoting cohesion and encouraging community spirit through sport;
• Ensuring that those at greatest risk / need benefit from clear pathways to participate and that as many barriers as possible are identified and removed to help facilitate this.

33. Sport Across Staffordshire and Stoke-on-Trent City Council are together currently mapping the location and scope of the various participation and health initiatives across the City. An early finding from the consultation with stakeholders is that there are a number of projects working independently from each other, sometimes leaving ‘gaps’ in the coverage, and sometimes almost duplicating the efforts. Lessons are not always being learnt from the work, and are not being shared with the other key organisations. There is also a major issue in relation to the sustainability of projects beyond the funding periods. There is an urgent need to better co-ordinate the stakeholders in the delivery of programmes and to communicate the message in relation to the key challenges facing the City in respect of health and the levels of participation.

Supporting performance

34. This theme includes:

• Ensuring that those with talent are identified and encouraged and that local clubs and governing bodies are able to provide as seamless a pathway as possible to help those who wish to progress;

• Promoting awareness of those local people who excel through sport.

35. The City’s clubs also have the potential to play a key part in supporting and developing talent within the City. Enhancing the links between key programmes within schools such as Gifted and Talented and the City’s clubs are important to this agenda. However, clubs will require additional support to maximise their ability to promote excellence and to support talent. This is in areas such as coach development, facility provision and access; and the development of clear player pathways from local to national competition that might be within a single club, or through a network of clubs across the City.

Events

36. Events can encourage and enthuse everyone with an interest in sport, whether this is as a spectator at major football matches or at a national event such as the Cycle Tour of Britain, or direct involvement in neighbourhood festivals or challenges.
37. The importance of events is recognised by the City Council which has a dedicated officer supporting events across the City.

38. The City Council is developing its events calendar and for 2009 the wide ranging events include the Cycle Tour of Britain, Triathlon at Trentham Estate, Football Action Spring Tournament, the West Midlands Street Games Festival, the Staffordshire Youth Games, and the South Stoke Dance Festival.

**Facilities**

39. The facility section of this report identifies the aspirations of the key clubs and national governing bodies of sport in relation to specialist sports provision. Some of these use/propose to use specially developed facilities such as gymnastics centres. Others will use ‘standard’ sports facilities such as halls which also serve the general community need.

40. Where facilities are multi-purpose i.e. are regularly used by the community in addition to being a hub facility or above for the sport, the site is likely to require some specialist design features, such as improved lighting, interior colour, timing facilities for swimming, or specialist flooring. However, as important will be the programming and management of the facility to enable sufficient and appropriate access for club/squad training. A facility can only be a ‘performance hub’ or above if sufficient time is allocated to training, to meet the needs of the governing body of the sport. A good example is Fenton Manor, where the proposed pressures on sports hall and swimming pool space from school and college/FE use may restrict its use for squad training.

41. Ensuring that the City’s sports facilities are as effective as possible in providing opportunities to promote participation is very important. Easy access to a range of quality facilities is one of the fundamental building blocks in providing the opportunity for getting people active and improving their health. For sport and physical activity, facilities extend beyond built facilities such as swimming pools and sports halls to include parks, open spaces, walking and cycling routes and allotments.

**Quality and management of facilities**

42. There are a number of factors that are integral to the successful delivery of high quality sport and recreation. Quality extends beyond the physical environment to also include the management, the range and appropriateness of the programme(s) offered and the staff who deliver the service.

43. There are various mechanisms to measure and benchmark service and management quality. These range from formally recognised accreditation schemes to more informal measures like resident satisfaction surveys. Whilst
such surveys can provide invaluable feedback on the quality and appropriateness of the programme offered, the information can be limited and anecdotal. It is better if they can be considered in conjunction with more objective ways of measuring and assessing the service delivery, to identify shortfalls and develop an appropriate action plan.

44. There are a number of accreditation schemes which are used to assess and encourage good quality management of facilities. These include:

**Quest**

45. Quest is the UK Quality Scheme for Sport and Leisure. It defines industry standards and good practice and encourages their application and development in a customer-focused management framework. It is recommended by the British Quality Foundation for Self Assessment in Sport and Leisure Operations and is endorsed by the four home country sports councils.

46. There are two distinct categories for Quest:

- Quest Facility Management: aimed at sports and leisure facilities, in the commercial, voluntary and public sectors;

- Quest Sports Development: aimed at sports development units in local authorities, governing bodies and voluntary organisations.

47. The Quest Facility Management model has already been adopted by a number of facilities in Stoke-on-Trent. The adoption of the sports development model, subject to further investigation may be an appropriate aspiration that will help further develop sports development in the City. The current spread of the Quest facilities across Stoke-on-Trent is illustrated by Figure 1.

**Green Flag Award**

48. The Green Flag Award recognises and rewards the best green spaces in the country. It is a benchmark of excellence in recreational green areas, which makes a statement about the quality of the experience the visitor can expect. It is open to any green space that is freely accessible to the public, including town parks, country parks, nature reserves, woodlands, formal gardens, cemeteries and crematoria, water parks, open spaces, millennium greens, sites of special scientific interest, woodlands and allotments. Currently only one facility in Stoke-on-Trent, Carmountside Cemetery and Crematorium, is accredited.
Charter Mark

49. Charter Mark is the government's national standard and registered certification mark that recognises excellence in customer service. It is a tool designed to help organisations focus on and improve their customer service and delivery to users. Reaching the standard is recognition that an organisation puts its customers first and goes 'that extra mile'. It is open to all public sector organisations, from small individual units to large organisations, including voluntary organisations that provide a public service (and receive 10% of their income from public funds), sub-contracted public sector services and partnerships.

Towards An Excellent Service

50. TAES is a self assessment based improvement tool designed to improve performance management. Although originally developed for sport and recreation, TAES is adaptable for use across cultural services. Versions have been developed for County Sports Partnerships and National Governing Bodies of Sport.

ISO 9001/2000

51. ISO 9001/2000 is a standard for providing assurance about the ability to satisfy quality requirements and to enhance customer satisfaction in supplier-customer relationships.

Investors in Excellence

52. Investors in Excellence is a framework for delivering improved performance.

Customer Service Excellence

53. Customer Service Excellence is an improvement tool to help those delivering public services put their customers at the core of what they do.
Figure 1: QUEST accredited sites
2012 Legacy

54. The vision set out in the Staffordshire and Stoke-on-Trent 2012 Games Legacy Action Plan is:

“To ensure Staffordshire and Stoke-on-Trent plays its part in making the 2012 Games a resounding success. We will embrace the spirit of the Olympic and Paralympic ideals to engage our local communities and derive the maximum economic, sporting, cultural, health and social benefits before, during and long after the event.”

55. The plan has 7 themes:

1. Children and Young People
2. Healthier Communities
3. Culture
4. Tourism
5. Economic & Business Development
6. Facilities
7. Volunteering

56. Whilst all the themes have relevance to this Sport and Physical Activity Strategy it is worth highlighting the key outcomes for Healthier Communities and Facilities:

**Healthier Communities:**

- Use the 2012 Games to inspire greater participation in sport and physical activity particularly in areas where rates are low;
- Implement the free swimming initiative across the sub region;
- Increase the number of community sports events inspired by the 2012 Games;
- Use the 2012 Games as a catalyst to develop new partnerships and programmes with Primary Care Trusts;
- Utilise the 2012 Games to promote healthier lifestyles and support obesity programmes.

**Facilities:**

- Host Olympic/Paralympic teams for Pre-Games Training Camps in the sub region and maximise the opportunities to realise a range of benefits;
- Maximise opportunities offered by the 2012 Games to improve facilities in the sub region;
• Increase the number of major sporting and cultural events hosted in the sub region;
• Ensure that the sub region’s ambitions for a lasting legacy from the 2012 Games are embedded in the BSF programme.

Energise Plus scheme

57. Stoke-on-Trent City Council, along with NHS Stoke-on-Trent started a new scheme in October 2008 to give thousands of adults and children discounted access to sport and leisure facilities. The Energise Plus programme means that all 42,000 children under 16, as well as everyone over 60 in the city are eligible to take part in a range of sports activities at reduced prices.

58. The scheme uses a swipe card (costing £5.00) that gives its holder the chance to take part in a host of recreational sports at any council run facility at a cheaper rate. This will also include free swimming and free access to sports halls between 10am and 4pm. In addition to under 16’s and over 60’s, the following people are also eligible for an Energise Plus card:

• People registered with hearing and/or visual impairments;
• Job seekers, people on income support and/or incapacity benefit;
• Householders on low income;
• Carers and foster carers;
• Students, people on youth training projects and those enrolled on apprenticeship schemes.

59. The scheme is designed to tie in with the NHS Stoke-on-Trent's "Lifestyle Programme", a £2million scheme to help 10,000 people in the city with heart disease, diabetes and obesity. Those who complete the programme will be given a free Energise Plus card.

60. The card supports the NHS Stoke-on-Trent objective of encouraging all forms of physical activity such as walking, cycling, dancing, gardening as well as leisure centre based activities as part of the five year plan to double the number of people to become more active.

61. The stakeholder’s comments received in relation to the Consultation Report phase of the Strategy gave strong support to the Energise Plus scheme, and there was a desire from some partners to expand or extend it. In response, opportunities to do so will be considered as part of the scheme’s forthcoming review to be undertaken by Stoke-on-Trent City Council.
Active Lifestyle

62. The contribution an active lifestyle can make to health and well-being is well-documented. The importance of active recreation and the provision of non-traditional opportunities often offered in non-traditional locations should not be overlooked.

63. Allotment gardening is recognised as a potentially major contributor to an active lifestyle. Nationally, the demand for allotments has increased significantly over recent years and this type of gardening now attracts a wide range of people, both young and old.

64. Stoke-on-Trent has 76 allotment sites managed by the City Council, with 3420 plots. Of these about 75% are currently occupied by a range of individuals and community groups. The upward trend in popularity is expected to continue, resulting in waiting lists for the most attractive sites, and the need to improve others to meet the demand.

65. At present, Stoke-on-Trent does not have an Allotment Strategy, although the need for one was identified in the North Staffordshire Green Spaces Strategy of 2007. Such a strategy would help to confirm the aspirations of current and potential users and to identify priorities for investment. The City Council hopes to make progress on such a strategy during 2009.

66. Another major potential contribution to active lifestyles is the opportunity for cycling; as a mode of transport for work or school, as informal recreation, or as a competitive sport. The research behind the Strategy has confirmed that cycling is seen as an activity which has the potential to deliver on many fronts. It is a very cheap, accessible activity which reduces travel costs and contributes to sustainability objectives. For those with an interest and ability, there are opportunities for competition in a range of disciplines, and for spectating at major events such as the Tour of Britain.

67. The Cycling City Strategy 2008-2011 recognises the current barriers to increasing cycle use, be these physical barriers such as gaps in the network of routes, or perceived barriers such as the image of cyclists. The cycling strategy sets out an overall implementation plan as well as a detailed annual work programme. It has already unlocked substantial grant aid towards improving the cycle network. This Strategy considers the opportunities for competitive cycling. Amongst the proposals for future development is a Velopark. A Velopark is likely to include a closed road circuit of around 1km (which is also suitable for running and Nordic skiing) and could potentially provide for other cycle disciplines such as BMX.
Impact of the current economic climate

68. The current economic downturn is likely to impact upon the demand for and provision of sport and active recreation facilities and services. It is anticipated that there will be both capital and revenue pressures on all partners, with less funding available to achieve desired outputs. It is therefore essential to make the facilities and services as cost effective and efficient as possible in order to achieve the wider health and regeneration objectives which guide leisure (and education) provision.

69. Whatever the current economic climate, it is important to retain the long term vision of the networks which are required and to strive to achieve these even if the timescales are potentially longer. As part of the vision, the long term network of leisure facilities and green spaces which are required by the City must be identified as these are essential elements in the long term planning and regeneration process for Stoke-on-Trent.

70. Specific factors which could impact upon the demand and provision of facilities and services are likely to include:

- Greater focus by many people on cheap/free activities at the expense of those which are more costly. Therefore more demand for low cost and easily accessible facilities and activities e.g. community centres, green spaces, grass pitches, walking and cycling routes;
- More uptake of free swimming programmes;
- Less demand for ‘expensive’ private/commercial facilities, and possible loss of some such facilities in Stoke-on-Trent;
- Greater demand for casual/pay and play use from those shifting from the commercial sector, but possible reduction in demand from others where activities are considered ‘expensive’;
- Reduction in the number of migrant workers (and their families), possibly leading to a falling population;
- Pressures to close some public facilities, especially those which are the most net expensive to operate;
- Reduced ability to fund new facilities;
- Less funds available from development as property values fall.
71. In response, the approaches adopted by the Strategy include:

- Networks of facilities which are the most efficient in meeting community needs;
- Co-location and dual use of facilities wherever possible – to maximise use and minimise costs – particularly in relation to school based facilities and community centres;
- Facilities proposals which meet the current and anticipated needs of the population, as it changes over time;
- Focus on facilities which provide the greatest opportunities for active participation by the greatest number of people (at least cost);
- Prioritised facility lists which can be used to guide investment;
- Focus on green spaces and the opportunities they offer for free or cheap activity.

72. However, it is extremely difficult to forecast the real impact of the current changing economic situation, and the proposals contained within the strategy will therefore need to be kept under close review over the next few years. The impact on clubs is perhaps one of the most difficult to forecast, particularly those which are independent, for example the rugby clubs.
SECTION 3

STRATEGY DIRECTION AND TARGETS
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SECTION 3:
STRATEGY DIRECTION AND TARGETS

The targets to 2016, and priorities to 2012

1. The following table indicates the priorities for the Strategy for the period up to 2016. Those indicated up to 2012 are proposed to form the basis of annual action plans for the City Council and its partners. The priorities also reflect the National Performance Indicators, against which the City Council and its partners will be measured by external assessment, such as the rates of participation in activity and the ‘5-hour offer’ of physical activity at schools.

2. The target which has been set for increasing overall physical activity by 2012 is challenging and will not be met just by building a few new major facilities. In fact, due to the lengthy timescales involved in planning and developing facilities, it is unlikely that any major new facilities will be opened in the period up to 2012 except where planning is already underway. However, it is essential that sufficient time and resources are devoted now to maximising the longer term potential benefits offered by the schools reorganisation programme (Building Schools for the Future) and other regeneration projects.

3. Good quality local facilities which are accessible to nearby residents will play a critical part in increasing participation. A shorter term focus should therefore be on improving and encouraging greater use of local facilities such as community centres and green spaces. This requires support and co-ordination of key partners, such as the health and voluntary sectors. There is also a clear need to strengthen the marketing of local opportunities, and to improve the programmes on offer. Therefore, outreach work should be a priority in the period up to 2012. This should occur in a variety of locations and target as many different groups as possible.

4. All of the new facility proposals will require further consultation with local residents, Neighbourhood Management and local Councillors. Furthermore, it is anticipated that the development and management of local level facilities will be primarily the responsibility of local people and organisations.
## Strategy policies and priorities

<table>
<thead>
<tr>
<th>Key Objectives up to 2016</th>
<th>Priorities up to 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PEOPLE</strong></td>
<td></td>
</tr>
<tr>
<td>Policy: Focus on increasing participation in sport and active recreation. Aim to increase the number of people being active to 30% by 2012 and encourage a 1% increase in participation each year.</td>
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</tbody>
</table>

Strengthen the emerging cross-sector partnership of agencies and organisations. Establish the Sports and Physical Activity Partnership for Stoke-on-Trent.

Through this mechanism establish the respective roles of each agency and the mechanisms for coordinating programmes and the network. In particular, determine respective roles and responsibilities of the NHS Stoke-on-Trent, different departments of SoTCC, key voluntary sector organisations and other agencies.

Provide a co-ordinated, prioritised programme of outreach work across the City, including health, social, and sports development initiatives. These will include schemes where one of the key outputs will be a reduction in crime rates.

Achieve QUEST accreditation for the sports development function in the City Council.

Improve the effectiveness of the message about the health benefits of physical activity and sport. Use tools such as Active People market segmentation, with key target groups being those over 45 years, and those least active.

Improve the marketing of leisure (and community) facilities and broad sports development programmes, to better reach the key target groups. Undertake an allotments strategy to identify opportunities and needs, and to help promote allotment gardening as part of a healthy and active lifestyle.

Develop the relationship between the City’s PR and communications and NHS Stoke-on-Trent teams around specific projects. Encourage a culture of cross services marketing within the City. Use a variety of partnerships e.g. with Stoke City FC (SCFC) and Port Vale FC (PVFC) to deliver appropriate messages to their supporters and people involved in their community schemes.

Strengthen the outreach programmes at the local level. Encourage people to be more active, and to take up sport linked to 2012 marketing and interest in pre-Games training.

Map all existing programmes and projects.
<table>
<thead>
<tr>
<th>Key Objectives up to 2016</th>
<th>Priorities up to 2012</th>
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</thead>
<tbody>
<tr>
<td>Determine gaps and priorities for investment of time and resources, for example in:</td>
<td>Support multi-agency/partnership approach, including with the private sector (sports schemes, independent instructors etc), voluntary sector, sports clubs including professional organisations such as PVFC and SCFC.</td>
</tr>
<tr>
<td>• local/community centres</td>
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<tr>
<td>• sports club facilities</td>
<td></td>
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<tr>
<td>• schools</td>
<td></td>
</tr>
<tr>
<td>• parks and local green spaces</td>
<td></td>
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<tr>
<td>• local play areas and Multi Use Games Areas</td>
<td></td>
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<tr>
<td>Support multi-agency/partnership approach, including with the private sector (sports schemes, independent instructors etc), voluntary sector, sports clubs including professional organisations such as PVFC and SCFC.</td>
<td></td>
</tr>
<tr>
<td>Support local organisations and groups.</td>
<td>Support established local social groups to expand their memberships, and encourage them to introduce physical activity and sports opportunities.</td>
</tr>
<tr>
<td></td>
<td>Support the development of new groups.</td>
</tr>
<tr>
<td></td>
<td>Work with partners to ensure that schemes are as self-sustaining as possible, rather than reliant on long-term large revenue subsidies.</td>
</tr>
<tr>
<td>Review pricing policies.</td>
<td>Review pricing policies for services and facilities including the potential extension and expansion of the Energise Plus programme in order to deliver more benefits to target groups.</td>
</tr>
<tr>
<td>Encourage young people to stay involved in sport after school.</td>
<td>Support actions arising from the PE and Sports Strategy for Young People (PESSYP) programme.</td>
</tr>
<tr>
<td></td>
<td>Establish a Sports User Group for young people.</td>
</tr>
<tr>
<td></td>
<td>Ensure that users/participants are able to feed back effectively from programmes such as Street Games, Closing the Gap, and other youth projects.</td>
</tr>
<tr>
<td>Use some S 106 developers’ contributions for revenue.</td>
<td>Develop appropriate planning policies to enable some developers’ contributions funds to be channelled into developing new sports facilities or to improving them, together with support to community outreach schemes, particularly in areas of housing renewal and</td>
</tr>
</tbody>
</table>
### Key Objectives up to 2016

<table>
<thead>
<tr>
<th>Priorities up to 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examine match funding opportunities with a wide range of prospective partners including Building Schools for the Future, the private sector and any future leisure trust to assist with the delivery of projects and programmes.</td>
</tr>
</tbody>
</table>

**Policy:** Seek to support talented groups and individuals and enable them to excel.  
**Policy:** Strive to host major high-level sporting events.

<table>
<thead>
<tr>
<th>Ensure pathways to performance are strong.</th>
<th>Ensure that appropriate information and support is available to individuals.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengthen the Gifted and Talented and Long Term Athlete Development Programmes, working with Sport Across Staffordshire and Stoke-on-Trent schools, National Governing Bodies for Sport, Staffordshire University and other key partners.</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Improve the City’s ability to attract sporting events to the City.</th>
<th>Provide support and work with National Governing Bodies for Sport and major event organisers. Develop an events calendar with dedicated officer support.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attract high profile events to the City for a range of sports.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Capitalise on sponsorship/PR opportunities for national/international events.</strong></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Maximise opportunities linked to the Olympics</th>
<th>Consider the implications of using Fenton Manor as a Pre-Games Training Camp venue for the 2012 Olympics.</th>
</tr>
</thead>
</table>

<p>| Build on the City’s pride in local athletes | Consider how the City can capitalise on the success of its talented athletes, particularly in association with the “Festival of Sport”, and how it may be able to use them as Ambassadors and role models to encourage others. |</p>
<table>
<thead>
<tr>
<th>Key Objectives up to 2016</th>
<th>Priorities up to 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy:</strong> Support the development of sports clubs and organisations.</td>
<td></td>
</tr>
<tr>
<td>Strengthen sports and activity clubs across the City.</td>
<td>Support clubs to develop their memberships (via more coaches, facility availability etc.) and to develop their school-club links.</td>
</tr>
<tr>
<td></td>
<td>More support to be made available in the more deprived areas, focussing on those sports/activities most likely to be successful at the local level.</td>
</tr>
<tr>
<td></td>
<td>Work with National Governing Bodies to being to develop new model clubs, which can attract new participation, and which may be single or multi-sport.</td>
</tr>
<tr>
<td></td>
<td>Ensure all projects are sustainable in the long-term.</td>
</tr>
<tr>
<td></td>
<td>Develop North Staffordshire Coaching Hub to support coach education and development of sports activities across the City.</td>
</tr>
<tr>
<td>Support the development of more volunteers.</td>
<td>Support clubs in their volunteer and coach programmes to retain and recruit more. Provide courses and support via Sport Across Staffordshire’s volunteer recruitment schemes and North Staffordshire Coaching Hub.</td>
</tr>
</tbody>
</table>

<p>| PLACES                                                                                     |                                                                                      |
| <strong>Policy:</strong> Ensure residents have access to a hierarchy of sports and recreation facility provision. |                                                                                      |
| Establish a hierarchy of facility provision for sports facilities and green spaces:        | Maximise community use through the schools reorganisation programme and BSF, and seek partnership funding to support and examine alternative ways of operating / maintaining services including re-provision. |
| • CSP – attracting people from the sub-region. Existing examples include Fenton Manor and Central Forest Park. | Maximise opportunities for sport and community physical activity through partnership with the FE and HE sectors. Specialist sports facilities providing for performance and |</p>
<table>
<thead>
<tr>
<th>Key Objectives up to 2016</th>
<th>Priorities up to 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Super-hub – providing high quality performance venues for specialist sport, such as the gymnastics centre at Burslem, and development of a Sports Village at Fenton.</td>
<td>excellence (city-wide facilities) may be particularly appropriate. Review the network of swimming pools for the City: public, private, and on school sites. Address issues associated with distribution and quality. Develop a programme of investment and refurbishment with partners such as Building Schools for the Future, and where appropriate closure, replacement or future re-provision of services including alternative ways of operating services such as partnerships with the private sector or leisure trust. Determine future funding scenarios and options.</td>
</tr>
<tr>
<td>• Hub – usually a multi-sport site/cluster with a range of sporting opportunities, often involving a range of providers. May also apply to sports colleges and specialist schools, leading club sites, and multi-pitch sites for outdoor sports. Includes the district parks such as Hanley or Longton.</td>
<td>Review and increase the network of sports halls. Enhance the design of education facilities for community use with developer contributions and other resources to match community need, and deliver some specialist sports hall venues e.g. badminton and gymnastics. Begin implementation. This will also include ensuring that new facilities benefit from a robust business case to support viability and ensure sustainability. Integrate the hierarchy proposals with standards of provision into appropriate planning policies, including via a city-wide Supplementary Planning Document for developers’ contributions, and Area Action Plans. Identify potential sites for developing the major facilities where the locations have not yet been identified.</td>
</tr>
<tr>
<td>• Satellite – Sites primarily developed for secondary schools or similar, which also provide important local opportunities through dual use. Existing sites include Trentham High. Neighbourhood parks are appropriate to this element of the hierarchy. These may include a MUGA.</td>
<td>Ensure that the local level facilities are driven by local communities, and that new proposals are led by the Neighbourhood Management teams with the support of local councillors.</td>
</tr>
<tr>
<td>• Local – primary schools, community centres, local single pitch or informal playing fields, and local parks, which may include some play equipment.</td>
<td></td>
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</tbody>
</table>

Identify potential sites for developing the major facilities where the locations have not yet been identified.
<table>
<thead>
<tr>
<th>Key Objectives up to 2016</th>
<th>Priorities up to 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy:</strong> Encourage new sports facility and green space provision.</td>
<td></td>
</tr>
<tr>
<td>Prioritise funding to reflect local needs.</td>
<td>Identify sports and activities, especially those most attractive to those people who are least active. Use tools such as market segmentation and local discussion to help determine facility needs at the local level, supporting local decision making.</td>
</tr>
<tr>
<td></td>
<td>Support and encourage local people to identify their local needs, and be directly involved in decision making and the development and running of local facilities.</td>
</tr>
<tr>
<td>Support the private and voluntary sectors to develop new facilities.</td>
<td>Respond to sports clubs and other organisations through officer and as appropriate, financial support.</td>
</tr>
<tr>
<td></td>
<td>Seek ways of maximising the public use of private members clubs through planning controls or financial incentives with the operators.</td>
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<tr>
<td></td>
<td>Maximise opportunities through professional/high level sports clubs, and develop community relationships with SCFC and PVFC which support both sports development and facility development.</td>
</tr>
<tr>
<td>Maximise the co-location of facilities.</td>
<td>Consider all significant relevant developments as opportunities arise e.g. new health centres.</td>
</tr>
<tr>
<td></td>
<td>Develop other area specific initiatives, including Sports Villages focussed around Burslem and Meir/Longton area that will have co-ordinated programming and management of a range of sports and active recreation facilities, parks and green spaces.</td>
</tr>
<tr>
<td>Develop a range of high quality sports specific facilities.</td>
<td>Undertake detailed feasibility studies and confirm potential locations for sports specific facilities.</td>
</tr>
<tr>
<td></td>
<td>With support of major partners such as the National Governing Bodies of Sport and North Staffordshire Regeneration Partnership, ensure that Stoke-on-Trent is able to provide for sport at performance and excellence levels.</td>
</tr>
<tr>
<td>Key Objectives up to 2016</td>
<td>Priorities up to 2012</td>
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<td>--------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Develop new district parks and the network of cycle, walking and horse riding routes across the City.</td>
<td>Undertake full feasibility studies, and if appropriate confirm the new district parks proposals for Meir and Stoke.</td>
</tr>
<tr>
<td></td>
<td>Working in partnership with the Cycle Stoke Team, deliver the actions proposed in the Cycling City Strategy (2008-2011), particularly the development of cycling from grass roots to performance.</td>
</tr>
<tr>
<td></td>
<td>Develop the priority routes and those within the Area Action Plans.</td>
</tr>
<tr>
<td></td>
<td>Consider opportunities to develop horse riding routes as part of the action plans arising from the Greenspace Strategy.</td>
</tr>
</tbody>
</table>

**Policy: Protect existing sport and recreation facilities from development.**

| Protect existing facilities, sites and green spaces unless ‘not required’ or are replaced. | Take forward the recommendations of the Urban North Staffordshire Greenspace Strategy and undertake further studies into allotments. |
| | Ensure Area Action Plan and generic planning policies reflect the recommendations, including for standards of provision. |

**Policy: Seek to improve the quality of sport and recreation facilities and ensure that they are appropriately managed.**

<p>| Ensure all public facilities are high quality. | Maintain quality accreditation (QUEST) for a range of sites across the City, and strive to achieve QUEST at all hub sites and above, as recognised by this Strategy. This will be an integral part of assessing the future provision of services and maintaining the quality of facilities. |
| | Bring all the City’s Sub-regional and District (CSP, Super-hub and Hub) level parks up to Green Flag standards and ensure that all neighbourhood and local parks are appropriately improved using Green Flag criteria as a benchmark, in accordance with the draft Urban North Staffordshire Greenspace Strategy. |
| | Prioritise multi-pitch grass pitch sites for investment in appropriate changing and clubhouse facilities. |</p>
<table>
<thead>
<tr>
<th>Key Objectives up to 2016</th>
<th>Priorities up to 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximise the use of the District and Neighbourhood parks.</td>
<td>Improve District and Neighbourhood Parks as recommended in the draft Urban North Staffordshire Greenspace Strategy, including the provision of a limited number of Sports Courts/MUGAs.</td>
</tr>
<tr>
<td></td>
<td>Improve sports facilities and other recreation opportunities, including the priorities identified in this Strategy, as an integral part of individual park’s plans.</td>
</tr>
<tr>
<td></td>
<td>Ensure that physical development of the City’s parks is supported by appropriate levels of maintenance, security and on-site operations and activities.</td>
</tr>
</tbody>
</table>
SECTION 4

SPORT AND PHYSICAL ACTIVITY AT SCHOOLS
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SPORT AND PHYSICAL ACTIVITY AT SCHOOLS

1. This section of the report primarily focuses on the use of school facilities by the community and the potential of the Building Schools for the Future (BSF) programme. In relation to facilities on school sites, this Strategy does not address curriculum or extended school needs. Instead it considers what is potentially required to support wider community use in terms of both participation and the pathways to excellence. The first part of this section refers to the importance of sports development in schools and further education.

Sports development in schools and further education

2. Stoke-on-Trent has a relatively low level of educational achievement but national research has demonstrated that sport and active recreation within the curriculum and as part of the extended schools programme impacts upon results. Government has therefore increased the demands on schools to provide for sport both during school time and after school, from primary level through to the age of 16. There are also new initiatives for the further and higher education sector to encourage them to extend sporting opportunities to all young people. Government has introduced a formal National Indicator to strengthen the emphasis on sport and physical activity in schools. This is NI 57, the definition and rationale for which is provided below in an extract from the National Indicators for Local Authorities and Local Authority Partnerships: Handbook of Definitions.

<table>
<thead>
<tr>
<th>NI 57: Children and young people’s participation in high-quality PE and sport</th>
</tr>
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<tbody>
<tr>
<td><strong>Rationale</strong></td>
</tr>
<tr>
<td><strong>Background and update on indicator development</strong></td>
</tr>
</tbody>
</table>
sport and dance clubs. For young people not in schools sporting activities will be based in community sport and sport clubs.

3. The 5-hour offer is illustrated by the ‘5 Hour Landscape’ diagram from the School Sport Partnership Evaluation and Priorities Document – Guidance.

Figure 1: The 5-hour offer for young people

4. Stoke-on-Trent is making good progress towards this target and in 2008 most schools in the City were providing this, or were close to providing 2 hours of PE within the curriculum.

5. Of the existing schools in Stoke-on-Trent, Berry Hill High and Holden Lane High are specialist sports colleges, and as such have a unique role within the community and the feeder primary schools. Schools are also supported by School Sports Co-ordinator posts, Partnership Development Managers and Competition Managers. The older age groups are supported by the Further Education Sports Coordinators (FESCOs).

6. The Stoke-on-Trent priorities are to improve opportunities at Key Stages 1 and 4, and for Asian girls generally. There are also strong programmes to
support school-club links and leadership as part of the PE and Sport Strategy for Young People.

7. In addition to the main network of primary and secondary schools, Stoke-on-Trent has the Outdoor Education Centre at Stanley Head. This centre provides a unique resource to the whole community, acting as an outdoor education base for schools in the City whilst also offering opportunities for the whole community to experience a wide range of activities not otherwise available, such as canoeing, sailing, climbing and archery.

**Schools reorganisation**

8. In addition to providing P.E. within the curriculum and extracurricular opportunities, schools are also a major element in the network of community sports facilities. There are therefore major impacts on community sport for the proposed schools reorganisation.

9. Several of Stoke-on-Trent’s secondary schools and some of the primary schools have existing dual-use programmes, with facilities which were funded by lottery or other external grant aid on the back of community use commitments. The current secondary school reorganisation proposals could have a major impact on the facilities available, both to the schools and to the community.

10. There are opportunities under the reorganisation programme to provide new sports facilities for pupils and the community. Equally as important is a serious potential loss of current facilities through proposed school closures or proposed development of community sport sites, including playing fields. The build programme for all of the secondary schools is anticipated to be completed by 2013/2014.

11. For the purpose of clarity, it is important to re-emphasise here that the recommendations focus on the use of school facilities by the community, and the potential of the Building Schools for the Future (BSF) programme. In relation to facilities on school sites, this Strategy does not address curriculum or extended school needs. Instead it considers what is potentially required to support wider community use in terms of both participation and the pathways to excellence.

**Building Schools for the Future**

12. Building Schools for the Future (BSF) is a national building programme that will give local authorities the opportunity to transform teaching and learning through rebuilding or refurbishing all secondary schools over the next 10 – 15 years. As part of the BSF funding envelope, schools will be required to provide a minimum level of sports facilities as part of any new build. Typically this might be a four court sports hall and dance studio, although there could
be alternative types of provision that are more relevant for the area in question.

13. BSF provides an unparalleled opportunity to fully integrate education and the community use of school sites. It is not the panacea to solve all facility shortfall issues, but it can provide opportunities for local people to become more active, potentially solving a number of social problems in some of the most disadvantaged areas in the country. However, such opportunities may not be fully exploited unless important lessons are learned from the local authorities who have been involved in the earliest waves. These include:

- **Education Focus** - As funding for BSF is provided by the Department for Children, Schools and Families (DCSF) proposals in early waves have tended to focus on educational/curricular attainment with little reference to community use when determining the nature and level of sports facility provision;

  **In response:** Stoke-on-Trent has established a Sports and PE Stakeholder Group, chaired by the BSF director, which can provide early advice and guidance on both general issues and community sport and physical activity needs for each school site.

- **Neighbouring/Local Facilities** - Existing facility provision, even in the immediate neighbourhood, not being taken into consideration. This results in over-provision within a locality and has an impact on financial viability;

  **In response:** The Sport and Physical Activity Strategy provides much of the necessary justification for the future facility network of halls, pools and other facilities, particularly in relation to how these can help meet the needs of the wider community. It also includes the justification for the maintenance, refurbishment and/or replacement of swimming pools on school sites.

- **Security of Access** – Failure to plug gaps in facility provision because long-term security of provision for the community has not been taken into consideration from the outset.

  **In response:** Stoke-on-Trent is considering how best to legally ensure that all facilities are made available to the community for use at evenings and weekends as a minimum, and which:

  - specify the length of the agreement (ideally 20+ years);
  - provide a definition of community use;
  - specify the minimum number of hours for community use (in addition to any extended schools programme);
  - ensure the balance between block bookings and casual use;
  - specify the hours that the facility should be made available for sports development by the City or its partners.
In addition, where a high school has a pool on site, confirmation that it will cater for primary school curriculum swimming during school hours, including the minimum number of hours of use and cost schedules.

- **Design** – Design problems have effectively prevented community use.

  **In response:** the Sports and PE Stakeholder Group and the City Council leisure team are providing guidance on the design issues and requirements on each site.

14. As the schools reorganisation programme moves forward and some schools are redeveloped, there is a significant issue to face if they are to be made available for community use. The BSF programme needs to meet schools' requirements in relation to the facilities provided, but the facilities specifically developed to enable wider community use may need to be supported by other sources of capital funding.

15. There is also a long-term issue associated with revenue funding and the management of dual-use facilities. It is rare for such facilities to be entirely self funding from the income that they generate. Stoke-on-Trent is likely to experience this problem over much of the City, since in areas of high levels of deprivation, local communities have little or no income to spend on sport. The potential for revenue generation from community use therefore is limited.

16. Different management regimes will have different associated costs, for example club-only bookings will be easier to manage (and generally cheaper) than casual (pay and play) use, which generally requires more professional management. The most appropriate management option for each facility will need to be determined on a site-by-site basis, depending upon the roles of each facility within the overall network of provision. Alternative management routes may include; directly by the school, a trust, the private sector, direct Council management or a combination of these. Whichever option is agreed, it is likely that many of the dual-use facilities will require subsidy to some degree, from the City Council or its partners.

17. The success or otherwise of dual use on school sites also often depends on the commitment of the Head Teacher and others involved. The conflicting demands of community and education use (particularly during exam times when sports halls may be taken out of commission for prolonged periods) can put strain on relationships. If operators are unable to meet the needs of regular users and offer regular programmes, they are likely to lose revenue. These issues need to be resolved early in the process so that new dual use arrangements can be placed on a firm basis.

18. It is recognised that the proposals arising from the Strategy are likely to be funded and supported by a range of partners. There are likely to be an increasing range of innovative partnership arrangements over the next few years both in relation to capital and revenue projects, and the City Council will be actively exploring these to deliver the proposals.
BSF in Stoke-on-Trent – the details

19. Stoke-on-Trent was included in Wave 1 of the BSF programme and started to develop plans for BSF capital investment in 2004, whilst also developing schools under their Private Finance Initiative (PFI) which commenced in 2000.

20. A review (following intervention by the Secretary of State in 06/07) of the BSF proposals was undertaken to take into account the following factors in ‘Batch 1’:

- Falling pupil numbers;
- Levels of achievement;
- Strategic location;
- Optimum school size;
- Post 16 education.

21. The funding priorities for ‘Batch 2’ were reviewed to take into account the following factors in addition to the above:

- Levels of deprivation;
- Attainment;
- Condition and suitability of building stock.

22. Consultation on the proposals was completed during 2007 and are summarised below:

- **Berry Hill High School** - school to close;
- **St Peter’s CE (A) High School** - to become an academy on the old 6th form college site;
- **Birches Head High School** - to become a foundation school catering for 11-16 year olds, extension completed under ‘Batch 1’ funding;
- **Burton High School** - to become an academy in a new building on the existing site;
- **Trentham High School** - school to remain;
- **Brownhills High School** - to become an academy in a new building on the existing site;
- **Edensor High School** - school to close;
- **Mitchell High School** - school to close;
- **20:20 Discovery Academy** - new academy on a new site;
- **Haywood High School** - to become a foundation school catering for 11-16 year olds in existing refurbished building;
- **Holden Lane High School** - to become a foundation school catering for 11-16 year olds in existing refurbished building;
- **James Brindley High School** - to become an academy in a new building on the existing extended site;
- **Longton High School** - school to close;
• Sandon High School - to become a foundation school catering for 11-16 year olds, new school constructed under ‘Batch 1’ funding;
• St Joseph’s College - school to remain and be refurbished;
• St Margaret Ward Catholic High School - school to be rebuilt on existing site, with some additional provision;
• St Thomas More Catholic College - school to remain and be refurbished;
• Thistley Hough High School - to become a foundation school catering for 11-16 year olds in a new school building on the existing extended site.

23. The schools proposed to be newly built or refurbished are due to be completed between 2011 and 2014, with other schools opening from 2010. The timetable for the building programme is however still somewhat uncertain, but the set of planning applications were submitted earlier in 2009.
Figure 2: Stoke-on-Trent BSF Schools – existing and future
SECTION 5

PLACES - METHODOLOGY
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SECTION 5:

PLACES – METHODOLOGY

Sports Facility Assessment

1. In this section of the report, each type of built sports facility is assessed to develop a simple set of standards for quantity, quality and accessibility as well as proposals for the location and phasing of new facilities.

2. The assessment for each type of facility is based on:

- The policies and objectives of the City Council and its partners in relation to increasing participation, supporting elite sport, and attracting major events to the City;
- The existing facilities and their location;
- The quality of the existing facilities as perceived by users;
- The condition of the existing facilities and the anticipated lifespan of each main facility;
- Determination of the current standards of provision per 1000 population;
- Modelling, including use of Sport England’s Facilities Planning Model, for halls and pools;
- Location of facilities on the boundaries and future proposals;
- Benchmarking against Office for National Statistics (ONS) comparator authorities in relation to provision per 1000 population;
- The results of consultation:
  - The household survey of residents across the City, both as city-wide findings and at Neighbourhood Management Area level;
  - The findings of the clubs survey in terms of key issues, concerns and sports development aspirations;
  - National Governing Body officer consultation.
- Review of National Governing Body strategies and plans;
- Trends in the relevant sports;
- The current proposals in relation to school sites, linked to the schools reorganisation programme, including the phasing of the rebuilding/refurbishment programme;
- Implications in relation to planned growth of the City;
- Implications of likely demographic trends;
- The location of current and proposed facilities, including the implications of barriers to movement such as major roads, railway lines and canals.

3. The following paragraphs provide some background information on the methodology. This includes a description of the various models and sources used to inform the recommendations arising under each facility section.

**Facilities Planning Model**

4. Sport England has developed a strategic modelling tool to estimate the level of community demand for sports halls and swimming pools within the local population. It then compares this demand with the supply of facilities within a given local area. It takes account of the size and location of the facilities, and highlights any inadequacies in facility provision. The technique can also be used to model ‘what if’ scenarios. For instance, the impact of increases in population, changes in the population over time, the closure of individual facilities, the opening of new facilities and the refurbishment of existing facilities.

5. As the FPM is the most comprehensive modelling tool currently available, it has been used extensively in the assessment of the future needs and options for Stoke-on-Trent’s sports halls and swimming pools. However, it is still only a theoretical model and other considerations also need to be taken into account in the final recommendations. These include the performance and excellence needs of swimming and hall-based sports, school curriculum requirements (particularly for swimming) and the learn to swim programme.
ONS Comparator Authorities

6. In relation to benchmarking, the ONS comparator group has been used for the purpose of setting the standards as this is a more select group of authorities. The comparator authorities are:

- Barnsley Metropolitan Borough Council
- Sunderland City Council
- Tameside Metropolitan Borough Council
- Wigan Metropolitan Borough Council

7. Results for the West Midlands region and England as a whole have also been included.

Active Places Power

8. Sport England provides a number of strategic planning tools for sports facility assessment, which have been used in this strategy. The assessment results are reviewed alongside other local information, including consultation findings (the views of local residents and clubs), strategies of the national governing bodies of sport, and sports development priorities.

9. A brief summary of the analysis tools is provided below.

A general note – the population figures for Active Places Power are based on the 2001 census.

Provision per 1000 population

10. This tool is available for most built sports facilities and is calculated as the number of facilities against the population of the area. This is expressed as a unit of a facility, e.g. pools are expressed as square metres of water space per 1000 population, and athletics tracks by the number of lanes per 1000. It is a simple tool which is a useful starting point for assessing the provision of facilities within an authority.

11. The disadvantage is that the tool treats each authority as an island. No account is taken of facilities just over the border of the authority, nor of any movement of people in and out of the authority. It also takes no account of commuter or tourist demand.
Local Supply and Demand Balance

12. This tool is available from Sport England for swimming pools, sports halls and indoor bowls. It is a calculation of the capacity available against the expected demand from the residents.

13. As with the above assessment of provision per 1000, this tool also treats the authority as an island and takes no account of commuter or tourist demand, nor cross border movements.

14. This figure compares total demand against total supply and expresses it as a percentage of supply. In order to calculate this figure, the capacity of the facilities is assessed as the number of visits per week in the peak period. The capacity takes account of the size and opening hours of each of the facilities and the results can be provided by different facility ownership and management regimes. For the purposes of this strategy, we have generally only included those facilities with community use.

Personal Share of Facilities

15. This tool is available from Sport England for swimming pools, sports halls and indoor bowls.

16. This shows the relative availability of the facilities for the residents of each super output area. It takes into account the amount of facility space at peak time, the characteristics of the authority’s population, and the distance to facilities. This is a more sophisticated tool than the local supply and demand balance and is particularly useful for mapping.

17. This assessment does not treat the authority as an island; it takes account of facilities over the border and demand coming into the authority from surrounding areas. However, it is still unable to take account of commuter or tourist demand.

Nortoft Calculator

18. For those facilities other than swimming pools and halls Nortoft has developed a calculator that forecasts future need for each facility type based upon both changes in the population and the anticipated growth in participation. A copy of the detailed calculations is provided in Appendix 7.

19. The Nortoft calculator is again a simplistic tool, treating each facility type on a ‘provision per 1000’ basis. The authority is treated as an island and no account has been taken of facility quality or opening hours as this information is difficult to extract from the Active Places Power database.
20. The Nortoft Calculator is useful because it enables:

- updated facility provision information to be included with immediate effect (without the need to wait for Active Places to be formally updated);

- facilities other than those held on the Active Places database to be treated in a similar way (although comparison with other authorities is not possible at this time, as the information is not available);

- ‘testing’ of facility scenarios, by including /excluding facilities;

- ‘testing’ of different population scenarios (in terms of total number of people);

- ‘testing’ of the implications of increasing demand for facilities (e.g. at 1% pa, or other figure if wished);

- ‘testing’ using standards derived from benchmark authorities, or against the national or regional rates of provision.

It also:

- Provides an initial, automatically calculated, assessment of future provision needs for each facility type;

- Provides an initial, automatically calculated, assessment of provision per 1000 population which can be used as a starting point for standards;

- Provides a clear overview of the implications of a ‘do nothing’ approach to facility provision;

- Is flexible as it can enable comparisons, at a simplistic level, of provision across different sub-areas of a large authority.
Consultation

21. The theoretical modelling provided by the Facilities Planning Model, Active Places Power and the Nortoft Calculator were some of the starting points for the development of strategies. However it is important to take account of the views of local people and also of others with an interest in sport and physical activity in Stoke-on-Trent.

22. The overall findings from the various community consultation exercises have been summarised in Section 2.

23. The specific findings from all of the consultation exercises and other research are provided under each of the relevant facility sections. The following paragraphs provide a brief overview of the methodology.

Household survey

24. A household survey was undertaken as background research to the project. It asked questions about residents' use of facilities, and their opinions in relation to the quality and quantity of sports facilities. The results of this survey have been considered at both an authority-wide level and at individual neighbourhood management area level. The broad findings of the survey are given in Appendix 2, and the specific findings under each facility section.

Elected Mayor’s Green Paper for Sport and Physical Activity

25. During spring 2009 further consultation was undertaken, with the circulation of the Elected Mayor’s Green Paper for Sport and Physical Activity. This was sent to every household in Stoke-on-Trent and was supported by a series of consultation road shows held across the City, surveying of young people though schools and employees at a number of businesses. The way in which the questions were asked enabled open-ended, free text answers.

26. Over 600 responses were received and the answers were grouped to enable analysis. The full findings are provided in Appendix 20.

Club Survey

27. A postal survey of all clubs in Stoke-on-Trent was undertaken in the winter of 2007/08. The broad findings of the survey are given in Appendix 4 and the specific findings provided under the relevant facility sections.
Children and Young People Survey

28. Questionnaires were designed for completion by children (aged up to 11) and young people (aged 11-18) across the City to gauge their views on the adequacy of current sports facility provision in Stoke-on-Trent. The surveys also included questions on future aspirations for sports facilities across the City (see Appendix 9).

National Governing Bodies of Sport

29. All the main national governing bodies of sport (NGBs) were contacted as part of the wider Sport Across Staffordshire and Stoke-on-Trent (SASSOT) Facilities Framework. Relevant strategies and plans were reviewed and key officers were interviewed during 2008/early 2009. These were extensions to earlier consultations with NGBs which were undertaken at the start of the Stoke-on-Trent project in the winter of 2007/08.

30. The leading clubs across Stoke-on-Trent for each sport have been identified. The aspirations for each sport and the main clubs have been taken into account in these strategy proposals.

Responses to the Consultation Draft report

31. The final round of consultation on the Sport and Physical Activity Strategy was undertaken between June and September 2009, involving both stakeholders and the wider local community. A number of responses were received from stakeholders, including the general public, Councillors, National Governing Bodies of sport, schools and an MP.

32. The over-whelming response was positive and the changes made to the final report involved items for clarification, extension, and updating. The main themes from the comments and consultation are summarised below, and the full analysis of the Community Survey is provided as an appendix.

General points

33. Clarification was required that, in relation to school sites, the Sport and Physical Activity Strategy proposals concentrate upon the wider community leisure needs which could potentially be met on school sites, and do not make any assessment or recommendation in relation to curriculum requirements. The Strategy had already taken this into consideration, but it has now been more strongly emphasised in both the Executive Summary and the main report.
34. Some of the stakeholders requested that the Executive Summary should make a stronger case for the importance of sport and physical activity in relation to economic growth and regeneration, crime and crime prevention, and its place in the planning policies. The Executive Summary was strengthened in response to this.

35. There was strong support for an improved swimming pool network in the city, including from the National Governing Body of the sport and local people. In considering the needs for the future replacement of the city’s larger pools, careful consideration will be given to prevailing needs in respect to overall pool size and dimensions, this will also take account of the area of water required across the city and the need to ensure good levels of accessibility to pools.

Community survey findings

36. The following are the key findings from the community survey of August 2009, for which 519 completed questionnaires were received. For full analysis see Appendix 22.

City wide:

A very positive response was received to all of the proposals. The greatest uncertainty was in relation to an indoor bowls centre. In terms of priorities, the indoor climbing centre had a much higher level of support than any other proposal, with the indoor tennis, indoor bowls, the velopark, and the sports villages coming second.

Eastern area:

There was generally a very positive response, with particularly strong support for Willfield pool and the Park Hall Academy’s proposals (now the 20:20 Discovery Academy). There were more mixed feelings in relation to the Holden Lane proposals. In terms of the priorities, in order of importance: Willfield pool, golf at Park Hall Golf Course, and the Park Hall Academy. However, the priorities were more evenly spread than for the other areas.

Northern area:

There was a very positive response to the swimming pool proposal at Dimensions. Other proposals also generally received a positive response. There were more mixed feelings about the proposals at Chatterley Whitfield, St Margaret’s Ward, and Brownhills High School. In terms of priorities, there was strong support for a new pool at Dimensions, but others also registered, including Ball Green Youth Centre (2nd) and St Margaret’s Ward (3rd).

South Eastern area:
There were generally positive responses, with particularly high support for the Longton Leisure Centre and Western Coyney sports centre. There was the most uncertainty in relation to the proposals for Edensor, though it is not clear whether this is in relation to the buildings or pitch proposals. The potential refurbishment of Sandon School pool received the lowest level of support, and there is also a mixed reaction to the proposals for the relocation of Florence Tennis and Bowls Club, and the refurbishment of the Beaufort Road Tennis Courts. In terms of priorities, the new Longton Leisure Centre and the Western Coyney sports centre get high levels of support.

**South Western area:**

There was a generally positive reaction to all the proposals, except in relation to Fallowfields Playing Fields. There is a mixed reaction to the proposals for St Peters. In terms of priorities, the refurbishment of the Fenton Park Tennis Courts and Trentham High School facilities were seen as the most important. Of least interest is the Fallowfields proposals and Blurton High School.

**Western area:**

There was generally very positive support for all the proposals. In terms of priorities, Shelton Pool was identified as the most important compared with the proposals for Hanley Park and Trubshaw Cross coming in well behind.

**Facility Assessment**

37. Each sport site was visited and assessed to confirm its size along with other details contained on the Active Places database. Each site was also assessed in relation to its quality. Where appropriate this was based on quality criteria closely linked to the industry standard, QUEST. This considers how users would view and experience the facility, scoring each element of the visit from the entrance signage through the use of the reception area, changing facilities, and the sports facilities themselves.

38. The extensive database developed through these visits has been interrogated and the key findings used to inform the recommendations arising in this report.
Strategic Framework for Sports

Strategic Framework for Stoke-on-Trent

39. The SASSOT Facilities Framework identifies hub level and above sports facilities across the County Sports Partnership area, and proposes a network of facilities for the period up to 2021. The Framework and this strategy for Stoke-on-Trent are fully integrated i.e. the major facility proposals identified in this report are supported in the Framework.

40. The SASSOT Framework does not consider the network of facilities below the hub level, nor provide guidance on standards of provision. These are developed in this strategy.

West Midlands Regional Facilities Strategy

41. The West Midlands Regional Facilities Strategy report, produced by Sport England in 2007 provided another of the starting points for the Stoke-on-Trent strategy. It identified the key issues which needed to be taken into account in Stoke-on-Trent and more widely across Staffordshire, and highlighted apparent over and under supply of facilities. These findings have been tested and further developed throughout this strategy.
Local characteristics of Stoke-on-Trent

Market segmentation

42. The Sport England Market Segmentation tool has been addressed in detail earlier in the Strategy, and also in Appendix 6. The findings have helped to identify the most appropriate potential locations for new facilities. Where possible and appropriate, the proposed facility locations are matched to the most appropriate area of the authority where the characteristics of the local community suggest that the facility will be welcomed and well used.

Road and other physical infrastructure

43. Stoke-on-Trent is similar to most cities in that it is dissected by major roads, railway lines and canal routes. These can offer opportunities for some facilities such as commercial health and fitness provision which are often located alongside major roads or at railway stations. However these routes are more often local barriers to movement, particularly for people on foot, as crossing points may not be easily accessible or may not be perceived as ‘safe’.

44. The theoretical modelling has therefore been tempered by a close look at the potential barriers to movement as possible sites which might seem ‘ideal’ for general community use / participation may not be so on closer inspection. For example, the Edensor School site which is split from Longton town centre by the A50 dual carriageway, which would be good for more specialist activities, but would be less appropriate as a site for a new general leisure centre due to relatively poor accessibility for most of the potential users arriving on foot or by bike.

Population

45. The future population, both the total number of people and their ages, have been taken into account in the proposals. The population forecasts are incorporated into the various modelling, in particularly into the Facilities Planning Model for sports halls and pools, and in the Nortoft Calculator. Details about the population are provided in Section 1.

Quality of facilities

46. Each of the facilities included in the audit were assessed for quality as perceived by a ‘mystery shopper’. The assessment criteria related to that of QUEST, the main industry quality assurance mark for facilities available to the general community. Large facilities were assessed in some detail but the
smaller facilities such as the working men’s clubs, had only a limited assessment.

47. Where facilities are owned/managed by SoTCC information about their actual physical condition has been taken into account, and the anticipated lifespan incorporated into the proposed phasing of facility improvements/replacement (where known).

Playing pitch update

48. The playing pitch strategy update has broadly followed the Sport England methodology for such assessments, set down in their guidance ‘Towards a Level Playing Field’. Detail of the methodology employed for this section of the strategy is included at the beginning of Section 7.
SECTION 6

PLACES – FACILITY SPECIFIC PROVISION
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SECTION 6:

PLACES – FACILITY SPECIFIC PROVISION

Overview

1. The following paragraph draws together an overview of the key findings in relation to the sports facilities in Stoke-on-Trent. These findings are from a number of sources, such as the, Sport England’s Facilities Planning Model, Active Places and Active People, and extensive local consultation.

2. The audit of facilities and consultation has found:

- There needs to be a better distribution of some facilities across the City;
- More use needs to be made of local facilities e.g. community centres and green spaces, with activities reflecting the local needs of the surrounding community.
- Facilities require more co-ordination in their planning, programming and management, to provide the greatest opportunities to all of the community, and to reduce competition between them;
- The satisfaction with sports facilities and with green spaces is close to the national average;
- The satisfaction appears to relate more to the quantity of available facilities and green spaces, and less so their quality;
- There is generally more money available for capital projects rather than revenue projects. This makes long-term sustainability challenging;
3. The hierarchy proposed to be used to guide the facility network is illustrated in Figure 1. The definitions below provide more detail on the hierarchy of facilities. They reflect the definitions included in the West Midlands Regional Facilities Framework and the Sport Across Staffordshire and Stoke-on-Trent (SASSOT) Sports Facilities Framework.

4. At each level of the hierarchy, facilities may be owned or managed by the public (local authority and education), private, voluntary or commercial sectors and also include further and higher education facilities.

5. The hierarchy is based on a recognition that there are differences between the levels in relation to the specialist design of facilities, the level of training and competition they can support, and typical travel times (although it is recognised...
that this will vary by sport). This is illustrated by Figure 2. It should be noted that where a facility is defined as having a high level of specialist design, it can still provide for local use.

**Figure 2:** Relationship between facility specificity, training/competition level and travel time

![Diagram showing the relationship between facility specificity, training/competition level, and travel time.](image)

**Definitions**

**National**

6. These facilities cater for athletes at the highest level of their sport. They are recognised as premier facilities by the national governing bodies and will have a high profile in their strategies and plans.
7. There are two principal types:
   - **Sport Specific** e.g. FA National Centre, Burton
   - **Multi-Sport** e.g. Lilleshall National Sports Centre

8. As well as providing extremely high quality training and/or competition environments (for example, playing surface, lighting and equipment) they often have extensive on-site ancillary support such as accommodation/food, medical treatment and rehabilitation, seminar/training rooms, and gyms.

9. Some facilities are able to cater for both elite training and competition. Other venues, for example the National Indoor Arena in Birmingham are not sports venues but can be adapted to meet the needs of a specific sports event and can host national level competition. However, these venues do not accommodate training outside the competition period.

10. National level facilities may be included in the London Organising Committee for the Olympic Games (LOCOG) list of potential Pre-Games Training Camp venues.

11. At present there are no ‘National level’ facilities in Stoke-on-Trent based on this definition.

**Regional**

12. These facilities fulfil a regional function, are often sports specific, meet the needs of either training or competition of elite athletes and may have ancillary support but not necessarily on site. The facilities meet the needs of the whole of the West Midlands, and are recognised as such in the relevant national governing body plans. There are currently no built facilities of this type in the SASSOT area.

13. Regional level facilities may be included in the LOCOG list of Pre-Games Training Camp venues.

**CSP**

14. These facilities provide for the needs of the whole of the SASSOT area in relation to a specific sport(s), for training or competition needs. An example is Fenton Manor’s sports hall which, as the only site with a 12 badminton court hall, is capable of hosting a wide range of competitions. The proposed Indoor Athletics Training Centre in Stoke-on-Trent would meet these criteria, as would an 8 lane 25m pool able to accommodate county level competition.
15. The draft Regional Cultural Assets report identifies Northwood Stadium in this category.

16. In relation to parks and green spaces, Central Forest Park’s skate facility falls into this category.

**Super Hub**

17. These facilities are the premier sites within the City, and they meet the needs of the largest/best clubs for competition and training. They include 6 and 8 lane 25m swimming pools designed for local galas, 6 and 8 badminton-court sports halls, and 8 lane synthetic athletics tracks (without significant spectator facilities). These facilities will meet the community and club needs of the whole of Stoke-on-Trent, for example Northwood Stadium in relation to its indoor sports hall, attracting users from a wider area than the ‘hub’ level facilities.

18. For some sports and in some areas, the super-hub facilities will effectively be shared between authorities, particularly where the authority is relatively rural, or where the facility lies close to the authority’s boundary.

**Hub**

19. These facilities are other key sports facilities used by the community, for general participation, training and low level competition. They include 6 lane 25m and similar size swimming pools which are not suitable (or available) for competition and sports halls (minimum 4 courts) which have intensive management during community use hours. Falling into this category are sites such as Sandon High Business and Enterprise College sports hall and Holden Lane High School. Also included are; indoor bowls centres, 6 lane athletic tracks and training sites. In relation to parks and green spaces, Fenton and Hanley Parks fall into this category.

20. The sites will have long term secure community use. The maximum travel time is likely to be around 20 minutes, often with a high proportion of users travelling by car.

**Satellite**

21. These are facilities usually specially designed for sport, but one of the main differences between them and ‘hub’ level facilities, are the ways in which they are managed.

22. For example, this level includes facilities such as 3 or 4 court halls on secondary school sites which are made available for community use. The management is
often on a key-holder basis, or simple caretaking system, which means that the
hours that they are open and the programming is fairly limited. Consequently
they are also less available for ‘casual’ users (pay and play). Smaller school
pools used for learn to swim programmes would also fall into this category,
together with sand-based STPs. Examples of this level of facility include
Willfield Community Centre pool as it is at the moment, and the small size
Synthetic Turf Pitch at Florence Sports and Social Club. This level of facility will
have low intensity management.

23. Often there is no long term security of use for the community. The time taken to
travel to such a facility is likely to be around 10 minutes, and there is likely to be
a higher proportion of people travelling on foot.

24. For green spaces the neighbourhood parks relate to the satellite element of the
hierarchy, and these will often include a MUGA or sports court. An example is
Burslem Park.

*Local Facility Network*

25. These facilities are the most local venues used for sport and active recreation.
They are often multi-purpose, such as a village or community hall, primary
school, or playing field/recreation ground (possibly with some play equipment).
The facilities are often basic, without any specialist changing provision. The
travel time to these facilities is usually about 5 minutes, with a high proportion of
people arriving on foot.

26. Security of use for the community will vary. Some sites will be owned by
organisations such as church councils, whilst others might be privately owned.

*“Mapping and gapping analysis of cultural assets in the West Midlands (2008)*

27. One of the objectives of the Regional Spatial Strategy’s Phase 3 Revision of
June 2009 is to strengthen **Policy PA10 Tourism and Culture**, which in its
existing form, primarily focuses upon the benefit of economic growth.

28. The Phase 3 Revision aims to contribute to improving physical and mental well-
being of communities by encouraging healthier, more active lifestyles, as well as
more inclusive access to, and greater participation in, cultural activities. It also
aims to make the Region more attract to residents and in-movers as a result of
the cultural offer and to support the growth and diversification of the regional
economy to create a ‘world class’ visitor destination.
29. The options for discussion explore how the RSS could influence and support delivery of regionally significant cultural, sport and tourism assets through the revision of the existing policy and the development of new policy.

30. In 2007 the West Midlands Regional Assembly commissioned a “mapping and gapping” study of cultural assets, including sporting facilities, to inform the Phase 3 Revision and also to form part of the evidence base for other regionally significant cultural initiatives.

31. The main tasks of the study were:

- To develop criteria to identify and classify international, national, regional and sub-regional cultural assets in the region;
- To identify any strategic gaps in the current provision of such assets in the region;
- To provide suggestions and advice on how the RSS might address any such gaps.

32. The criteria* developed to identify and classify the cultural assets are based on:

- Capacity/scale
- Usage/attendance profile
- Quality/distinctiveness/uniqueness

33. Using these criteria the analysis identifies the following facilities within the SASSOT area:

<table>
<thead>
<tr>
<th>Hierarchy Level</th>
<th>Facility/Venue</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>International</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>National</td>
<td>Britannia Stadium</td>
<td>Stoke-on-Trent</td>
</tr>
<tr>
<td>Regional</td>
<td>Cannock Hockey Club</td>
<td>Cannock</td>
</tr>
<tr>
<td></td>
<td>Fenton Manor</td>
<td>Stoke-on-Trent</td>
</tr>
<tr>
<td></td>
<td>Hednesford Hills Raceway</td>
<td>Hednesford</td>
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<tr>
<td></td>
<td>Lyme Valley Stadium</td>
<td>Newcastle-under-Lyme</td>
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<tr>
<td></td>
<td>Loomer Road Stadium</td>
<td>Newcastle-under-Lyme</td>
</tr>
<tr>
<td></td>
<td>Uttoxeter Racecourse</td>
<td>Uttoxeter</td>
</tr>
<tr>
<td></td>
<td>Vale Park</td>
<td>Stoke-on-Trent</td>
</tr>
<tr>
<td>Sub-regional</td>
<td>Northwood Stadium</td>
<td>Stoke-on-Trent</td>
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</table>

* It is important to note that these criteria differ to those used in this report which can lead to differences in the hierarchy level. For example, this report identifies Fenton Manor as a CSP level facility rather than a regional level facility.
Super Hub and Hub Facilities

34. The list of the super hub and hub facilities across Stoke-on-Trent is shown below in Figure 3. These are the most important facilities for sport and recreation across the City in terms of their delivery of the widest range of sports opportunities and support to the higher level of performance. They are underpinned by the wider network of ‘satellite’ and ‘local’ facilities, more details of which are provided later in the report.

Figure 3: Super-hub and hub level sports facilities in Stoke-on-Trent

<table>
<thead>
<tr>
<th>Name</th>
<th>Facilities</th>
<th>High Intensity Management (school dual use, local authority or commercial)</th>
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<td>Central Forest Park</td>
<td>Skate Plaza</td>
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<tr>
<td>Dimensions Leisure Centre</td>
<td>6 court sports hall, sand-based STP, gym, leisure pool</td>
<td></td>
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<tr>
<td>Fenton Manor Sports Complex</td>
<td>12 court and 6 court sports halls, 6 lane x 33m pool</td>
<td></td>
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<tr>
<td>Holden Lane High School</td>
<td>sand-based STP, 4 court hall, gym (commercial management)</td>
<td></td>
</tr>
<tr>
<td>James Brindley High School</td>
<td>4 court sports hall, 4 lane x 25m pool</td>
<td></td>
</tr>
<tr>
<td>Northwood Stadium</td>
<td>8 lane athletics track, 6 court sports hall</td>
<td></td>
</tr>
<tr>
<td>Sandon High Business &amp; Enterprise College</td>
<td>5 court sports hall</td>
<td></td>
</tr>
<tr>
<td>Shelton Pool</td>
<td>3 lane x 20m pool</td>
<td></td>
</tr>
<tr>
<td>Total Fitness (commercial)</td>
<td>6 lane x 25m pool, gym</td>
<td></td>
</tr>
<tr>
<td>Trentham High School</td>
<td>4 court sports hall, 4 lane x 20m pool</td>
<td></td>
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<tr>
<td>Tunstall Pool</td>
<td>3 lane x 23m pool</td>
<td></td>
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<tr>
<td>Willfield Community Centre</td>
<td>4 lane x 22.8m pool, gym</td>
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35. The super-hub and hub level facilities are mapped in Figure 4 below.
Figure 4: Super-hub and hub facilities
Disability Centre

36.  Stoke-on-Trent currently lacks a specialist disability sports centre, although all new facilities will be compliant with the Disability Discrimination Act and all existing facilities should also be fully accessible. The City Council is currently considering whether a specialist disability sports centre should be developed alongside wider disability services on a single site, similar to the recently developed Xcel centre in Coventry. The feasibility work for this is at an early stage, but the findings and conclusions when available should be integrated into the recommendations arising from this report.
Swimming Pools

Introduction

37. The provision for swimming is one of the most challenging issues facing Stoke-on-Trent. The City currently has a high level of water space, and this is delivered through a combination of local authority pools (which are ageing), school pools, and the commercial sector. The static/ageing population of Stoke-on-Trent is likely to mean that the demand for swimming facilities will remain fairly constant over the period up to 2021, unless participation rates increase significantly.

38. In general terms there is a need to provide for community casual swimming, the after-school learn to swim programme, competitive swimming, and the schools swimming programme. The network of pools needs to be sufficient in capacity, accessible, and flexible enough to meet these requirements. The recommendations contained within this report meet all of these needs in the most cost effective and efficient way. The recommendations include the phasing of pool developments/ closures linked to the schools reorganisation programme (BSF).

Current Provision

39. There are currently 20 swimming pools in Stoke-on-Trent which are greater than 160 sq m in area. In addition to these are three smaller pools; Trentham (140 sq m), The Willows Primary School in Penkhull (120 sq m) and Kemball Special School in Fenton (80 sq m). Although the two smallest pools are used in the schools swimming programme, they are not of sufficient size to provide for general community use, and fall below Sport England’s minimum size used to assess the availability of pools. They have therefore been discounted from the main pools assessment below.

40. The key facilities are identified in Figure 5. This map also shows:

- the size of each pool;
- whether it is a pool with high intensity management and is local authority or a dual use pool;
- whether it is a school pool with limited community use (low intensity management); and
- whether it is a commercial facility.

41. The buffer areas shown around each pool are 1.6km – the equivalent of approximately 20 minutes walking time, and the area deemed by Sport England
as being the ‘walking catchment’ for each pool. This is a slightly longer walking time than young people would wish to travel, see Appendix 9 Children and Young People’s Survey, but aiming to reduce this catchment would have a serious impact on the proposed network of facilities. It would require more facilities within the network, with relatively fewer users to each one, and therefore overall increase in the capital and net revenue costs.

42. The map’s buffer areas show some key facts which have been taken into account in the next stages of the assessment work. These include:

- The reliance of the south east area on the existing school pools at Blurton, Edensor and Longton (the red area);
- The reliance on the commercial sector pool provision north and south of the City Centre;
- The overlapping catchments of the northern pools;
- Some gaps in the walking catchments (this is not unusual).

43. The Facilities Planning Model took this analysis a stage further, and additionally incorporated factors such as deprivation, car ownership, facility quality and opening hours.
Figure 5: Existing pools network with management and walking catchment (minimum size 160 sq m)
Water space and participation

Adult swimming

44. Figure 6 shows the total amount of water space (square metres) per 1000 population drawn from the Active Places database, and the participation rates for adult swimming for Stoke-on-Trent and its ONS comparator authorities as drawn from the Active People Survey. It also shows the national and regional figures for comparison.

45. Stoke-on-Trent has the lowest adult swimming participation rate of any of the comparator authorities, well below the national and regional averages, but it is important to note however that an increase in the amount of water space available at a city-wide level does not necessarily result in increased average participation rates in swimming, as is the case in Sunderland.

*Figures from Active People Survey (Sport England, 2007)

46. The “average” adult swimming participation for Stoke-on-Trent will mask local variations across the City, possibly for example between the more affluent areas and those areas which are disadvantaged or have a higher BME population.
47. The chart in Figure 6 also shows that with the exception of Sunderland, Stoke-on-Trent has the most total water space amongst its comparator authorities. It should be noted however that these water space figures include all types of indoor swimming pool, including private pools which have no community use.

48. The Facilities Planning Model from Sport England provides a better assessment of available water space. The figure from the FPM analysis is around 17.5 sq m of water space per 1000 population in 2007, compared to the national average of 13.1 sq m, and the regional average of 12.2 sq m per thousand population. Even with this more accurate assessment it is clear that Stoke-on-Trent has a much higher level of existing water space than most authorities across the country. The large area of leisure water space at Waterworld skews these figures somewhat, but even if Waterworld is excluded, there is still more than sufficient water space in ‘normal’ pools for Stoke-on-Trent’s residents to go swimming.

Swimming and young people

49. Swimming has a unique position within the physical education curriculum, being both a life and a life saving skill, opening access to a wide range of other water based activities, and helping maintain a healthy lifestyle. In addition, swimming is recognised as one of the highest participation activities for adults, being second only after walking. It is also the most quoted when people are asked what activity they would like to take up or do more.

50. The commitment to achieving and sustaining a more active population in Stoke-on-Trent is therefore largely reliant on ensuring that everyone can swim, and have relatively easy access to an ‘attractive’ pool. Stoke-on-Trent City Council has offered free swimming to those aged over 60 from April 1st 2009 and to the under 16s from September 1st 2009 in support of the government’s free swimming initiative. However there has been a notable decline over the last few years in the swimming abilities of young people, shown by declining levels of schools swimming attainment. This has a potentially serious impact on the long term ability of people in Stoke-on-Trent to swim, and possibly as a consequence a further fall in overall physical activity levels across the City.

51. The recent decline in Key Stage 2 school swimming attainment is the result of a number of factors, including the closure of a number of school pools. The current proposals to change the swimming pool network across the City could result in further decline unless actions are taken to counter the potential problems. However the attainment levels should be able to be increased if key decisions are made to change the priorities and availability of pools. The curricular swimming needs are covered in more detail later in this report and are
also the subject of a parallel project which will be used to guide the detailed criteria for the retention of school pools as part of the BSF programme.

Facilities Planning Model assessment

52. The Facilities Planning Model has been used in a number of stages; an initial review to highlight the key issues, and different scenario tests where pools were theoretically ‘opened’ and ‘closed’ to assess the potential impact. The key findings are summarised below.

- Fewer people swim in Stoke-on-Trent than compared to the national average for swimming, and Stoke-on-Trent also has the lowest level of participation compared to its benchmark authorities;

- The total amount of water space available in pools across Stoke-on-Trent is higher than the national average, and more than enough to cater for its community needs (even if the impact of Waterworld is largely excluded);

- The relatively poor quality of the existing stock of pools (and their associated changing facilities) is the greatest issue;

- Almost everyone with access to a car can reach a pool within 20 minutes. 86% of people in Stoke-on-Trent can reach a pool within 20 minutes walk, however there are some gaps in the network;

- If no change is made to the participation rates for swimming in Stoke-on-Trent, the overall demand for swimming would decrease as the population ages;

- If participation rates in swimming are increased substantially in the future, there will still be sufficient water space for everyone who wanted to swim if the amount of water space falls into line with the proposals in this Strategy;

- There is no justification for additional water space, so if new pools are proposed, these should be as replacements;

- Stoke-on-Trent currently has a mix of different types of pool, larger and smaller, commercial sector and public sector, tanks and leisure pools;

- The area with the most acute problems is south Stoke-on-Trent where there are a number of ageing small school pools with limited attraction and availability to the community.
53. The key priorities for Stoke-on-Trent are to:

- Address the ageing stock of pools (including their changing and ancillary facilities) by replacing them or refurbishing them;
- To have a network of pools which keeps them accessible to most of the community by walking or public transport;
- To have a network of pools of different types, but ensuring that all areas have access to ‘pay and play’ opportunities.

54. Waterworld has a very large area of water space, but it is leisure water and not easily useable for teaching. It is not appropriate for competition or club use. A high proportion of its users come from outside Stoke-on-Trent. For these reasons, analysis was undertaken with Waterworld included in some scenarios and excluded in others.

Consultation

Clubs Survey

55. The City of Stoke Swimming Club (COSACSS) was consulted directly as part of the Strategy process. At present there is sufficient water space to meet the needs of the club and the future proposals would enhance its opportunities. However the club does not currently cater for aquatic disciplines other than competitive and fitness swimming. In the absence of an agreed and adopted swimming development plan/strategy for the City it is difficult to determine the potential requirements of other disciplines such as diving, synchronised swimming and water polo.

Elected Mayor’s Green Paper for Sport and Physical Activity

56. The responses to the Elected Mayor’s Green Paper highlighted the importance of swimming to Stoke-on-Trent’s residents. In respect to the question “What sports facilities and programmes would you like the city to develop?” swimming pools (including diving pools and water polo) came out the highest of all. There was also strong support for the City to host competitive swimming events (2nd behind football).
**Household survey**

57. The household survey undertaken as background research to the project asked questions about residents' use of pools, and their opinions in relation to the quality and quantity. There were some significant variations between different areas of Stoke-on-Trent, as illustrated by the graphs in Figure 7. The final graph shows the relatively low levels of use of swimming pools, which will impact upon the opinions given on the quality and quantity of these facilities in Stoke-on-Trent.

58. The results suggest that, with the exception of the Western area, residents consider that there is too little pool space, but that most people are satisfied with the quality of the pools. Although these perceptions appear to be the opposite to the findings of the theoretical modelling, many of the existing pools, particularly the school pools, are difficult to access or are unattractive for casual community swimming. The community consultation results therefore highlight the wider issues associated with the provision of swimming facilities – that they need to be attractive and welcoming, not just ‘open’. The household survey results may also reflect one of the findings of the Elected Mayor’s Green Paper for Sport and Physical Activity, which showed that a lack of information about the facilities which are available is a key issue.

59. There appears to be less regular use of pools by those living in the South East area than in the other areas across the City. This may reflect the fact that the large number of ageing pools has produced low expectations. Lower swimming participation rates may indicate that people are ‘voting with their feet’ and choosing to spend their leisure time on something else.
Figure 7: Household survey – swimming pools

Satisfaction with quantity of swimming pools

- South Eastern
- Western
- Northern
- South Western
- Eastern

Satisfaction with the quality of swimming pools

- South Eastern
- Western
- Northern
- South Western
- Eastern

Legend:
- No opinion
- Not enough
- About right
- More than enough

Legend:
- Don’t use
- Very Dissatisfied
- Fairly Dissatisfied
- Neither
- Fairly Satisfied
- Very Satisfied
**Children and Young People’s Survey**

60. The results show that pools were the facilities used most often by both children (39% of those questioned) and young people (24% of those questioned). Young people were also questioned on the quantity of facilities in the area, with the majority feeling that the number of pools is either more than enough or just right. However, when questioned on aspirations for new facilities, both children and young people wanted more pools in the City.

**Community consultation on priorities**

61. The final round of consultation took place between June and September 2009 and involved both stakeholders and the wider local community. There was strong support for an improved swimming pool network in the city, including from the National Governing Body of the sport and local people.

62. The top priorities for action emerging from the community survey were for the following (the wording relating to each is as on the survey form):

- **City wide**: The development of an indoor climbing centre.
- **Eastern**: Refurbishment of Willfield pool and increased opening to community use.
- **Northern**: The closing of Tunstall pool and replacement with a new 25m pool at Dimensions.
- **South Eastern**: The development of a major new leisure centre and a
25m pool in Longton.

South Western: Refurbishment of Fenton Park tennis courts

Western: The redevelopment of Shelton Pool as a disability sports centre, improved disability access, refurbishment of the pool, creation of a fitness suite and the addition of a sports hall suitable for dance/martial arts.

63. It is worth noting that no swimming pool options were identified in the survey questionnaire at the city-wide level, and that for the South Western area, the refurbishment of Trentham High School pool together with a new ancillary hall and refurbished tennis courts on that site comes a close second in the order of priorities. The full results of the surveys are provided as appendices to the main Strategy report.

64. The overall priority that local people give to the swimming pool network is clear, but in considering the future replacement of the city’s larger pools, careful consideration will be essential in relation to the prevailing needs in respect to pool sizes and dimensions. This will take into account the area of water required across the city, and the need to ensure that there are good levels of accessibility to pools.

Market Segmentation

65. The findings from the Active People survey suggest that individuals of all ages and from all sectors of the community are attracted to swimming as an activity. On this basis swimming pools should be accessible in all areas of Stoke-on-Trent.

Schools reorganisation programme - implications

66. A number of the existing pools are based on secondary school sites, and these vary both in quality and accessibility. Where the schools are due to be closed, the pools associated with these sites will also be demolished in phases up to 2016.

67. At present the BSF programme does not fund the development of new school-based /dual-use swimming pools. However if there is clear strategic need and a strong justification it may be possible for schools to allocate some or all of their funding for physical activity towards the refurbishment of an existing pool on a school site. It is also possible for local authority or other funding to be used to
support swimming provision should this be desirable and a case can be made. This is the situation in Stoke-on-Trent.

68. Of the school sites which are to be retained, the following key issues have been taken into account:

- Holden Lane High School - the pool is a reasonable size but the access is relatively difficult. This may be difficult to address and means that community use of the site is likely to remain fairly limited even into the longer term;

- James Brindley High School - the pool is intensively used by the community and is available at evenings and weekends for casual swimming and as a training base for the COSACSS swimming club. The pool will stay as a hub level site;

- Sandon High Business & Enterprise College - the pool is currently closed due to major tank problems. Although it is intended to refurbish and retain it, this is in some doubt due to the potential costs of repair. Failure to reopen would cause a significant gap in provision;

- Trentham High School - the school is already a key dual-use centre for the City. It is proposed to retain the use as at present. In the long term (beyond 2016) there is an aspiration to replace the pool with a larger tank, a 25m x 4 lane pool;

- Willfield Community Centre – the pool is in a poorer condition than the rest of the “dry” facilities on the site which received external grant aid. The pool has limited school use, and very limited community use. With investment this pool could become a much more important facility in the school pool network across the City, providing in particular a much needed resource for Key Stage 2 swimming;

- Blurton High School – the changing facilities and access to the pool across the site are poor. Blurton is proposed to become an Academy with the integration of primary, secondary and special school use on the site. The special school which will be relocated onto the site requires access to a hydrotherapy pool. The current planning application for the Academy includes the retention of the pool, and there should therefore be an opportunity to improve the existing pool and its changing to provide for school use, including for the Key Stage 2 swimming programme. Although the levels of community use and Key Stage 2 use are currently envisaged as remaining fairly low, if the Longton Leisure Centre is not developed by 2016 and the Sandon school pool is not reopened, then the pool at Blurton will need to play a much stronger role in providing for both.
**Condition of facilities**

69. The condition of the pools is well recorded in Stoke-on-Trent. The school pools have been subject to assessment as part of the schools reorganisation programme, and there have been regular condition surveys of the leisure controlled pools. The potential costs/benefits of investing in the existing pool network have been taken into account in determining which pools should be retained.

70. It is clear that there are long term problems with Tunstall Pool due primarily to its age. Refurbishment at Tunstall would not be a cost efficient option as it would not enable the site to meet modern standards.

71. The pool at Fenton Manor requires more extensive consideration and feasibility work because of its age and function. The longer term pool options for Fenton Manor need to be considered as part of the wider feasibility work on this site in association with the BSF programme and proposals associated with further and higher education, in order to provide the best mix and layout of facilities on this premier site in the City.

72. Shelton Pool is proposed to be refurbished but a further detailed feasibility study will be required to confirm the options for this site.

73. Dimensions is proposed to be refurbished, and will be added to with a new pool.

**Location of facilities**

74. The gaps in the current network of pools are partially addressed through the new proposals, although it is recognised that other gaps have emerged. To help improve the provision on the east side of the City it is proposed to develop a new leisure centre at Longton. The preferred site is close to Longton town centre off the Uttoxeter Road. This is better than the alternative site at Edensor school because there is greater accessibility by foot to Longton residents.

75. The A500 corridor also acts as a barrier to movement by walkers and cyclists. It is likely that many people living to the west of this route will be drawn towards pools in Newcastle, rather than those in Stoke-on-Trent.
**Future provision for community swimming**

76. The final options for the network of facilities have yet to be determined as these will in part depend upon the decisions made through the schools reorganisation programme. The recommended pool network is set out in Figure 8.

77. The current available water space (excluding Waterworld) is 17.5 sq m per 1000 population but with the proposed changes, this will decrease the water space (again excluding Waterworld) to a total of 15.5 sq m by 2021. However if the pools at Blurton High School and Holden Lane High School are excluded because they will have limited community use, this would bring down the provision to 13.7 sq m per 1000 population. This is still slightly above the current national average of 13.1 sq m per 1000, although this would be justified if the planned increase in participation is achieved.

<table>
<thead>
<tr>
<th>Population in 2008</th>
<th>234000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population in 2016</td>
<td>244000</td>
</tr>
<tr>
<td>Population in 2021</td>
<td>247000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Provision per 1000 of water space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision per 1000 in 2008 including all water space</td>
</tr>
<tr>
<td>Provision per 1000 in 2008 excluding Waterworld</td>
</tr>
<tr>
<td>Provision per 1000 by 2021 including all changes</td>
</tr>
<tr>
<td>Provision per 1000 by 2021 including all changes but excluding Waterworld</td>
</tr>
<tr>
<td>Provision per 1000 by 2021 including all changes but excluding Waterworld and Low intensity management sites</td>
</tr>
</tbody>
</table>

78. The map of these proposals is provided at Figure 9, and the detail of the proposed changes is summarised at Figure 8.
### Figure 8: Proposed pools network: 2008 to 2016

<table>
<thead>
<tr>
<th>Name of Facility</th>
<th>Management (High or Low intensity)</th>
<th>Public/Commercial</th>
<th>Total Sq.M.</th>
<th>Proposal</th>
<th>Water area</th>
<th>Management (High or Low intensity)</th>
<th>Other comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>BERRY HILL SCHOOL POOL</td>
<td></td>
<td></td>
<td>160</td>
<td>Close</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BLURTON HIGH SCHOOL</td>
<td>L</td>
<td>P</td>
<td>229</td>
<td>Retain</td>
<td>229</td>
<td>L</td>
<td>School use only. Limited community use envisaged unless Longton Leisure Centre pool not developed or Sandon pool not reopened.</td>
</tr>
<tr>
<td>DIMENSIONS LEISURE CENTRE</td>
<td>H</td>
<td>P</td>
<td>410</td>
<td>Add 25 x 6 lane pool. Refurbish existing.</td>
<td>728</td>
<td>H</td>
<td>New 6 lane pool added to site</td>
</tr>
<tr>
<td>EDENSOR HS POOL</td>
<td>L</td>
<td>P</td>
<td>229</td>
<td>Close</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESPORTA HEALTH &amp; FITNESS (STOKE-ON-TRENT)</td>
<td>H</td>
<td>C</td>
<td>350</td>
<td>350</td>
<td>H</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FENTON MANOR SPORTS COMPLEX</td>
<td>H</td>
<td>P</td>
<td>497</td>
<td>Refurbish</td>
<td>497</td>
<td>H</td>
<td>Refurbish</td>
</tr>
<tr>
<td>GREENS HEALTH &amp; FITNESS (STOKE-ON-TRENT)</td>
<td>H</td>
<td>C</td>
<td>200</td>
<td>200</td>
<td>H</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOLDEN LANE HIGH SCHOOL SPECIALIST SPORTS COLLEGE</td>
<td>L</td>
<td>P</td>
<td>206</td>
<td>25 x 4 lane</td>
<td>213</td>
<td>L</td>
<td>Refurbish short term. Replace in longer term (outside strategy period). School curriculum use and limited community use.</td>
</tr>
<tr>
<td>JAMES BRINDLEY SPORTS CENTRE</td>
<td>H</td>
<td>P</td>
<td>250</td>
<td>Retain</td>
<td>250</td>
<td>H</td>
<td>Refurbishment completed.</td>
</tr>
<tr>
<td>Location</td>
<td>Type</td>
<td>Capacity</td>
<td>Status</td>
<td>Notes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td>------</td>
<td>----------</td>
<td>--------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LONGTON HS POOL</td>
<td>L</td>
<td>229</td>
<td>Close</td>
<td>Retain during school reorganisation programme until alternative pool space available</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LONGTON LEISURE CENTRE</td>
<td>H</td>
<td>0</td>
<td>New</td>
<td>Proposed new 4 lane x 25 m pool. On new wet/dry site - location central Longton.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SANDON HIGH SCHOOL</td>
<td>H</td>
<td>253</td>
<td>Retain</td>
<td>Currently closed due to major leak. Future undecided. Current design would limit use to group bookings.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHELTON POOL</td>
<td>H</td>
<td>160</td>
<td>Refurbish</td>
<td>Refurbish. Consider ways to improve community accessibility.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL FITNESS (STOKE-ON-TRENT)</td>
<td>H</td>
<td>388</td>
<td>388</td>
<td>Retain pool for community use as at present. Consider replacement pool in longer term with 25 x 4 lane (outside strategy period)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TRENTHAM HIGH SCHOOL</td>
<td>H</td>
<td>140</td>
<td>Retain</td>
<td>Replaced by new pool at Dimensions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TUNSTALL POOL</td>
<td>H</td>
<td>184</td>
<td>Close</td>
<td>Replace by new pool at Dimensions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WATERWORLD (STOKE-ON-TRENT)</td>
<td>H</td>
<td>900</td>
<td>900</td>
<td>Retain and refurbish. Extend opening hours and make fully available 7 days a week for school and community use.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILLFIELD COMMUNITY CENTRE</td>
<td>H</td>
<td>207.5</td>
<td>Refurbish</td>
<td>Retain and refurbish. Extend opening hours and make fully available 7 days a week for school and community use.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Figure 9: Pools proposals – network at 2016
79. Although this network addresses the community’s reliance on the school pools in the Longton area, it does not address the reliance on the commercial pools north and south of the City Centre, and it worsens the access to swimming pools in the Berry Hill area, due to the loss of the Berry Hill High School pool.

Meeting the needs of swimming within the curriculum

80. This section to date has considered the likely future pool network necessary to facilitate/support community swimming, learn to swim programmes and club swimming. However, it is also important to consider whether the potential network meets the needs of the curriculum swimming programme. The current pattern of use of pools by schools, not surprisingly, largely shows that the schools use the pools closest to them, see Appendix 21. There are a few exceptions, particularly in the south west, because of the very limited availability of Blurton pool. There are no clear patterns relating to the achievement or not of the Key Stage 2 target by schools as a whole across the City, but there is a slight correlation with the degree of deprivation within a school’s catchment (see Appendix 21). This suggests that other factors are likely to be more relevant, such as the way in which individual schools run their swimming programme across different year groups.

81. The proposed long term network of pools would be able to meet the needs of school swimming if the current attainment level for the Key Stage 2 swimming target of being able to swim 25 metres is to be maintained at approximately 70%. However, this attainment level has dropped from around 85% five years ago and is even further away from the Amateur Swimming Association’s aspirational target of 95%.

82. Whilst the significant drop in the attainment level is largely due to fewer facilities being available through closure or refurbishment, achieving a higher attainment level is less likely to be influenced by increasing the number of facilities available than reprogramming and reprioritising facility network. This will require the City and its education partners to agree key policies relating to:

- Prioritising KS2 swimming over KS1 or KS3/4, including the related programming/ management of high school pools;
- More programming and availability of community/leisure pools for schools swimming, including at Dimensions (new pool) and the proposed new Longton Leisure Centre;
• Long term security of community and primary school use of pools on James Brindley High School, Sandon High Business and Enterprise College, Blurton High School, Willfield Community Centre, and Trentham.

• The opening of the new pool at Dimensions before the closure of the Tunstall pool.

Note: Further information on the school swimming service, the challenges it faces and recommended actions can be found in Appendix 10.

83. It is also important to recognise that the future pool network will necessitate closures (both community pools and school pools), refurbishment and new build. If school swimming is to be maintained/developed through this period it is essential that any closures or refurbishments are phased to maintain access for schools to appropriate facilities.

SASSOT Facilities Framework findings and recommendations

84. The SASSOT Facilities Framework proposals relate to pools which are 25m x 6 lane minimum size – the requirement for local swimming galas. The map at Figure 10 shows only those pools which are a minimum of 25 m and 4 lanes. It can be seen that Stoke-on-Trent has only two pools available for community use which fit into this category which are Fenton Manor and James Brindley High School. Of these, only Fenton Manor is suitable for competitive swimming.
Figure 10: Pools with community use with a minimum size of 25 m by 4 lanes
Proposals to meet the needs of the SASSOT area

85. The following proposals were suggested in the SASSOT Framework. Those marked in bold have implications for Stoke-on-Trent because of the movement of swimmers across the boundaries.

<table>
<thead>
<tr>
<th>Local Authority</th>
<th>Proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cannock Chase District Council</td>
<td>Replace the existing pool at Chase Leisure Centre with an 8 lane x 25 m pool and teaching pool.</td>
</tr>
<tr>
<td>East Staffordshire Borough Council</td>
<td>Improve the existing pool at Meadowside to meet ASA competition requirements, and develop a new 25m x 4 lane pool in Burton.</td>
</tr>
<tr>
<td>Lichfield District Council</td>
<td>Develop an additional pool of 25m x 4 lane plus a teaching pool in City centre.</td>
</tr>
<tr>
<td>Newcastle-under-Lyme Borough Council</td>
<td>Replace Jubilee Pool with a 25m x 8 lane pool plus teaching pool. Replace/improve the pool provision at secondary schools and introduce intensive management to enable pay and play use of the facilities.</td>
</tr>
<tr>
<td>South Staffordshire District Council</td>
<td>Consider retaining and improving the community use of Great Wyrley High School pool, increasing its size, introducing more intensive management and enabling pay and play use.</td>
</tr>
<tr>
<td>Stafford Borough Council</td>
<td>Develop a new 25m x 8 lane pool with teaching pool close to the area of new housing growth. Consider options for developing an additional pool provision elsewhere in Stafford borough of 25m x 4 lane possibly linked to BSF school development but must have intensive management.</td>
</tr>
<tr>
<td>Staffordshire Moorlands District Council</td>
<td>Consider developing new dual-use centre on the western side of the authority with a 25m pool. Determine requirements for future provision in the light of final decisions made by Stoke-on-Trent.</td>
</tr>
<tr>
<td>Stoke-on-Trent City Council</td>
<td>Review the network of smaller pools to develop fewer larger pools of minimum 25m x 6 lane plus teaching pool. Sites to be intensively managed to enable pay and play.</td>
</tr>
<tr>
<td>Tamworth Borough Council</td>
<td>Develop one new 25m x 6 lane pool plus teaching pool as part of new dual-use centre/leisure centre, with intensive management enabling full pay and play. Possibly linked to sports hall proposal.</td>
</tr>
</tbody>
</table>

86. The latest scenario testing using Sport England’s FPM model has confirmed that the new Newcastle pool would have a substantial draw from Stoke-on-Trent residents, potentially significantly reducing the throughputs at the City’s pools. The drift of users over the border would only be able to be influenced if Stoke-on-
Trent’s pools were able to match the quality and accessibility of the new Jubilee pool in Newcastle.

87. A similar but slightly less serious impact would be the proposed new competition pool at Leek, impacting upon the east side of Stoke-on-Trent.

**Recommendations**

**Facility list**

88. The following facilities are proposed to be achieved by 2016.

Strategy level from hierarchy definitions:
CSP = ‘county’ level facility, S-H = super-hub, H = hub, Sa = satellite, L = local

<table>
<thead>
<tr>
<th>Name of Facility</th>
<th>Proposal</th>
<th>Water area</th>
<th>Management (High or Low intensity)</th>
<th>Other comment</th>
<th>Strategy Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLURTON HIGH SCHOOL</td>
<td>Retain</td>
<td>229</td>
<td>L</td>
<td>School use only. Limited community use envisaged if other pools developed (reopened)</td>
<td>L</td>
</tr>
<tr>
<td>DIMENSIONS LEISURE CENTRE</td>
<td>Add 25 x 6 lane pool. Refurbish existing.</td>
<td>728</td>
<td>H</td>
<td>New 6 lane pool added to site</td>
<td>H</td>
</tr>
<tr>
<td>ESPORTA HEALTH &amp; FITNESS (STOKE-ON-TRENT)</td>
<td></td>
<td>350</td>
<td>H</td>
<td></td>
<td>L</td>
</tr>
<tr>
<td>FENTON MANOR SPORTS COMPLEX</td>
<td>Refurbish</td>
<td>497</td>
<td>H</td>
<td>Refurbish</td>
<td>CSP</td>
</tr>
<tr>
<td>GREENS HEALTH &amp; FITNESS (STOKE-ON-TRENT)</td>
<td></td>
<td>200</td>
<td>H</td>
<td></td>
<td>Sa</td>
</tr>
<tr>
<td>HOLDEN LANE HIGH SCHOOL SPECIALIST SPORTS COLLEGE</td>
<td>25 x 4 lane</td>
<td>213</td>
<td>L</td>
<td>Refurbish short term. Replace in longer term (outside strategy period). Schools curriculum and limited community use.</td>
<td>L</td>
</tr>
<tr>
<td>JAMES BRINDLEY SPORTS CENTRE</td>
<td>Retain</td>
<td>250</td>
<td>H</td>
<td>Refurbishment completed.</td>
<td>H</td>
</tr>
</tbody>
</table>
LONGTON LEISURE CENTRE
New pool as part of wet/dry centre 212.5 H Proposed new 4 lane x 25 m pool. On new wet/dry site - location central Longton. Sa

SANDON HIGH SCHOOL
Retain 253 H Currently closed due to major leak. Future undecided. Current design would limit use to group bookings. Sa

SHELTON POOL
Refurbish 160 H Refurbish. H

TOTAL FITNESS (STOKE-ON-TRENT)
388 H Sa

TRENTHAM HIGH SCHOOL
Retain 140 H Retain as dual-use centre. Consider replacement pool in longer term with 25 x 4 lane (outside strategy period) Sa

WATERWORLD (STOKE-ON-TRENT)
900 H

WILLFIELD COMMUNITY CENTRE
Refurbish 207.5 H Retain and refurbish. Extend opening hours and make fully available 7 days a week for school and community use. H

Standards for new provision

89. The following draft standards are proposed:

- A rate of provision for the period up to 2016 of 15.5 sq m per 1000, excluding Waterworld;

  Furthermore:

- The network of facilities which seek to maintain the current overall level of accessibility i.e. most people in Stoke-on-Trent can reach a pool within 20 minutes walk. Sites should be easily accessible by public transport, by walking and cycling, in addition to providing adequate, safe car parking;

- The facilities should, wherever possible, be dual-use on a school site, or co-located with other City services including health;
• New and refurbished facilities where community use is proposed (either high or low intensity management) should be designed to meet Sport England guidelines, including in relation to disability best practice;

• If a site is proposed to have a specialist function to facilitate a specific sport, the design should also meet the relevant national governing body facility criteria;

• Dual-use sites must be designed and managed to facilitate community use at a minimum throughout evenings and weekends, and as a general principle also through the school day.

• All facilities should be maintained to a high quality.

Policy to guide developers’ contributions

90. The following table summarises how developers’ contributions should be used to support new or improved provision.

<table>
<thead>
<tr>
<th>Strategy Level</th>
<th>Contributions should come from</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSP</td>
<td>All areas</td>
</tr>
<tr>
<td>Super-hub</td>
<td>All areas</td>
</tr>
<tr>
<td>Hub</td>
<td>Relevant Neighbourhood Management area plus those adjoining</td>
</tr>
<tr>
<td>Satellite</td>
<td>Relevant Neighbourhood Management area and other development sites within 1.6km</td>
</tr>
<tr>
<td>Local</td>
<td>Development sites within 1.6 km</td>
</tr>
</tbody>
</table>
Sports Halls

Introduction

91. The standard methodology for measuring sports halls is by the number of badminton courts contained within the floor area. However it is recognised that there is extensive use of these types of facility by a wide range of other sports including basketball, volleyball, handball etc.

92. Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size, and with sufficient height to allow games such as badminton to be played. However, halls below this size are also valuable, and are considered later in this report.

Current provision

93. Stoke-on-Trent currently has a total of 15 sites with sports halls of 3+ badminton court size, including provision by the commercial sector. The following table lists these sites and Figure 11 shows their location by size and intensity of management. The buffer areas shown on the map around each of the facilities are 1.6km – the equivalent of approximately 20 minutes walking time, and the area deemed by Sport England as being the ‘walking catchment’ for each hall.
<table>
<thead>
<tr>
<th>Name of Facility</th>
<th>Existing management (H=high, L=Low intensity)</th>
<th>Public/ Commercial</th>
<th>Main hall (number of badminton courts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BERRY HILL HIGH SCHOOL</td>
<td>H</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>BIRCHES HEAD HIGH SCHOOL</td>
<td>L</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>DIMENSIONS LEISURE CENTRE</td>
<td>H</td>
<td>P</td>
<td>5</td>
</tr>
<tr>
<td>FENTON MANOR SPORTS COMPLEX</td>
<td>H</td>
<td>P</td>
<td>18</td>
</tr>
<tr>
<td>HOLDEN LANE HIGH SCHOOL SPECIALIST SPORTS COLLEGE</td>
<td>H</td>
<td>C</td>
<td>4</td>
</tr>
<tr>
<td>JAMES BRINDLEY SPORTS CENTRE</td>
<td>H</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>NORTHWOOD STADIUM</td>
<td>H</td>
<td>P</td>
<td>6</td>
</tr>
<tr>
<td>SANDON HIGH SCHOOL</td>
<td>L</td>
<td>P</td>
<td>5</td>
</tr>
<tr>
<td>SIR STANLEY MATTHEWS SPORTS CENTRE</td>
<td>L</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>ST. JOSEPH COLLEGE</td>
<td>L</td>
<td>P</td>
<td>3</td>
</tr>
<tr>
<td>ST. THOMAS MORE CATHOLIC COLLEGE</td>
<td>L</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>STOKE-ON-TRENT COLLEGE (BURLEM CAMPUS)</td>
<td>L</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>STOKE-ON-TRENT COLLEGE (CAULDON CAMPUS)</td>
<td>L</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>STOKE-ON-TRENT RECREATION CENTRE</td>
<td>H</td>
<td>P</td>
<td>3</td>
</tr>
<tr>
<td>TRENTHAM HIGH SCHOOL</td>
<td>H</td>
<td>P</td>
<td>4</td>
</tr>
<tr>
<td>WALLACE SPORTS &amp; EDN CENTRE</td>
<td>H</td>
<td>P</td>
<td>2 + 1</td>
</tr>
</tbody>
</table>
Figure 11: Sports halls in Stoke-on-Trent
94. The map suggests that, in relation to meeting general community use:

- There is good accessibility in terms of travel time to halls in most areas of Stoke-on-Trent, but a lack of provision in some areas such as Weston Coyney and Blurton;
- The reliance in the Longton area and west side of Stoke-on-Trent on sports halls with relatively limited community use;
- The overlapping catchments of some sites.

95. The Facilities Planning Model takes this analysis a stage further, and additionally incorporates factors such as deprivation, car ownership, facility quality and opening hours.

**Facilities Planning Model assessment**

96. The Facilities Planning Model has been used in a number of stages; an initial review to highlight the key issues, and different scenarios tests where halls were theoretically ‘opened’ and ‘closed’ to assess the potential impact. The key findings are summarised below, but it should be noted that these did not take into account any changes in the University Quarter.

97. The FPM modelling showed that:

- Stoke-on-Trent currently has too few sports halls of 3+ badminton court size to meet all of the demand;
- The City has relatively very few ‘ancillary’ halls which are on the same site as a main sports hall, and capable of hosting an intensive programme of activity;
- For sports halls of 3+ badminton courts, the current rate of provision is 0.27 courts per 1000 population compared to the national average of 0.34 courts per 1000;
- Stoke-on-Trent has a lower level of demand for sports hall space than the national average (estimated from overall lower participation rates in sport) – but this is not quantifiable;
- Stoke-on-Trent has a level of 'satisfied demand' of over 88%, higher than the national average of 82%;
- Stoke-on-Trent has a higher proportion of users walking to use the facilities, rather than travelling by car, compared to the national average, however around 30% of the City’s population cannot walk to a sports hall within 20 minutes;
- Unmet demand is primarily from people without access to a car who live more than 1.6 km from a sports hall;
- A number of people use the facilities in Newcastle, particularly those close to the boundary;
• There is no one place which currently justifies an additional sports hall of 4 court size or larger;
• The network of provision needs to be considered as a whole – with potential closures being set against new facilities;
• Some of the ‘unmet’ demand might be best dealt with by increasing the intensity of management of some sites, enabling them to be available for longer hours and having a wider programme of activity. These sites will include some of the smaller facilities.
• Four facilities are operating at 100% capacity and are turning people away: James Brindley High School, Holden Lane High School, Sandon High Business and Enterprise College and Trentham High School;
• Fenton Manor and Dimensions are both operating well above the comfort level of 80% capacity;
• The only facilities which are not experiencing pressures from demand are those which are the least attractive because of their age: Northwood Stadium and Stoke Recreation Centre;
• Sir Stanley Matthews Sports Centre, which is part of Staffordshire University, is the only centre which seems to be operating at a level which could be described as comfortably full.

98. By 2016 the FPM suggests that unless participation rates in sport overall can be increased, demand will fall for sports hall space as the population across the authority ages, even if the total population stays approximately the same.

99. The most notable issue is likely to be the continued ageing of Fenton Manor, Dimensions and Northwood – which would make them significantly less attractive to users. If these facilities are not replaced or do not undergo major refurbishment, then this will have a significant impact on the real availability of sports halls.

100. The potential impact of the BSF /schools reorganisation programme is huge. If facilities, including both main halls and ancillary halls, are made available to the community, and are managed to meet the needs of the local community, they could address much of the shortfall in provision currently experienced. The proposed network of sports hall provision is given in Figure 14.
Consultation

**Elected Mayor’s Green Paper for Sport and Physical Activity**

101. There were no sports hall specific results arising from the Green Paper consultation and the sports hall based sports came out fairly low in relation to demand for new or improved facilities and programmes. This seems to suggest that pricing and accessibility are the most likely issues associated with sports hall provision.

**Household survey**

102. The household survey undertaken as background research to the project asked questions about residents’ use of sports halls, and their opinions in relation to the quality and quantity of halls. There were some variations between different areas of Stoke-on-Trent, as illustrated by the graphs in Figure 12, but the messages are fairly consistent across the City.

103. In terms of usage, within most areas around 50% of the population never use a sports hall (this is slightly higher in the Western area), and a further 25-35% rarely use this type of facility. There are no large variations in the percentage of people accessing halls on a regular basis across the City, although the demand is slightly higher in the South Western area. This level of use will have influenced the opinions expressed about the quality and quantity of sports halls, summarised below.

104. The findings suggest that a high number of residents in all areas of the City consider that there is too little sports hall space. This was a particular problem in the South Western and Eastern areas, which also had the lowest levels of satisfaction. It should be noted that this survey was undertaken before Sandon High sports hall became fully available to the public.

105. The survey findings are largely consistent with the FPM modelling in that there is a general demand for more sports hall space, and better quality facilities particularly in the South Western area and Eastern area.
Figure 12: Household survey – sports halls

Satisfaction with quantity of sports halls

South Eastern
Western
Northern
South Western
Eastern

Satisfaction with quality of sports halls

South Eastern
Western
Northern
South Western
Eastern

Legend:
- More than enough
- About right
- Not enough
- No opinion

- Very or fairly satisfied
- Very or fairly dissatisfied
Children and Young People’s Survey

106. The results of the survey show that sports halls are regularly used by young people (13% of young people questioned used sports halls). Like pools, young people felt that the number of sports halls in Stoke-on-Trent was more than enough or just right. However, when questioned on their aspirations for new leisure provision, both children and young people said they would like to see more sports halls.

107. There is a perceived lack of facilities for martial arts and dance, which reflects the findings from the Facilities Planning Model about the paucity of ancillary halls in Stoke-on-Trent. The sections relating to dance and martial arts address this in more detail.

National Governing Bodies and clubs

108. Sports halls have a wide range of users and therefore provide a base for a number of different types of sports clubs. Clubs across the City were surveyed for their views on sports facility provision during the winter of 2007/08. Sports halls came out as the highest rated facility for which respondents ‘would like to see more of, or think there is demand for’.

109. The following key findings emerged from the consultation with clubs and NGBs:
**Netball**

110. There are a sufficient number of netball courts within Stoke-on-Trent but there are a number of issues:

- Club netball in Stoke-on-Trent is wholly based upon indoor provision;
- The 3 courts at Fenton Manor and 2 courts at Northwood are used to successfully run the Stoke-on-Trent league and the junior county league;
- The quality of both Fenton Manor and Northwood is poor limiting the level of competition they can host;
- Fenton Manor’s main arena court surface is not sufficient and the court run-offs are not suitable;
- The roof of Northwood leaks on many occasions causing cancellations;
- The number of indoor courts within Stoke-on-Trent means it is the hub for local competition within Staffordshire;
- There are no suitable venues for big competitions;
- The cost of netball courts are often a barrier to participation;
- The commercial company managing Holden Lane High School which has hosted the U14 Staffordshire academy for two years, has been extremely accommodating and willing to negotiate on prices. The sports hall is excellent for this purpose and has sufficient run-offs;
- There are plans/developments to increase the number of players within the Stoke-on-Trent accredited netball clubs as well as an expansion of the junior county league. This will put further pressure on facilities hosting league competition;
- The main priority is modernisation of current facilities to encourage more usage and a greater profile, within and outside, the County.

**Table tennis**

111. Indoor space is currently adequate for table tennis needs but there are some issues which need addressing:

**Clubs**

- St Peter’s High School is home to Penkhull Table Tennis Club which has gained clubmark standard with a good junior section. The site has 12 tables and hosts regional training. There will be a need to find a replacement venue when St Peter’s closes;
- Trentham High School has high quality provision but no existing club. It is the logical site to accommodate the Penkhull Table Tennis Club and regional training, so long as sufficient programming time is available;
- Norton Table Tennis Club is based at the Smallthorne Cricket Club. It has 4 match tables and 6 practice tables. The club has good membership figures;
- Burslem Table Tennis Club is based at the Burslem Cricket Club, Festival Park. It has three match tables, a lottery funded building, but only a small membership.

**Other comments from the English Table Tennis Association and the clubs**

- Whilst Fenton Manor has excellent facilities the poor lighting for table tennis has prevented the NGB booking it for major events;
- Northwood has a poor floor surface, lacks suitable changing, has dangerously old equipment and the sports hall is generally unattractive and unwelcoming;
- Hire charges in the City are very high compared to other nearby authorities. Charges of £25.00 per hour are typical. This is a barrier for organising county-wide events;
- The players’ lack of willingness to travel is a problem;
- There is concern over the possible loss of facilities due to the BSF programme;
- Opportunity should be taken to further develop the sport at St Margaret Ward’s school through the provision of an ancillary hall with sufficient storage.
- There is a need to attract more major events back into the City.

**Other sports**

112. Several other governing bodies were involved with the SASSOT Framework proposals. The relevant sports specific priorities emerging from the Framework included:

- Archery - to replace /refurbish existing sports hall at Thistley Hough School to cater for archery;
- Badminton – to deliver through the network of larger sports halls and four court halls on school sites. Ensure that four of the sports halls across Stoke-on-Trent are designed to cater for badminton, including Fenton Manor;
- Basketball – provide via the sports hall network.

**Market Segmentation**

113. Sports halls are used for a wide variety of sports and physical activities, attracting all sectors of the community. For this reason it should be an objective to have relatively easy access to sports halls across most of the City.
Schools reorganisation programme - implications

114. As with the swimming pools, a number of existing sports hall sites will be affected by school reorganisation and the BSF programme. However as sports halls are now a ‘standard’ facility for most secondary schools, new halls are likely to be provided on many of the new school sites. With good design from the outset, plus additional features to meet the needs of the community, these could become either hub (with high intensity management) or satellite (with low intensity management) level facilities.

115. It is essential that the community needs are identified and planned for from the outset, including where appropriate special design features which meet the needs of particular sports. All sports halls will be multi-purpose but with some variation in design and decoration can be tailored to meet the needs of specific sports. For example, the wall colour and lighting for badminton, or the additional specialist netting for archery. Costs directly associated with making the facility available to the community (including specialist design features) are unlikely to be covered by the BSF funding, and may need additional financial input to be realised. However, tailoring the halls to meet community aspirations will enable different schools to have complementary programmes of activity, rather than to compete with each other, and for each school to have its own special ‘offer’ to potential students. A good example is Sandon High Business and Enterprise College with its specialist cricket provision.

116. The proposals table identifies those facilities which will be managed intensively during the community hours. These will be the ‘hub’ facilities for the authority. The others will have ‘Low’ intensity management, i.e. management by the school, usually on a club-booking or key holder basis.

117. Of the existing school sites, three require special mention:

- Birches Head High School has no community use, and due to its position, this is not planned to change;

- Trentham High School operates as a formal dual-use centre and it is proposed to retain this;

- Thistley Hough High School does not have a modern sports hall, but it is proposed to develop this site as a hub, providing for community use and specialising in archery.

118. The relocation of St Peter’s High School to the Fenton Manor site is expected to place major new pressures on the community time available, both during the day and after school. This is exacerbated by the proposed further development/relocation of the 6th Form College, the FE College and the
University. The Fenton Manor site is already operating over ‘comfortable’ capacity levels at peak time, and there must be a major question over the ability of the site to also cater for high school use if no further activity areas are provided.

119. The FPM findings and recommendations suggested that more multi-use ancillary halls would be of significant benefit to Stoke-on-Trent. These could be planned in to the school design, particularly where it is proposed to have intensive management during community hours. The proposals table suggest where these might be located to meet wider community needs.

120. The loss of the current St Peter’s High School would be a significant blow to table tennis as it is the home of Penkhull Table Tennis Club, and is also a super-hub site for the sport – hosting regional training.

**Condition of facilities**

121. The condition of the sports halls on the school sites have been reviewed as part of the schools reorganisation/BSF programme, and the quality of these have been taken into account in the proposals list.

122. In relation to the other leisure facilities in Stoke-on-Trent:

  **Fenton Manor**

  The facility is in need of some refurbishment, and will need to be improved if it is to meet the expectations of the 2012 pre-games training camps.

  **Northwood**

  The facility requires urgent major works and a decision will need to be made as to whether the sports hall can be refurbished or needs to be replaced. In any case, its importance as the main centre for netball in the City should be recognised, and future decisions should retain and encourage this use further; (comments in relation to the athletics provision, including the need for indoor training on this site or elsewhere are addressed in the section relating to athletics tracks, later in the report).

  **Dimensions**

  The facility will require refurbishment but it is in less immediate need. This hall is a 5 court facility, and is therefore of less strategic importance in Stoke-on-Trent than Fenton Manor or Northwood.
Stoke Recreation Centre

The facility has 3 courts and it lies between Fenton Manor and Thistley Hough. The facility is aging and does not meet modern sports hall standards (e.g. clear height). It is therefore proposed to close this centre and invest elsewhere.

Future provision for community sport

123. The current rate of provision of halls of 3+ court size in Stoke-on-Trent is 0.27 courts, compared to the national average of 0.38 courts per 1000. The new proposed network of 97 courts in halls of 3+ badminton court size would increase this to 0.39 per 1000 by 2021 (plus the two centres with 2 + 1 courts at Wallace and Weston Coyney). Around 1/3 of the total number of badminton courts will be managed on a low intensity basis, often with less hours than would be expected than those facilities managed on a high intensity basis.

124. The proposals set out in the recommendations section will require some revisiting if substantial changes are made at Fenton Manor. This will particularly impact upon the rate of provision per 1000. However, even if the sports hall space there increases or decreases, this will not impact up the priority requirement for a network of accessible facilities across the City.

SASSOT Framework findings and recommendations

125. The Sport Across Staffordshire and Stoke-on-Trent Framework considered the strategic need for sports halls, in particular the needs of club competition up to performance and excellence levels. The ‘super-hub facilities’ are considered to be halls of 6 court size and above. The proposed network of super-hub halls across Stoke-on-Trent and Staffordshire is illustrated by Figure 13.

126. The Framework proposes that a network of 6+ court halls should be developed across the SASSOT area with the exception of South Staffordshire which has good access to such facilities via neighbouring authorities. In some areas this would mean the provision of new facilities whilst in others it would involve the upgrading/retention of existing halls. Northwood, Fenton Manor and Dimensions would be retained and refurbished under these proposals.

127. Major sports events held at such venues can help raise profile, increase visitor numbers as well as increase the local community’s awareness of sport. The run up to the 2012 Olympic Games will provide unprecedented opportunities to attract major events (including training camps for competing teams) and develop new events. Fenton Manor has been included in the LOCOG* directory of 2012 pre-games training camp venues, that is circulated to participating countries.
128. The details of the requirements of different sports are provided in Appendix 8, an extract from the SASSOT Framework. In terms of specific sports requirements within sports halls in Stoke-on-Trent, the following are the main recommendations:

- Archery - replace/refurbish existing sports hall at Thistley Hough School to cater for archery;
- Badminton – four sports halls with specific design features to cater for the sport, geographically spread across Stoke-on-Trent;
- Basketball – deliver via the network of 4 and 6 court halls;
- Netball – refurbish/replace Northwood as 6 court hall.

*LOCOG – London Organising Committee for the Olympic Games
Figure 13: Super-hub Halls across the SASSOT area - current and proposed
Figure 14: Sports Halls – proposals
Recommendations

Facility list

129. The following table summarises the facility recommendations.

<table>
<thead>
<tr>
<th>Name of Facility</th>
<th>Proposal</th>
<th>Size (no. Badminton courts)</th>
<th>Management (High or Low Intensity)</th>
<th>Ancillary halls proposed</th>
<th>Specialism in addition to general use</th>
<th>Strategy level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BERRY HILL HIGH SCHOOL</td>
<td>Close</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BIRCHES HEAD HIGH SCHOOL</td>
<td>Refurbish</td>
<td>4</td>
<td>n/a</td>
<td>-</td>
<td>Badminton, Basketball, Wheelchair sports</td>
<td>L</td>
</tr>
<tr>
<td>DIMENSIONS LEISURE CENTRE</td>
<td>Retain and refurbish. New ancillary.</td>
<td>6</td>
<td>H</td>
<td>✓</td>
<td></td>
<td>S-H</td>
</tr>
<tr>
<td>FENTON MANOR SPORTS COMPLEX</td>
<td>Retain and refurbish</td>
<td>18</td>
<td>H</td>
<td>✓</td>
<td>Competition venue – range of sports. Lighting suitable for table tennis.</td>
<td>CSP</td>
</tr>
<tr>
<td>HAYWOOD HIGH</td>
<td>New sports hall. Refurbish ancillary hall</td>
<td>3</td>
<td>L</td>
<td>✓</td>
<td>Ancillary; dance and martial arts</td>
<td>Sa</td>
</tr>
<tr>
<td>HOLDEN LANE HIGH SCHOOL SPECIALIST SPORTS COLLEGE</td>
<td>Retain</td>
<td>4</td>
<td>H</td>
<td>✓</td>
<td>Consider long term option of refurbishment of main hall for badminton. Ancillary; dance and武术</td>
<td>H</td>
</tr>
<tr>
<td>Name of Facility</td>
<td>Proposal</td>
<td>Size (no. Badminton courts)</td>
<td>Management (High or Low Intensity)</td>
<td>Ancillary halls proposed</td>
<td>Specialism in addition to general use</td>
<td>Strategy level</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>----------</td>
<td>-----------------------------</td>
<td>-----------------------------------</td>
<td>--------------------------</td>
<td>---------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>JAMES BRINDLEY SPORTS CENTRE</td>
<td>Retain</td>
<td>4</td>
<td>H</td>
<td>✓</td>
<td>Ancillary; dance, martial arts, boxing.</td>
<td>H</td>
</tr>
<tr>
<td>NORTHWOOD STADIUM</td>
<td>Retain and refurbish</td>
<td>6</td>
<td>H</td>
<td>✓</td>
<td>Netball, volleyball</td>
<td>S-H</td>
</tr>
<tr>
<td>SANDON HIGH SCHOOL</td>
<td>Retain</td>
<td>5</td>
<td>H</td>
<td></td>
<td>Cricket</td>
<td>H</td>
</tr>
<tr>
<td>SIR STANLEY MATTHEWS SPORTS CENTRE</td>
<td>Retain</td>
<td>4</td>
<td>L</td>
<td></td>
<td>-</td>
<td>Sa</td>
</tr>
<tr>
<td>ST. JOSEPH'S COLLEGE</td>
<td>Replace 3 court hall with 4</td>
<td>4</td>
<td>L</td>
<td></td>
<td>-</td>
<td>L</td>
</tr>
<tr>
<td>ST. THOMAS MORE CATHOLIC COLLEGE</td>
<td>Refurbish/ replaced</td>
<td>4</td>
<td>L</td>
<td></td>
<td>-</td>
<td>L</td>
</tr>
<tr>
<td>SHELTON POOL</td>
<td>New ancillary hall</td>
<td>0</td>
<td>H</td>
<td>✓</td>
<td>Dance and martial arts</td>
<td>Sa</td>
</tr>
<tr>
<td>STOKE-ON-TRENT COLLEGE (BURSLEM CAMPUS)</td>
<td>Retain</td>
<td>4</td>
<td>L</td>
<td></td>
<td>-</td>
<td>L</td>
</tr>
<tr>
<td>STOKE-ON-TRENT COLLEGE (CAULDON CAMPUS)</td>
<td>Retain</td>
<td>4</td>
<td>L</td>
<td></td>
<td>-</td>
<td>L</td>
</tr>
<tr>
<td>STOKE RECREATION CENTRE</td>
<td>Close</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>THISTLEY HOUGH HIGH SCHOOL</td>
<td>Rebuild to modern spec</td>
<td>4</td>
<td>H</td>
<td>✓</td>
<td>Archery and table tennis. Dedicated space for boxing in addition to ancillary hall</td>
<td>H</td>
</tr>
<tr>
<td>TRENTHAM HIGH SCHOOL</td>
<td>Retain as a dual-use centre</td>
<td>4</td>
<td>H</td>
<td>✓</td>
<td>Table tennis. Ancillary hall for gymnastics (extra)</td>
<td>H</td>
</tr>
<tr>
<td>Name of Facility</td>
<td>Proposal</td>
<td>Size (no. Badminton courts)</td>
<td>Management (High or Low Intensity)</td>
<td>Ancillary halls proposed</td>
<td>Specialism in addition to general use</td>
<td>Strategy level</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------------</td>
<td>-----------------------------</td>
<td>-----------------------------------</td>
<td>--------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>WALLACE SPORTS &amp; EDN CENTRE</td>
<td>Retain</td>
<td>1+2</td>
<td>H</td>
<td></td>
<td>Storage. Ancillary hall for dance and martial arts</td>
<td></td>
</tr>
<tr>
<td><strong>New Facilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20:20 DISCOVERY ACADEMY</td>
<td>New facility</td>
<td>4</td>
<td>H</td>
<td></td>
<td>Badminton</td>
<td>H</td>
</tr>
<tr>
<td>BLURTON ACADEMY</td>
<td>New court hall</td>
<td>4</td>
<td>L</td>
<td></td>
<td>Main hall: badminton</td>
<td>Sa</td>
</tr>
<tr>
<td>BROWNHILLS ACADEMY</td>
<td>New court hall</td>
<td>4</td>
<td>L</td>
<td>✓</td>
<td>Main hall: badminton and cricket. Ancillary; dance and gymnastics</td>
<td>Sa</td>
</tr>
<tr>
<td>LONGTON LEISURE CENTRE</td>
<td>New facility</td>
<td>3 (or 1+2)</td>
<td>H</td>
<td>✓</td>
<td>-</td>
<td>H</td>
</tr>
<tr>
<td>ST MARGARET WARD CATHOLIC</td>
<td>New hall, Refurbish ancillary</td>
<td>4</td>
<td>L</td>
<td>✓</td>
<td>Ancillary; dance, aerobic, and table tennis</td>
<td>L</td>
</tr>
<tr>
<td>WESTON COYNEY</td>
<td>New facility</td>
<td>3 (or 1+2)</td>
<td>L</td>
<td>✓</td>
<td>Boxing</td>
<td>Sa</td>
</tr>
<tr>
<td>YMCA</td>
<td>New hall</td>
<td>4</td>
<td>H</td>
<td></td>
<td></td>
<td>Sa</td>
</tr>
</tbody>
</table>
**Standards for new provision**

130. It is proposed that the following standard is adopted:

The rate of provision for 3+ halls is 0.39 courts per 1000, with around 1/3rd of the halls available on a low intensity management basis and with shorter opening hours for community use than the high intensity management sites. Furthermore:

- The network of facilities should seek to improve the current overall level of accessibility of facilities on foot i.e. both current and future residents can access a hall within 1.6 km. Sites should also be easily accessible by public transport and cycling, in addition to providing adequate, safe car parking;

- The facilities should wherever possible be dual-use on a school site, or co-located with other City services including health;

- New facilities where community use is proposed (either high or low intensity management) should be designed to meet Sport England guidelines;

- If a site is proposed to have a specialist function to facilitate a specific sport, the design should also meet the relevant national governing body facility criteria;

- Dual-use sites must be designed and managed to facilitate community use at a minimum throughout evenings and weekends, and as a general, principle also through the school day.

- Where school sites are being designed/rebuilt, the sports halls should be located in a prominent location at the front in order to facilitate community access.

- All facilities should be maintained to a high quality.

**Policy to guide developers’ contributions**

131. The following table summarises how developers’ contributions should be used to support new provision.
<table>
<thead>
<tr>
<th>Strategy Level</th>
<th>Contributions should come from</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSP</td>
<td>All areas</td>
</tr>
<tr>
<td>Super-hub</td>
<td>All areas</td>
</tr>
<tr>
<td>Hub</td>
<td>Relevant Neighbourhood Management area plus those adjoining</td>
</tr>
<tr>
<td>Satellite</td>
<td>Relevant Neighbourhood Management area and other development sites within 1.6km</td>
</tr>
<tr>
<td>Local</td>
<td>Development sites within 1.6 km</td>
</tr>
</tbody>
</table>
Synthetic Turf Pitches (STPs)

Introduction

132. This section considers the need for and proposals in relation to, synthetic turf pitches (STP) of all surface types. The main surface types are:

- Sand-dressed or sand-filled with short pile – most suited to hockey, but usable for football. The ‘usual’ surface for school sites, and the longest established. These pitches usually have a turf length of 12 – 25 mm
- Rubber-crum with long-pile often known as 3rd Generation or 3G – preferred surface for football and rugby but, on the whole, not usable for hockey. These pitches have a longer turf length than the other pitch types.
- Water-based – specialist hockey surface which can also be used for football and rugby training. Usually have a turf length of up to 25 mm.

133. Unlike sports halls and swimming pools, there is limited modelling currently available in relation to STPs, and there is no guidance as to national standards of provision from hockey or football. There is however a strong desire for such a facility by many schools who recognise the benefits for curriculum delivery, particularly where grass pitches are of poor quality.

134. The future demand for STPs is difficult to predict as this is one of the fastest-changing ‘markets’ in terms of sports, with a strong trend in adult football towards use of these surfaces instead of grass pitches. There is noticeable trend for the replacement of sand-based pitches by 3G surfaces as they come forwards for refurbishment. Regular review of provision will therefore be needed, and assessment undertaken at the local level to determine the ‘viability’ of new proposals.

135. Currently the prime use of STPs, both large and small-size, is for small-sided football and for football training although they are also used for other sports, notably hockey and rugby (particularly the 3G pitch type).

Football

136. The Football Association’s recommended dimensions for small-sided football pitches vary for 5, 6 and 7 a-side pitches. However small-sided football is also provided for on full-size STPs by sub-dividing the pitch, usually into three. Sport England research has confirmed that the prime catchment area for large-size pitches in urban areas is a radius of around 5 miles for football. This applies both to 3G and sand-based pitches. Research is currently being undertaken by the
FA into the suitability of different types of 3G surfaces for football.

137. The key characteristics of the small-sided football game are:

- Most players are adult, affluent men;
- Many people play directly after work;
- Many of those taking part are only playing small-sided football i.e. they do not also play the 11-a-side game;
- Centres can be over-subscribed at peak times;
- There is limited demand for the pitches during the daytime other than for school use;
- Players are attracted to sites with bars and social areas;
- Leagues are often established, usually based around the individual centres, therefore there is no comprehensive list of teams;
- There is an increasing trend for players to stop playing the 11-a-side game on grass, in preference to the small-sided game on synthetic surfaces, particularly within urban areas;
- The Football Association is trying to formalise the sport through their Futsal discipline, but there are large numbers of unaffiliated teams and leagues.

Hockey

138. There is no specific information about hockey trends but anecdotal evidence from elsewhere in the country suggests that the sport is relatively stable with only steady growth expected.

139. Hockey England has recently produced new policy guidance on the use of different pitch types, and the key points are:

- The International Hockey Federation (FIH) has recently approved a small number of 3G pitches for competition use following on-site testing and these generally have a turf length of between 35 and 40 mm. Pitches with a longer turf length than this are not expected to meet the FIH performance standards.;
- England Hockey has introduced a new system of pitch categorisation which indentifies three levels within the current FIH parameters. These are:

<table>
<thead>
<tr>
<th>EH Category 1</th>
<th>Water based and sand dressed surfaces approved with the FIH Global/National Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>EH Category 2</td>
<td>Sand filled (sand based) surfaces within the FIH National parameter</td>
</tr>
<tr>
<td>EH Category 3</td>
<td>Long pile (3G) surfaces that are categorized by the FIH as satisfying their 'National' performance parameter. The certification shall be based on onsite testing.</td>
</tr>
</tbody>
</table>
England Hockey permits the use of EH Category 1 surfaces for all levels of competition inclusive of international training and matches. It is strongly recommended that all Premier Division fixtures are planned on this category of pitch;

England Hockey permits the use of EH Category 2 surfaces for all levels of competition excepting international training and matches. This level of pitch and above is required for England Hockey Knock-Out Competition, international training and matches, the England Hockey League (all Divisions), Regional Premier Division, BUGS premier league, matches and all Single System activity from and including JDC level upwards for U18s and SRPC level for over 18s;

England Hockey permits the use of EH Category 3 surfaces for local and regional league competition (excluding regional premiership divisions). Club school link activity within the England Hockey’s Single System and the practical elements of leadership and umpiring can also be conducted on these pitches.

140. Hockey players are prepared to travel slightly further than footballers to access suitable STP facilities.

Rugby

141. Rugby uses STPs for training purposes with many of the larger clubs aspiring to have a 3G pitch.

142. The RFU has sanctioned STP use for some matches, but makes it clear that natural turf is the surface upon which the game will be played competitively. If a club wishes to use a synthetic pitch for a match it must comply with the stringent technical criteria set down by the RFU and also inform the RFU in writing.
Current provision

143. There are currently 3 large size STPs and 30 small-sided STPs in Stoke-on-Trent. Details are provided in Figures 15 and 16. Build dates and refurbishment dates are available for the large size STPs but similar information is not currently available for small-size pitches.

**Figure 15: Large sized STPs**

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of pitches</th>
<th>Pitch Type</th>
<th>Build date</th>
<th>Refurbish date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions Leisure Centre</td>
<td>1</td>
<td>Sand based</td>
<td>1998</td>
<td>-</td>
</tr>
<tr>
<td>Holden Lane High School</td>
<td>1</td>
<td>Sand based</td>
<td>2001</td>
<td>-</td>
</tr>
<tr>
<td>Sir Stanley Matthews Sports Centre</td>
<td>1</td>
<td>Sand based</td>
<td>1995</td>
<td>2002</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3</strong></td>
<td><strong>Sand based</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Figure 16: Small size STPs**

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of pitches</th>
<th>Pitch Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>4</td>
<td>Sand based</td>
</tr>
<tr>
<td>Florence Sports and Social Club</td>
<td>1</td>
<td>Sand based</td>
</tr>
<tr>
<td>Goals Football (Holden Lane)</td>
<td>8</td>
<td>Sand based</td>
</tr>
<tr>
<td>Hanley Park</td>
<td>1</td>
<td>Sand based</td>
</tr>
<tr>
<td>Hardman Football Development Centre</td>
<td>1</td>
<td>3G</td>
</tr>
<tr>
<td>Longton RUFC</td>
<td>1</td>
<td>3G</td>
</tr>
<tr>
<td>North Staffordshire YMCA</td>
<td>1</td>
<td>Sand based</td>
</tr>
<tr>
<td>Powerleague</td>
<td>10</td>
<td>Sand based</td>
</tr>
<tr>
<td>St Joseph’s Primary</td>
<td>1</td>
<td>Sand based</td>
</tr>
<tr>
<td>St Peter’s High School</td>
<td>1</td>
<td>Sand based</td>
</tr>
<tr>
<td>Stoke City FC</td>
<td>1</td>
<td>3G</td>
</tr>
<tr>
<td>Ubberley Road</td>
<td>1</td>
<td>Sand based</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>26</strong></td>
<td><strong>Sand based</strong></td>
</tr>
</tbody>
</table>
**Condition of facilities**

144. STPs require the carpet to be replaced regularly. The sand-based facilities tend to require replacement approximately every 10 years. These facilities are liable to vandalism and should therefore have management close at hand throughout the day (and evenings). This need for renewal is already potentially an issue for Stoke-on-Trent as the pitches at Dimensions are 11 years old, Holden Lane is 8 years old, and the pitch at Sir Stanley Matthews is 14 years old, although it was refurbished 7 years ago.

**Current standards of provision**

145. Based on the 2008 population estimate of 234,000 provided by Stoke-on-Trent City Council, the City currently has only 0.01 full size pitches per 1000 population. The following figure shows how this rate of provision compares to the ONS comparator authorities.

*Figure 17: Provision of large sized STP pitches*

<table>
<thead>
<tr>
<th>Comparator Authority</th>
<th>Provision per 1000 population (number of pitches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Stoke-on-Trent</td>
<td>0.01</td>
</tr>
<tr>
<td>England</td>
<td>0.03</td>
</tr>
<tr>
<td>West Midlands</td>
<td>0.03</td>
</tr>
<tr>
<td>Barnsley</td>
<td>0.01</td>
</tr>
<tr>
<td>Sunderland</td>
<td>0.03</td>
</tr>
<tr>
<td>Tameside</td>
<td>0.02</td>
</tr>
<tr>
<td>Wigan</td>
<td>0.05</td>
</tr>
</tbody>
</table>

146. Large size pitch provision is lower than the current West Midlands average of 0.03 pitches per 1000. Of the comparator authorities, only Barnsley has a lower level of provision.

147. Stoke-on-Trent has 30 small sided pitches available for use. This equates to a level of provision of 0.12 small sided STPs per 1000 population. However it is not possible to compare this with other authorities as small-sided pitches are not recorded on Active Places. The 30 small-sided pitches equate to approximately 10 large-size pitches (three small-sided = approximately 1 large-size in terms of their use).
Assessment

148. The predominant users of STPs travel to this type of sports facility by car. The assessment of accessibility is therefore based on travel time by car rather than on foot. The map in Figure 18 shows that everyone in Stoke-on-Trent who has access to a car is able to reach an STP within a maximum of 18 minutes. Over half of the areas in Stoke-on-Trent are within a 9 minute car journey of a large-size STP.

149. This compares with the national research findings from Sport England which show that the majority of users travel up to 20 minutes to a large-size STP. None of Stoke-on-Trent therefore alls outside of this travel time parameter.

Figure 18: Travel time to nearest large-size STP by car
(Source: Active Places Power)
150. As the above map shows travel time to only large-size STPs, it is important to assess the overall impact of the STP network. Figure 19 therefore shows the ownership and size of STPs, each with a buffer radius of 1.6 km (approximately 20 minutes walk). This map highlights, that overall the Weston Coyney area and the south side of Blurton are least well served.

151. The other key factor influencing the use of STPs is cost. Eighteen of the 26 small-sided pitches are in commercial ownership. This has a significant implication in terms of accessibility, as their target market tends towards relatively affluent, young, white males, excluding those least able to pay.
Figure 19: Location and walking catchments of STPs
Schools reorganisation programme

**Background**

152. STPs are considered by schools to be an attractive facility which raises the profile of the school in addition to meeting curriculum needs. These pitches can also be valuable where grass pitches are difficult to manage during the winter months. However, STPs require intensive and regular maintenance and management, including replacement ‘carpets’ in about 10 years, and floodlighting if they are to be useful for community use.

153. The best established type of STP is sand-based, and this is usually considered most likely to meet school needs as it can be used for both football and hockey. However, the newer 3G surface (rubber crumb) is better for football and for rugby training, and is much more attractive for community football. There is on-going debate about the relative values of the different pitch sizes (full size, training pitch or small size) in relation to sports development and community use. The full size pitches are the most flexible and are considered to be the most valuable for sports development, as they can allow 11-a-side matches. However, the small-sided venues (with pitches designed for 5, 6 or 7-a-side football) are the most commercially attractive, particularly to the adult market.

154. If STPs, particularly 3G pitches, are to be made available to the community, they will usually require high intensity management, with on-site staffing during the community use hours. New pitches which will also cater for community use are, therefore, best located where:

- There is planned to be on-site intensive management of other sports facilities during community hours;
- There is limited catchment overlap with competing facilities (including major small-sided venues).
Implications

155. Only one of the existing large-size pitches is on a school site (Holden Lane High School) and this is run as a commercial venture outside of school hours. The school is remaining under the current proposals, and the pitch is therefore reasonably secure in the long-term for both school and community use.

156. There is a small-sided pitch at St Peters High School which will be affected by the proposed school reorganisation programme as the school is due to be relocated. Alternative provision should be sought in the area, and this may be best met through the development of a full-size STP at Thistley Hough.

157. There are opportunities for new provision under the schools reorganisation programme (BSF), and it is proposed that new full-size pitches are developed on school sites at Brownhills (to link to the Trubshaw Cross grass pitch site), James Brindley Blurton School, and at either the new 20:20 Discovery Academy site or the new Longton Leisure Centre.

158. It is proposed not to prescribe in this report which type of STP is to be provided on which site as this will largely need to reflect the priorities of the schools involved, as well as taking account of any gaps in provision locally. This will also give schools the opportunity to consider a pitch type which can cater for both hockey and football, reflecting the new guidance from England Hockey.

Adopted standards of ONS comparators

159. Neither Stoke-on-Trent nor the ONS family group authorities have adopted standards of provision for STPs.

Consultation

Elected Mayor’s Green Paper for Sport and Physical Activity

160. Football came out as the third most popular activity in relation to the question “What sports facilities and programmes would you like the city to develop?” however the answers did not differentiate between football on grass or on synthetic pitches.

161. The general issue about cost and local availability of facilities is relevant here, particularly in light of the comments and low usage levels shown by the children’s and young people survey (see below).
Household Survey

162. The main issues arising from the household survey were:

- Around 1 in 10 of the respondents use STPs on a weekly basis, but more than 75% of residents never use them;
- With the exception of respondents in the south west, slightly more people were satisfied with the quality of STPs than dissatisfied. In the south west, nearly 20% more people said they were dissatisfied than said they were satisfied;
- Almost half of respondents had no opinion about the amount of STP provision. However about 20% felt that there was about the right amount, and about 30% felt that there were not enough;
- Those in the south west, west and east are the most dissatisfied with the quantity of STPs in their local area.

Children and Young People’s Survey

163. None of the children and fewer than 5% of young people questioned used STPs most often. There were no aspirations for new STPs from either group. This finding reflects the national research about the age groups using STPs, which showed that the majority of users are adults.

Market Segmentation

164. As most STP users are young men, the spread of STP provision needs to reflect where this age group lives. The Market Segmentation tool (see Figures 11 and 12 of Section 1 of the Strategy) suggests that most young men are concentrated in the Western, South Western and South Eastern areas of the City. However a more detailed look at where the relevant age group lives shows that they are actually widely distributed across the City. For this reason the STP network should also be spread as widely as possible across the City, ensuring any ‘gaps’ in provision are met, particularly in the Western, South Western, and South Eastern areas.

SASSOT Framework findings and recommendations

165. The SASSOT Facilities Framework concentrates upon the provision of large-size 3G STPs as these equate to hub and super-hub level facilities. At present there are no large-size 3G STPs north of Stafford, with none in Staffs Moorlands or...
Newcastle (see Figures 20). The pitches within Cheshire are able to cater for some of the users from Stoke-on-Trent, but this is necessarily limited due to the demand upon them. (Figure 21).

Proposals to meet the needs of the SASSOT area

166. The recommendations in the SASSOT report are:

- 3G pitches should be high priorities for the following, linked either with main leisure centre or school sites with dual use and intensive management.
  - Staffordshire Moorlands – Leek area, and possibly Cheadle
  - Stafford – linked to the new growth areas, and aspiration of the rugby club(s)
  - Stoke-on-Trent – linked to new school proposal(s)
  - East Staffordshire – Uttoxeter
  - Cardinal Griffin Catholic High School

- Sand-based pitches should be developed on school sites where there is clear curriculum need. Local feasibility assessments should always be undertaken to determine the likely level of demand from the community as part of the business planning.

167. No further water-based pitch provision has been identified as required by England Hockey, but this may need to be reviewed in the light of the forthcoming governing body plan.

168. Small-sided STPs are usually commercially driven and will complement (and compete with) the large-size 3G and sand-based STPs.

National Governing Body aspirations

169. The new Staffordshire Development Plan from the Football Association does not specifically highlight Stoke-on-Trent as a priority area for new full size 3G pitches, and neither does the Rugby Union plan.

170. Facility proposals for hockey are awaited, as these will follow the new NGB facility strategy. It is not, however, anticipated that any water-based pitches will be sought in Stoke-on-Trent.
Figure 20: Large size STPs and type
Figure 21: Travel time to large size 3G STPs

[Map showing travel times to large size synthetic turf pitches in Staffordshire and adjoining authorities]
Recommendations

Facility list

171. New pitches to be provided at the following school locations, as part of the BSF programme:

Full-size pitches to be managed as satellite level facilities (school managed):

   Blurton
   Brownhills

Full-size pitches to be managed intensively as ‘hub’ level facilities:

   James Brindley
   20:20 Discovery Academy
   Thistley Hough

172. Depending on market demand, the pitches may be replaced, at a rate of 3 small-sided to 1 large-sized STP.

173. It will be important to locate pitches geographically away from each other to limit their catchment overlap as this can be detrimental to their viability.

174. There is a presumption to develop STPs on school sites but only where full community use can be assured. If it is not possible to develop the 20:20 Discovery Academy facility, a pitch should be provided at the new Longton Leisure Centre.

175. Although separate small-sided STPs may be useful elsewhere in the community, they are likely to have limited use during the school day, are often difficult to manage and pray to vandalism.

Standards for new provision

176. It is proposed that the following standard is adopted:

   • 0.03 large-sized STPs per 1000 population - this is a slight increase on the current level (0.02) and would bring Stoke-on-Trent into line with the West Midlands average;
• 0.11 small sided STPs per 1000 population – this figure is the same as the current level.

Furthermore:

• The network of facilities should seek to improve the current overall level of accessibility of facilities on foot.

• The facilities should, wherever possible, be dual-use on a school site, or co-located with other City services including health.

• New facilities where community use is proposed (either high or low intensity management), should be designed to meet Sport England and the national governing body guidelines.

• Dual-use sites must be designed and managed to facilitate community use at a minimum throughout evenings and weekends, and as a general principle also through the school day.

• Existing pitches to be refurbished where necessary (usually every 10-12 years) and regularly maintained.

Policy to guide developers’ contributions

177. The following table summarises how developers’ contributions should be used to support new or improved provision.

<table>
<thead>
<tr>
<th>Strategy Level</th>
<th>Contributions should come from</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSP</td>
<td>All areas</td>
</tr>
<tr>
<td>Super-hub</td>
<td>All areas</td>
</tr>
<tr>
<td>Hub</td>
<td>Relevant Neighbourhood Management area plus those adjoining</td>
</tr>
<tr>
<td>Satellite</td>
<td>Relevant Neighbourhood Management area and other development sites within 1.6km</td>
</tr>
<tr>
<td>Local</td>
<td>Development sites within 1.6 km</td>
</tr>
</tbody>
</table>
Sports Specific Facilities

Introduction

178. The assessment of other sports facilities differs from the main facilities of; swimming pools, sports halls, and synthetic turf pitches. This is mainly because there is less sophisticated modelling available for these facility types.

179. As with the pools, halls and STPs, the background research has included a review of National Governing Body Strategies and Whole Sport Plans. However, the information available from the NGBs varies enormously as some sports have detailed facilities strategies, setting out aspirations for the provision of specific facility types, while others have no relevant plans or other documents. The assessment process follows largely the same pattern as for the major facilities, including:

- community and stakeholder consultation;
- mapping, audit and quality assessment of each facility;
- quantitative assessment (provision per 1000 on authority wide basis);
- the Nortoft Calculator;
- facility mapping;
- Active Places Power (provision per 1000 within the authority, comparator authority provision, ‘personal share’, travel times);
- 2012 pre-games training camp proposals;
- Market segmentation;
- Active People Survey findings (see Section 1).

180. As the Facilities Planning Model (FPM) is only available for swimming pools and sports halls, other sports need to be assessed by different methods, such as the Nortoft Calculator.

181. The financial challenges of providing proposed new facilities are significant in themselves, so a degree of opportunism is also needed, where for example funding for schools can provide for new facilities, and dual-use provision makes sense. There is also a strong commercial sector in Stoke-on-Trent, and it is important to support this, whilst retaining a balance with the more accessible (especially from a cost perspective) pay and play public sector facilities.

182. The continual maintenance and regular refurbishment of the public sector facilities is crucial to the long term ability of Stoke-on-Trent to meet the demand for sport and active recreation. As it is impossible to assess the costs and requirements for each facility at this level, it has been assumed that sufficient
investment will be provided so that all current facilities are maintained to a high standard. Without such investment, the facilities will become increasingly unattractive and less able to support the participation targets identified.

183. This section of the report firstly provides detailed assessments for those facilities which can be modelled through Active Places, (athletics, health and fitness facilities, indoor tennis, bowls and golf). The later part of the section then provides an overview of a wide range of specialist sports provision, drawn from the SASSOT Facilities Framework, supplemented by detailed findings from the Stoke-on-Trent consultation work. This included consultation with the national governing bodies of sport, Stoke-on-Trent City Council officers, and local clubs.
Athletics Tracks and Indoor Training

Introduction

184. The participation information from Active People Survey 1 suggested that the demand for athletics on tracks (and for indoor training) is almost wholly from young people (under 25), and is mostly from white, black and mixed ethnic communities. The survey results indicated that track and field athletics primarily attract people from the social grades C2, D and E. There are also high levels of participation amongst people from social grade A. There is very limited participation from those in grades B and C1.

185. The Active People Survey 2 summary for “athletics” also includes running cross-country/road, running road, running ultra marathon, and jogging. The participation rates and profiles for track and field athletics cannot therefore be compared to the information provided in Active People Survey 1.

Current provision

Synthetic tracks

186. Only synthetic tracks are now acceptable to the governing body of athletics for competition purposes. This section, therefore, concentrates upon their provision and generally excludes cinder tracks, except in relation to local training.

187. Northwood Stadium, in the Western area, has a synthetic, eight lane track and is currently the only athletics facility in the City. Originally built in the mid 1980s, the track is in good condition, but the ancillary facilities are poor. The old indoor training facilities no longer meet the requirements of the sport.

188. The synthetic track at Stafford at Rowley Park is in reasonable condition and is likely to remain important for both Stafford and Cannock.

189. With a provision of outdoor synthetic tracks at 0.03 lanes per 1000 population, Stoke-on-Trent initially appears to have a much lower standard of provision for athletics tracks than the rest of the West Midlands region and England as a whole. However the Active Places strategic planning tool which generates this figure includes both synthetic and cinder tracks, and the results must therefore be treated with caution because Stoke-on-Trent does not have any cinder tracks.
190. Synthetic athletics tracks are expensive facilities to build and can be expensive to manage, particularly unless the site is shared with other uses. At the same time, the number of users is relatively limited compared to the large throughputs of swimming pools and halls.

191. There are two other operational tracks in the surrounding area: Ashfields Track (Newcastle) and Birchall Track (Leek). However, these are both ageing cinder tracks, although the Birchall track has recently been improved. The Michelin track (also cinder), which is located in Newcastle close to the boundary with Stoke-on-Trent, is currently closed.

**Indoor training**

192. The SASSOT Facilities Framework reviewed the importance of indoor training for athletics. The UK Athletics Facilities Planning and Delivery 2007 – 2012 proposes:

“One regional centre, one regional 200m track and one indoor training centre are recommended per 500,000 population, within a 30 minute drive time (or 45 minutes for those living in rural locations)”

193. The Framework supports the development of an indoor athletics training centre in Stoke-on-Trent, which should be sited alongside the athletics track. This may be at Northwood or alternatively at Fenton Manor. Whichever site is confirmed, the facility would be within the 30 minutes drive time for all of Stoke-on-Trent’s residents.

**Assessment**

194. Figure 22 shows the existing synthetic track provision across Stoke-on-Trent and Staffordshire, together with the main tracks outside the SASSOT area. It is clear that the Northwood site (or its replacement) has an important role to play in providing for athletics across the County Sports Partnership area.

195. Stoke-on-Trent meets the NGB aspiration of one 6/8 lane synthetic track per 250,000 head of population within a 20 minute drive time, and the total population in Stoke-on-Trent is not likely to exceed 250,000 in the foreseeable future. The affect of the aging population will balance out the planned increases in participation. It is therefore recommended that the current standard of 0.03 lanes per 1000 population is maintained for the foreseeable future and that this provision should be augmented by indoor facilities on the same site.
196. Everyone in Stoke-on-Trent who has access to a car can reach the Northwood Stadium in 20 minutes or less.

197. Consideration should be given to determining whether there is sufficient space at Northwood Stadium to provide indoor facilities and whether the venue is sufficiently accessible, or whether an alternative site within Stoke-on-Trent is necessary. Basic groundwork assessment is also required for the Northwood site as parts of the site are known to be on unstable ground.
Figure 22: Existing athletic provision
Consultation

National Governing Body

198. The most up to date guidance available from UK Athletics, contains the following statement regarding outdoor track provision:

One outdoor synthetic track (6 or 8 lanes) per 250,000 within 20 minutes drive (45 minutes in rural areas)

199. In general, the current priority for UK Athletics is to increase the provision of indoor facilities to support outdoor facilities. There is a gap in the provision of indoor athletic provision within Staffordshire. Stoke-on-Trent is recognised as being of strategic importance for athletics in the West Midlands, with a good schools structure and a strong club. However there are concerns regarding volunteering, general leadership and accessibility. In particular they highlight:

- There are insufficient volunteers and coaches to support club activities. Having Community Sports Coaches to link school and club activities and run after school clubs would be beneficial;
- There are many disadvantaged people in the area that would benefit from public transport passes to get to facilities.

200. In relation to the Northwood Stadium the national governing body made the following observations:

- The facilities are adequate, but tired and there are issues regarding availability and accessibility;
- The Stadium has poor accessibility in terms of attracting a large section of the population (including schools);
- The facilities should be relocated to Fenton Manor as part of the University Quarter Sports Village. However, there is some uncertainty about this development at the present time.

Elected Mayor’s Green Paper for Sport and Physical Activity

201. The results from the Green Paper consultation showed some support for athletics, both in relation to the provision of new or better facilities/programmes and in relation to events. However the level of support is fairly low, similar to that for rugby and netball.
Household Survey

202. The key points from the household survey are:

- Athletics facilities are used on a regular basis by only a small number of people. Given the trends of the sport, this is to be expected;

- More people are satisfied (20%) with the quality of athletics tracks than are dissatisfied (17%);

- People seem to be more dissatisfied with the quantity of facilities; between 26% (Northern area) and 41% (Eastern area) of respondents feel there are not enough athletics tracks in the City.

Children and Young People’s Survey

203. Of the facilities used most often, fewer than 5% of both groups used athletics tracks. However when questioned on the quantity of tracks in the City, young people generally felt that there were not enough.

Market segmentation

204. The market segmentation analysis shows that most young people are concentrated around the central areas of Stoke-on-Trent, close to the university and colleges. This suggests that either the track should remain located at Northwood, or if moved, should still be located within the central area so it is accessible to the largest number of people with a potential interest in the sport.

Schools reorganisation programme – implications

205. Athletics tracks require significant land area and careful ‘protection’ from misuse. They cannot be used as a multi-functional space, and although the area inside the track is sufficient for a grass playing pitch, the need to protect the surface of the track means that such a pitch can only be used in a carefully controlled situation. Full size synthetic athletics tracks are therefore rarely appropriate on school sites.

206. However consideration should be given to the provision of smaller scale training facilities on school sites. Training facilities may include a 6 lane x 100 m straight, 4 lane 200m J track, or 2 lane 400 m track, or 3 lane 300 m track. In order to maximise the accessibility of athletics facilities, it is proposed that one site in the
north and one site in the south of the city have outdoor training facilities for athletics.

Recommendations

Facility list

207. Retention of Northwood athletics track with its associated stadium, or possibly replacement at Fenton Manor.

208. Development of indoor athletics training facility as the lead facility for the SASSOT area, located adjacent to the 8-lane synthetic track.

209. The development of two satellite training facilities on school sites – located geographically away from the Northwood Stadium (or Fenton Manor). Options which should be considered are Blurton High School and James Brindley High School. A school site with low intensity management during community hours would be acceptable because the use would be primarily club/coach led.

Standards of provision and developers’ contributions

210. The synthetic athletics track provision equates to 0.03 lanes per 1000. Furthermore:

211. Both the synthetic track and indoor training to be maintained /developed at a standard meeting the national governing body design guidelines.

212. The 8-lane track and ancillary facilities to be treated as a super-hub facility, attracting developers’ contributions from across Stoke-on-Trent.

213. Two local training facilities should be developed on school sites in the north and south of the City. Proposed as Blurton and James Brindley. The facilities should be accessible to the community on a club or coach booking basis and will require storage, changing and ancillary facilities. The details of the proposed facility provision should be determined following discussion with the national governing body.
Health and Fitness Gyms

Introduction

214. Health and fitness related activities make a major contribution to overall physical activity levels. The Active People Survey has a number of types of health and fitness, including ‘gym’, ‘aerobics/keep fit’, ‘weight training’ and ‘conditioning activities’. When compared to all sports and activities, ‘gym’ comes out 4th most important behind recreational walking, cycling and swimming. ‘Aerobics/keep fit’ comes 9th out of all activities.

215. Health and fitness gyms attract all socio-economic groups, both males and females, and a wide spread of ages. However, women are more likely to take part in this type of activity, and most people are aged under 45 years. The private sector clubs most often provide for the social groups ABC1, whilst local authority facilities provide for a wider range, albeit with less facility investment.

216. Health and fitness facilities are one of the few sports facilities which are usually commercially attractive as they generate profits. At the present time there is therefore a strong commercial sector for this type of facility. In the light of the current economic climate however, the role of the commercial sector may decline, providing new opportunities (and new pressures) for the public sector.

217. Because of the positive revenue streams which these facilities usually generate, they are often important elements of publicly provided wet-dry facilities as the revenue streams help to offset the costs of other facilities, particularly swimming pools. Where pools, leisure centres or intensive management dual-use sites are proposed in this Strategy, health and fitness facilities are therefore also proposed.

Current provision

218. There is no simple way of assessing participation in individual gym and fitness activities, nor the spaces they require. One indicator is to analyse provision by the number of exercise ‘stations’ (such as a treadmill). The Active Places database generally excludes stand-alone facilities where there are less than 20 stations, so the information below should be regarded as a guide towards general trends, rather than an accurate picture of provision.

219. According to Active Places Power, there are currently 1385 stations available for use in Stoke-on-Trent. Of these, about 75% of the ‘stations’ in Stoke-on-Trent are situated in commercially owned gyms and most of these are therefore only...
available to registered members. The others are available for use on a pay and
play basis.

220. The location of health and fitness gyms in Stoke-on-Trent means anyone
travelling by car can reach one in under 10 minutes. However, the numbers of
health and fitness stations are unevenly distributed around the City, with the
largest numbers in the Western and South Western areas. Provision is the
lowest in the South Eastern and Northern areas.

\textit{Figure 23: Health and fitness stations in Stoke-on-Trent by NMA}
\textit{(Source: Active Places Power)}

<table>
<thead>
<tr>
<th>NMA</th>
<th>Percentage of the stations in Stoke-on-Trent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern</td>
<td>12</td>
</tr>
<tr>
<td>Western</td>
<td>37</td>
</tr>
<tr>
<td>Northern</td>
<td>5</td>
</tr>
<tr>
<td>South Western</td>
<td>43</td>
</tr>
<tr>
<td>South Eastern</td>
<td>4</td>
</tr>
</tbody>
</table>

221. Figure 24 shows the location of the health and fitness gyms overlaid with the IMD
rank. An interesting fact emerges - the majority of the gyms are located within
the more deprived areas close to the main road corridors and City centre, and
many of these are accessible only by registered membership. This suggests that
they are largely catering for people with access to a car, and probably not for
local residents.
Figure 24: Health and fitness facilities with IMD rank
Assessment

222. The table below illustrates that Stoke-on-Trent has a very similar number of health and fitness stations per 1,000 population to the England average, and better than that of West Midlands Region. However, three of Stoke-on-Trent's four comparators have higher ratios, whilst Barnsley is only slightly lower.

<table>
<thead>
<tr>
<th>Comparator Authority</th>
<th>Provision per 1000 population (number of stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Stoke-on-Trent</td>
<td>5.75</td>
</tr>
<tr>
<td>England</td>
<td>5.71</td>
</tr>
<tr>
<td>West Midlands</td>
<td>5.05</td>
</tr>
<tr>
<td>Barnsley</td>
<td>5.55</td>
</tr>
<tr>
<td>Sunderland</td>
<td>6.30</td>
</tr>
<tr>
<td>Tameside</td>
<td>6.20</td>
</tr>
<tr>
<td>Wigan</td>
<td>6.68</td>
</tr>
</tbody>
</table>

223. Population projections of 15 to 44 year olds will give an indication of whether demand for gyms is likely to change over the coming years. Stoke-on-Trent City Council estimates that by 2012, numbers of those aged 17 to 24 will have increased by 5.7%, whereas the levels of those aged 25 to 54 will have decreased by 1.8%. However, overall the number of those aged 15 to 44 years will decrease, suggesting that unless participation rates increase, the overall demand for health and fitness facilities will be likely to remain static over the period.

Figure 25: Population changes from 2006 to 2031
(Source: ONS)

<table>
<thead>
<tr>
<th>Age group</th>
<th>% Change 2006 - 2016</th>
<th>% Change 2006 - 2021</th>
<th>% Change 2006-2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 – 19</td>
<td>-19.6%</td>
<td>-17.3%</td>
<td>-8.9%</td>
</tr>
<tr>
<td>20 - 24</td>
<td>-8.8%</td>
<td>-14.8%</td>
<td>-12.6%</td>
</tr>
<tr>
<td>25 - 29</td>
<td>15%</td>
<td>5.9%</td>
<td>-0.7%</td>
</tr>
<tr>
<td>30 - 34</td>
<td>9.2%</td>
<td>13.1%</td>
<td>4.6%</td>
</tr>
<tr>
<td>35 - 39</td>
<td>-18.5%</td>
<td>-6.9%</td>
<td>-3.5%</td>
</tr>
<tr>
<td>40 - 44</td>
<td>-18.5%</td>
<td>-22%</td>
<td>-10.7%</td>
</tr>
</tbody>
</table>
Consultation

Elected Mayor’s Green Paper for Sport and Physical Activity

224. The responses to the 2009 Elected Mayor’s paper showed strong support for more or better fitness and gym facilities (see Appendix 20). This was the 5th most popular answer to the question “What sports facilities and programmes would you like the city to develop?” The importance of local facilities which are cheap or free to use were also key issues which emerged from this consultation. These results suggest that the current provision of health and fitness suites is not meeting the needs of local people.

Household Survey

225. The key issues arising from the household survey are:

- More people use a fitness facility on a daily or weekly basis than any other facility type;

- There is more regular use of fitness facilities in some areas such as the South Western area than others, particularly the Northern area. In the Western area more than 80% of respondents never or only rarely used a fitness facility despite the large number of fitness stations located there;

- Opinions about the quantity of fitness facilities vary across the areas. People in the South Western area are the least satisfied with the quantity, and those in the Northern area are the most satisfied. This is despite the fact that there are far more health and fitness stations in the South Western area than the Northern area. This perhaps reflects the fact that all those in the South Western area are registered membership sites;

- Overall, the majority of people across Stoke-on-Trent are satisfied with the quality of gyms. But around 20% are dissatisfied in the Northern and Eastern areas, probably reflecting the higher proportion of pay and play sites in these areas, since commercial facilities are usually more ‘attractive’;

- For all sports, the cost of taking part in exercise was one of the most important barriers to participation. Commercial fitness facilities tend to be costly, and are therefore less accessible to those residents on low incomes, often living in the areas with the higher IMD scores.
Figure 26: Household Survey – health and fitness

Satisfaction with quantity of health and fitness gyms

- South Eastern
- Western
- Northern
- South Western
- Eastern

Satisfaction with quality of health and fitness gyms

- South eastern
- Western
- Northern
- South Western
- Eastern

Legend:
- Green: More than enough
- Yellow: About right
- Red: Not enough
- Gray: No opinion

Legend:
- Green: Very/fairly satisfied
- Red: Very/fairly dissatisfied
Children and Young People Survey

226. Health and fitness gyms were the facility most frequently used by about 8% of young people and 3% of children, and there are aspirations for more of these facilities.

227. This survey also highlighted the need for facilities to be tailored and welcoming to young people, and for them to be more easily accessible.

Market Segmentation

228. The Market Segmentation findings suggest that of the predominant groups in Stoke-on-Trent, only the ‘Comfortable Mid-life Males’ are particularly attracted to ‘gym’ activities. However the ‘Sports Team Drinkers’ are attracted to weightlifting, boxing and martial arts, and the ‘Pub League Team Mates’ would be interested in weightlifting, boxing and karate. Although these segments do not predominate across the whole of the City, there are sufficient numbers in all areas to justify health and fitness facilities – particularly facilities which have multi-purposes spaces and can provide for boxing and martial arts in addition to the more ‘usual’ fitness stations found in many commercial fitness facilities. These need to be cheaper than the commercial fitness sector provision, ideally allowing casual or pay and play use rather than requiring subscription membership which is paid in advance.
Schools reorganisation programme – implications

229. Fitness facilities are seen as appropriate and attractive to school curriculum use, and this type of facility is therefore a good candidate for provision on school dual-use sites. In particular there is the opportunity to develop the range of fitness opportunities by considering junior equipment and junior gyms rather than adult provision alone. Such junior provision may be particularly attractive where there is already an adult gym situated close by.

230. An issue, however, is that the facilities require close management supervision, and therefore from a community perspective should be considered as part of the mix of facilities being promoted on intensive use school dual-use sites. The design should enable community use during the school day when the facility is not required for curriculum use. Such provision should also be on a pay-and-play basis, to enable accessibility to the widest range of users possible.

Recommendations

Facility list

231. The following sites are proposed as priorities for investment. These are illustrated in Figure 27.

- School sites which can provide for junior use and/or in addition to adult use:
  - James Brindley High School (new adult and junior)
  - Holden Lane High School
  - 20:20 Discovery Academy (new) (or extension to Willfield Community Centre if this site is to be used to provide the PE provision for the new school)
  - Sandon High Business and Enterprise College
  - Thistley Hough High School (new)

- Other community facilities at which fitness facilities should be maintained or developed to provide for casual/pay and play use are:
  - Dimensions
  - Fenton Manor
  - Longton Leisure Centre (new)
  - Meir Fitness Centre
  - Northwood Stadium
  - Shelton Pool (new inclusive fitness suite)
  - Wallace Centre
  - Weston Coyney (new Wallace type facility)
  - Willfield (also see above in relation to 20:20 Discovery Academy)
232. Any opportunities provided by BSF to locate provision on school sites should be fully explored. The potential co location of health services (e.g. GPs surgeries) and fitness facilities provides real opportunities to deliver joined up services to the community at a local level.

233. New (retained) fitness facilities should be considered on school sites where there is, or is planned to be, intensive management during both the day and evenings/weekends.

234. Other schools with no or limited community use may still be keen to have, or maintain, their fitness facilities, but the school-only use is outside the scope of this report.

**Standards of provision**

235. The fitness world is fast changing and it is difficult to provide formal benchmarks suitable for planning standards relating to the quantity of provision.

236. Accessibility and cost are factors which influence levels of participation across the City and so local pay and play or low cost facilities should be a priority and can be influenced by planning policies. These should be in place to enable the development of new fitness facilities, with a mixture of providers and locations, to respond to the needs of the community.

237. An objective should be to make health and fitness facilities available within a 15 minute walk for most residents, equating to 1.2 km. This could be through a facility which is solely ‘pay and play’ or through an agreement with a commercial provider which enables such access for a set number of hours at set times. This could be established as a result of a planning condition/agreement.

238. The size of the facilities to be provided will often be smaller than the purely commercial type of fitness gym, and should be designed in relation to size and layout to meet local community needs. It is expected that the minimum size will be 25 stations.

239. New commercial proposals should be supported, but again with a planning condition which enshrines casual/pay and play use for local residents.

**Developers’ contributions**

240. Most future provision of health and fitness facilities by the public sector (including schools) will be targeted at a fairly local catchment market i.e. at the Local or Satellite strategy levels. The exceptions will be where a larger fitness suite supports a larger public sector leisure or dual-use facility, or where there is
specialist equipment or dedicated training time for city level performance squads. In these situations the health and fitness facility may be considered as a hub facility, attracting developers’ contributions from a wide area, alongside the other parts of the facility.
Figure 27: Health and Fitness proposals, by access and catchment
**Indoor Tennis**

**Introduction**

241. Tennis is the 6th most played sport nationally, and attracts men and women equally.

242. The main players are from socio-economic groups ABC1 and the highest participation rates are among those aged 16-24 years.

**Current provision**

243. Stoke-on-Trent does not currently have any indoor tennis facilities.

244. The only indoor tennis centre in the surrounding area are the two new indoor courts at Draycott Racquets and Fitness Club (Staffordshire Moorlands), which operates a pay and play policy at the sports club, and a 20 year old facility at St Dominic’s Priory School in Stone. The latter operates a rather unusual access policy whereby people book a 20 week slot each autumn / winter keeping to the same hour each week.

**Assessment**

245. Although many of those living in the south of the City could reach the Draycott centre by car in under 20 minutes, the map below demonstrates the length of travel time from other areas within Stoke-on-Trent, with some journeys taking up to 40 minutes (see Figure 28).
Standards of provision

246. Stoke-on-Trent’s lack of indoor tennis facilities takes it below the West Midlands average of 0.01 courts per 1000 population and the national average of 0.03 courts per 1000 population. Whilst a number of Stoke-on-Trent’s comparator authorities also lack indoor tennis provision, Sunderland exceeds the national average with 0.06 courts per 1000 population by having both local authority and commercial sector provision.
Figure 29: Tennis – indoor courts in comparator authorities

<table>
<thead>
<tr>
<th>Comparator Authority</th>
<th>Provision per 1000 population (number of courts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Stoke-on-Trent</td>
<td>0</td>
</tr>
<tr>
<td>England</td>
<td>0.03</td>
</tr>
<tr>
<td>West Midlands</td>
<td>0.01</td>
</tr>
<tr>
<td>Barnsley</td>
<td>0</td>
</tr>
<tr>
<td>Sunderland</td>
<td>0.06</td>
</tr>
<tr>
<td>Tameside</td>
<td>0</td>
</tr>
<tr>
<td>Wigan</td>
<td>0.01</td>
</tr>
</tbody>
</table>

**Adopted standards**

247. Neither Stoke-on-Trent nor its comparator authorities have applied a standard for indoor tennis centres.

**Consultation**

**National Governing Body**

248. When consulted on the provision of indoor courts, the Lawn Tennis Association identified lack of provision in Stoke-on-Trent, and stated that ideally, they are looking to build four to six indoor courts.

249. The LTA also expressed an interest in any Sports Village development that takes place, stating there could be potential funding of approximately £80,000 per court.

250. In contrast, a previous feasibility study undertaken by the City Council identified a weak existing club structure for tennis, which did not justify the demand for an indoor facility.

**Surveys**

251. None of the surveys, the Elected Mayor’s Green Paper for Sport and Recreation, the household survey or the Children and Young People survey differentiated between indoor and outdoor tennis. Given that there are currently no indoor...
facilities it is assumed the responses refer to the current outdoor court provision and are therefore explored under the outdoor tennis section below.

Market Segmentation

252. Although tennis appears to be a sport in high demand across Stoke-on-Trent, the evidence from Active People suggest only those in the social groups ABC1 will play regularly, particularly if the cost of playing indoors is relatively high. The map of deprivation across the City identifies those areas where tennis is most likely to be attractive – primarily on the south east edge of the City and in the western areas. The two active tennis clubs are based in these areas – the Florence Tennis and Bowls Clubs and the Penkhull Tennis Club.

253. The relative paucity of tennis clubs reflect the findings from the Market Segmentation analysis, in that none of the predominant market segments across Stoke-on-Trent identify tennis as a sport attractive to them.

Schools reorganisation programme – implications

254. The nature of an indoor tennis centre in terms of its size, cost, specialism, and the type of users likely to be attracted to such a facility, means that it is unlikely to be suitable for a school site.

255. Potential sites might include the Edensor High School or St Peters’ High school sites, which are both due to close, as there may be sufficient area available and there is a strong tennis club nearby.

Recommendations

Facility list

256. One small indoor tennis centre with 3 courts is developed by 2016 (although the NGB aspiration for a four to six court facility should be noted and acted upon if possible). The development ideally to be linked to an existing club – either Florence Tennis and Bowls Club, or the Penkhull Tennis Club, but a commercial operator may be considered as an alternative.
Standards of provision and developers’ contributions

257. The proposed standard of provision to guide future investment up to 2021 is:

- 0.012 courts per 1000 population

258. Any indoor tennis centre must have excellent accessibility, particularly by road, and especially so if the site is to have 4-6 indoor courts.

259. Both the Edensor High School and St Peter’s High School sites should be explored, as part of the detailed feasibility work leading to the development of indoor tennis in Stoke-on-Trent, including the potential links/ partnerships with the existing tennis clubs. The currently preferred option would be for a similar development to Draycott.

260. The facility should meet the design guidelines of Sport England and the national governing body of sport.

261. If the provision is made by the private sector, planning conditions should ensure the option for a certain number of hours for “pay and play”, along with sufficient appropriate time allocation for sports development and performance training programmes.

262. The facility should ideally also have associated outside floodlit courts.

263. The facility would be considered to be of super-hub importance and therefore eligible to attract developers’ contributions from across the City.
Outdoor Tennis

Introduction

264. Tennis as a sport was historically strong in Stoke-on-Trent but has suffered a decline in recent years, with a reduction in clubs and in courts across the City. Tennis was however the main activity which emerged from the household survey as being in more demand and this also emerged from the Elected Mayor’s Green Paper although less strongly. The proposals in this section therefore attempt to address how to reverse the decline in tennis and to maximise the apparent unmet demand for the sport.

265. The characteristics of those playing tennis are given above in the section relating to indoor tennis provision. In summary, the sport attracts men and women equally, and most players are from socio-economic groups ABC1. The highest participation rates are among those aged 16-24 years. This suggests that the areas of the City most likely to have the strongest interest in tennis are in the south west around Trentham and in the south east below the Edensor High School site.

Current provision

266. There are currently 40 outdoor courts in Stoke-on-Trent. This equates to a provision of 0.17 courts per 1000 population. The list of the courts is shown in Figure 30:
**Figure 30: Outdoor tennis courts in Stoke-on-Trent**

<table>
<thead>
<tr>
<th>Name of facility</th>
<th>Number of courts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaufort Road Tennis Court</td>
<td>4</td>
</tr>
<tr>
<td>Berry Hill High School</td>
<td>3</td>
</tr>
<tr>
<td>Bucknall Park</td>
<td>3</td>
</tr>
<tr>
<td>Burslem Park</td>
<td>2</td>
</tr>
<tr>
<td>Fenton Park</td>
<td>3</td>
</tr>
<tr>
<td>Florence Tennis and Bowling Club</td>
<td>4</td>
</tr>
<tr>
<td>Hanley Park</td>
<td>5</td>
</tr>
<tr>
<td>Longton Park</td>
<td>3</td>
</tr>
<tr>
<td>Mount Pleasant Recreation Ground</td>
<td>2</td>
</tr>
<tr>
<td>New Stoke Park</td>
<td>3</td>
</tr>
<tr>
<td>St Joseph's Primary School</td>
<td>3</td>
</tr>
<tr>
<td>St Peter's High School (Penkhull Tennis Club)</td>
<td>3</td>
</tr>
<tr>
<td>Tunstall Park</td>
<td>2</td>
</tr>
</tbody>
</table>

**Assessment**

267. A site survey was conducted and the following quality issues arose:

- Hanley Park (Western area) and Florence Tennis and Bowling Clubs (South Eastern area) were considered to be the best quality sites in the City;

- The sites with the poorest scores tend to have problems with their surfaces (such as cracking and moss growth), nets and fencing. These courts include those at Bakewell Street Park, Fenton Park (both South Western area) and Beaufort Road (South Eastern area). The court at Bakewell Park is considered to be so neglected that it is unfit for use and has not been included in the above figure;

- Many sites lack floodlighting.
268. Figure 31 shows how tennis courts are distributed, together with their quality according to the site surveys. A 1.6 km buffer has been drawn around each site to illustrate the network of courts as this distance is assumed to be approximate to a 20 minute walk. It is clear that there are gaps in provision in the north east, south west and south east of City.

**Adopted standards**

269. Neither Stoke-on-Trent nor its comparator authorities have applied a standard for outdoor tennis courts.

**Consultation**

**National Governing Body**

270. The LTA is looking to build four to six outdoor, floodlit courts in Stoke-on-Trent. Whilst they would prefer that these courts were for tennis use only, they are willing to be flexible on other uses if there is no alternative.

271. Stoke-on-Trent is identified as a Beacon for the LTA/Tennis Foundation initiative for tennis in parks. This appears to require: (from the LTA Web site)

- A minimum of 6 visible courts with existing players;
- 200,000 people living within a 10 mile radius of the Beacon site.

The LTA/Tennis Foundation intends to have:

- Full time tennis coach/es (recreational);
- In the summer Play Makers for the Play your Park momentum builders;
- Free equipment loan and maybe even practice walls;
- Windbreaks and a temporary social area;
- All the Beacon activities will be co-ordinated by the new tennis online community.
Figure 31: Outdoor tennis courts, their quality and accessibility
272. The LTA/Tennis Foundation suggests that sites required the following to become a Beacon in 2008/2009:

- The tennis facility must be open for public use;
- Ideally with a long term agreement with the Local Authority;
- Ideally 4 courts in an accessible location with an existing programme of coaching and competition;
- Provision of an LTA licensed tennis coach and associated coaching and competitive programme for all ages and abilities;
- Ideally the provision of a basic clubhouse and associated facilities;
- Provision of a comprehensive developing competitive programme incorporating LTA National Ratings for all ages and abilities;
- Provision of a comprehensive social programme;
- A transparent accounting system.

273. Stoke-on-Trent City Council has not promoted any sites to meet the Beacon status. Hanley Park is perhaps the only possible venue but further work will be undertaken by the City Council and the LTA to explore the options available.

**Elected Mayor’s Green Paper for Sport and Recreation**

274. More and better facilities and programmes for tennis came out as the 9th most common response to the question “What sports facilities and programmes would you like the city to develop?” There was also some support to the hosting of tennis events. The support for tennis from this consultation was not as strong as in the household survey response, which may in part reflect the balance in age of those responding, as the Mayor’s Green Paper had a disproportionately high representation of those under 16 years, whereas the household survey had a more even spread, though with a slight skew towards older people.

**Household Survey**

275. The survey suggests that only a small proportion of Stoke-on-Trent residents currently play tennis, but there is a clear feeling that more courts are needed, and that in most areas the quality of the courts need to be improved. In fact, across the City, people are more dissatisfied with the quality of tennis courts than any other facility. Residents in the Eastern and South Eastern areas are the least satisfied with the quantity of courts. In these areas, roughly 30% more people feel that there are not enough courts than think the amount is more than enough or about right.
Figure 32: Household survey – outdoor tennis courts

Satisfaction with quantity of tennis courts

Satisfaction with quality of tennis courts
Children and Young People Survey

276. Results show that fewer than 5% of both groups use tennis courts most often. However, tennis courts were one of the facilities that more children would like to see in their local area.

Market Segmentation

277. As identified under the section relating to indoor tennis provision, none of the predominant market segments across Stoke-on-Trent identify tennis as an attractive sport, but the Active People Survey suggests that those in social groups ABC1 are likely to be the most regular players. New / improved provision in those areas which are generally less deprived are therefore likely to be the most successful sites.

Schools reorganisation programme – implications

278. The schools reorganisation programme will potentially remove two of the five quality tennis court sites across the City; Berry Hill and St Peters High Schools. The Penkhull Tennis Club is currently based at St Peter's High School.

279. Accessibility is a key factor in determining levels of participation in tennis. However municipal courts in parks are often subject to vandalism and unless high levels of maintenance budget are available the quality of the facilities often deteriorates. In an urban situation courts are best located where there is on-site management. This may include school sites (provided that there is secure
community use), so the current schools reorganisation programme provides an ideal opportunity to address the lack of quality courts across the City.

280. It is proposed that the following school sites are provided with hard courts which can have a community use function:

**Thistley Hough**  
Intensively managed courts (min 5 courts). To become new home for Penkhull Tennis Club, if tennis courts at St Peters are lost.

**20:20 Discovery Academy**  
Intensively managed courts (min 3 courts) for pay and play use.

281. Of the existing school sites which are to be lost through the schools reorganisation programme:

**St Peter’s**  
Explore with the club the option to transfer existing courts to the Penkhull Tennis Club, providing new changing pavilion, car park and a legacy fund to support revenue establishment costs.

**Edensor**  
Retain and undertake a detailed feasibility study into the future leisure uses of the site, including development of the site for indoor and outdoor tennis, possibly as a commercial venture.

282. Of the existing school sites which will remain throughout the schools reorganisation programme:

**Trentham**  
Retain and refurbish. Floodlight.

**Holden Lane**  
Improve court surface and add floodlighting, Make available for community use
Recommendations

Facility list

283. It is proposed that the following are developed as a minimum:

- 3 courts by 2021, ideally through partnership with a club;
- A further 4 courts by 2026 to meet NGB aspirations.

284. The proposed facility priorities are:

<table>
<thead>
<tr>
<th>Facility</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edensor</td>
<td>Consider development of the site as a tennis centre with space for indoor and outdoor courts and other leisure opportunities. Courts to have good quality surface and floodlights.</td>
</tr>
<tr>
<td>Hanley Park</td>
<td>Develop as an LTA ‘Beacon’ for tennis in parks (requires confirmation). Courts to have good quality surface and floodlights.</td>
</tr>
<tr>
<td>Holden Lane</td>
<td>Improve existing courts and make available on pay and play basis.</td>
</tr>
<tr>
<td>20:20 Discovery Academy</td>
<td>Develop 3 tennis courts as part of the new school and make available for pay and play use.</td>
</tr>
<tr>
<td>St Peters</td>
<td>Explore with the club the option to transfer existing courts to the Penkhill Tennis Club, providing new changing pavilion, car park and a legacy fund to support revenue establishment costs. Courts to have good quality surface and floodlights.</td>
</tr>
<tr>
<td>Trentham</td>
<td>Retain and refurbish. Floodlight.</td>
</tr>
<tr>
<td>Weston Coyney</td>
<td>Develop site proposed new leisure centre site with 2 outdoor courts suitable for pay and play and floodlighting.</td>
</tr>
</tbody>
</table>
285. Improve the quality of the tennis courts on all other remaining sites (with the possible exception of Beaufort Road), with the priorities as follows:

<table>
<thead>
<tr>
<th>Name of facility</th>
<th>Number of courts</th>
<th>Surface priority</th>
<th>Floodlighting (yes = install, cabling = put in cabling during refurbishment ready for floodlights at later date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaufort Road Tennis Court</td>
<td>4</td>
<td>low</td>
<td></td>
</tr>
<tr>
<td>Bucknall Park</td>
<td>3</td>
<td>high</td>
<td></td>
</tr>
<tr>
<td>Burslem Park</td>
<td>2</td>
<td>high</td>
<td>cabling</td>
</tr>
<tr>
<td>Fenton Park</td>
<td>3</td>
<td>high</td>
<td>cabling</td>
</tr>
<tr>
<td>Florence Tennis and Bowling Club (or move to Edensor)</td>
<td>4</td>
<td>high</td>
<td>yes</td>
</tr>
<tr>
<td>Longton Park</td>
<td>3</td>
<td>low (new)</td>
<td></td>
</tr>
<tr>
<td>Mount Pleasant Recreation Ground</td>
<td>2</td>
<td>low</td>
<td></td>
</tr>
<tr>
<td>New Stoke Park</td>
<td>3</td>
<td>low</td>
<td></td>
</tr>
<tr>
<td>St Joseph's Primary School</td>
<td>3</td>
<td>low (new)</td>
<td></td>
</tr>
<tr>
<td>Tunstall Park</td>
<td>2</td>
<td>high</td>
<td>cabling</td>
</tr>
</tbody>
</table>

286. These sites are identified in Figure 32, which demonstrates that the coverage of tennis court provision would be significantly improved. However, there are still some gaps in provision, particularly in the Northern/north part of the Eastern Neighbourhood Management area, parts of the Western area, and the south of the City. As opportunities arise to develop new provision, primarily in local green spaces, these should be supported in order to meet the accessibility standard proposed below.

287. The future uses of the Beaufort Road site needs further local consideration as the community and stakeholder consultation in the summer of 2009 suggested that this site did not have a high level of support as a tennis venue.
Figure 33: Outdoor Tennis Proposals
**Standards of provision**

288. Increase provision per 1000 population to 0.18 courts by 2021.

289. Residents should have the ability to reach a tennis court within 20 minutes walk (within 1.6 km).

290. In principle all the sites should be improved to ensure that they are playable in all conditions, have adequate surfaces, floodlighting, fencing/security, clubhouse/pavilion facilities and quality ancillary facilities. Further work is required to confirm what the priorities should be at each site, and the cost of the necessary improvements.

**Developers’ contributions**

291. A site potentially linked to an indoor tennis court facility would be a super-hub facility attracting developers’ contributions from across the City.

292. The current club sites at St Peter’s High School and Florence Tennis and Bowling Club are both hub level facilities, together with Hanley Park.

293. All of the other outdoor tennis facilities will be satellite or local facilities.

294. Should the Beaufort Road tennis courts be changed to other uses, another 4 court tennis site should be sought in the City, probably as a dual-use facility with a school. Priority should be given to filling the identified gaps in provision.

295. New facilities should be developed in accordance with Sport England and the relevant national governing body technical guidance.
Indoor Bowls

Introduction

296. Bowls is one of the very few sports which primarily attracts older people. With the population of Stoke-on-Trent forecast to age significantly over the next few years, this is a sport which should see significant growth in participation, and which could usefully act as a catalyst towards encouraging more active lifestyles amongst older people.

297. For both outdoor and indoor bowls, participation peaks amongst women in their early 70s and in men in their late 70s. Indoor bowls appeals to men and women equally, but has very limited participation from black or ethnic minority groups. The indoor game draws the largest proportion of its players from the social groups A and C2DE. Decisions on the locations of future indoor bowls centres should therefore take account of local conditions and experiences, as this sport appears to attract different cultural groups at different rates.

Current provision

298. There are no indoor bowls facilities in Stoke-on-Trent at present. This is not unusual where the main outdoor code is crown green rather than flat green bowls. The situation in Stoke-on-Trent is similar in this respect to parts of the Black Country and Staffordshire but very different from areas such as Warwickshire, which has a high number of such facilities.

Standards of provision

299. Whilst Stoke-on-Trent has no indoor facilities, the West Midlands average currently stands at 0.02 rinks per 1000 population. The national average exceeds this at 0.04 rinks per 1000 population. Some of the comparator authorities are in a similar situation to Stoke-on-Trent, but Barnsley and Sunderland do have indoor bowling provision.
**Figure 34: Indoor bowls – comparators**
(Source: Active Places Power)

<table>
<thead>
<tr>
<th>Comparator Authority</th>
<th>Provision per 1000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Stoke-on-Trent</td>
<td>0</td>
</tr>
<tr>
<td>England</td>
<td>0.04</td>
</tr>
<tr>
<td>West Midlands</td>
<td>0.02</td>
</tr>
<tr>
<td>Barnsley</td>
<td>0.02</td>
</tr>
<tr>
<td>Sunderland</td>
<td>0.05</td>
</tr>
<tr>
<td>Tameside</td>
<td>0</td>
</tr>
<tr>
<td>Wigan</td>
<td>0</td>
</tr>
</tbody>
</table>

**Adopted standards**

300. Neither Stoke-on-Trent nor its comparator authorities have applied a standard for indoor bowls centres.

**Assessment**

301. According to population projections provided by Stoke-on-Trent City Council, the over 60s population is set to decrease slightly up to 2012. However, by 2021 this section of the population will increase.

302. The fact that there are no indoor bowls facilities in any of the adjoining authorities means that journey times to the nearest facility are extremely long, ranging between 35 minutes and an hour. As surveys have shown that people will only travel a maximum of 20-30 minutes for regular activity, in practice this means that there is no provision of indoor bowls available to residents in Stoke-on-Trent.
Figure 35: Travel time by car to nearest indoor bowls facilities
(Source: Active Places Power)

<table>
<thead>
<tr>
<th>Super output area</th>
<th>Range (minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>▲</td>
<td>36 - 41</td>
</tr>
<tr>
<td>▲</td>
<td>41 - 45</td>
</tr>
<tr>
<td>▲</td>
<td>45 - 50</td>
</tr>
<tr>
<td>▲</td>
<td>50 - 55</td>
</tr>
<tr>
<td>▲</td>
<td>55 - 60</td>
</tr>
</tbody>
</table>

303. As there is a high proportion of people without access to a car as well as a wide spread of people of retirement age across the City (see Market Segmentation in Section 1 of the Strategy), policy decisions will need to take into account the issue of accessibility. If a new bowls centre is to be developed this should be located as close as possible to a central bus terminal or be located on a main bus route, as well as having safe accessible car parking close by. As there is no existing provision, almost any location across Stoke-on-Trent could be considered, but ideally should be linked to an existing active outdoor bowls club.
304. A key issue however will be whether it is possible to develop an attractive, successful indoor bowls centre which can provide for both crown and flat green codes, and be linked to outdoor crown greens. The Scarborough Bowls Centre is an example of a successful multi-code centre, operating independently from the local authority as a charity. It provides a base for the ‘home’ club but is also available to hire to any other club. It has a strong junior section as well as the older ‘traditional’ set of users. Other key features of the facility include an 80-100 person function room and good quality catering.

**Sport England guidance**

305. The Sport England Guidance note for Indoor Bowls (2005) suggests that as a guide, demand is calculated at one rink per 14,000 to 17,000 of the total population. This equates to a six rink green for a population of 85,000 to 100,000.

306. With a current population of 241,000, this guidance indicates that Stoke-on-Trent requires at least 14 indoor rinks. However the above assessment suggests that it is impractical in the short to medium term to develop two such facilities as there is no tradition of indoor bowls in the area, and to generate sufficient demand may take many years.

307. It is therefore suggested that one indoor facility is provided by 2016, ideally linked to an existing crown green bowls club, and developed as a multi code site. Most indoor bowls centres located within flat green bowls areas of the country are 6-8 rinks in size, and this would appear to be appropriate for Stoke-on-Trent.

**Consultation**

**National Governing Body**

308. The English Indoor Bowling Association is now part of the Bowls Development alliance along with:

- Bowls England
- BCGBA (British Crown Green Bowling Association);
- ESMBA (English Short Mat Bowling Association).

309. Based on the current supply of indoor facilities in England as a whole, the EIBA previously produced a list of “high priority” areas. Stoke-on-Trent was recognised as one such area, in addition to the adjoining authorities of Newcastle-under-Lyme and Staffordshire Moorlands.
310. The EIBA recognise that the Indoor Bowls Centres (IBCs) of the future will undoubtedly be “multi-code” centres embracing all forms of bowling to provide the necessary year-round income stream – hence their desire to work closely with all groups within the “family of bowls”.

**Elected Mayor’s Green Paper and the Household Survey**

311. As there are no indoor bowls sites in Stoke-on-Trent this facility type did not feature in either of the surveys.

**Market Segmentation**

312. The Market Segmentation analysis shows that substantial areas of Stoke-on-Trent are dominated by older people (see Section 1), except for the central parts, where the student population dominates. Bowls is the only ‘sport’ which attracts this group of people, but they will also walk, dance and take part in low-impact exercises. The location of an indoor facility should be therefore be accessible to as many people as possible, particularly those without access to a car, and so ideally located close to the main bus terminal, or on main bus route.

**Recommendations**

**Facility list**

313. One multi-code facility to be developed by 2016, incorporating indoor bowls (6-8 rinks), outdoor bowls and ancillary facilities to be located on a site with excellent bus links as well as good car parking. A rail link would be an advantage but is not essential due to the limited rail service in Stoke-on-Trent. The site at Edensor High School should be considered as one option together with a City centre site.

**Standards of provision and developers’ contributions**

314. The site should be located close to a major bus terminal, and also have adequate accessible safe car parking.

315. The design should meet the guidance of Sport England and the relevant national governing body.
316. The facility to be considered as a super-hub development, attracting developers’ contributions from across Stoke-on-Trent.
Outdoor Bowls

Introduction

317. Stoke-on-Trent has traditionally had a strong involvement in crown green bowling, and there are bowls greens spread across the City with various ownerships. Although demand appears to have fallen in recent years this may be due in large part to the quality of the facilities on offer, rather than an inherent decline in interest. In fact, with the aging population in Stoke-on-Trent, this is the one sport which should see a major increase in demand, even without sport development initiatives to encourage more people to play. The main challenge is to improve the stock of greens and to ensure that they are fully attractive to older people.

318. The same age groups play outdoor bowls as indoor bowls, so the same issues apply in relation to the demand forecast. The City Council has undertaken some additional research in relation to the demand, use and issues associated with the City Council managed sites and the findings have been used to inform this section.

Current provision

319. There are currently 46 greens in the City on 35 sites, giving a provision per 1000 population of 0.19 greens. These are listed in Figure 36.

320. A survey to assess quality was undertaken during spring 2008 which raised the following issues:

- Most sites are ‘adequate’ in terms of their quality;

- The greens that scored the highest quality scores are located within private clubs. The following sites were rated highly:
  - Fegg Hayes Sports and Social Club
  - Burslem Cricket Club and Bowling Green
  - Florence Tennis and Bowling Club

- The greens in public parks and recreation grounds generally received the lowest scores, with their condition proving to be an issue;

- The greens at the following sites are amongst the poorest in the City:
  - Dunrobin Hotel Bowling Green
  - Hanley Park
### Bowling Green List

<table>
<thead>
<tr>
<th>Name of Facility</th>
<th>Number of Greens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchor Road Park</td>
<td>1</td>
</tr>
<tr>
<td>Beaufort Road Bowling Green</td>
<td>1</td>
</tr>
<tr>
<td>Bowling green adjacent to Kings Arms Pub</td>
<td>1</td>
</tr>
<tr>
<td>Bucknall Bowling and Recreation Club</td>
<td>1</td>
</tr>
<tr>
<td>Bucknall Ex-Service Mens Club</td>
<td>1</td>
</tr>
<tr>
<td>Bucknall Park</td>
<td>2</td>
</tr>
<tr>
<td>Burslem Cricket Club Bowling Green</td>
<td>1</td>
</tr>
<tr>
<td>Burslem Park</td>
<td>1</td>
</tr>
<tr>
<td>Burslem Suburban Club &amp; Institute</td>
<td>1</td>
</tr>
<tr>
<td>Creda Bowls Club</td>
<td>1</td>
</tr>
<tr>
<td>Dunrobin Hotel Bowling Green</td>
<td>1</td>
</tr>
<tr>
<td>Etruria Park</td>
<td>1</td>
</tr>
<tr>
<td>Fegg Hayes Sports and Social Club</td>
<td>1</td>
</tr>
<tr>
<td>Fenton Park</td>
<td>2</td>
</tr>
<tr>
<td>Fenton Private Bowling Club</td>
<td>1</td>
</tr>
<tr>
<td>Florence Tennis and Bowling Club</td>
<td>2</td>
</tr>
<tr>
<td>Goldenhill Working Mens Club</td>
<td>1</td>
</tr>
<tr>
<td>Hanley Park</td>
<td>2</td>
</tr>
<tr>
<td>Hayes Bowling Club</td>
<td>1</td>
</tr>
<tr>
<td>HEM Heath Bowling Club @ Longton Cricket Club</td>
<td>1</td>
</tr>
<tr>
<td>Florence Colliery Bowling Club</td>
<td>1</td>
</tr>
<tr>
<td>Meir Social and Sports Club</td>
<td>1</td>
</tr>
<tr>
<td>Middleport Park</td>
<td>2</td>
</tr>
<tr>
<td>Milton Bowling recreation Club and Institute</td>
<td>1</td>
</tr>
<tr>
<td>Mount Pleasant Recreation Ground</td>
<td>2</td>
</tr>
<tr>
<td>New Stoke Park</td>
<td>2</td>
</tr>
<tr>
<td>Northwood Park</td>
<td>1</td>
</tr>
<tr>
<td>Norton Central Working Mens Club</td>
<td>1</td>
</tr>
<tr>
<td>Oakhill Bowling and Recreation Ground</td>
<td>1</td>
</tr>
<tr>
<td>Pitts Hill Victoria Working MC and Bowling Green</td>
<td>1</td>
</tr>
<tr>
<td>Queens Park, Longton (aka Longton Park)</td>
<td>3</td>
</tr>
<tr>
<td>Trent Vale Recreation Ground</td>
<td>1</td>
</tr>
<tr>
<td>Tunstall Park</td>
<td>3</td>
</tr>
<tr>
<td>Wedgwood Sports &amp; Social Club Bowling Green</td>
<td>1</td>
</tr>
<tr>
<td>Werrington 2000</td>
<td>1</td>
</tr>
</tbody>
</table>
**Adopted standards**

321. Neither Stoke-on-Trent nor its comparator authorities have set standards relating to outdoor bowls.

**Assessment**

322. Figure 37 shows the location of the outdoor bowls greens, along with their quality assessment. The map suggests that the distribution of greens across Stoke-on-Trent is good, although there are a number of areas in Stoke-on-Trent that are outside any 800m catchment (equating to 12-13 minutes walk). This is a smaller catchment area than for the majority of sports facilities such as swimming pools, because participation in bowls is primarily by older people (average age over 70 years) and anecdotal evidence suggests that they are less likely to walk for 20 minutes to reach a bowls green.

**Consultation**

**National Governing Body**

323. See above Indoor Bowls section.
Figure 37: Outdoor bowls greens – quality and catchment
Elected Mayor’s Green Paper for Sport and Physical Activity

324. The Green Paper survey does not identify bowling as a sport for which there needs to be better or more facilities/opportunities, but there is some support for bowling events. The results of the survey probably reflect the balance in the age of people who responded – only 10% were aged over 56 years, and only 3% were aged over 65 years. This compares with the peak age for bowling participation of around 70 years.

Household Survey

325. The main points from the household survey are illustrated in Figure 38, and summarised below. Although this gives an overview of the priorities in relation to bowling for Stoke-on-Trent, there was insufficient information about individual sites to provide guidance on the options for each site.

- Relatively low numbers of people use this facility (between 5 and 12% of the population of each NMA) and they tend to be older people.

- The percentage of people who feel there are not enough facilities is fairly consistent across all areas and stands at around 25%.

- The numbers of people who are satisfied in terms of quality varies across the City. The South Western area has the highest percentage of satisfied users, whereas the South Eastern has the highest percentage of dissatisfied users.
Figure 38: Outdoor bowls – household survey

Outdoor bowls - satisfaction with quantity

Outdoor bowls - satisfaction with quality
Recommendations

Facility list

326. A multi-code bowling centre should be established as a super-hub facility which has both an indoor flat green (6-8 rinks) and two outdoor crown greens as an integral part of the site. This may be an extension of an existing outdoor bowls facility.

327. In principle the objective should be to retain and improve all bowling green sites in the City, and to replace any lost to other development. However, a full review of the existing bowling green provision is needed across the City, with the objective of exploring in greater detail the options for individual areas and sites; improving those sites which have potential demand, exploring alternative management options, and developing new provision in areas of deficit (particularly in the Eastern area). The research should also review and confirm the catchment areas of greens.

328. Hanley Park has two bowling greens, and although its catchment overlaps with another green, the importance of bowling in Stoke-on-Trent means that these greens should be retained and improved.

Standards of provision and developers’ contributions

329. The current standard of provision in Stoke-on-Trent is 0.19 greens per 1000. As there are no guidelines on the standards of provision it is proposed that the current level of provision should be retained until there is a clear justification for a reduction or increase. In the interim if sites are proposed to be lost to development (or other uses) an alternative should, in principle, be provided.

330. The City Council needs to complete its review of bowls provision by detailed research in relation to each site. This should include full consultation with users and relevant groups of older people across the City. It will be important to understand the issues and potential of each site before making decisions about the future. In the interim the priority should be the improvement and/or replacement of existing facilities.

331. It may be appropriate to consider self management by some of the stronger clubs which could potentially result in a reduction in revenue costs for the Authority.

332. The current distribution of bowls sites should be retained as far as possible, based on a walking catchment of 800m (10 minutes), but this catchment area should be confirmed through the additional research.
333. All sites should meet the design (and management) guidelines of Sport England and the relevant national governing body.

334. With the exception of the proposed multi-code site, bowls provision should be treated as ‘satellite’ sites, attracting developers’ contributions from the Neighbourhood Management Area in which it is located, or if on the border, with developments from the adjoining NMA.
Golf

Introduction

335. Golf is a relatively difficult sport to provide for within Stoke-on-Trent, primarily because of the land area required and the difficulty of enabling and encouraging public access across courses. However, there are opportunities and these are explored in this section.

336. Golf caters for a wide range of ages. However, most golfers are white men aged between 20 and 69 years. It is the 5th largest participation sport after recreational walking, swimming, cycling and football.

337. The traditional golf game is having problems in maintaining levels of participation, in remaining solvent and in attracting a wider section of the community. However golf is re-inventing itself in the municipal, voluntary and private sectors. It appears to have significant potential for increasing sports participation if new facilities, new approaches, a wider participation base, and a new image can be successfully delivered. Innovative golf opportunities are currently being delivered via the programme supported by Staffordshire police. This successful project is helping to provide positive opportunities for young people, reducing levels of anti-social behaviour.

338. Golf provision is mainly considered in three different ways: standard 9 and 18 hole courses, Par 3 course and golf driving ranges. However other golf experiences are being developed elsewhere and could be copied for Stoke-on-Trent. These alternative and complementary golf opportunities are aimed at driving up participation and widening access.

339. The largely non-traditional facilities include: Adventure Golf (a modern “cooler” form of miniature golf); conventional driving ranges as well as short “into-the-net” driving ranges, indoor miniature golf, virtual golf, pitch ‘n putt; short (3, 6 and 9 hole) Par 3 courses; and temporary summer only facilities. Some of these facilities might use synthetic turf for tee and green areas thus reducing maintenance cost and extending the season. There are also large commercial multi-sport venues that focus on golf.

340. The English Golf Union (EGU) is leading the way on this re-invigoration of the sport, for example its key “Community Links” programme is designed to help clubs and facilities to actively engage with the community through work with individual schools, school sport partnerships, young people’s organisations and local authorities. A Community Links facility will offer taster sessions in local schools using “Tri-golf” (for the primary school aged), “Extreme Golf” for the
secondary school aged, and registration for their Junior Passport scheme (to help with links to clubs/facilities).

341. There are also a wider range of facilities that can be offered. These can be located at existing 18 hole courses (on spare land or by reducing an 18 hole course to say a 9 hole course); or be in parks, at leisure centres and/or school grounds.

342. Because the non-traditional game is still at an early stage of evolution and there is limited space for the traditional game in Stoke-on-Trent, the main focus in terms of facility analysis is on golf driving ranges.

**Current provision**

343. There are currently two driving ranges in Stoke-on-Trent:

- Goldenhill Golf Course in the Northern area which has 24 bays;
- Lightwood Golf Driving Range in the South Eastern area which has 20 bays.

344. Both sites are commercially managed and offer pay and play access.

**Current standards of provision**

345. There is a current provision of 0.18 bays per 1000 population in Stoke-on-Trent. This standard is lower than both the regional and the national averages although greater than the ONS comparator authorities.

*Figure 39: Golf driving ranges – comparator authorities*  
*(Source: Active Places Power)*

<table>
<thead>
<tr>
<th>Comparator Authority</th>
<th>Provision per 1000 population (number of bays)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Stoke-on-Trent</td>
<td>0.18</td>
</tr>
<tr>
<td>England</td>
<td>0.24</td>
</tr>
<tr>
<td>West Midlands</td>
<td>0.25</td>
</tr>
<tr>
<td>Barnsley</td>
<td>0.14</td>
</tr>
<tr>
<td>Sunderland</td>
<td>0.07</td>
</tr>
<tr>
<td>Tameside</td>
<td>0</td>
</tr>
<tr>
<td>Wigan</td>
<td>0.15</td>
</tr>
</tbody>
</table>
**Adopted standards**

346. Neither Stoke-on-Trent nor its comparator authorities have any adopted standards relating to golf.

**Assessment**

347. Figure 40 shows that most people who are able to travel by car can reach one of the driving ranges in under 20 minutes. It would take those people living in the eastern area slightly longer; up to 25 minutes.
Figure 40: Travel time to nearest golf driving range by car
(Source: Active Places Power)

<table>
<thead>
<tr>
<th>Super Output Area</th>
<th>Range (minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4 - 8</td>
</tr>
<tr>
<td></td>
<td>8 - 12</td>
</tr>
<tr>
<td></td>
<td>12 - 16</td>
</tr>
<tr>
<td></td>
<td>16 - 20</td>
</tr>
<tr>
<td></td>
<td>20 - 24</td>
</tr>
</tbody>
</table>

348. Figure 41 shows the distribution of courses and driving ranges within Stoke-on-Trent and the surrounding areas.
Figure 41: Golf provision in and around Stoke-on-Trent
Consultation

Elected Mayor’s Green Paper for Sport and Physical Activity

349. In relation to the responses to the questions “What sports facilities and programmes would you like the city to develop?” golf appears to have a similarly fairly low level of support as walking and badminton, and there is also some support for the hosting of golf events.

Household survey

350. The key points emerging from the household survey were:

1. Across Stoke-on-Trent residents feel that there is enough golf provision (see Figure 42), and the results for each of the NMAs are fairly consistent with the Stoke-on-Trent average;

2. In all areas more people are satisfied with the quality of golf facilities than are dissatisfied. The Eastern area has slightly lower levels of satisfaction than elsewhere in relation to the quality of golf provision;

3. People in the Eastern area use golf facilities most frequently, whereas those in the Northern area use them least often (none of the respondents in this area use them on a daily or weekly basis).
Children and Young People’s survey

351. This survey identified golf as a sport played by about 4% of young people, and it was generally considered that there were insufficient numbers of golf courses or driving ranges.

352. These findings support the need to consider new ways of introducing and providing for this activity within the City.

Recommendations

Facility list

353. A review of golf and the opportunities that new forms of golf and golf development should be further explored by the City and the findings added into the list of facility proposals. This may include new municipal golf courses or other provision on areas of green space.

354. The development of golf driving ranges is largely dependent upon the commercial sector, but a positive planning policy approach is required as an enabler. The key recommendation is therefore that planning policy should
enable the development of more golf opportunities within the City, including golf driving ranges in appropriate locations.

355. It is likely that provision of around 23 extra bays up to 2011 could be sustained, and a 10 further bays up to 2026. These could be provided at Park Hall or alternatively at a separate site(s). However developed, a pay and play option should be ensured through appropriate planning conditions.

Standards of provision and developers’ contributions

356. No formal standards of provision are proposed, and developers’ contributions are not appropriate for this sports facility.
Other Sports Specific Proposals

Introduction

357. The following table summarises the sports specific proposals. They have arisen from the SASSOT Facilities Framework consultations with national governing bodies of sport, from consultations with local clubs, and from opportunities identified by the City Council. Most of these facilities are used by too few people for any robust assessment to emerge from the community surveys or the household survey, therefore further local assessment and local consultation is recommended as the proposals are progressed.

358. The coding alongside the sport indicates the strategy level for the facilities proposed.

Recommendations

Facility list

Strategy level from hierarchy definitions:
CSP = ‘county’ level facility, S-H= super-hub, H = hub, Sa = satellite, L = local

<table>
<thead>
<tr>
<th>Sport</th>
<th>Venue and proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archery</td>
<td>Replace /refurbish existing sports hall at Thistley Hough School to cater for archery in addition to general community use.</td>
</tr>
<tr>
<td>S-H</td>
<td></td>
</tr>
<tr>
<td>Athletics</td>
<td>Maintain Northwood track, or possibly relocate to Fenton Manor site. Indoor regional level provision at Northwood (or relocate alongside track).</td>
</tr>
<tr>
<td>CSP/ S-H</td>
<td>See main section above.</td>
</tr>
<tr>
<td>Badminton</td>
<td>NGB aspirations met via four sports halls with specific design features to cater for the sport, geographically spread across the City. Proposed to be: Burton High School and Brownhills (also cricket) both managed on a club-booking basis (low intensity), 20:20 Discovery Academy (high intensity), and in the longer term possibly Holden Lane.</td>
</tr>
<tr>
<td>H</td>
<td></td>
</tr>
<tr>
<td>Basketball</td>
<td>Played at lower levels on ‘standard’ 4 court hall. Can used Fenton Manor or Northwood for higher level matches.</td>
</tr>
<tr>
<td>H/Sa</td>
<td></td>
</tr>
</tbody>
</table>
**Boxing**  
*Sa/L*  
The main facilities for boxing are at Stoke Recreation Centre, Wallace Sports & Education Centre, Willfield, the Burslem Boxing Club, and the YMCA. A number of private martial arts facilities also have boxing facilities. Fenton Manor Sports Centre has been used to host boxing events in the past however it does not have a dedicated boxing facility.

The boxing sites are mapped in Figure 43.

If Stoke Recreation Centre closes, there will be a need to relocate the boxing use to elsewhere – possibly to Thistley Hough. Opportunities should be explored in relation to providing facilities on school sites – to meet the needs of the extended skills acquisition agenda. Boxing is also likely to be an attractive local facility for communities around Brownhills, and Haywood High. Consideration should additionally be given to boxing at the new Longton Leisure Centre and Weston Coyney.

Specialist facilities are not required but dedicated space is ideal.

**Canoeing**  
*S-H*  
Primarily at Trentham Estate where the site is shared with rowing. Home of Trentham Canoe Club which is a recreational and competitive flat-water club. New shared club house due to be opened in 2009.

**Climbing**  
*CW*  
Develop a large specialist indoor climbing centre in an accessible venue, particularly to students. Proposed to be in the central area of the City. May benefit from being in a complex with other sports provision.

A small training wall is proposed at the YMCA and this will complement the larger proposal.

**Cricket**  
*CW (indoor)*  
*Sa (grass pitches)*  
Support Sandon school as specialist indoor training venue. Develop Brownhills as a satellite centre for indoor cricket training by tailoring the design of the sports hall to provide for this sport in addition to its multi-purpose use and use for badminton. The programming at Brownhills will need to reflect this specialism.

Grass pitch proposals as set out in Section 7.

**Cycling**  
*CW*  
Stoke-on-Trent has been awarded Cycling City status, and there are opportunities associated with this, from active travel to recreational cycling and competitive cycling. There are around 125km of cycle routes in the City - including two sections of the National Cycle Network.

In relation to competitive cycling, the City should explore options for cyclo-cross, BMX or similar at Central Forest Park, and Velopark facility at Fenton Manor. Implement the other actions set out the in Cycling City Strategy 2008-2011.

Burnwood Community School’s multi discipline cycling facility within the school grounds which includes a banked track, BMX area and off road mountain bike track is an example of good practice, and could be copied elsewhere to encourage children to develop an interest and skills in cycling.
<table>
<thead>
<tr>
<th>Sport</th>
<th>Provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equestrian</strong></td>
<td>Encourage private sector provision by positive planning policies.</td>
</tr>
<tr>
<td><strong>Fencing</strong></td>
<td>Requirements can be met through existing sports hall and other facility provision.</td>
</tr>
<tr>
<td><strong>Football</strong></td>
<td>See section above relating to the STP proposals.</td>
</tr>
<tr>
<td><strong>Gymnastics</strong></td>
<td>The existing Gymnastics Centre’s site at Burslem may be redeveloped, but this would need to be subject to securing an alternative site. This might be part of an extended Dimensions, or alternatively the club may consider relocating its performance training to Fenton Manor, if there is space on that site to develop a specialist gymnastics centre. It will be important to cater for a wider range of gymnastic disciplines, and further guidance on provision is expected to emerge from the Whole Sport Plan. Gymnastics is an activity particularly attractive to children and young people, and the Children and Young People Survey suggests that there is a general need to consider both potentially further specialist provision, and appropriate multi-purpose venues in the City which have sufficient storage capacity for use for gymnastics. This should be considered at Trentham and Brownhills High schools.</td>
</tr>
<tr>
<td><strong>Handball</strong></td>
<td>Requirements will be met via Northwood and Fenton Manor.</td>
</tr>
<tr>
<td><strong>Hockey</strong></td>
<td>Provision will be met via existing STP pitches.</td>
</tr>
<tr>
<td><strong>Indoor Bowls</strong></td>
<td>Investigate feasibility of multi-code Indoor Bowls Centre in Stoke-on-Trent, linked to existing club.</td>
</tr>
<tr>
<td><strong>Kabaddi</strong></td>
<td>No specific facility requirements.</td>
</tr>
<tr>
<td><strong>Martial Arts</strong></td>
<td>Demand can usually be met via existing facilities and other multi-purpose/sport sites, but particular provision should be considered at the following locations, providing adequate storage for mats and other</td>
</tr>
</tbody>
</table>
Ancillary halls at Haywood High, James Brindley, and Trentham High schools, in addition to Northwood and Shelton Pool.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Netball</strong>&lt;br&gt;<strong>S-H</strong></td>
<td>Retain/refurbish Northwood sports hall and retain as 6 courts.</td>
</tr>
<tr>
<td><strong>Orienteering</strong>&lt;br&gt;<strong>Sa</strong></td>
<td>No built facility requirements.</td>
</tr>
<tr>
<td><strong>Rowing</strong>&lt;br&gt;<strong>Sa</strong></td>
<td>Two rowing clubs based at Tretham Estate (Trentham Boat Club and Staffordshire University Boat Club), just outside the Stoke-on-Trent boundary. Shared clubhouse with canoeing as part of the Trentham Watersports Association with new facility due to open in 2009.</td>
</tr>
<tr>
<td>Sport</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>------</td>
</tr>
<tr>
<td>Rugby Union</td>
<td>S-H/</td>
</tr>
<tr>
<td>Sailing</td>
<td>S-H</td>
</tr>
<tr>
<td>Shooting</td>
<td>Sa</td>
</tr>
<tr>
<td>Skiing</td>
<td>S-H</td>
</tr>
<tr>
<td>Squash</td>
<td>Sa</td>
</tr>
</tbody>
</table>
| Table Tennis  | Sa   | Currently good spread of provision at all levels, but the regional level training site will be lost when St Peter’s High School closes. Transfer high level performance training to Trentham High School, and allocate sufficient sports hall time for this use. In the longer term ensure that the hall design meets the specifications of a specialist table tennis centre.
<p>|               |      | Provide ancillary hall at St Margaret’s Ward High School with sufficient storage for tables and equipment, building on existing use of this site. Ensure Thistley Hough sports hall design can cater for table tennis. Upgrade Fenton Manor to enable it to function as a table tennis competition venue. |
| Tennis        | S-H/Sa | Proposed indoor tennis site (3 courts), possibly in south part of City. Improve quality and provide additional outdoor courts across Stoke-on-Trent.                                                                                                           |</p>
<table>
<thead>
<tr>
<th>Sport</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triathlon</td>
<td>Cycling - closed-road cycle circuits – see Cycling notes</td>
</tr>
<tr>
<td></td>
<td>Open water swimming - support access to suitable venues (regular water</td>
</tr>
<tr>
<td></td>
<td>quality testing, provision of safety cover, marked course). Likely to be</td>
</tr>
<tr>
<td></td>
<td>still water (reservoir/lake) with existing sports provision e.g. Trentham</td>
</tr>
<tr>
<td></td>
<td>Estate.</td>
</tr>
<tr>
<td>Volleyball</td>
<td>Requirements met via Northwood and Fenton Manor.</td>
</tr>
<tr>
<td>Wrestling</td>
<td>No specific facility requirements.</td>
</tr>
</tbody>
</table>
Figure 43: Boxing gyms
Figure 44: Squash courts
Standards of provision and developers’ contributions

359. All facilities should be designed to meet Sport England and the national governing body technical guidance, including in relation to ancillary facilities.

360. The following table summarises how developers’ contributions should be used to support the new/improved provision.

<table>
<thead>
<tr>
<th>Strategy Level</th>
<th>Contributions should come from</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSP</td>
<td>All areas</td>
</tr>
<tr>
<td>Super-hub</td>
<td>All areas</td>
</tr>
<tr>
<td>Hub</td>
<td>Relevant Neighbourhood Management area plus those adjoining</td>
</tr>
<tr>
<td>Satellite</td>
<td>Relevant Neighbourhood Management area and other development sites within 1.6km</td>
</tr>
<tr>
<td>Local</td>
<td>Development sites within 1.6 km</td>
</tr>
</tbody>
</table>
Local Community Facilities

Introduction

361. This section of the report focuses on very local community facilities, particularly community centres and provision for young people in respect to skate-parks. As this sort of provision is of huge complexity and importance to everyone living in Stoke-on-Trent it is not possible to cover all the issues in this report which focuses on the aspects relating to the delivery of sport and physical activity. The findings and proposals from this section will be used to inform the wider strategic thinking of the City Council and its partners.

Community Centres

362. Some of the simplest facilities used for sport and recreation are community halls and centres. As these facilities are multi-purpose, it is not appropriate to develop detailed standards of provision, but rather to provide criteria and examples of good practice which can be further developed.

Current provision

363. There are currently 60 community halls and centres across Stoke-on-Trent. Further details of all these facilities can be found in Appendix 11.

364. The following map (Figure 45) shows the location of the facilities and their 500 metre catchment areas. This distance has been chosen as the catchment area as it equates to approximately 12.5 minutes walking time – around the maximum most people are prepared to walk to reach a community centre.

365. The map shows the community centres split into three groups: community centres, members clubs and youth centres. This provides a more detailed picture of the type of facility available to local communities. For example, it is clear from the map that there are no specific youth centres in the Eastern, Western or South Eastern areas. At the same time Members Clubs are the main type of facility in some areas, and these can have restrictive memberships, limited attraction, and limited sport and physical recreation opportunities.
Figure 45: Community centres by type and catchment
Assessment

366. All the centres were assessed for quality, at least externally. Of the community centres that were assessed both externally and internally, the following centres were considered to be the best in the City:

- Meir Community Education Centre (South Eastern area)
- Packmoor Community Centre (Northern area)
- Fenton Community Hall (South Western area)
- Blurton Community Centre (South Western area)

367. All of these centres are considered to be in excellent condition, have large halls and offer a variety of classes including keep fit, yoga, karate and sequence dancing. Fenton Community Hall also offers indoor bowls, whilst Blurton Community Centre has a Multi Use Games Area (MUGA).

368. For the purposes of this report, it is useful to know whether the existing community halls are appropriate sites for a range of physical activity. Of the 40 community centres that were assessed on this basis, the majority (70%) received a score of good or very good. Of the remaining 30%, 25% were deemed adequate and 5% poor. The sites considered to be poor are Chell Youth Club and Tunstall Working Mens Club; both located in the Northern area.

Consultation

Elected Mayor’s Green Paper for Sport and Physical Activity

369. There was strong support for more local facilities/opportunities in the responses to the Green Paper’s question “What would help you become more active?” It is the second most important response behind the issue of having free or cheaper activities available.

Household survey

370. The key issues emerging from the household survey are:

- In most areas of the City more people think that there are a sufficient number of community facilities than think that there are too few. The opposite is however the case in the Eastern area, where more people think there are too few community centres;

- The percentages of people who are very or fairly satisfied with the quality of community centres is fairly consistent across all areas, about one-third, with
the exception of the Eastern area where satisfaction falls to 1/5th.

*Figure 46: Community centres – household survey*
371. On average, 10% of people use community centres on a daily or weekly basis. The most regular use is in the South Western (16%) and the South Eastern (13%).

372. Most people questioned do not use community centres at all, and this is particularly notable in the Western area 89% of people either do not use them or rarely use them.

**Children and Young People Survey**

373. This survey identified that children and young people rarely use community centres and that overall there is limited demand for more provision of this type from these age groups.

**Best practice for new provision**

374. Community centres are the smallest buildings that can accommodate a sports programme alongside social and arts pursuits, and this should be taken into consideration when designing new-build facilities or refurbishing existing facilities. There are a number of models for community centres and village halls that have been developed and promoted by Sport England (Guidance Note; Village and Community Halls), and others have been developed from experience, for example in Milton Keynes (Appendix 12).
375. From a sport and active recreation perspective, new facilities should be able to accommodate a range of activities as well as soft ball practice for a number of additional sports. The activities might include:

- Short Mat Bowls (ideally three carpets)
- Table Tennis (ideally four tables)
- Gymnastics
- Aerobics/Keep Fit
- Martial Arts
- Judo
- Yoga
- Five-a-side Football (softball)
- Short Tennis
- Fencing
- Pilates

376. The interior must be designed to as a suitable environment for all potential uses with lighting that can be adapted to suit different activities, flush-faced walls and a safe, durable, “impact energy absorbing” floor. Consideration should be given to the window materials in order to reduce the scope for vandalism.

377. Sport and physical activity requirements are often best-served where there is sufficient space for an outdoor multi-use games area or similar to supplement activities taking place inside. This in turn has the benefit of passive management of the MUGA, sports court or skate park facility.

378. If the site provides outdoors for cricket, tennis or bowls the building could double as a pavilion - although changing room provision will need to be appropriately orientated, and accessible by a separate door from the outside.

379. A new stand-alone building is often the preferred solution but there are other options that may prove more economical:

- Extension and upgrading of an existing community hall to improve environmental standards and permit more activities;
- Addition of a hall, store and revised circulation to a refurbished sports pavilion;
- Inclusion of a community hall in a sports and leisure centre;
- Planning for community use of new schools (primary or secondary) e.g. under the BSF programme or by upgrading some of the existing accommodation.
Recommendations

Facility list

380. Within those areas which are part of the regeneration programme, priority should be given to providing new or improved community facilities which are easily accessible and meet best practice guidelines. These should include new or redundant sites in Longton and Ball Green, and in other areas relatively short of such provision, for example much of the Eastern area of the City.

381. The aim should be to improve the facilities and opportunities offered by the range of community centres, to but prioritise investment in those facilities which have open memberships (non-restrictive), are already involved in wider community programmes and wish to do more, and have the physical scope to enable more activities on site.

382. These findings should inform other work by the City Council and its partners in relation to the broader consideration of community facilities within each neighbourhood area. Attention should be paid to the membership policies of members’ clubs as well as the physical attributes of a building or site, as these will have a major impact upon their current and potential use by the whole community to support physical activity in the broadest sense.

Standards of provision and developers’ contributions

383. It may be possible to link new community facilities to the BSF building programme but it is likely that any such community facilities would need to be co-located but separate from the school since the degree of daytime use required would not fit with the usual model of community use.

384. New facilities should reflect the needs of the local population, with the design and accommodation list meeting any specific local needs. Where an existing building is proposed to be reused as a community resource, the opportunity should be taken to consider unique features as well as constraints.

385. Standards of provision are not directly appropriate, but there should be a planning policy objective of ensuring a spread of accessible community facilities, based on walking catchments, assumed to be a 500m catchment area.

Dance Studios

386. Dance is one of the most popular physical activities for children and young people, but according to the Active People Survey only 0.5% of adults take part in dance exercise over a month’s period. The activity takes place in numerous
different venues and in different guises, from formal ballet classes, to nightclubs, to line dancing in community centres and sports halls.

387. This section of the report considers facilities primarily linked to sport rather than arts-based or entertainment.

**Current Provision**

388. A total of 17 dance studios have been identified in Stoke-on-Trent. Seven of these are dedicated facilities, although the St Margaret Ward High School Dance Studio is the only dedicated facility which is not commercially operated. The remaining ten facilities were identified as part of more general health and fitness facilities.

389. The site at Tunstall is likely to be lost if the pool is closed. This needs to be replaced, and consideration should be given to replacing this facility at Haywood High, but the lack of provision locally would also suggest the need for an extension of Dimensions to cater for this activity.

390. It is important to note that whilst not providing specialised provision, a large proportion of community centres and school halls are used for dance and aerobic type activities.

391. No assessment has been made of the quality of the facilities.

**Consultation**

**Elected Mayor’s Green Paper for Sport and Physical Activity**

392. There does not appear to be any specific call for more or better dance facilities, although it is likely that this type of activity would be considered to be provided within the multi-activity venues such as community centre, and therefore appear as a more general issue relating to improving local level provision. There is some demand for dance events.

**Household Survey**

393. The Household Survey did not specifically address dance provision.
Children and Young People’s Survey

394. This survey did consider dance and around 7% of children and 8% of young people used dance studios most frequently of all facility types. Both groups wanted more dance studios.

Schools reorganisation programme – implications

395. The Haywood High School near to Dimensions is proposed to be retained, and with the close proximity of Dimensions Leisure Centre it is not appropriate to provide major sports facilities on the site such as an STP. However the opportunity is available to develop some smaller dance/multi-use spaces which can cater for a variety of activities, including dance, martial arts and boxing, in addition to the possible development of a 3 court sports hall.

396. Several other schools could have the opportunity to develop multi-use space which can be used as dance studios as part of the BSF programme. Some of these are specifically identified below, but others should also be considered.

Recommendations

397. There are significant gaps in the specialist dance studio network across the City, particularly in the Northern and Eastern Neighbourhood Management Areas. These could be addressed through a combination of new provision on school sites where they are proposed to be operating with high intensity management, and positive planning policies to support the further development of new facilities in commercial venues. Where management is proposed to be ‘low intensity’, halls on school sites may still be of value to the community, particularly if it is for a regular ‘club’ or organisational booking, or the activity is being led by an instructor.

398. Consideration should also be given to supporting the existing community centres to provide for this activity, where the physical facilities are appropriate. Different types of dance activity will require different provision, therefore decisions will need to be made on a site-by-site basis and following detailed local community consultation.

399. New or improved multi-purpose ancillary halls should be considered at:

- Brownhills High School
- Dimensions
- Haywood High School
- Holden Lane High School
- James Brindley High School
- St Margaret Ward
• Shelton Pool
• Northwood
• Trentham High School
• Thistley Hough
• Willfield
Figure 47: Dance Studios
Martial Arts

400. The facility needs for martial arts varies from one discipline to another, and the martial arts scene changes fairly rapidly. There are a number of both formally recognised national governing bodies of sport and unrecognised ones. The current Sport England list includes: Aikido, Chinese Martial Arts, Judo, Ju Jitsu, Karate, Kendo, Sombo, Tae Kwon Do, and Tang Soo Do.

401. Due to the nature of the activity, a number of martial arts clubs exist across the City. They use community, recreation, leisure centres and school sites for lessons and club use. An example of this is the Stoke Warriors Judo Club, which hires both the Stoke Recreation Centre and Kidsgrove Leisure Centre.

Current Provision

402. There are seven sites across the City, including four dedicated facilities, all of which are privately operated. Similar to the dance studios, these sites have not been visited and assessed. The remaining facilities are provided within community or leisure centres.

403. The location of the facilities is shown in Figure 48.

Consultation

Elected Mayor’s Green Paper and the Household Survey

404. Neither of these surveys specifically addressed martial arts provision, but there low level of support for events of this type.

Children and Young People’s Survey

405. This survey did consider martial arts, and about 1% of children and 2% of young people used martial arts venues the most frequently of all facility types. More martial arts venues were considered as being needed.

National Governing Bodies

406. No specific facility requirements have been identified by the Sport England recognised national governing bodies.
Figure 48: Martial Arts Facilities
Schools reorganisation programme – implications

407. Martial arts can use a variety of hall spaces. The issues and proposed provision for dance (see section above) also apply here as the same spaces can be utilised. Additional provision suitable for dance should therefore also provide additional space for martial arts.

408. Where ancillary halls are proposed to cater for martial arts, sufficient storage space should be provided to enable mats to be stored effectively.

Recommendations

409. The specialist martial arts network is thinly spread across the City, although there is provision in all areas. The network could be supplemented a combination of new provision on school sites and positive planning policies to support the further development of new facilities in commercial venues.

410. To reinforce the proposals for flexible ancillary space, the new multi-purpose halls list from the dance section is repeated below:

- Brownhills High School
- Dimensions
- Haywood High School
- Holden Lane High School
- James Brindley High School
- St Margaret Ward
- Shelton Pool
- Northwood
- Trentham High School
- Thistley Hough
- Willfield
Skate Parks and Sports Courts/Multi-Use Games Areas

Introduction

411. Local provision for young people is often low-key and outdoors, with often very limited formal management. A network of sites have been developed across Stoke-on-Trent on a number of different ‘models’ including skate parks of various complexity and challenge, sports courts and MUGAs.

412. This section reviews the provision and provides priorities for future investment, and draws in particular on the findings of the Children and Young People Survey to inform the Strategy.

Current provision

413. The overall network of youth sites is illustrated by Figure 49. Skate parks and Sport Courts are illustrated separately in Figures 50 and 51. Based on the findings of the Children’s and Young People’s Survey (Appendix 9), the following catchments have been applied:

- Sports Courts/MUGAs – 10 minutes (800 m radius);
- Skate parks - 15 minutes (1.2 km radius). It is likely however that the catchments of the individual facilities will vary depending upon the quality of the site and complexity of the facility.

414. The Stoke Plaza at Central Forest Park is a CSP level facility as it attracts users from across the sub-region.
Figure 49: Youth sites in Stoke-on-Trent

[Map showing youth sites in Stoke-on-Trent]
Figure 50: Sports Courts/MUGAs with catchment areas
**Figure 51:** Skate parks with 1.2km catchment areas
Sports courts and MUGAs

415. A total of 49 sports courts and MUGAs were assessed for quality, and the following sites are considered to be examples of good practice:

- Bentilee Park
- Hanley Park
- Mount Pleasant Recreation Ground
- Edgbaston Drive Sports Court

416. The following sites are examples of poor sports courts/MUGAs. These facilities in particular are in need of investment as they are no longer fit for purpose:

- Hanford Park
- Tunstall Park
- Trent Vale Recreation Ground
- Foley Park.

417. Those sites scoring highly are secure and have well maintained fencing, little evidence of litter and well marked out courts. These facilities provide an environment that supports safe sport and leisure participation.

418. Those sites which scored poorly suffered from issues such as vandalism, graffiti and litter. The misuse of these sites has led to the facilities been damaged and no longer fit for purpose. These issues combined mean that the sites are unsafe and act as a barrier to usage for children and young people.

419. Sports courts/MUGAs located on school sites, whilst within a secure environment, do not score particularly highly in relation to quality. This is mainly because the facilities are heavily used by pupils, resulting in issues such as poor line markings and damaged backboards/nets.

Skate Parks

420. Of the 14 sites assessed, the following scored particularly poorly:

- Hanford Park
- Stansmore Road
- Century Street Park

421. The skate park within Stoke Plaza Central Forest Park is considered an example of best practice, and as such, received high scores for its range of facilities and
equipment. It is a facility which attracts users from a wide-area, acting at least as a super-hub, if not a CSP level facility.

422. Figure 51 shows that there is a reasonable geographical spread of skate parks across the City, and that many areas are within 20 minutes walk of a facility.

Consultation

Elected Mayor’s Green Paper

423. The survey showed some support for more and better skateboard facilities and also for skate events.

Household Survey

424. The provision of sports courts/MUGAs and skate parks were not specifically considered as part of the Elected Mayor’s Green Paper nor the household survey because young people tend not respond to such surveys. Instead these facilities were considered as part of the Children and Young People Survey.

Children and Young People’s Survey

425. The Children’s and Young People's survey identified the importance of local facilities. The research confirmed the findings of similar work elsewhere, that a key driver for recreation (and therefore also physical activity) is the opportunity to socialise with friends (Figure 52). Sport in its own right is fairly unattractive, whilst using parks and green spaces is of almost the least interest for both children and young people. As a result, skate parks and MUGAs are amongst the least used facilities in Stoke-on-Trent.
Figure 52: Activities enjoyed by children and young people

Figure 53: Type of sport/recreation facility used most often by pupils
426. Travel time to facilities tends to be shorter for children and young people, with most reaching facilities within 5-10 minutes. There is also more reliance on a car than might have been expected, with almost 40% relying on this type of transport. Walking is the most popular way to reach a facility, with just over half of children and young people travelling this way. Cycling is minimal, with only about 1% of young people and children using a bike. The bus is slightly more popular, with 7% using this type of transport.

427. The survey asked whether there were sufficient numbers of sports courts/MUGAs across the City, and the overall response was that there were ‘more than enough or about right’ levels of provision. No comment was made about the number of skate parks.

428. The most significant barriers to the use of sports facilities include distance, the quality of the facility, feeling unsafe and price. All of these apply to the use of sports courts/MUGAs and skate parks.

429. A key recommendation arising from the Children and Young People’s survey is:

“Ensure parks and open spaces are of high quality and increase both the sporting activities and accommodation for socialising in these types of facilities. To encourage usage, these sites should be safe and easily accessible”.

430. The key priorities in relation to the provision of sports courts/MUGAs and skate parks are therefore:

- Quality in relation to the attractiveness, safety and cleanliness of the sites
- Regular maintenance and management to help to ensure high quality
- Provision of new facilities where there are clear gaps in provision
Recommendations

431. Existing facilities should be retained and improved, or replaced by an accessible alternative. The priorities for investment are:

- Century Street Park
- Foley Park
- Hanford Park
- Stansmore Road
- Trent Vale Recreation Ground
- Tunstall Park

432. Where gaps in provision have been identified and there is local demand, additional facilities should be provided to meet the needs of local young people. Such facilities should be developed with close consultation with the young people who will use them and with the surrounding communities. One scheme which is currently under consideration is at the YMCA.
Green spaces

Introduction

433. The importance of green spaces in providing for sport and physical activity should not be under-estimated, and this has been confirmed by the round of consultations with the Area Implementation Teams during the summer of 2008. This consultation highlighted the need for high quality, accessible spaces with walking, cycling, informal and formal sports opportunities.

434. The various consultations responses in relation to the Sport and Physical Activity Strategy all highlighted parks, green spaces, walking and cycling opportunities and children’s playgrounds as very important elements to the physical characteristics of Stoke-on-Trent, and as real opportunities for people to become active. Added together they have the same scale of support as do new and improved swimming pools. They are also amongst the most important facilities and opportunities to meet the demand for free and cheap activities, and for family activities. Green spaces also offer opportunities for horse riding, including via public bridleways and dedicated routes.

435. The outcome of this Strategy will help to reinforce the North Staffordshire’s Greenspace Strategy and its associated action plan.

Green spaces for sport

436. In relation to this Strategy, green spaces have been flagged as key sites for:

- Playing pitches (mainly football)
- Sports courts/MUGAs
- Skateboard parks
- Tennis
- Bowls

437. There are too many individual parks and green spaces to list within this Strategy. However those where action is needed for the above facilities have been included within the priority projects list.

438. Green spaces have associated walking and cycling routes, which not only enable ‘active travel’ but link the built sports facilities to their catchment areas.

439. Other ‘specialist’ green spaces such as allotments also contribute towards a healthy community and active lifestyles. The North Staffordshire Greenspace Strategy has highlighted the need for an allotment strategy, particularly in the...
response to the growing interest in allotments, and increasing demand for allotment plots.

**Walking and cycling**

440. Informal walking and cycling are important activities, and have the potential to make a major impact on the 1% participation target for the authority. Although recreational participation in both activities falls below the national and regional averages for adults, the rates are similar to those experienced by Stoke-on-Trent’s benchmark authorities. The participation rate in recreational walking (of 30 minutes within the last 4 weeks) is only 15.6% compared to the national average of 20%. The participation figure for recreational cycling in Stoke-on-Trent is 5.1% of adults compared to 7.8% nationally.

441. However it is clear that a high proportion of people in Stoke-on-Trent rely on walking to take part in their chosen sport and physical activity. This was confirmed by the household survey and reflects the relatively low car ownership rates in the City, particularly in the more deprived areas. The Children and Young People’s survey also confirmed this group’s reliance on walking, with more than half walking to their chosen activity. On the other hand, only about 1% use a bike.

442. Stoke-on-Trent is therefore committed to enabling and encouraging more people to both walk and cycle, either as a part of their daily travel, for example to work or school, or for recreation. As part of this drive to increase cycling, Stoke-on-Trent has recently achieved the designation of ‘Cycling City’, and has produced a Cycling City Strategy 2008-2011. Around £4.7m investment is planned to help to improve the cycle lane network, increase the number of cycle lanes and off-road cycle tracks particularly in the parks.

443. The Cycling City designation can be further capitalised upon by developing other recreational routes and competition opportunities. The opportunities for competitive cycling include amongst others: BMX, mountain bike, closed road cycling, and velodrome racing (indoor and outdoor). A number of opportunities are currently being considered, and these are identified in under the specialist sports provision section.
Quality and Management of Facilities

444. The achievement of the hoped for increase in levels of physical activity and sports participation in the City will not depend solely upon the built facilities, green spaces or playing pitches provided. Just as important is the quality of the management of these facilities, how staff programme their usage, and how they welcome and support users. The issue of quality management is generic across all facility types, and this chapter together with Section 2 of the Strategy therefore provide a significant part of the 'quality' standards required by Planning Policy Guidance Note 17.

445. Many of the quality issues have already been addressed in Section 2 of the Strategy, and only a summary is provided here, together with the 'standards' for quality.

446. It is anticipated that the current mix of management in relation to facilities and services across the City will continue into the future. The City Council will continue to be a major player in the delivery of the leisure centre programmes, and in those schools which have (or will have) intensive management – those acting as 'hub' level facilities and above. At the same time the private sector will continue to have a role, as will the club sector.

Quality of built facilities

447. The new facilities proposed by the Strategy will need to be well designed to meet the needs of the community. Facility design guidance is available from Sport England and from the National Governing Bodies of Sport. The guidance will need to be respected if the facilities are to meet the expectations of the Strategy, and will be critical to the individual sport if the facilities are to be used as high level competition venues.

448. In a more generic sense, there is a need to fully comply with guidance enabling disability access, and if on a school site, the minimum standards of provision for pupils. There is also a need to consider the carbon footprint and best design practice for both new and existing buildings.

The management of facilities

449. There are a number of factors that are integral to the successful delivery of high quality sport and recreation. Quality extends beyond the physical environment to also include the management, the range and appropriateness of the
programme(s) offered and the staff who deliver the service. In short – Place, People and Programme.

450. There are various industry-standard design and best practice guidelines for the built environment. For example, Sport England Design Guidance Notes which provide detailed technical guidance and standards for the design and development of sports facilities.

Facility Accreditation

451. Formal accreditation schemes include the following:

- QUEST
- Green Flag Award
- ISO 9001/2000
- Investors in Excellence
- Customer Service Excellence

More details about each of these are provided in Section 2.

Proposed standards

452. It is proposed that the following overall quality standard is adopted for Stoke-on-Trent:

“50% of population within 20 minutes walking time of a range of 3 different sports facility types of which one has achieved a quality assured standard.”

453. The facility types to be considered are:

- Swimming Pool
- Sports Hall
- Health and Fitness
- Synthetic Turf Pitch
- Golf Course
- Grass Pitch

454. This standard recognises the current distribution of QUEST facilities and Green Flag across the City, and also the distribution of sports facility provision both now and as proposed by the strategy.
455. In relation to individual facilities, all ‘hub’, ‘super-hub’ and ‘CSP level’ facilities should obtain and retain the QUEST standard particularly where these are managed (directly or indirectly) by the City Council. Other smaller facilities which already have QUEST should retain this status. These facilities are:
Existing facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>Existing QUEST status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions Leisure Centre</td>
<td>✓</td>
</tr>
<tr>
<td>Fenton Manor</td>
<td>✓</td>
</tr>
<tr>
<td>Gymnastics Centre</td>
<td></td>
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<tr>
<td>Hardman Football Development Centre</td>
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<tr>
<td>Holden Lane</td>
<td></td>
</tr>
<tr>
<td>James Brindley</td>
<td>✓</td>
</tr>
<tr>
<td>Northwood Stadium</td>
<td>✓</td>
</tr>
<tr>
<td>Park Hall Golf Course</td>
<td></td>
</tr>
<tr>
<td>Sandon</td>
<td>✓</td>
</tr>
<tr>
<td>Shelton Pool</td>
<td>✓</td>
</tr>
<tr>
<td>Stanley Head OEC</td>
<td></td>
</tr>
<tr>
<td>Trentham</td>
<td>✓</td>
</tr>
<tr>
<td>Tunstall Pool</td>
<td>✓</td>
</tr>
<tr>
<td>Wallace Sports and Education Centre</td>
<td>✓</td>
</tr>
<tr>
<td>Willfield Community Centre</td>
<td>✓</td>
</tr>
</tbody>
</table>

New/proposed facilities for QUEST

- Edensor School (after transfer from Education if developed as centre for leisure)
- Longton Leisure Centre (new)
- 20:20 Discovery Academy (new)
- Thistley Hough (following school rebuild)
- Western Coyney

Plus provisionally – dependent upon ownership/management

- Multi-code Bowling Centre
- Tennis Centre
- Indoor Climbing

456. In addition, Stoke-on-Trent City Council would wish to work toward achieving the Green Flag for Central Forest Park, Fenton Park and Hanley Park.
SECTION 7

PLAYING PITCH STRATEGY
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<td>Forecast balance in supply and demand for South Western</td>
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<td>Football sites in South Western</td>
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<td>Forecast balance in supply and demand for Western</td>
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SECTION 7:
PLAYING PITCH STRATEGY

Introduction

1. The Playing Pitch Strategy assesses the current and future demand for grass playing fields for the whole of Stoke-on-Trent. It updates the 2003 Playing Pitch Strategy to take account of:

   - Changes to the number and quality of pitches and playing fields since 2003;
   - Changes in demand for grass playing fields from football, rugby union and cricket, including trends within the sports;
   - The Building Schools for the Future programme which has the potential to be both an opportunity to increase/secure community access to school playing pitches (and other sports facilities) and to be a threat to existing/potential community access, where proposals look to utilise playing fields for buildings, hard play and car parking;
   - The changing population – this is expected to be relatively stable, but with a gradually aging population;
   - New policies and strategies from the national governing bodies at the national, regional and county level.

2. The updated Playing Pitch Strategy highlights the main findings for each of the key sports of Football, Cricket and Rugby in terms of pitch requirements and priorities for action in the short term. It guides planning policy in terms of protecting existing sites and providing new provision.

3. In particular it considers how school playing fields can be used for the community where schools are planned to close or move as part of the Building Schools for the Future programme.

4. The comprehensive sites list is provided as Appendix 16.
Strategy Areas

5. In line with the rest of the Sport and Physical Activity Strategy, the Playing Pitch Assessment has been undertaken on a Neighbourhood Management Area basis (NMA), as well as adopting an authority wide view.

Overall pattern of change since 2002

6. The following table compares the overall pattern of participation in the grass pitch sports across Stoke-on-Trent in 2002 (which informed the previous Playing Pitch Strategy) with that in 2007/08. Those marked green have seen an increase in participation rate over the period, resulting in more teams per 1000. Those in orange have stayed fairly constant, and those in red have seen a fall. The “Team Generation Rates” are used rather than the number of teams alone because the TGR takes account of any changes in the population of the relevant age groups.

7. This table suggests that, based on the number of football teams registering to play in 2007-2008 with the Football Association, there has been an increase in participation amongst minis, juniors and adult women as the “team generation rates” have increased. However the rate of participation in the 11-a-side game on grass by adult men has slightly reduced.

8. There has been notable growth in mini and junior participation in Rugby Union over the period, but the adult game has remained largely unchanged.

9. Cricket has seen an increase in participation by juniors and adult women, but a slight fall in the rate of participation by adult men.
### Figure 1: Overall pattern of change 2002-2007/08

<table>
<thead>
<tr>
<th>Sport and Age Group</th>
<th>2002</th>
<th>2007/08</th>
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<tbody>
<tr>
<td></td>
<td>Number of teams</td>
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<td><strong>Football</strong></td>
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<td>Mini mixed 6-9</td>
<td>50</td>
<td>6.64</td>
</tr>
<tr>
<td>Junior boys 10 -15</td>
<td>123</td>
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<td>Junior girls 10 -15</td>
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<tr>
<td>Men 16-45</td>
<td>118</td>
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<td>Women 16-45</td>
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<td><strong>Cricket</strong></td>
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<td>Junior boys 11-17</td>
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<td>Men 18-55</td>
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<td>Mini mixed 8-12</td>
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**Key:**

- Increase
- Constant
- Decrease

**Note:** For cricket, only those clubs included in the 2003 Playing Pitch Strategy have been used in this comparison.
The importance of pitch sports – survey findings

10. There are relatively high levels of participation in football across Stoke compared with other activities, as evidenced by the findings from the Active People Survey (see Figure 9 in Section 1 of the Strategy). It was not surprising therefore that the Elected Mayor’s Green Paper for Sport and Physical Activity confirmed the importance of football, rugby and cricket to the City. Football was the 3rd most common response to the question “What sports facilities and programmes would you like the city to develop?” behind swimming and ice skating. Rugby and cricket have rather lower levels of support, but still appear on the priority list. In relation to the attraction of major events to the City, football has the most support of any type of event, and there is also support for rugby. Cricket does not appear to be a priority in the events list.

11. The household survey findings confirmed that grass pitches were regularly used by about the same number of people who use community centres or synthetic turf pitches, which is slightly lower than for swimming pools, sports halls and fitness gyms. The expected travel time to a grass pitch is around 5-10 minutes (by foot or by car).

12. The Children and Young People’s survey confirmed the importance of grass pitches to these age groups. They are the 2nd most used facility after swimming pools, with more than 20% of children and 17% of young people using them. The majority of children and young people walk to take part in their activity, so locally accessible facilities are vital. The general feeling was that there are enough grass pitches, although children wanted more. Issues of cost came out strongly in the research.
Methodology

13. The steps taken to develop the Playing Pitch Strategy are set out below.

Scope of the Playing Pitch Strategy

14. The scope of the strategy was determined through discussions with key officers. It was agreed that the primary focus should be on football, cricket, and rugby; and on grass pitches. Hockey is now primarily played on synthetic surfaces, and synthetic turf pitch provision issues are best dealt with alongside other built sports facilities.

The demographics

15. Stoke-on-Trent population information was available for 2006 (see Figure 2, Table 1) at both the City-wide level and the Neighbourhood Management Area level, by 5 year age bands (quinary). However no demographic forecasts at this level of detail were available for future years.

16. Because of the way in which the sports are structured (minis, juniors and adults) the Playing Pitch Assessment needs to draw on quinary age group forecasts. Each sport is slightly different, and Sport England has developed a kit-bag to enable automatic generation of demand information from teams based on the quinary age group information provided by authorities.

17. For the purposes of this Playing Pitch Strategy, it has therefore been assumed that each age group simply ages over time i.e. each group moves one age-band older between 2006 and 2011, and a proportional number get older each year. No figures are given in Tables 2 or 3 for those aged under 5 years, but this is not important as this age group are not playing any formal pitch sports.

18. The starting point for the Team Generation Rates (and therefore the Stoke-on-Trent Playing Pitch assessment) is Table 2 in Figure 2, as this relates to 2008, the year for which the team’s information is also available. The forecasts for each NMA are provided in Table 3, and they have been used in the 2011 assessment of demand. A City-wide quinary forecast is available to 2016, and a City-wide assessment has therefore been made for this date.

19. When longer term forecasts are available, the population information used for the assessment process should be checked and updated as necessary.
Table 1:
Population statistics provided by Stoke-on-Trent City Council (July 2008)

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239794
Table 2:

Estimated population for 2008

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Note: Calculation: population = (60% x age group from 2006) + (40% of preceding age group from 2006). Births not recorded, and those previously aged over 85. Assumes no inwards or outwards migration.
Table 3:
Estimated populations for 2011

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Note: Assumes estimated population of 2006 has moved one complete age band (i.e. Has aged 5 years).
The demand for pitches

20. A review of the national governing body handbooks, plus internet searches were undertaken to determine the number, sex and ages of all of the teams playing in Stoke-on-Trent, and the leagues in which they play. The list of teams is provided in Appendix 17.

21. In relation to football, fewer teams are identified in this list than were recorded by the FA in the Local Area Data report for the same period (Appendix 18). The FA LAD report team numbers have therefore been used as the starting point for the assessments.

22. In relation to cricket there appear to be a significant number of clubs and teams over the border of Stoke-on-Trent which draw on Stoke-on-Trent residents for membership. Two sets of analysis have therefore been undertaken for cricket; consideration of the teams and clubs (and sites) within Stoke-on-Trent; and secondly those clubs based in the wider area.

23. A survey was undertaken of all clubs (and associated teams) in Stoke-on-Trent using grass pitches. A copy of the Clubs and Teams survey questionnaire is given in Appendix 3.

24. An assessment has been made of the peak demand times for each sport, and the proportion of the matches played at a single time. These have been based on league information, handbooks, the actual numbers of matches being played at any one time, and booking patterns from the authority.

25. An assessment of the ‘latent’ demand has been undertaken:

- For football, based on the Local Area Data report for Stoke-on-Trent;
- For cricket, based on the findings from the County strategy;
- For rugby based on NGB advice;
- Also taking account of the number of teams within each club, consultation results with NGB officers and league secretaries, and with individual clubs.

26. The assessment of demand includes the strategy priorities of the governing bodies.
Playing pitch supply

27. An updating of the 2003 site database was undertaken and included all grass pitch sites used by community teams for football, cricket and rugby. The information was based on the pitch booking information of Stoke-on-Trent City Council, the FA handbooks, plus league and national governing body information for each of the sports.

28. The 2003 site quality database of all playing pitches was updated to take account of:

- Management and site information provided by Stoke-on-Trent City Council
- Conditions surveys of buildings and pitches
- Reports and works undertaken for specific sites
- Consultation responses from the clubs survey
- Views of the FA
- Views of FA development officers
- Staffordshire FA facilities development plan 2008
- Views of the cricket development officer
- Staffordshire Cricket Board Facilities Strategy 2009-2013
- Rugby development officer views
- RFU facilities strategy
- Selected site visits undertaken by the consultant team

29. Building Schools for the Future proposals as they potentially impact upon the community use of pitches, or opportunities for future community use, including a review of current and proposed dual-use agreements.

30. Consultation with neighbouring authorities to determine cross-border issues and relevant new facility proposals.

Assessing the balance in supply and demand

31. The quantitative analysis involved the following steps:

- An assessment of current demand based on Team Generation Rates generated from the current number of teams.

- An assessment of future demand based on Team Generation Rates generated from the current number of teams, the forecast number of new teams based on estimated populations for the City, and each NMA area, plus an assumption of growth of 1% pa in demand for each sport for each age group. (see Appendix 13 and 14)
• An assessment of the balance in supply and demand (following Sport England methodology) and assuming that each pitch, on average, across the authority can provide for 2 senior (or junior for football) matches per week.

32. This is supported by information from the relevant National Governing Bodies (NGB), the county and national strategies for football, cricket and rugby, and also information on other pitch sites not currently available to the community.

33. Consultation on draft findings has been undertaken, including with Sport England and the relevant NGB regional and county officers.
Football

Overview

34. Football has traditionally been played on grass pitches, but since the advent of 3rd Generation synthetic turf pitches, the adult game has increasingly shifted towards the use of these surfaces together with a focus on the small-sided game.

35. This section of the strategy reviews the demand for grass football pitches, whilst the synthetic pitches are addressed under the built facilities section of the report. The assessment considers the key issues facing the sport, and the unique opportunities to improve the current pitch stock due to the proposed schools reorganisation.

Football demand on grass

36. The assessment of the demand for football pitches on grass is based upon the number of teams registered in Stoke-on-Trent for the season 2007-08 with the Football Association. The following are the key facts drawn from the latest Staffordshire FA report, Local Area Data Stoke-on-Trent Season 2007/08.

37. The number of people playing football on grass has been compared with the national rates. Figure 3 shows that participation in football in Stoke-on-Trent is generally behind that of the England average, and that participation has fallen for junior (youth) male football and adult male football on grass between the seasons 2006/07 and 2007/08. Girls youth football is also behind national rates.
38. The above chart has similar but different values to the TGR rate table in Figure 1 above, but the overall message is the same in relation to the relative proportions of different groups playing football. The differences in the two rates (TGR and the FA Conversion Rate) are explained by the slightly different methodology being applied.

39. The trend in the mini and junior game in Stoke-on-Trent for the years 2006/07 – 2007/08 as shown by the FA is slightly at odds with the findings of the Team Generation Rates in Figure 1 which covers a 5-year period. This suggests that participation must have increased during the period 2003-2006, but then fallen back slightly for the 2007/08 season.

40. From the above chart it appears that participation in adult 11 aside football in Stoke-on-Trent is in decline and lower than the national average. This is contrary to the information provided by the Active People Survey although it should be borne in mind that the latter does not distinguish between the 11 aside and small sided game. It therefore appears that participation in the small sided game is increasing at the expense of the traditional 11 aside game.
41. The substantial fall in the number of youth teams (juniors) in Stoke-on-Trent is also contrary to the national trend – there was a fall in both the numbers of teams (by 12 teams) and the rate of participation by this age group (down almost 2%).

42. The FA does not draw any conclusions from the Local Area Data report to explain the drop in participation on grass, but further consultation with both the Staffordshire FA and local clubs have identified a number of possible factors:

- The quality of pitch provision is poor and there is a need to develop multi-pitch sites;
- There is a need to both increase the number of volunteers working within clubs as well as retain and train/improve the skills of the existing volunteers;
- There is a perceived lack of resources (people and funds) within the local authority to operate and maintain facilities to an appropriate standard;
- There is a perceived lack of support from the local authority Sports Development Team to highlight and support applications for funding and other initiatives. Several clubs have said that they are unaware that such support is available;
- The perceived lack of external funding opportunities (which may relate to the above point);
- The cost of hiring appropriate facilities.

**Club size**

43. In 2007/08 according to the FA information, the average number of teams per club in Stoke-on-Trent is lower than the national average; 1:1.4 for Stoke-on-Trent compared to 1:2.1 national average. As a consequence, although there are a similar percentage of Charter Standard clubs in Stoke-on-Trent as elsewhere, the number of young people playing within such a club is much lower than the national average and the target set by the FA. Currently just over 25% of junior and mini teams play within a Charter Standard club, compared to the national average of nearly 47%, and a national target of 75% by 2012.

44. The FA has mapped those clubs with 6 or more teams, see Figure 4 below, which also shows the current location of the secondary schools. It is notable that there are only four such clubs in Stoke-on-Trent, and of these one club’s site is due to be developed (Red Street at H&R Johnson) and one club uses several different locations.
The new Staffordshire FA Strategy 2008-2012 Your Game, Your Say, Our Goal has, as one of its objectives, to halt the decline in the adult male 11-a-side game, and support the existing teams. There is also an objective of supporting existing, and strategically identifying new, FA Charter Standard clubs to ensure a network of accessible, accredited club provision.

In relation to facilities, the FA’s strategic priorities are to:

- develop a network of 3rd Generation pitches;
• promote the concept of multi pitch sites;
• support the Building Schools for the Future Programme
• to promote increased community access to school sites
• develop sites suitable to implement and develop futsal
• identify the facility needs of new and existing FA Community Clubs, and to prioritise investment to these, and also to clubs working towards the FA Community Club status.

47. The key sports development priorities emerging from the FA Strategy are:

• to increase the number of multi-pitch sites ideally with mini, junior and senior pitch sizes which can be a focus for clubs with a number of teams;
• provide support to enable more clubs to achieve Charter Standard;
• to increase the number of mini and junior pitches across the City, on occasion at the expense of senior pitches.

The supply of grass pitches

48. There are currently 46 sites with secure community use. The total playing field area meets the needs of Stoke-on-Trent residents for football, but there are some serious issues to address including; the distribution of pitches, the lack of multi-pitch sites, the quality of pitches and the lack of changing.

49. Of the pitches with secure community use which are available for football, all except 4 are provided by the City Council. These are provided directly or as part of a legally-binding agreement with a school (often linked to external grant aid). The following table summarises the position.

<table>
<thead>
<tr>
<th>Age group</th>
<th>Pitch size</th>
<th>Hectares - Max size with safety margins</th>
<th>Current number of secure community use pitches</th>
<th>No. pitches provided by Stoke-on-Trent City Council</th>
</tr>
</thead>
<tbody>
<tr>
<td>U10</td>
<td>Mini</td>
<td>0.3</td>
<td>18</td>
<td>All</td>
</tr>
<tr>
<td>10-15</td>
<td>Junior</td>
<td>0.5</td>
<td>21</td>
<td>All</td>
</tr>
<tr>
<td>16+</td>
<td>Senior</td>
<td>1.2</td>
<td>65</td>
<td>61</td>
</tr>
</tbody>
</table>

50. The following maps show the distribution of football pitches across the City. Figure 5 shows all sites with secure community use, and Figures 6, 7 and 8 break down this information by pitch size (senior, junior and mini).
Figure 5: Football sites with secure community use
Figure 6: Senior Football Pitches
Figure 7: Junior Football Pitches
Figure 8: Mini Football Pitches

STOKE ON TRENT PLAYING PITCH STRATEGY
All Mini Football Pitches - Secure Community Use

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Legend:
- Pitches in licensed community use, available for use at peak times. These will generally be council-owned pitches, possibly managed by a club on loan for a period of at least 5 years.
- Pitches in licensed community use that may only be available for use at times of peak demand. This includes pitches that are available for external use through a formal community use agreement at least 5 years and non-club use club sites.
- Neighborhood Management Area
- City of Stoke-on-Trent Boundary

Stoke-on-Trent
Sport & Physical Activity Strategy 2009-2016
October 2009
Grass vs synthetic turf pitches

51. Section 6 of the Sport and Physical Activity Strategy includes a major section on synthetic turf pitches, and the trends towards increasing demand for this type of provision. The further development of the network of 3rd Generation STPs appears likely to ensure that adult game remains strong in Stoke-on-Trent. However, the following needs also be taken into account in determining the balance between grass pitch and synthetic provision:

- Hire cost – mini and junior teams in particular often struggle to meet hire costs and are unable to make regular bookings. If the hire charges are set artificially low it will potentially impact on the economic viability of facilities which have to set realistic charges to balance management, operational and ongoing maintenance costs (including longer term carpet replacement cost);

- Market sustainability - it is very difficult to assess the market for 3rd Generation or other types of synthetic turf pitches, whether small or large size. There are already two commercial small-sided multi-pitch venues in Stoke-on-Trent, plus three large size pitches and a number of small size venues. Experiences from other authorities have indicated that the total market for football is limited, and that increasing the number of pitches may not in itself lead to increased demand;

- Floodlighting – for synthetic turf pitches to be viable they need to be open during the evening which requires floodlighting. Planning applications for floodlighting are often successfully challenged, particularly in urban areas;

- Economic viability - a much expanded network of 3rd Generation STPs may not be the answer to maintaining or increasing mini and junior football in Stoke-on-Trent. If schools wish to include them within their facility mix it would be advisable to build a business case where community-use is seen as a bonus if the market is shown to be there, rather than an integral component;

- Maintenance issues - the FA have highlighted a number of issues, not least the difficulty of continuing to achieve the optimum playing performance where there is a high intensity of use and/or shortcomings in the quality of the maintenance routine for the surface.
Reinforced Grass

52. An alternative to synthetic turf pitches that has recently been developed are reinforced grass pitches which combine nature and technology. Artificial grass fibres are injected into a natural grass pitch. As the roots of the natural grass intertwine with the artificial grass fibres a sturdy pitch construction develops which maintains optimum permeability. Reinforced grass pitches can sustain up to 60% increased usage compared to a purely grass pitch (i.e. about three matches per week instead of two). Installation costs are similar to a synthetic turf pitch, but they do not have the same 10 year life expectancy.

53. The high cost and relatively low gain in term of additional capacity on such reinforced grass pitches means that they are unlikely to be a viable option for community football. This option has not therefore been further explored within the Strategy.

Balance in supply and demand across Stoke-on-Trent as a whole

54. Taking into account only the secure pitch sites, there is currently an over-supply of about 10 senior pitches, even providing for training, pitch maintenance works etc., in addition to match needs. It is possible that some of the ‘senior’ pitches may also be used by the older junior teams, but the level of this use is unclear. Of the senior pitch sites, 13 are single pitch sites with no changing facilities and a number of these are also of poor quality, such as the one at Grange Park Reclamation.

55. The opposite is true for the junior size pitches. There is a requirement across the authority for 48 junior pitches, but only 23 are currently available. However, the deficit in junior provision across the City may be slightly reduced because some of the senior pitches are also being used by junior teams (however the figure for this is uncertain). Ideally the u16s should be playing on junior pitches, and therefore this should be planned into the strategy.

56. There is a significant deficit in the number of mini pitches. There is demand for 30 pitches but only 19 are currently available with secure community use.

57. The current position and forecast up to 2016 in Figure 9 takes into account both the changes in the population and the anticipated growth in the game at 1% per annum. The junior and mini game takes its baseline from the current rates of participation, however if participation was to increase to reflect rates elsewhere, further pitch space would be required.
Figure 9: Forecast balance in supply and demand to 2016

<table>
<thead>
<tr>
<th>Pitch size</th>
<th>Balance in supply and demand by year – number of pitches of appropriate size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008</td>
</tr>
<tr>
<td>Mini (u 10 years)</td>
<td>-12</td>
</tr>
<tr>
<td>Junior (11-15 years)</td>
<td>-27</td>
</tr>
<tr>
<td>Senior (16+ years)</td>
<td>+11</td>
</tr>
</tbody>
</table>

58. The current balance in supply and demand varies significantly across the City, and a number of clubs rely on pitches outside the boundaries of Stoke-on-Trent. There are at least 7 senior, 4 junior, and 3 mini pitches outside Stoke-on-Trent which are used by the Stoke-on-Trent community. This is confirmed by a number of the survey returns from football clubs, which specifically highlighted the lack of pitch space as a major issue.

Non-secure sites

59. There are a number of school sites which appear to be used by the community across the City, but this is not on a secure basis. The number of pitches used and their levels of use by the community are difficult to determine because there are no formal arrangements, but there appear to be 11 senior pitches, 14 junior pitches and 7 mini pitches used at least occasionally. The school sites which are listed below include some schools which will be affected by the Building Schools for the Future programme.

- Berry Hill High School (due to close)
- Brookhouse Green Primary School
- Haywood High School
- Mill Hill Primary School
- Ball Green Primary School
- James Brindley High School
- Maple Court Primary School
- Priory Primary School
- Brownhills High School
- Harpfield Primary School
- Newstead Primary School
- Crescent Primary School
- Sandford Hill Primary School
- Burnwood Primary School
- Trentham High School
- Birches Head High School
60. Reliance should not be placed on school facilities being available in the longer term, as use by the community is very much secondary to the schools' demands. To be ‘secure’ there would need to be formal legal agreements over the use of the pitches by the community, and such agreements are rare for grass pitches, except where there is a significant excess of playing field space, over and above the needs of the school. The only school which seems likely to fall into this category is James Brindley.

School reorganisation programme – implications

61. The current pitch provision at the high school sites across the City are given in Figure 10.

62. Some of the high schools are forecast to close under the BSF programme. These include: Berry Hill, Edensor, Longton, and Mitchell, each of which have existing playing fields with more than one pitch. However, of these three, only Berry Hill currently has any community use although this is not under a formal agreement.

63. Berry Hill has relatively poor quality pitches and the City Council has estimated that the costs of improving the pitches to meet reasonable community use demands would be very high. As a consequence, it is proposed that the pitches on this site should be transferred to other non sporting uses. Any funds generated from alternative uses should be reinvested into improvements at other pitch sites within the Eastern Neighbourhood Management Area.

64. The other three schools earmarked for closure are Edensor, Mitchell and Longton. Each has more than one pitch but none currently has community use. With the lack of multi-pitch sites being a crucial issue for the development of football in Stoke-on-Trent, these sites should be retained for community use, and when transferred should be provided with appropriate ancillary facilities such as changing pavilions/clubhouses. They should be the focus for sports development, in particular the expansion of the Charter Club network across the city. Alternatively Mitchell could become a site for community rugby.
### Figure 10: School sites and pitches

<table>
<thead>
<tr>
<th>Site Name</th>
<th>NMA</th>
<th>Senior Football</th>
<th>Junior Football</th>
<th>Mini Soccer</th>
<th>Cricket</th>
<th>Full Rugby</th>
<th>Mini Rugby</th>
<th>Site Owned by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berry Hill High School</td>
<td>Eastern</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Birches Head High School</td>
<td>Western</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Biddulph High School</td>
<td>South</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Brownhills High School</td>
<td>North</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Edensor High School</td>
<td>South</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Haywood High School</td>
<td>North</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Holden Lane High School</td>
<td>Eastern</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>James Brindley High School</td>
<td>North</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Longton High School</td>
<td>South</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Mitchell High School</td>
<td>Eastern</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Sandon High School</td>
<td>South</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>St Josephs College</td>
<td>South</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
<tr>
<td>Arch Diocese of Birmingham</td>
<td>Northern</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Diocesan and School Commission</td>
</tr>
<tr>
<td>St Margaret Ward Catholic School</td>
<td>North</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Arch Diocese of Birmingham</td>
</tr>
<tr>
<td>St Thomas More Catholic College</td>
<td>South</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Diocesan and School Commission</td>
</tr>
<tr>
<td>St Peter's High School</td>
<td>South</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Diocesan and School Commission</td>
</tr>
<tr>
<td>Thistley Hough High School</td>
<td>South</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Diocesan and School Commission</td>
</tr>
<tr>
<td>Trentham High School</td>
<td>South</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>Stoke-on-Trent City Council</td>
</tr>
</tbody>
</table>

65. The playing fields on the other school sites are expected to remain primarily for use by the schools themselves. The one exception to this may be James Brindley which may have more pitch area than required for educational use. This site should be explored for football use or possibly rugby.
66. There is one other school (St Peters) which is due to be closed, but this has no playing field space.

City-wide summary

67. It is anticipated that the demand for football on grass will remain approximately the same over the next few years. The anticipated increase in overall participation in football by adults seems likely to be balanced out in relation to grass by the generally aging population and by the trend towards the use of synthetic surfaces. Demand for minis and juniors is however expected to continue to rise over time.

68. It is clear that the current pitch stock does not meet the current or future needs of the City in terms of the mix and location of pitches, the lack of multi-pitch sites, the quality of the pitches, or in relation to the ancillary facilities, including changing provision.

69. The Building Schools for the Future programme offers a unique opportunity to address some of the issues identified, by possibly transferring the existing school sites at Edensor, Mitchell and Longton to community use. It is unlikely that such an opportunity would arise ever again in an area such as Stoke-on-Trent and the opportunity should be taken to invest in these as key sites for the future.

70. The following section of the report considers the balance of supply and demand at the Neighbourhood Management Area level, in order to help determine local priorities.
Provision by area

71. The area summaries provided below cover the period up to 2011.

Eastern

72. The amount of provision in the Eastern area appears to just meet the needs of its own residents. However the list of senior pitches includes the single pitch sites at Redhills Road (Abbey Hulton Utd) and Abbey Lane Ground (Hanley Town), in addition to a single pitch at Holden Lane WMC. The balance in provision is given in Figure 11, and a summary of the site list as Figure 12.

Figure 11: Forecast balance in supply and demand for Eastern

<table>
<thead>
<tr>
<th>Pitch size</th>
<th>Number of pitches available (secure community use)</th>
<th>Balance in supply and demand by year – number of pitches of appropriate size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2008</td>
</tr>
<tr>
<td>Mini (u 10 years)</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Junior (11-15 years)</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Senior (16+ years)</td>
<td>14</td>
<td>2</td>
</tr>
</tbody>
</table>
Figure 12: Football sites in Eastern

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Senior Football</th>
<th>Junior Football</th>
<th>Mini Soccer</th>
<th>Cricket</th>
<th>Full Rugby</th>
<th>Mini Rugby</th>
<th>Pavilion Facilities Available to All</th>
<th>Has Floodlights</th>
<th>Pitches Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbey Lane Ground (Hanley Town)</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>TRUE</td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Bucknell Park</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>Hardman Football Development Centre</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Above Average</td>
<td>Average</td>
</tr>
<tr>
<td>Holdcroft Road</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Holden Lane High School</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>TRUE</td>
<td>Poor Quality</td>
<td>Below Average</td>
</tr>
<tr>
<td>Holden Lane WMC</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Below Average</td>
<td>Average</td>
</tr>
<tr>
<td>Mitchell High School</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Norton Cricket Club</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Norwich Road</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Above Average</td>
<td>Average</td>
</tr>
<tr>
<td>Redhills Road (Abbey Hulton Utd)</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Trentmill Road</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Willfield Community Centre</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Above Average</td>
<td>Average</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>14</strong></td>
<td><strong>12</strong></td>
<td><strong>7</strong></td>
<td><strong>1</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
</tr>
</tbody>
</table>

73. The site at Holdcroft Road was previously identified as having one each of senior, junior and mini pitches, but now appears to only have a single senior pitch. The site has no changing provision but the senior pitch quality is reasonable as it has had drainage works. The site is managed by the local residents association and is currently under consideration for development. Detailed negotiations have been undertaken with Sport England in relation to the development of this site. A number of options are being developed which will see the three replacement pitches being located in the locality, subject to Sport England's approval. The replacement pitches will be developed and ready for use before the site is developed.
74. The issues associated with the school sites have been explore above, but in summary, the Berry Hill School pitches should be closed, whilst the pitches at Mitchell should be retained and the site improved to enable community use, possibly as a location for a rugby club.

**Proposals**

- Protect, maintain and improve the existing pitches.
- Secure the pitches at Michell High School for long term community use. Undertake a detailed feasibility study to confirm if the site is suitable for the relocation of a rugby club to the site. Should this not be viable retain the pitches for community football use.
- Close the pitches at Berry Hill School.
- Replace pitches at Holdcroft Road with alternative provision to meet the requirements of PPG17, but as junior or mini pitches rather than senior, and ideally on a single site.
- Seek to develop new areas for playing fields if opportunities arise in relation to green spaces.

**Northern**

75. The amount of secure playing field space for football in the Northern area is less than is needed to provide for the residents. Much of the football activity in this area is reliant on less secure use of school sites, or on private pitches. The site at H&R Johnston is a prime example – it is used by Red Street Juniors, one of the few Charter Standard clubs in the City, but is under serious threat from development.

76. There is also a serious imbalance between the provision for seniors and the provision for juniors and minis, with no secure sites for the younger age groups.

77. Three of the sites are single senior pitch sites, which have no changing provision.

78. The balance in provision is given in Figure 13, and a summary of the site list as Figure 14.
79. Given the imbalance of provision across the pitch sizes and the fact that there is no changing provision at these sites, it may be appropriate to convert Tunstall, Bycars and Latebrook Recreation Ground to mini or junior pitch use if retained. Consideration should also be given to changing the pitch mix at Packmoor to provide for minis and juniors.

80. There are currently grass pitches at Haywood High, St Margaret Ward, and James Brindley, but only James Brindley has any community use or more than a single senior pitch on site. Active consideration should be given to securing the community use of the pitches at James Brindley. The currently preferred option for James Brindley is as a site for a rugby club. However, if this is not feasible, the site could become a site suitable for a Charter Standard club.
### Figure 14: Football sites in Northern

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Senior Football</th>
<th>Junior Football</th>
<th>Mini Soccer</th>
<th>Cricket</th>
<th>Full Rugby</th>
<th>Mini Rugby</th>
<th>Pavilion Facilities Available to All</th>
<th>Has Floodlights</th>
<th>Pitches Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bradeley Community Football Development Centre</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>High Quality</td>
</tr>
<tr>
<td>Bycars Park</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>Chatterley Whitfield</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Poor Quality</td>
</tr>
<tr>
<td>Chatterley Whitfield CISWO site</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>PROP</td>
<td>PROP</td>
<td>PROP</td>
</tr>
<tr>
<td>Latebrook Rec</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Monks Neil Park</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Below Average</td>
</tr>
<tr>
<td>Packmoor</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Sprink Bank</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>High Quality</td>
</tr>
<tr>
<td>Tunstall Park</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
</tbody>
</table>

| Totals                                | 19              | 0               | 0           | 0       | 0          | 0          |                                         |                |                 |

81. The Chatterley Whitfield CISWO site is a current proposal. If developed this would be similar to a football development centre, with a mix of pitch sizes (equating to the area of 4 senior pitches), changing and ancillary facilities.

82. The site owned by H & R Johnson has average quality pitches and no changing, but is due to be lost to development/road improvements. A high priority must be to relocate Red Street Juniors to an alternative site, or to replace the facility. The club currently runs 10 teams.
Proposals

- Protect, maintain and improve the existing pitches.
- Convert Bycars Tunstall and Latebrook Recreation Ground to mini and junior use.
- Seek replacement site for H&R Johnson, to be used by Red Street Juniors.
- Secure 'surplus' pitches for long term community use. Undertake a full feasibility study to confirm if the site is appropriate to host a Rugby Football Club. If not suitable for a rugby club, develop pitches for community football use. Add changing and ancillary provision as necessary.
- Develop the Chatterley Whitfield CISWO site, similar to a football development centre.
- Remark three of the pitches at Packmoor for mini and junior use.
- Provide changing facilities at Sprink Bank, Packmoor and Chatterley Whitfield.
- Seek to develop new areas for playing fields if opportunities arise in relation to green spaces.

South Eastern

83. The amount of secure playing field space for football in the South Eastern area is less than is needed to provide for the residents at all pitch sizes, although juniors are worse provided for than either minis or seniors.

84. Only Watery Lane is a multi-pitch site with a range of pitch sizes, but it lacks changing provision. Four of the sites are single senior pitch sites, which have no changing provision, although all the sites appear to have at least average pitch quality.

85. The balance in provision is given in Figure 15, and a summary of the site list as Figure 16.
Figure 15:  Forecast balance in supply and demand for South Eastern

<table>
<thead>
<tr>
<th>Pitch size</th>
<th>Number of pitches available (secure community use)</th>
<th>Balance in supply and demand by year – number of pitches of appropriate size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2008</td>
</tr>
<tr>
<td>Mini (u 10 years)</td>
<td>5</td>
<td>-2</td>
</tr>
<tr>
<td>Junior (11-15 years)</td>
<td>2</td>
<td>-9</td>
</tr>
<tr>
<td>Senior (16+ years)</td>
<td>9</td>
<td>-2</td>
</tr>
</tbody>
</table>

86. There are two Charter Standard Club based in the area; Florence and Caverswall, the latter uses a number of sites across the southern part of the City.

87. The school sites, in this area are as follows: Edensor, Longton, St Thomas More and Sandon. Edensor (1 senior, 1 junior, 2 mini pitches) and Longton (2 junior pitches) are due to close as part of the BSF programme. St Thomas More and Sandon may have some limited community use for football, but this is not secure.

88. Given the lack of pitch space in the South Eastern area, the priority is to retain the existing pitches at Edensor and Longton. The Edensor site should become the home for a Charter Standard club, retaining the mix of pitch sizes, and should be provided with appropriate ancillary facilities, including changing.

89. Longton could become a football centre, possibly linked with Foley Football Club.

Proposals

- Protect, maintain and improve the existing pitches.
- Following the closure of the school at Edensor, retain the pitches for community use and provide new changing facilities, car parking and fencing as needed.
• Following the closure of Longton High School retain the pitches for community use. Consider if a mix of pitch sizes can be provided on site, and provide changing accommodation. If the site can only host junior or mini pitches, changing is not required although is preferable. Other ancillary facilities are necessary, including car parking. Link the development to a football club, possibly Foley Football Club.

• Develop changing provision at Watery Lane.

• Seek to develop new areas for playing fields if opportunities arise in relation to green spaces.
### Figure 16: Football sites in South Eastern

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Senior Football</th>
<th>Junior Football</th>
<th>Mini Soccer</th>
<th>Cricket</th>
<th>Full Rugby</th>
<th>Mini Rugby</th>
<th>Pavilion Facilities Available to All</th>
<th>Has Floodlights</th>
<th>Pitch Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchor Road Stadium</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td></td>
<td>Below Average</td>
</tr>
<tr>
<td>Florence Colliery Miners Welfare</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td></td>
<td>High Quality</td>
</tr>
<tr>
<td>Longton Park</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
<td></td>
</tr>
<tr>
<td>Normacot Grange</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td></td>
<td>Above Average</td>
</tr>
<tr>
<td>Normacot Rec</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td></td>
<td>Above Average</td>
</tr>
<tr>
<td>Watery Lane Playing Fields</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
<td></td>
</tr>
<tr>
<td>Weston Coyney Junior School</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td></td>
<td>Above Average</td>
</tr>
<tr>
<td>Whitcombe Road</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Above Average</td>
<td></td>
</tr>
<tr>
<td>Wood Street Rec</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>9</strong></td>
<td><strong>2</strong></td>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>0</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Below Average
- Average
- Above Average
South Western

90. The amount of secure playing field space for football in the South Western area is less than is needed to provide for the residents at all pitch sizes, although juniors are worse provided for than either minis or seniors.

91. All of the sites have reasonable quality pitches, but only The Croft has a range of pitch sizes. Fenton Park provides for 4 senior pitches and has changing, but the only other sites with changing are the two primary schools.

92. The shortage of playing field space for football is illustrated by the number of sites outside the authority’s boundaries being used by teams. These include Shamblers, Michelin Sports Centre, Wye Road and Lyme Valley which together provide 7 senior pitches, 4 juniors and 3 mini pitches.

93. The balance in provision is given in Figure 17, and a summary of the site list as Figure 18.

Figure 17: Forecast balance in supply and demand for South Western

<table>
<thead>
<tr>
<th>Pitch size</th>
<th>Number of pitches available</th>
<th>Balance in supply and demand by year – number of pitches of appropriate size</th>
<th>2008</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini (u 10 years)</td>
<td>3</td>
<td></td>
<td>-4</td>
<td>-4</td>
</tr>
<tr>
<td>Junior (11-15 years)</td>
<td>5</td>
<td></td>
<td>-6</td>
<td>-7</td>
</tr>
<tr>
<td>Senior (16+ years)</td>
<td>12</td>
<td></td>
<td>-1</td>
<td>-1</td>
</tr>
</tbody>
</table>

94. In relation to the school sites, Trentham (1 senior, 1 junior pitch) and St Josephs College (2 senior, 1 junior) are used on an informal basis by the community. Blurton and Thistley Hough may have some informal community use, but this is not secure. St Peters has no pitches.
### Figure 18: Football sites in South Western

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Senior Football</th>
<th>Junior Football</th>
<th>Mini Soccer</th>
<th>Cricket</th>
<th>Full Rugby</th>
<th>Mini Rugby</th>
<th>Pavilion Facilities Available to All</th>
<th>Has Floodlights</th>
<th>Pitch Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blurton Primary School</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>Fallowfields</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>Fenton Park</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Harpfield Primary School</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Kemball Avenue</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>Mount Pleasant Park</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>Priorsfield</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Riverside Road</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>The Croft Playing Fields</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>Above Average</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>12</strong></td>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
<td><strong>1</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

95. The priorities for the South Western area are to ensure that there is changing provision on multi-pitch sites, particularly; Fallowfields, Mount Pleasant Park, and Riverside Road. Consideration should be given to the future of the single pitch sites where these have no changing. These could be remarked to junior/mini use, or taken out of use if alternative better pitch space could be provided.

**Proposals**

a. Protect, maintain and improve the existing pitches.

b. Provide changing facilities at; Mount Pleasant Park, and Riverside Road, and at Fallowfields in the longer term

c. Support and encourage the community use of the primary school sites for minis and juniors.
d. Consider remarking the senior pitches on the single pitch sites to provide for junior or mini use.

e. Seek to develop new areas for playing fields if opportunities arise in relation to green spaces.

**Western**

96. Although overall there is an approximate balance in total playing field space for football in the Western area of the City, the problems with the sites exacerbate the fact that there are too few junior pitches (6 are required but only 2 available). Although 2 senior pitches appear surplus to requirements, there are 3 single pitch sites with no changing, and two of these are of such poor quality that they cannot sustain two matches a week. Pitch quality is a particular issue in the parks, where there is also informal use of the green space.

97. In addition, there is a significant problem with the lack of changing provision, even on the multi-pitch sites such as Trubshaw Cross, Grange Park and Hanley Park. This hampers the use of these sites and prevents clubs from participating in higher league levels.

98. The balance in provision is given in Figure 19 and a summary of the site list as Figure 20.

*Figure 19:  Forecast balance in supply and demand for Western*

<table>
<thead>
<tr>
<th>Pitch size</th>
<th>Number of pitches available (secure community use)</th>
<th>Balance in supply and demand by year – number of pitches of appropriate size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2008</td>
</tr>
<tr>
<td>Mini (u 10 years)</td>
<td>3</td>
<td>-1</td>
</tr>
<tr>
<td>Junior (11-15 years)</td>
<td></td>
<td>-4</td>
</tr>
<tr>
<td>Senior (16+ years)</td>
<td>11</td>
<td>2</td>
</tr>
</tbody>
</table>
**Figure 20: Football sites in Western**

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Senior Football</th>
<th>Junior Football</th>
<th>Mini Soccer</th>
<th>Cricket</th>
<th>Full Rugby</th>
<th>Mini Rugby</th>
<th>Pavilion Facilities Available to All</th>
<th>Has Floodlights</th>
<th>Pitch Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Forest Pk (Sneyd St)</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Below Average</td>
</tr>
<tr>
<td>Grange Park Reclamation</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Below Average</td>
</tr>
<tr>
<td>Hanley Park</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>TRUE</td>
<td>TRUE</td>
<td>Below Average</td>
</tr>
<tr>
<td>Northwood Stadium</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>TRUE</td>
<td>TRUE</td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Sandbach Road</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
<tr>
<td>Staffordshire University</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>TRUE</td>
<td>FALSE</td>
<td>TRUE</td>
<td>High Quality</td>
</tr>
<tr>
<td>Trubshaw Cross</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>FALSE</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
</tbody>
</table>

**Totals**  
11 2 3 0 1 0

99. Birches Head High School is within the Western area and has 3 junior pitches, but use by the community is not secure.

100. The Trubshaw Cross site is potentially under threat from the BSF programme. This would be a serious loss of an important playing field site, despite its lack of changing provision, and should be avoided if at all possible. If its loss is unavoidable, a replacement site to provide for at least 2 senior, 2 junior and 3 mini pitches with ancillary facilities, car parking, changing provision etc. must be provided, ideally within a 1.6 km radius. Any replacement site must be fully established (and playable) before the Trubshaw Cross site is lost.
Proposals

- Protect, maintain and improve the existing pitches. Retain the existing multi-pitch sites, or, if lost full replacement will be considered essential.

At Trubshaw Cross undertake a full technical survey on the pitches to determine their capacity to provide for greater levels of use (by the school in addition to the community), the costs of upgrading, and long term maintenance requirements (including cost). Retain and intensify levels of community use. Provide changing.

- Provide high quality changing provision at Hanley Park and Grange Park.

- Improve the changing at Northwood Stadium.

- Consider remarking the single senior pitches at Sandbach Road and Central Forest Park to junior use.

- Support and encourage the community use of the primary school sites for minis and juniors.

- Seek to develop new areas for playing fields if opportunities arise in relation to green spaces.
Football Site Quality and Management

Quality

101. The priorities for future investment/attention should focus on the following:

Changing Facilities

102. All senior sites should have good quality changing facilities that meet FA guidelines. Whilst changing facilities for minis and juniors is a desirable rather than an essential FA requirement, all mini/junior sites (not associated with senior pitches) should ideally have access to basic toilet/wash facilities as a minimum.

Grass Pitch Quality

103. All pitches should be well-drained and well-maintained, avoiding over-use. Pitches should be allowed to fully recover at the conclusion of the season:

- only pitches not used or only lightly used during the season should be allocated for pre-season training matches. Whilst under normal circumstances the adult game requires changing facilities, consideration should be given to the use of sites without changing for pre-season training matches to maximise reparation/recovery time of the most heavily used pitches;

- conflict by booking out sites for other activities during the close season should be avoided. Where this is not possible consideration should be given to developing alternative sites for football;

- All new sites should be located in areas not prone to flooding.

Site Security

104. Where possible, and where they are not public open space, sites should be secured (fenced) to reduce/prevent unofficial use of pitches, vandalism of changing facilities and dog fouling.

Pricing

105. The consultation process for the Sport and Physical Activity Strategy identified strong concerns about pricing as a general issue across all activities. With the current economic climate it is likely that many more people will need to be careful about their expenditure. It is essential that the grass pitches provided
by Stoke-on-Trent City Council are affordable, and are felt to be good value for money. The FA’s National Game Strategy reinforces the need to provide affordable, new and improved facilities in schools, clubs and on Local Authority sites.

**Enshrining quality in planned provision**

106. The quality of new playing fields, particularly those which are provided in relation to new development or redevelopment, should be guided by a clear set of planning criteria. These are provided under the Planning Policies section of this report, alongside guidance on the amount of playing field space which is required per 1000 per head of population.

**Site management**

107. Although the vast majority of playing field sites used by the community are managed by the City Council, the authority may wish to give future consideration to club self-management of some of the larger sites, particularly those which host a single club or entity.

108. Should the Council wish to pursue this route formal agreements should be drawn up which reflect best practice from elsewhere. The agreements should include the following as a minimum:

- Allocated times for the club to have use of the facilities;
- Detailed schedules for both grounds and building maintenance that are realistic for the club to achieve (with appropriate training provided by the local authority where necessary);
- A regular forum for the club and the local authority representatives to discuss issues of concern, review and agree costs, and to identify development initiatives and opportunities;
- Clear proposals for the monitoring of pitch quality (who/frequency/reporting) to help safeguard against over-use and a policy for cancelling/rescheduling matches;
- The development targets for the club e.g. the club must be an FA charter standard club and meet its development objectives.
Standards of provision for football

109. The following tables develop standards of provision for football based on the amount of playing field space required, and the forecast population of the authority. These standards should be applied to all new developments and redevelopments, and are based on the estimated pitch requirements for the City as a whole. The playing field area is estimated to be 150% of the total amount of football pitch area, to provide space for ancillary facilities such as changing and car parking.

<table>
<thead>
<tr>
<th>Population by 2016</th>
<th>Current playing field provision (hectares in secure community use)</th>
<th>Playing field space required for football (hectares in secure community use)</th>
<th>Proposed standards of provision – playing field space per 1000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>244,000</td>
<td>143</td>
<td>153</td>
<td>0.63 hectares</td>
</tr>
</tbody>
</table>

NB details of the calculations linked to the above are set out in Appendix 15

110. In effect this means the development of approximately 10 ha additional playing field space over the period up to 2016. However, as there is clearly a lack of space now, and there are major issues associated with the quality of sites and the ancillary facilities, action should be taken as soon as possible to meet some or all of the additional space needs.

111. New and/or improved provision is required across the whole of the City.

112. These provision standards must be supplemented by standards for accessibility and quality, as provided in the Planning Policies section of this report.
Cricket

Overview

113. The supply / demand balance for cricket is harder to assess than for football because a high proportion of the cricket demand is met from clubs operating outside the authority’s boundaries. About 40% of the sites used by Stoke-on-Trent residents are outside the boundaries (9 sites from a total of 21 cricket pitches in and around the City).

114. The following map (Figure 21) shows the distribution of cricket pitches in secure community use both within the City and on the City’s boundaries. Many of these sites are owned/managed by the cricket clubs, with only a relatively small number being under the control of the City Council.

115. The clubs included within the assessment for cricket are as follows:

<table>
<thead>
<tr>
<th>Clubs within Stoke-on-Trent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burslem Cricket Club</td>
</tr>
<tr>
<td>Caverswall Cricket Club</td>
</tr>
<tr>
<td>Fenton Cricket Club</td>
</tr>
<tr>
<td>Hanford Cricket Club</td>
</tr>
<tr>
<td>Hem Heath</td>
</tr>
<tr>
<td>Longton Cricket Club</td>
</tr>
<tr>
<td>J G Meakin Cricket Club</td>
</tr>
<tr>
<td>Norton Cricket Club</td>
</tr>
<tr>
<td>Sandyford Cricket Club</td>
</tr>
<tr>
<td>Sneyd Cricket Club</td>
</tr>
<tr>
<td>Staffordshire University Mens (Stoke)</td>
</tr>
<tr>
<td>Staffordshire University Womens (Stoke)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clubs outside Stoke-on-Trent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bagnall Cricket Club</td>
</tr>
<tr>
<td>Barlaston Cricket Club</td>
</tr>
<tr>
<td>Blythe Cricket Club</td>
</tr>
<tr>
<td>Endon Cricket Club</td>
</tr>
<tr>
<td>Kidsgrove Cricket Club</td>
</tr>
<tr>
<td>Knypersley Cricket Club</td>
</tr>
<tr>
<td>Meir Heath Cricket Club</td>
</tr>
</tbody>
</table>
Figure 21: Cricket Pitches
Cricket demand

116. It is difficult to assess exactly how many people participate in cricket in Stoke-on-Trent because of the flow of residents over the borders to nearby cricket clubs. The survey undertaken of teams in 2007/08 suggested that the split between the number of teams playing within Stoke-on-Trent, and the total number from Stoke-on-Trent and its surrounds were:

<table>
<thead>
<tr>
<th></th>
<th>Number of teams</th>
<th>Stoke-on-Trent plus its surrounds</th>
<th>Clubs and teams playing in the City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior cricket - boys</td>
<td>11-17yrs</td>
<td>48</td>
<td>18</td>
</tr>
<tr>
<td>Junior cricket - girls</td>
<td>11-17yrs</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Men’s cricket</td>
<td>18-55yrs</td>
<td>55</td>
<td>31</td>
</tr>
<tr>
<td>Women’s cricket</td>
<td>18-55yrs</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>106</td>
<td>50</td>
</tr>
</tbody>
</table>

117. As can be seen from this table, about half of the participation may be at sites outside the City – but without very detailed membership statistics from each club exact participation rates are impossible to determine.

118. In order to compare the 2002/03 participation rate with the current one, the same clubs have been assessed in order to compare the old TGR rate and the new one. For this, the following clubs have been counted, and the results appear in Figure 1 of this section.

<table>
<thead>
<tr>
<th>Clubs within Stoke-on-Trent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burslem Cricket Club</td>
</tr>
<tr>
<td>Caverswall Cricket Club</td>
</tr>
<tr>
<td>Fenton Cricket Club</td>
</tr>
<tr>
<td>Hanford Cricket Club</td>
</tr>
<tr>
<td>Longton Cricket Club</td>
</tr>
<tr>
<td>J G Meakin Cricket Club</td>
</tr>
<tr>
<td>Norton Cricket Club</td>
</tr>
<tr>
<td>Sandyford Cricket Club</td>
</tr>
<tr>
<td>Sneyd Cricket Club</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clubs outside Stoke-on-Trent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bagnall Cricket Club</td>
</tr>
<tr>
<td>Barlaston Cricket Club</td>
</tr>
<tr>
<td>Blythe Cricket Club (2 senior teams only counted)</td>
</tr>
<tr>
<td>Kidsgrove Cricket Club</td>
</tr>
<tr>
<td>Knypersley Cricket Club</td>
</tr>
<tr>
<td>Meir Heath Cricket Club</td>
</tr>
</tbody>
</table>
119. This comparison shows that there has been a growth in the number of boys playing, but a slight fall in the number of adult men. The only girls team had ceased but two women’s teams have become established during the period. The growth in the adult women’s game of 2 teams is balanced by the reduction of 2 teams for the men, keeping the overall participation rate for adults the same across the years for those clubs which were included in the 2003 Strategy. The steady state of the adult cricket game in Stoke-on-Trent mirrors the findings from the Active People Survey which saw no significant change between the two sets of research carried out in 2005/06 and 2007/08.

120. For the purposes of assessing the future demand for cricket in Stoke-on-Trent, a 1% increase in participation rate has been applied to each of the age groups for the period up to 2016 (figure 22). This growth reflects the policy aspirations of the City to increase participation across all sports.

*Figure 22: Future demand predictions, cricket*

<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Number of Teams within age group 2008</th>
<th>Number of Teams within age group 2011</th>
<th>Number of Teams within age group 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior cricket - boys 11-17yrs</td>
<td>48</td>
<td>48</td>
<td>46</td>
</tr>
<tr>
<td>Junior cricket - girls 11-17yrs</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Men’s cricket 18-55yrs</td>
<td>55</td>
<td>57</td>
<td>57</td>
</tr>
<tr>
<td>Women’s cricket 18-55yrs</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Number of Teams within age group 2008</th>
<th>Number of Teams within age group 2011</th>
<th>Number of Teams within age group 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior cricket - boys 11-17yrs</td>
<td>18</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Junior cricket - girls 11-17yrs</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Men’s cricket 18-55yrs</td>
<td>31</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>Women’s cricket 18-55yrs</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
121. There are currently two cricket clubs within the City which have achieved Clubmark status, plus Kidsgrove CC, and Meir Heath CC just outside the City.

122. As participation levels in primary and secondary schools increase the ECB considers it vital that clubs are encouraged and supported to introduce and/or develop junior sections. To accommodate an increasing number of players, teams, coaching sessions and matches, facilities of a suitable quality must be made available to allow a continuing improvement of standards both within schools and the community.

123. All Staffordshire’s affiliated clubs were audited during summer 2008 by Staffordshire Cricket Board to provide a baseline for the Facilities Strategy. The requested data focussed on the following 5 main areas and combined both quantitative and qualitative assessment:

- Fine turf provision – quality of square and outfield, number of strips, machinery;
- Practice facilities – number and quality of practice facilities;
- Changing facilities – number of changing rooms, size and quality;
- Indoor provision – access and quality;
- Ancillary cricket facilities – what else is required.

124. The data was collated and analysed using the local knowledge of the board’s professional staff, the appropriate Minimum Facility Assessment Standard (MFAS) and the ECB’s technical specification guidance documents to ensure that it was: valid and representative of the existing facility provision across the county; helped to identify gaps in provision (from quality, quantity and geographical perspectives); and, identified strategic commitments in order that they can be aligned to potential funding streams.

125. The facility priorities will relate to Staffordshire Cricket’s 8 Areas of Commitment:

- Commitment 1 – Playing and Practice Facilities
- Commitment 2 – Grounds’ Staff
- Commitment 3 – Changing Facilities
- Commitment 4 – Ancillary Facilities
- Commitment 5 – Security of Tenure
- Commitment 6 – Machinery
- Commitment 7 – Indoor Facilities
- Commitment 8 – Building Schools for the Future
126. Staffordshire Cricket’s Facilities Strategy is intended as a medium term guidance document and has been developed within the facility landscape as it stood in late 2008. As projects which address any of the 8 commitment areas are conceived by clubs, Staffordshire Cricket will endeavour to support them and will prioritise its resource for support using the following developmental criteria:

- Is the club a Focus Club?
- Is the club Clubmark accredited?
- Does the club have appropriate security of tenure or can this be achieved?
- Do the project outcomes support the club’s development plans?
- Is the club ready and willing to improve their facilities?
- How does the project fit with the County Board Development Plan?
- What development programmes is the club involved in?
- What is the impact of the project on player development?
- Will the project increase participation?
- Which target groups is the project aimed at?
- What is the club Infrastrucutre and management like?
- What is the quality of coaches and grounds staff?
- How sustainable is the project?
- What would be the outcomes from the project?
- How does the project compare to other similar projects within the County?
- Does the club offer its facilities for county junior, district junior and/or County senior cricket?
- Is the project need supported by other strategic partners and documents e.g. Sport England’s Active People Survey?

127. This is by no means an exhaustive list, but will provide guidance criteria for Staffordshire Cricket to help prioritise projects proposed by clubs and assist in matching against potential sources of funding.

The supply of cricket pitches

128. There are currently 11 cricket pitches with secure community use within the City, and 9 sites close to the City boundary which are used by residents. In addition there are 2 other sites, Meakins and Syned which have been assumed to be in secure use for the purposes of this Strategy. The pitch sites are listed in Figure 23, and illustrated by the map in Figure 21.

129. The ‘usual’ capacity of a cricket pitch is taken to be four teams. This allows for two games per week, but occasionally it is possible to host 2 more teams, if some of the games are played mid-week. This is sometimes the case with the juniors.
130. Details of the quality of the pitches and sites has been collated by the Staffordshire Cricket Board, but are not yet available to be incorporated within this report. The site quality information below should therefore be updated once available.

*Figure 23: Cricket Sites in Stoke-on-Trent*

<table>
<thead>
<tr>
<th>Site Name</th>
<th>NMA</th>
<th>Site Owned by</th>
<th>Pavilion Facilities Available to All</th>
<th>Pitch Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burslem CC</td>
<td>Western</td>
<td></td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Caverswall CC</td>
<td>Eastern</td>
<td>Caverswall Cricket Club</td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Fenton Cricket Club</td>
<td>Western</td>
<td>Stoke-on-Trent City Council</td>
<td>TRUE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Hanford CC</td>
<td>Western</td>
<td></td>
<td>TRUE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Hem Heath CC</td>
<td>Western</td>
<td></td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Longton Cricket Club</td>
<td>Western</td>
<td>Trustees of the Club</td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Meakins Cricket Club</td>
<td>Eastern</td>
<td></td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Norton Cricket Club</td>
<td>Eastern</td>
<td>CISWO</td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Sandon High School</td>
<td>Eastern</td>
<td>Stoke-on-Trent City Council</td>
<td>TRUE</td>
<td>Average</td>
</tr>
<tr>
<td>Sandyford CC</td>
<td>Northern</td>
<td>Sandyford Cricket Club</td>
<td>TRUE</td>
<td>Below Average</td>
</tr>
<tr>
<td>Sneyd Cricket Club</td>
<td>Western</td>
<td>Stoke-on-Trent City Council</td>
<td>TRUE</td>
<td>Average</td>
</tr>
</tbody>
</table>
Balance in supply and demand

131. In order to assess the rate of provision for the City as a whole, it is useful to compare the pressure on pitches within City with a similar calculation for those outside. Figure 24 compares the average number of teams per pitch on this basis, both for now and as forecast up to 2016. The forecasts include the impact of both the demographic changes and an planned increase in participation rate of 1% per annum.

Figure 24: Comparison between City plus surrounding cricket

Table 1:

Cricket clubs, teams and sites both within and outside the City

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2011</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior cricket - boys</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-17yrs</td>
<td>48</td>
<td>48</td>
<td>46</td>
</tr>
<tr>
<td>Junior cricket - girls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-17yrs</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Men’s cricket</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-55yrs</td>
<td>55</td>
<td>57</td>
<td>57</td>
</tr>
<tr>
<td>Women’s cricket</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-55yrs</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>106</td>
<td>108</td>
<td>106</td>
</tr>
</tbody>
</table>

Number of pitches in 2008 in secure community use including those outside authority boundary

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2011</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>No snr teams per pitch</td>
<td>2.9</td>
<td>3.0</td>
<td>3.0</td>
</tr>
<tr>
<td>Total no teams per pitch</td>
<td>5.3</td>
<td>5.4</td>
<td>5.3</td>
</tr>
<tr>
<td>Population</td>
<td>241,260</td>
<td>242,913</td>
<td>244,000</td>
</tr>
<tr>
<td>Pitches per 1000 (incl pitches outside authority area)</td>
<td>0.08</td>
<td>0.08</td>
<td>0.08</td>
</tr>
<tr>
<td>Playing field area @ 150% of pitch area</td>
<td>0.25</td>
<td>0.25</td>
<td>0.25</td>
</tr>
</tbody>
</table>

Pitches within City

11

Pitches in adjoining authorities

9
Table 2:
Cricket clubs, teams and sites within the City only

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2011</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Junior cricket - boys</strong> 11-17yrs</td>
<td>18</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td><strong>Junior cricket - girls</strong> 11-17yrs</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Men’s cricket</strong> 18-55yrs</td>
<td>31</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td><strong>Women’s cricket</strong> 18-55yrs</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>51</td>
<td>47</td>
</tr>
</tbody>
</table>

| **Number of pitches in 2008 in secure community use** | 11 | 11 | 11 |
| **No snr teams per pitch** | 2.9 | 3.0 | 2.8 |
| **Total no teams per pitch** | 4.5 | 4.6 | 4.3 |
| **Population** | 241260 | 242,913 | 244,000 |
| **Pitches per 1000 (pitches within City only)** | 0.05 | 0.05 | 0.05 |
| **Playing field area @ 150% of pitch area** | 0.14 | 0.14 | 0.14 |

Pitches within City | 11 |
Pitches in adjoining authorities | 9 |

132. These two tables show that there is approximately the same average number of adult teams whether the clubs area based within the City, or are based outside i.e. 2-3 adult teams per site.

133. There is however a difference in total number of teams per pitch – with an average of more teams per pitch outside the City than inside. This difference is arising because there are more junior teams per club outside the City than within. The tables also suggest that there will effectively no extra demand for cricket space unless participation increases substantially.

134. With 40% of the pitches used being outside of the City boundaries, it is probably unrealistic (and unnecessary) to aspire to provide for all the cricket demand within the City. The focus should therefore be on supporting and encouraging the existing clubs, particularly those within the City to strengthen their junior sections. The highest sports development priorities for juniors are
Burslem, JG Meakins and Norton Cricket Clubs, all of whom have no or limited junior sections.

**Cricket supply and demand by area**

**Eastern**

135. There is only one fully secure community use pitch in this area of the City, which is the Norton Cricket Club. The Meakins Cricket Club is also just within the Eastern NMA and for the purposes of this strategy has been included within the ‘secure’ list. The area also relies on two sites outside of the City, Bagnall and Endon Cricket Clubs.

136. Assuming the teams in the clubs across the border of Stoke-on-Trent arise from Stoke-on-Trent itself, the area currently generates around 23 teams (12 seniors, 11 juniors) but this is expected to fall slightly as the area ages, to around 20 teams by 2011. There are more teams per club outside the authority than within, and only limited juniors at JG Meakins and Norton clubs.

**Proposals:**

a. Protect, maintain and improve the existing pitches.

b. Secure the Meakins Cricket Club site.

c. Support JG Meakins and Norton CC to develop their junior sections.

d. Ideally develop a further site for cricket development – possibly linked to a school.

**Northern**

137. There is only one cricket club site in the Northern NMA, Sandyford CC. The area therefore relies on the Kidsgrove and Knypersley Cricket Clubs to meet some of the demand.

138. Assuming the teams in the clubs across the border of Stoke-on-Trent are arising from Stoke-on-Trent itself, the area currently generates around 21 teams (11 seniors, 10 juniors) and this is expected remain the case up to 2011. This means that each of the clubs are running a large number of senior and junior teams (Knypersley has 9 teams in total).
139. If the aim is to provide one pitch per 5 teams in total (adults and juniors), a further pitch is required to meet demand.

**Proposals:**

a. Protect, maintain and improve the existing pitches.

b. Secure one further pitch in the area, possibly linked to the schools reorganisation programme.

**South Eastern**

140. There is demand for at least 5 pitches with secure community use in this area of the City, but there is only 1 club site, Caverswall plus the specialist cricket centre Sandon High School. The area however also has access to Meir Heath (which also operates at Wedgewood) and to two sites run by the Blythe Bridge Cricket Club.

141. Counting the teams in the clubs across the border of Stoke-on-Trent as arising from Stoke-on-Trent itself, the area currently generates around 23 teams (12 seniors, 11 juniors) and one extra senior team is expected arise in the period up to 2011. Blythe Bridge and Meir Heath both have large numbers of teams, however because the clubs use multiple sites they are only averaging 3.5-4.5 team per pitch. Caverswall has 4 teams, 2 senior and 2 juniors.

142. As there would appear to be sufficient capacity to cater for an extra team in the period up to 2011, the priority is to improve quality rather than the number of pitches within this area, and to support the development of junior players through sports development initiatives.

**Proposals:**

a. Protect, maintain and improve the existing pitches.

b. Maximise Sandon as a specialist cricket centre to support sports development, particularly junior cricket.

c. Encourage club use of school sites as opportunities arise.
South Western

143. There are currently 4 pitches in secure community use within this NMA, Longton, Fenton, Hem Heath, and Hanford Cricket Clubs. Stoke-on-Trent residents also play at Barlaston and at Wedgewood. There is one other pitch at St Joseph’s College, but this is non-secure use.

144. Counting the teams in the clubs across the border of Stoke-on-Trent as arising from Stoke-on-Trent itself, the area currently generates around 25 teams (14 seniors, 11 juniors) and one extra senior team is expected arise in the period up to 2011 (a women’s team). There are actually 27 teams playing at Longton, Fenton, Hem Heath and Hanford clubs, suggesting that this part of Stoke-on-Trent is catering for a number of people from outside the area.

145. There is just sufficient capacity to cater for cricket up to 2011 within the area, therefore the focus should be on improving the quality rather than the number of pitches within this area, and to support the development of junior players through sports development initiatives.

Proposals:

a. Protect, maintain and improve the existing pitches.

b. Encourage club use of school sites as opportunities arise.

Western

146. There is currently only one fully secure cricket pitch within the Western area of the City (Burslem CC), but the Sneyd CC site is assumed to be secure for the purposes of this Strategy.

147. There are 6 adult and 2 junior teams at the two clubs plus the 5 men’s teams and 1 women’s team generated by the university. There are more adult teams than would have been expected according to the TGR rates, primarily due to the Staffordshire University teams that are recorded as being located in the area. The theoretical number of teams that the area would have been expected to generate are 8 senior teams and 7 junior teams. By 2011 the expectation would be for 6 junior teams and 9 adult teams.

148. Although the adult teams therefore seem well represented, there is a lack of junior teams playing in the area, and an overall lack of cricket pitch space, which should be addressed. There is a strong interest in cricket in the university and this could be capitalised upon to support the wider sports development initiatives in this area of Stoke-on-Trent.
Proposals:

a. Protect, maintain and improve the existing pitches.

b. Secure the Sneyd CC site.

c. Develop one additional cricket site within the Western area, or as close to it as possible.

d. Support sports development work at Brownhills school to strengthen junior cricket in this area.

School reorganisation programme – implications

149. There are no major implications for cricket in relation to the BSF programme as Sandon is already a specialist cricket venue.

Standards of provision for cricket

150. It is proposed that 3 additional sites are developed across Stoke-on-Trent in the period up to 2016. The proposed rate of provision per 1000 is therefore 0.17 ha per 1000, which includes the playing field area in addition to the pitch itself.

| Number of pitches proposed within the City | 14 |
| Population                                    | 244,000 |
| Pitches per 1000 (pitches within City only )   | 0.06 |
| Playing field area @ 150% of pitch area hectares | 0.17 ha |

151. This quantitative standard should be supplemented by accessibility and quality standards, as set out in the Planning Policies section of this report.
**Rugby Union**

**Overall**

152. There are four clubs currently operating in and around Stoke-on-Trent, of which three are community clubs, and one is the university. Since the 2003 Playing Pitch Strategy there has been a growth in the mini and junior game, but no significant change in the adult game. Since 2003 Longton RUFC has moved back into the City to a site in Trentham Fields. The facilities provided on site will enable the club to potentially achieve high levels in the sport and become the main focus for sports development, but the club has yet to achieve its potential as the site only came into full use during 2008.

**Rugby demand**

153. The following teams currently play in or have a large proportion of their members from Stoke-on-Trent. In total there are 6 mixed mini teams, 9 junior boys teams, 13 adult men’s teams, and 1 women’s team.

<table>
<thead>
<tr>
<th>Team name</th>
<th>Number of teams</th>
<th>League</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adult</td>
<td>Junior</td>
</tr>
<tr>
<td>Stoke RUFC 1st XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Stoke RUFC 2nd XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Stoke RUFC 3rd XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Stoke RUFC U7</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U8</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U9</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U10</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U11</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U12</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U13</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U14</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U15</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U16</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Stoke RUFC U17</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Trentham RUFC 1st XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Trentham RUFC 2nd XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Trentham RUFC Colts</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Trentham RUFC Stags</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Longton RUFC 1st XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Longton RUFC 2nd XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Longton RUFC 3rd XV</td>
<td>1</td>
<td>Midland League West (north)</td>
</tr>
<tr>
<td>Longton RUFC Vets</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Longton RUFC U13</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Longton RUFC U15</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Longton RUFC Ladies</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>
The supply rugby facilities

154. The current rugby sites are mapped in Figure 25. There are currently three secure sites in Stoke-on-Trent, plus one non-secure site used by Hanford RUFC, St Joseph’s College/Michelin. Stoke RUFC play at Barlaston.

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Site Owned by</th>
<th>Full Rugby pitches</th>
<th>Mini Rugby pitches</th>
<th>Pavilion Facilities Available to All</th>
<th>Has Floodlights</th>
<th>Match Floodlights</th>
<th>Pitches Surface Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longton RUFC</td>
<td>Longton RUFC</td>
<td>5</td>
<td>0</td>
<td>TRUE</td>
<td>TRUE</td>
<td>TRUE</td>
<td>Above Average</td>
</tr>
<tr>
<td>Staffordshire University</td>
<td>Staffordshire University</td>
<td>1</td>
<td>0</td>
<td>TRUE</td>
<td>FALSE</td>
<td>FALSE</td>
<td>High Quality</td>
</tr>
<tr>
<td>Trentham RUFC</td>
<td>Trentham RUFC</td>
<td>2</td>
<td>1</td>
<td>TRUE</td>
<td>FALSE</td>
<td>FALSE</td>
<td>Average</td>
</tr>
</tbody>
</table>

155. The RFU have developed a set of criteria in relation to club development and to the facilities expected at each level. These are:

**Model Venue 1:**
This is usually a club, school, university or other provider playing lower level or recreational rugby.

**Model Venue 2:**
An established club venue with a wider programme of adult and junior rugby for both male and female.

**Model Venue 3:**
A venue with potentially higher level competitive rugby, that can provide for more sophisticated RFU and RFUW development programmes.
Figure 25: Rugby sites in and around Stoke-on-Trent
156. The following summaries have been provided by the RFU in relation to the Stoke-on-Trent clubs and their facilities:

**Trentham RFC - Model Venue 2**
2 pitches (one with match floodlights) and floodlit training area supported by a 4 team changing room. The club’s current facilities meet their needs however with an increase in junior and adult players a case could be made for one additional pitch. The club recently received an award of £150,000 to install improved drainage, match floodlights and changing rooms for the female running club.

**Longton RFC - Model Venue 3**
6 pitches (1 match floodlit), 1 floodlit training area, 6 team changing room clubhouse, 60 x 40m 3rd Generation pitch floodlit, car parking. Usage is every night of the week and Saturday and Sundays in season, with a drop off in the summer months to predominantly football usage. The club run both a women’s and a girl’s team (30 players). The facilities meet their needs.

**Staffordshire University (Stoke-on-Trent) - Model Venue 3**
Play at Stoke Campus (Brindley site). The University look after the site and undertakes all grounds maintenance. The club’s links with the RFU are good.

**Staffordshire University (Stoke-on-Trent) - Model Venue 1**
Play at Stoke Campus. The University looks after site and undertakes all grounds maintenance. The club’s links with the RFU are good.

**Hanford RFC - Model Venue 4**
Teams play at St Josephs School (although players get changed at the adjacent Michelin site which is in Newcastle). Currently the combination of these facilities meet the club’s needs but the club has no security of tenure on which to develop a sustainable club infrastructure.

**Stoke-on-Trent RFC - Model Venue 2**
This club plays at Barlaston in Stafford Borough. It has 3 pitches (1 training floodlit), 6 team changing room clubhouse, car parking. The club does not have enough pitches of suitable quality to sustain their current playing programme. In addition the clubhouse facilities are in need of update and repair although they have recently had investment of £90k from the RFU. Usage is 4 nights a week, Saturday and Sunday. The club’s current training pitch which has lights cannot sustain the heavy levels of usage and as a result usage is capped.

Recent consultation with the club through the Stafford Borough PPG17 work has identified issues with the site and facilities, but also that the club is probably unlikely to wish to change its location away from the area in which it has now become established.
157. Figure 26 summaries the positions of the clubs on the RFU’s continuum.

158. In relation to RFU support, the following guidelines are used:

   *If a club seeks investment to increase/improve their facilities, then the level of activity must typically take place above the green line; anything below the line must first utilise ‘under-capacity’ and doesn’t require facility investment. However, a case may be made for increasing/improving facilities at a club where activities are undertaken that exceed the facilities available – this is exemplified by the Trentham RUFC fencing project.*

159. The RFU identifies priorities for facility investment through a number of criteria. Individual clubs need to recognise how their future development aims and objectives impact on their facility needs. This will ensure that facility requirements are needs led and deliver the right facilities in the right places and for the right reasons, which will support delivery against the Critical Success Factors detailed in the RFU’s Strategic Plan.
Figure 26: RFU Model Venues and the position of the community clubs
160. The following projects in Stoke-on-Trent have been identified as priorities for investment by Staffordshire Rugby Union.

Other Projects

<table>
<thead>
<tr>
<th>Venue</th>
<th>MV Status</th>
<th>TYPE</th>
<th>Priority</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hanford RFC</td>
<td>1</td>
<td>Relocation to sustainable venue in Stoke-on-Trent</td>
<td>H</td>
<td>2009/10</td>
</tr>
<tr>
<td>Trentham RFC</td>
<td>2</td>
<td>Perimeter fencing to site</td>
<td>H</td>
<td>2009/10</td>
</tr>
</tbody>
</table>

Pitch Construction/ Drainage

<table>
<thead>
<tr>
<th>Venue</th>
<th>MV Status</th>
<th>TYPE</th>
<th>Priority</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stoke-on-Trent RFC</td>
<td>2</td>
<td>Drainage to 2 pitches</td>
<td>H</td>
<td>2009/10</td>
</tr>
</tbody>
</table>

Balance in supply and demand

161. The total number of teams over the period up to 2016 are anticipated to remain approximately the same as any increases in participation (at 1% pa) will be balanced by the falling number of people aged 13-45 years. The clubs tend to draw from a large area of the City, and therefore should be seen as strategic venues rather than NMA specific.

162. With the total demand for rugby expected to remain overall approximately the same, the focus should be on supporting the existing clubs to improve their sites, and to find an appropriate secure location for the Hanford club.

School reorganisation programme – implications

163. All of the sites are in the southern/western area of the City, so there is a relatively poor geographical spread of provision.

164. The potential relocation of local rugby clubs to secure community sites is an aspiration of the RFU and this would enable the clubs to become much more effective and attract new players. In locating a potential site, it will be important to consider both the current membership catchment of the clubs and also, if they relocate, any overlap with Trentham or Longton Clubs. Ideally sites are needed for the club to the north/north east of the City. The City Council have held initial exploratory discussions about using land either at James Brindley or at Mitchell School.
165. If these sites are not developed for rugby, they should still be secured for community use for football.

166. 

167. The opportunity to play rugby matches on synthetic surfaces has been sanctioned by the RFU, but under limited circumstances. The opportunity should be taken however to consider if, through the provision of an STP which meets the RFU technical specifications for match play, the club(s) can be relocated in Stoke to James Brindley and/or Mitchell High School sites.

**Standards of provision for rugby**

168. It is proposed that 1 additional site with 2 pitches is brought into secure community use in the period up to 2016 in order to provide a base for Hanford RUFC. The proposed rate of provision per 1000 is therefore 0.07 ha per 1000, which includes the playing field area in addition to the pitch itself.

| Number of pitches in 2008 in secure community use within the City | 10 |
| Population | 244,000 |
| Pitches per 1000 (incl pitches outside authority area) | 0.04 |
| Playing field area @ 150% of pitch area (1 pitch = 1.2 ha) | 0.07 |

169. This quantitative standard should be supplemented by accessibility and quality standards, as set out in the Planning Policies section of this report.
Planning policies

170. The following draft planning policies bring together the findings of this Playing Pitch Strategy and should be used to inform relevant policy development in Stoke-on-Trent.

Protection of playing fields

171. There should be a principle that all existing playing field space should be retained and protected from development.

172. The only exception is in relation to the small number of single pitch football sites which are of poor quality, have no changing, and are of least value to the community. Where alternative multi-pitch sites are able to be developed, these single pitch sites may be transferred to other uses.

173. Where playing fields are agreed by the Council to be lost to development, these should be replaced in a manner which fully meets the requirements of Planning Policy Guidance (PPG) 17, and the value of any funds raised from development should be reinvested in playing fields to the benefit of community sport. This includes any loss of playing field space under the schools BSF programme.

Amount of playing field space

174. It is proposed that new developments/redevelopments should be required to make the following provision per 1000 people for new grass playing fields, inclusive of space for ancillary requirements such as a clubhouse or changing pavilion, and car parking.

*Figure 27: Summary of pitch space requirements for new developments*

<table>
<thead>
<tr>
<th>Hectares of playing field space per 1000 population by year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
</tr>
<tr>
<td>Cricket</td>
</tr>
<tr>
<td>Rugby Union</td>
</tr>
<tr>
<td>HECTARES OF TOTAL PLAYING FIELD PROVISION PER 1000**</td>
</tr>
</tbody>
</table>

** Inclusive of grass pitch space and space for ancillary facilities such as clubhouse/ changing pavilion and car parking. Total equates to 150% of the pitch area alone.
Provision on-site and off-site

175. Provision may be appropriate on-site for the largest housing developments for football and possibly cricket. However off-site equivalent contributions may sometimes be more appropriate, particularly where the City has estimated that there is already sufficient playing field space within 1 km of the centre of a development. Off-site contributions would be aimed at increasing the quality of existing sites in order to improve their carrying capacity, so as to meet the increased demand.

176. In relation to off-site provision, the following approach should be adopted:

- Rugby Union – to be treated as a hub facility, attracting developers’ contributions from across the NMA and the adjoining NMA;
- Cricket – identified sites to be treated as ‘hub’ level facilities, attracting funds from within the relevant NMA, or where this is on the boundary of a NMA, with a 2 km radius;
- Football – to be treated as a ‘local’ facility. Housing developments within a NMA should contribute towards sites within 1.6 km of the centre of the development.

177. The priorities for investment on individual sites are set down by the City Council in their schedule of playing fields, which is updated on an annual basis.
Determining the value of off-site contributions

178. The determination of the value of both off-site contributions and compensation for playing fields lost through development should include the following elements. These will be assessed on a pro rata basis:

- the value of the area of land which would be required, based on recreational land value to include both pitch area and ancillary facility space (at 150% of the pitch area);
- where land is to be provided as a new site or replacement, any associated abnormal site costs such as decontamination, site levelling etc;
- the cost of making up the area of pitches including; topsoil, drainage, marking, goalposts, and floodlighting if appropriate, etc.;
- the cost of all ancillary facilities including; secured access, car parking, clubhouse/changing pavilion, and fencing.

179. For the purposes of the calculation of the off-site contributions relating to new development:

- The amount of pitch area can be determined from the above table of playing field space per 1000 using the following:
  - (New population x playing field space per 1000)/150) x 100;
  - Changing provision / clubhouse provision assumed at 4 team changing per 2 pitches = 3.6 ha of playing field space.

180. The costs associated with the contributions will be based on the latest Sport England Facility Costs guidance, or more specific local site costs, whichever is the greater.

181. If the City Council moves towards a tariff approach for developers’ contributions, this methodology should be used to determine the appropriate charge.
**Guidelines for quality and accessibility**

182. Sports should be provided for on separate sites, as they have overlapping seasons and different needs.

183. New pitches should be provided in appropriate locations, which will include good accessibility, secure access, appropriate site levels, orientation, surrounding land uses, subsoil, etc.

184. The ‘community use’ sites should not be considered “multi-purpose” i.e.:

- should not be considered as also being informal recreation sites, i.e. should not be part of a park;
- should not generally be shared with school use.

185. The sites should be designed to discourage significant informal use, including any desire lines/paths crossing the sites and pitches in particular. This will often include a need for fencing.

186. All sites should be provided with changing accommodation or clubhouses suitable for the sport and the number of pitches on site, in order to meet Sport England or national governing body guidance.

187. Clubhouse/changing pavilions should be designed and developed according to Sport England guidance, or that of the national governing body.

188. Pitches should not be located within a floodplain which is estimated to have a flood risk of 1% or greater (1 in 100 years), as identified on the Environment Agency flood maps.

189. If senior and junior pitches are proposed to be dual-use with education, the following principles should be applied:

- The number of pitches which should be provided on-site should be significantly greater than the number of pitches required for the educational use alone (so as to avoid overuse);
- If provided for winter sports (rugby union, football) there should be no or very limited use of the grass area during the summer months;
- The pitches should be developed to meet the technical guidance of Sport England or the national governing body for the sport;
- The pitches should be supported by appropriate fully accessible changing facilities;
- The site should have appropriate security arrangements and layouts to enable community use;
• The pitches to be used by the community should be subject to a legally binding Joint Use Agreement of not less than 20 years which sets out a minimum level of use per week during the season;

• The pitches should be maintained with an intensive regime to ensure maintenance of standards of play, and the intention to do so should be included within the community use agreement.

**Implementation**

190. A Playing Pitch Action Plan has been developed, and is provided at the end of this Section (Figure 28). The priorities for action are:

- Priority 1: securing those sites which are under threat or there are significant positive opportunities, including those linked with the BSF programme.

- Priority 2: the development of other main hub or club sites

- Priority 3: other agreed actions

**Phasing**

191. It is not anticipated that all of the proposals will be implemented at the same time. Some sites/proposals require more urgent action than others.

192. Where playing fields are proposed to relate to new housing growth, the speed of development will necessarily impact upon the speed of provision of new facilities.

193. The Building Schools for the Future programme is currently the main opportunity, particularly the securing of ‘redundant’ school sites for community use of the playing fields, and ensuring appropriate ancillary facilities are provided.

**Funding**

194. The facility proposals identified will take a number of years to implement and it is recognised that significant capital funding will be required to deliver the facilities as well as an ongoing revenue commitment, primarily from Stoke-on-Trent City Council.

195. Funding sources and programmes vary significantly over time, and there is limited benefit in exploring in detail all of the funds available at this point. As each facility is considered, a variety of options for funding will need to be explored by the authority and the potential developers of each project. These might include, in no particular order:
• Mixed development – perhaps delivering community sports facilities as part of a wider regeneration scheme;

• Developer Contributions – through the s106, tariff and/or Community. Infrastructure Levy (CIL) and Programme of Development (POD) process, by locking the strategy into planning policy;

• Land disposals and partial land development by the City Council – where agreed as surplus to need;

• Building Schools for the Future (BSF);

• Partnership delivery and joint funding - by working with key partners such as Primary Care Trusts;

• Partnership funding - with major sports clubs and their National Governing Bodies of Sport (NGBs), with National Sports Foundation, with Football Foundation and others;

• Government funding: Communities and Local Government (CLG) - through Growth Funds (was known as GAF) – for health, sport and Green Infrastructure as well as area regeneration;

• Communities England housing funds;

• Local Authority regeneration funds;

• Sport England/UK Sport funds;

• Lottery Funds.

Review

196. There should be a substantive review of this Playing Pitch Strategy by 2013 to take account of:

• The BSF programme;
• Variations from the anticipated housing growth patterns;
• Changes within the sports, including the balance between grass and synthetic surface;
• General changes in participation and attractiveness of “new” sports;
• The success of local clubs and their demand for new or improved pitches and facilities;
• Changes in the supply of pitch space and ancillary facilities.

197. An interim review should be ideally be undertaken in 2011 to take account of the timetabling of the above, and any other issues/ opportunities not currently
anticipated including the publishing of population projection figures at NMA
level.

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Average

South Eastern B2

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F

South Eastern A

2

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0 Stoke-on-Trent City Council

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F

Above
Average
Below
Average

Alexandra Junior School
Anchor Road Stadium

Ash Green Primary School

South Western B2

0

1

0

0

0

0 Stoke-on-Trent City Council

F

F

Aynsley Special School

South Eastern B2

0

1

0

0

0

0 Stoke-on-Trent City Council

F

F

Ball Green Primary School

Northern

B2

1

1

1

0

0

0 Stoke-on-Trent City Council

F

F

A

Site Owned by

Berry Hill High School

Eastern

B2

2

1

0

1

0

0 Stoke-on-Trent City Council

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F

Birches Head High School

Western

B2

0

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0

0

0

0 Stoke-on-Trent City Council

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F

Blurton High School

South Western B2

2

2

0

0

1

0 Stoke-on-Trent City Council

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Blurton Primary School

South Western B1

0

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1

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Britannia Stadium

C

Bradeley Community Football
Development Centre
Brookhouse Green Primary School

Northern

A

4

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0 Stoke-on-Trent City Council

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Eastern

B2

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0

0

0 Stoke-on-Trent City Council

F

F

Brownhills High School

Northern

B2

1

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1

1

0 Stoke-on-Trent City Council

F

F

Bucknall Park
Burnwood Primary School
Burslem CC
Bycars Park

Eastern
Northern
Western
Northern

A
B2
A
A

2
1
0
1

0
1
0
0

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0
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0
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0 Stoke-on-Trent City Council
0 Stoke-on-Trent City Council
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Caverswall CC
Central Forest Pk (Sneyd St)

South Eastern

Western

B1
A

0
1

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1
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0
0

0 Caverswall Cricket Club
0 Stoke-on-Trent City Council

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F

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F

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0

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0 Stoke-on-Trent City Council

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Chatterley Whitfield

Northern

A

Chatterley Whitfield (CISWO)

Northern

B1

Clarice Cliff Primary School

2
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0
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B2

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0 Stoke-on-Trent City Council

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B2

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Dimensions

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Eaton Park Primary School

Eastern

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Edensor High School

South Eastern B2

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0 Stoke-on-Trent City Council

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F

Fallowfields

South Western A

1

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0 Stoke-on-Trent City Council

F

F

Fenton Cricket Club

South Western A

0

0

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1

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0 Stoke-on-Trent City Council

T

F

Fenton Park

South Western A

4

0

0

0

0

0 Stoke-on-Trent City Council

T

F

Florence Colliery Miners Welfare

South Eastern A

1

0

3

0

0

0

T

F

Forest Park Primary School

Western

B2

0

1

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0

0

0 Stoke-on-Trent City Council

F

F

Goldenhill Primary School

Northern

B2

0

2

0

0

0

0 Stoke-on-Trent City Council

F

F

Grange Park Reclamation

Western

A

2

0

0

0

0

0 Stoke-on-Trent City Council

F

F

Grange Primary School

South Eastern B2

0

1

0

0

0

0 Stoke-on-Trent City Council

F

F

Greenways Primary School

Eastern

B2

0

1

0

0

0

0 Stoke-on-Trent City Council

T

F

H & R Johnson Valley (Ravensdale)

Northern

C

2

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0 H & R Johnson Tiles Ltd.

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Hanford CC

South Western B1

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Hanley Park

Western

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0 Stoke-on-Trent City Council

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0

0 Stoke-on-Trent City Council

T

F

Harpfield Primary School

South Western B1

1

1

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0 Stoke-on-Trent City Council

T

F

Haywood High School
Hillside Primary School

Northern
Eastern

1
0

0
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0 Stoke-on-Trent City Council
0 Stoke-on-Trent City Council

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Nortoft Partnerships Ltd

Average No
Provision
Average No
Provision
Poor
No
Quality
Provision
Poor
Below
Quality
Average
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Average
Average Poor Quality

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Average Average

L

High Quality High
Quality
High Quality High
Quality
High Quality Above
Average
Average
Below
Average
Average
Average
Average
Average
Average
Average
Above
Average
Average
Average
Average
Poor Quality Poor
Quality
Poor Quality Poor
Quality

L

Confirm future community use as site
proposed to be used for the 20:20
Discovery Academy

1

Site to be developed as a football centre
with pitch area equivalent to 4 senior
pitches. Changing and ancillary facilities
to be provided.

2

Sa Secure pitches for community football
use following closure of school. Provide
changing
L Provide changing

1

L
L
L
L

High Quality L
High Quality L
Average

L

No
Provision
Average
Average
Average
Average

L

Average
No
Provision
Average

Above
Average
Average

Above
Above
Average Average
Average No
Provision
High Quality High
High Quality
Quality
Above
Above
No
Average
Average Provision
High Quality Poor
Poor Quality
Quality
Above
Average No
Average
Provision
High Quality Above
Average
Average
Above
Above
Poor Quality
Average
Average
High Quality Above
Below
Average Average
Above
Above
No
Average
Average Provision
Above
Above
No
Average
Average Provision
Poor Quality Poor
No
Quality
Provision
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Proposals

L

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South Eastern

B2
B2

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CISWO

Crescent Primary School

Hardman Football Development Centre Eastern

Above
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Above
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Above
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Above
Average
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Average
Above
Average
Average

Average Above
Average
Average No
Provision
Below
Above
Average Average

Priority

0

Eastern

Strategic Importance

0

NMA

Abbey Lane Ground (Hanley Town)

Changing Room Quality (for
community)

0

Site Name

Drainage Quality

Full Rugby

Pitches Surface Quality

Cricket

Has Floodlights (True/False)

Mini Soccer

1

Mini Rugby

Junior Football

Pavilion Facilities Available to All
(True/False)

Playing Pitch Action Plan

Senior Football

Community Useage

Figure 28:

Above
Average
Above
Average
Average

No
Provision
Above
Average
No
Provision
Average Above
Average
Below
No
Average Provision
Above
High Quality
Average
Above
High Quality
Average
Average Average
Average No
Provision

Stoke-on-Trent
Sport & Physical Activity Strategy 2009-2016
October 2009

L
L
L
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3

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Undertake study to confirm if pitches can
be improved at reasonable cost. If so,
undertake works and provide changing.

3

Provide changing

2

L
L
L
L
H
L
L
L
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P a g e | 338


<table>
<thead>
<tr>
<th>Site Name</th>
<th>NMA</th>
<th>Community Football</th>
<th>Baseball</th>
<th>Cricket</th>
<th>Hockey</th>
<th>Mini Soccer</th>
<th>Rugby</th>
<th>Full Rugby</th>
<th>Site Owned by</th>
<th>Site Quality</th>
<th>Pavilion Quality</th>
<th>Community Quality</th>
<th>Community Useage</th>
<th>Strategic Importance</th>
<th>Proposals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redhills Road</td>
<td>Eastern</td>
<td>Excellent</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Stoke-on-Trent City Council</td>
<td>Good</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Semi-Area</td>
<td>Full feasibility study to confirm if the site is suitable for a Rugby Football Club. If not suitable for a rugby club, develop pitches for community football use.</td>
</tr>
<tr>
<td>Backwell Road</td>
<td>Northen</td>
<td>Average</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Average</td>
<td>Yes</td>
<td>Stoke-on-Trent City Council</td>
<td>Average</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Area</td>
<td>Adequate study to confirm if pitches can be improved at reasonable cost. If no, undertake works and provide changing.</td>
</tr>
<tr>
<td>Shenstone Hill</td>
<td>Northen</td>
<td>Average</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Stoke-on-Trent City Council</td>
<td>Average</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Area</td>
<td>Adequate study to confirm if pitches can be improved at reasonable cost. If no, undertake works and provide changing.</td>
</tr>
<tr>
<td>Eardis Court</td>
<td>Northen</td>
<td>Average</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Stoke-on-Trent City Council</td>
<td>Excellent</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Area</td>
<td>Adequate study to confirm if pitches can be improved at reasonable cost. If no, undertake works and provide changing.</td>
</tr>
<tr>
<td>Great Park</td>
<td>Southen</td>
<td>Average</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Stoke-on-Trent City Council</td>
<td>Average</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Area</td>
<td>Adequate study to confirm if pitches can be improved at reasonable cost. If no, undertake works and provide changing.</td>
</tr>
<tr>
<td>Brown Tile FC</td>
<td>Southen</td>
<td>Excellent</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Stoke-on-Trent City Council</td>
<td>Good</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Area</td>
<td>Adequate study to confirm if pitches can be improved at reasonable cost. If no, undertake works and provide changing.</td>
</tr>
<tr>
<td>Neston Primary School</td>
<td>Southen</td>
<td>Average</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Stoke-on-Trent City Council</td>
<td>Average</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Area</td>
<td>Adequate study to confirm if pitches can be improved at reasonable cost. If no, undertake works and provide changing.</td>
</tr>
<tr>
<td>Neston Primary School</td>
<td>Southen</td>
<td>Average</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Stoke-on-Trent City Council</td>
<td>Average</td>
<td>Below</td>
<td>Average</td>
<td>No</td>
<td>Area</td>
<td>Adequate study to confirm if pitches can be improved at reasonable cost. If no, undertake works and provide changing.</td>
</tr>
</tbody>
</table>

Nortoft Partnerships Ltd
Stoke-on-Trent
Sport & Physical Activity Strategy 2009-2016
October 2009
<table>
<thead>
<tr>
<th>Site Name</th>
<th>NMA</th>
<th>Community Usage</th>
<th>Senior Football</th>
<th>Junior Football</th>
<th>Mini Soccer</th>
<th>Full Rugby</th>
<th>Mini Rugby</th>
<th>Site Owned by</th>
<th>Pitches Surface Quality</th>
<th>Average</th>
<th>Provision</th>
<th>Change Room Quality (for community)</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>St John’s College</td>
<td>Western B2</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Stoke-on-Trent City Council</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>John Taylor College</td>
<td>Northern B2</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Stoke-on-Trent City Council</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>St Thomas More Catholic College</td>
<td>South Eastern B2</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Diocesan and School Commision</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>The Willows Primary School</td>
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<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Stoke-on-Trent City Council</td>
<td>High Quality</td>
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<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Thistley Hough High School</td>
<td>South Western B2</td>
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<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Stoke-on-Trent City Council</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Trentham RUFC</td>
<td>South Western B1</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Trentham RUFC</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Trubshaw Cross</td>
<td>Eastern A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Staffordshire University</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Tunstall Park</td>
<td>Northern A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Staffordshire University</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Staffordshire Sports Centre</td>
<td>Western A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Staffordshire University</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Stafford City FC</td>
<td>Western C</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Stafford City FC</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell BC</td>
<td>South Eastern B1</td>
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<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Staffordshire University</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
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<tr>
<td>Sandwell High School</td>
<td>South Western B2</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Southwell High School</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell RUFC</td>
<td>South Western B1</td>
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<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell RUFC</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Road</td>
<td>Eastern A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Road</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Crisis</td>
<td>Western A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Road</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Park</td>
<td>Northern A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Park</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Sports Ground</td>
<td>Eastern A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Sports Ground</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Copers Junior School</td>
<td>South Eastern B2</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Copers Junior School</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Road</td>
<td>Eastern A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Road</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Community Centre</td>
<td>Eastern A</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Community Centre</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
<tr>
<td>Sandwell Rec</td>
<td>South Eastern B1</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>True</td>
<td>False</td>
<td>False</td>
<td>Sandwell Rec</td>
<td>High Quality</td>
<td>Average</td>
<td>Provision</td>
<td>Average No</td>
<td>3</td>
</tr>
</tbody>
</table>

**Community Usage:**

A = sites with secure community use (local authority, parish etc.)

B1 = sites with secure community use (school sites with formal agreement, club sites)

B2 = sites with no secure community use, primarily schools (excluded from pitch assessment)

C = sites with no secure community use, mainly industrial sites (excluded from pitch assessment)
SECTION 8

SUMMARY OF PROPOSALS
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SECTION 8:
SUMMARY OF PROPOSALS

1. This section brings together the standards per 1000 population proposed for the main facility types and the facility proposals.

Standards of provision

2. The table below summarises the planning standards proposed in the Strategy.

   Figure 1: Planning standards proposed

<table>
<thead>
<tr>
<th>Facility</th>
<th>Unit of provision</th>
<th>Provision per 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swimming pools</td>
<td>water space sq m</td>
<td>15.5</td>
</tr>
<tr>
<td>Sports Halls (3+ badminton court size)</td>
<td>badminton courts</td>
<td>0.39</td>
</tr>
<tr>
<td>Synthetic Turf Pitches</td>
<td>full size pitches</td>
<td>0.03</td>
</tr>
<tr>
<td>Synthetic Turf Pitches</td>
<td>small size pitches</td>
<td>0.11</td>
</tr>
<tr>
<td>Athletic tracks</td>
<td>lanes</td>
<td>0.03</td>
</tr>
<tr>
<td>Indoor tennis</td>
<td>courts</td>
<td>0.01</td>
</tr>
<tr>
<td>Outdoor tennis</td>
<td>courts</td>
<td>0.18</td>
</tr>
<tr>
<td>Outdoor bowls</td>
<td>green</td>
<td>0.19</td>
</tr>
</tbody>
</table>

** Excludes Waterworld

3. There are some facilities where standards per 1000 are not appropriate, for example; health and fitness, golf (courses or driving ranges), community centres, dance, martial arts or sports specific facilities such as the indoor athletic centre or indoor bowls centre. However, they do need to be considered in relation to assessing the overall facility needs within the City, and taken into account in relation to S106 (or CIL) negotiations.

4. The standards per 1000 are supplemented by standards for accessibility and quality. The details vary for each facility type, and are therefore not repeated here.
Summary of facility proposals

5. The tables below bring together all of the main built facility proposals and major playing field proposals across the City. The sites are listed alphabetically but each is also identified by the location, the strategy level of the facility, and the type of management.

6. The Executive Summary of the Strategy divides the list by city-wide facilities, and then by each Neighbourhood Management Area.
## Facility proposals list

### Main facilities and smaller local facilities where changes are proposed

<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
<th>Management intensity (H=high, L=Low)</th>
<th>Strategy level (site overall)</th>
<th>Location (Neighbourhood Management Area)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20:20 Discovery Academy</td>
<td>Hall</td>
<td>New 4 court hall. Specialist design for badminton.</td>
<td>H</td>
<td>H</td>
<td>South Eastern</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Full-size STP (or if not progressed, at Longton Leisure Centre)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Multi-purpose suite</td>
<td>Junior and adult</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ball Green Youth Centre</td>
<td>Building and Playing Fields</td>
<td>Develop existing redundant sites as a community facility, possibly including: dance/aerobics, tennis, 5-a-side football and grass pitches. Will require improved access in addition to other investment.</td>
<td>L</td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td>Berry Hill High School</td>
<td>Hall</td>
<td>Close</td>
<td>L</td>
<td>Sa</td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Close</td>
<td>L</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beaufort Road Tennis Court</td>
<td>Tennis courts</td>
<td>Reconsider with local consultation the future options for this site.</td>
<td>L</td>
<td>L</td>
<td>South Eastern</td>
</tr>
<tr>
<td>Birches Head High School</td>
<td>Hall</td>
<td>Refurbish to meet school needs only.</td>
<td>L</td>
<td>L</td>
<td>Eastern</td>
</tr>
<tr>
<td>Blurton High School</td>
<td>Pool</td>
<td>Refurbish existing pool. Improve pool changing. Add hydrotherapy pool</td>
<td>L</td>
<td>Sa</td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>New 4 court hall. Specialist design for badminton.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Consider development of full size pitch suitable for community use (or alternatively at Trentham).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Athletics training</td>
<td>Training facility e.g. 6 lane x 100 m straight, 4 lane 200m J track or 2 lane 400 m track, or 3 lane 300 m track</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brownhills High School</td>
<td>Hall</td>
<td>New 4 court hall to meet curriculum need. Specialist netting and associated design for indoor cricket and badminton. Site to be a satellite centre to Sandon for cricket.</td>
<td>L</td>
<td>Sa</td>
<td>Northern</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Full-size STP.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Hall suitable for dance and gymnastics, with sufficient storage for equipment.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bucknall Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish</td>
<td>L</td>
<td>Sa</td>
<td>Northern</td>
</tr>
<tr>
<td>Burslem Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish, including floodlights (or cabling for floodlights which can be provided at later date). Include in the Green Space Strategy Action Plan and North Staffs Regeneration Partnership proposals.</td>
<td>L</td>
<td>Sa</td>
<td>Eastern</td>
</tr>
<tr>
<td>Central Forest Park</td>
<td>Skate park</td>
<td>Retain</td>
<td>H</td>
<td>S-H</td>
<td>Western</td>
</tr>
<tr>
<td>Century Street Park</td>
<td>Skate Park</td>
<td>Retain and improve</td>
<td>L</td>
<td>L</td>
<td>Western</td>
</tr>
<tr>
<td>Chatterley Whitfield</td>
<td>Playing fields</td>
<td>Provide changing</td>
<td>L</td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td>Chatterley Whitfield CSWO site</td>
<td>Playing fields</td>
<td>Develop the CSWO site into a Football Development Centre. Site to be the equivalent area of 4 senior football pitches with ancillary facilities and potentially other facilities.</td>
<td>L</td>
<td>H</td>
<td>Northern</td>
</tr>
<tr>
<td>Dimensions Leisure Centre</td>
<td>Pool</td>
<td>Develop a 25 m x 6 lane pool in addition to the current leisure pool. This will be a replacement for Tunstall Pool.</td>
<td>H</td>
<td>S-H</td>
<td>Northern</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Refurbish</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STPs</td>
<td>Retain and refurbish.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Add multi-purpose hall suitable for dance and aerobic activities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gymnastics centre</td>
<td>Possible site for specialist gymnastics centre as a replacement / satellite for the Gymnastics Centre in Burslem. If developed, the facility would be larger and cater for more disciplines than the current Gymnastics Centre.</td>
<td>L</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edensor High School</td>
<td>Tennis courts &amp; buildings</td>
<td>Undertake a full feasibility study on the possible future leisure uses of the site, including as a tennis centre. Protect site for community leisure use until the feasibility study is completed.</td>
<td>L</td>
<td>H</td>
<td>South Eastern</td>
</tr>
<tr>
<td></td>
<td>Playing fields</td>
<td>Retain for community football use</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fallowfield</td>
<td>Playing fields</td>
<td>Provide changing</td>
<td>L</td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td>Site</td>
<td>Facility</td>
<td>Proposal to meet community sport and physical activity needs</td>
<td>Management intensity (H=High, L=Low)</td>
<td>Strategy level (site overall)</td>
<td>Location (Neighbourhood Management Area)</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------</td>
<td>-------------------------------------------------------------</td>
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<td>----------------------------------------</td>
</tr>
<tr>
<td>Fenton Manor</td>
<td>Site</td>
<td>Site to be developed working with major partners such as Building Schools for the Future and the National Governing Bodies of Sport as a Sports Village with a focus on Performance level sport. A full site feasibility study will be undertaken once the education site proposals are clarified (including the relocation of St Peters school). This feasibility study will determine the future facility options, including the facilities listed below plus any others required to meet both the education and wider community needs. This may include adjoining areas in addition to the current site.</td>
<td>H</td>
<td>CSP</td>
<td>South Western</td>
</tr>
<tr>
<td>Pool</td>
<td>Undertake full conditions survey to confirm expected lifespan. Refurbish pool or plan replacement (beyond 2016).</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hall</td>
<td>Retain and refurbish, taking into consideration the possible requirements arising from its potential use as a Pre-Games Training Camp and as an events venue, particularly for netball and table tennis.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gymnastics centre</td>
<td>Possible site (but not necessarily as part of the Centre) for the specialist gymnastics centre as a potential replacement for the Gymnastics Centre in Burslem. Facility to be larger and to cater for more disciplines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Velopark</td>
<td>This may include a floodlit cycle circuit of approx 1km, for racing and training (and also provide for running and Nordic skiing). Provision for other cycle disciplines may also be considered.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indoor Athletics Centre &amp; 8-lane track</td>
<td>Possible site for the relocation of the athletics provision currently at Northwood (8-lane track with spectator facilities). If the outdoor track is developed, provision of the Indoor Athletics Centre to meet sub-regional (SASSOT) needs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health and fitness</td>
<td>Retain and refurbish.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other facilities</td>
<td>Retain and refurbish.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fenton Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish. Consider floodlights, or at minimum provide cabling for floodlights at a later date.</td>
<td>H</td>
<td>H</td>
<td>South Western</td>
</tr>
<tr>
<td>Florence Sports and Social Club</td>
<td>STP small</td>
<td>Retain</td>
<td>L</td>
<td>L</td>
<td>Sa South Eastern</td>
</tr>
<tr>
<td>Florence Tennis and Bowling Club</td>
<td>Tennis courts and bowling greens</td>
<td>Retain</td>
<td>L</td>
<td>L</td>
<td>South Eastern</td>
</tr>
<tr>
<td>Foley Park</td>
<td>Sports court</td>
<td>Retain and refurbish</td>
<td>L</td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td>Grange Park</td>
<td>Playing fields</td>
<td>Provide changing</td>
<td>L</td>
<td>L</td>
<td>Western</td>
</tr>
<tr>
<td>Goals Football (Holden Lane)</td>
<td>STPs small</td>
<td>Retain</td>
<td>H</td>
<td>Sa</td>
<td>Eastern</td>
</tr>
<tr>
<td>Gymnastics Centre</td>
<td>Specialist Gymnastics Centre</td>
<td>Replace facility at Burslem with improved larger / satellite site providing for wider range of disciplines and abilities. Possibly near the Dimensions site, or Fenton Manor.</td>
<td>H</td>
<td>HH</td>
<td>Northern</td>
</tr>
<tr>
<td>Hanford Park</td>
<td>Sports Court</td>
<td>Retain and improve</td>
<td>L</td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td>Hanley Park</td>
<td>STP small</td>
<td>Retain</td>
<td>H</td>
<td>H</td>
<td>Western</td>
</tr>
<tr>
<td>Harmsworth Road (Holden Lane)</td>
<td>Tennis courts</td>
<td>Retain and refurbish. Floodlights.</td>
<td>H</td>
<td>H</td>
<td>Eastern</td>
</tr>
<tr>
<td>Helsby Park</td>
<td>STP small</td>
<td>Retain</td>
<td>H</td>
<td>H</td>
<td>Eastern</td>
</tr>
<tr>
<td>Holdcroft Road</td>
<td>Playing fields</td>
<td>Provide changing</td>
<td>L</td>
<td>L</td>
<td>Eastern</td>
</tr>
<tr>
<td>Hall</td>
<td>Minor refurbishment. Centre for curriculum swimming but also with limited community use.</td>
<td>Retain. Consider long term option of refurbishment for badminton.</td>
<td>L</td>
<td>Sa</td>
<td>Eastern</td>
</tr>
<tr>
<td>Indoor Athletics Centre &amp; 8-lane track</td>
<td>Replace pitch if lost to development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Nortoft Partnerships Ltd  
Stoke-on-Trent  
Sport & Physical Activity Strategy 2009-2016  
October 2009  
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<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
<th>Management intensity (H=high, L=Low)</th>
<th>Strategy level (site overall)</th>
<th>Location (Neighbourhood Management Area)</th>
</tr>
</thead>
<tbody>
<tr>
<td>James Brindley High School/Sports Centre</td>
<td>Pool</td>
<td>Retain. Full community use.</td>
<td>H</td>
<td>H</td>
<td>Northern</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Full-size</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Athletics training</td>
<td>Training facility e.g. 6 lane x 100 m straight, 4 lane 200m J track or 2 lane 400 m track</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Multi-purpose hall suitable for dance, martial arts and boxing. With large storage space</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Multi-purpose fitness suite</td>
<td>Develop junior and adult facilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Playing fields</td>
<td>Secure ‘surplus’ pitches for long term community use. Undertake a full feasibility study to confirm if the site is appropriate to host a Rugby Football Club. If not suitable for a rugby club, develop pitches for community football use.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Longton High School</td>
<td>Playing fields</td>
<td>Secure for long term community use. Add changing and ancillary provision as necessary. Consider link to Foley Football Club and development as a football centre.</td>
<td>L</td>
<td>L</td>
<td>South Eastern</td>
</tr>
<tr>
<td>Longton Leisure Centre (new)</td>
<td>Site</td>
<td>New facility proposed for Longton. Feasibility work to be undertaken, but it is proposed to provide the following facilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pool</td>
<td>25 x 4 lane community pool near Longton town centre.</td>
<td>H</td>
<td>H</td>
<td>South Eastern</td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>3 court (or 1+2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>If provision at 20:20 Discovery Academy is not progressed, full size STP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Facility available on pay and play basis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
<td>Dedicated space for boxing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Longton RUFC</td>
<td>STP small</td>
<td>Retain</td>
<td></td>
<td>H</td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>Grass pitches</td>
<td>A full technical report on pitches will be required if they are to be used by the school in addition to club. This will need to confirm any necessary upgrading of the pitches and the long term maintenance regimes (including cost).</td>
<td></td>
<td></td>
<td>South Western</td>
</tr>
<tr>
<td>Meer Fitness Centre</td>
<td>Health and fitness</td>
<td>Retain</td>
<td></td>
<td>L</td>
<td>South Eastern</td>
</tr>
<tr>
<td>Mount Pleasant Park</td>
<td>Tennis courts</td>
<td>Retain</td>
<td></td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>Playing fields</td>
<td>Provide changing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mitchell School</td>
<td>Playing fields</td>
<td>Secure for long term community use. Undertake a detailed feasibility study to confirm if the site is suitable for the relocation of a rugby club to the site. Should this not be viable retain the pitches for community football use.</td>
<td></td>
<td>H</td>
<td>Eastern</td>
</tr>
<tr>
<td>New Stoke Park</td>
<td>Tennis courts</td>
<td>Retain</td>
<td></td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td>Northwood Stadium</td>
<td>Site</td>
<td>Consider the mix of facilities and sports to be provided once the options at the Fenton Manor site have been determined. The options at Northwood include the expansion and improvement of the site as a specialist centre for athletics and netball and the introduction of improved disability opportunities. The site will remain important for local community use and retain a range of community sports facilities. However, further facility development is also dependent upon suitable ground conditions.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Refurbish the 6 court as a specialist facility for netball.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Athletics indoor</td>
<td>Develop indoor athletics training as part of the facility (or locate at Fenton).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Athletics track</td>
<td>Retain and refurbish (or relocate to Fenton).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Retain and refurbish with special consideration to reflect the main sports on site including netball, athletics (if not relocated), and disability sport.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Add multi-purpose hall with large storage space suitable for dance, martial arts and boxing.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packmoor</td>
<td>Playing fields</td>
<td>Provide changing</td>
<td></td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td>Park Hall Golf Course</td>
<td>Driving range</td>
<td>Possibly up to 25 bays.</td>
<td></td>
<td>H</td>
<td>Eastern</td>
</tr>
<tr>
<td>Riverside Road</td>
<td>Playing fields</td>
<td>Provide changing</td>
<td></td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td>St Joseph's College</td>
<td>Hall</td>
<td>Provide changing on a low intensity management basis</td>
<td></td>
<td></td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>Tennis Courts/MUGA</td>
<td>If developed on site, enable community access on a low intensity management basis</td>
<td></td>
<td></td>
<td>South Western</td>
</tr>
<tr>
<td>St Joseph's Primary School</td>
<td>Tennis courts</td>
<td>Retain</td>
<td></td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td>St Peters High School</td>
<td>Hall</td>
<td>Close. Replace by development at Thistley Hough.</td>
<td></td>
<td>H</td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>STP small</td>
<td>Close. Replace by development at Thistley Hough.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Develop new pavilion on site plus ancillary facilities as necessary. Transfer management to the community.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St Thomas More Catholic High School</td>
<td>Hall</td>
<td>Consider replacement. If replaced, consider community use (low intensity management)</td>
<td></td>
<td>L</td>
<td>South Eastern</td>
</tr>
<tr>
<td>Site</td>
<td>Facility</td>
<td>Proposal to meet community sport and physical activity needs</td>
<td>Management intensity (H=High, L=Low)</td>
<td>Strategy level (site overall)</td>
<td>Location (Neighbourhood Management Area)</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>---------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------</td>
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<td>-------------------------------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>St Margaret Ward Catholic High School</td>
<td>Hall</td>
<td>New 4 court hall with some community use and low intensity management.</td>
<td>L</td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td></td>
<td>Ancillary hall(s)</td>
<td>Retain and refurbish suitable for table tennis, dance and aerobic activities. Hall(s) to have sufficient storage equipment.</td>
<td>L</td>
<td>L</td>
<td></td>
</tr>
<tr>
<td>Sandon High School</td>
<td>Pool</td>
<td>Undertake full conditions survey of existing pool. Refurbish/replace on site.</td>
<td>H</td>
<td>H</td>
<td>South Eastern</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Retain as specialist cricket centre.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelton Pool</td>
<td>Pool</td>
<td>Refurbish. Consider ways to improve community accessibility.</td>
<td>H</td>
<td>Sa</td>
<td>Western</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Develop inclusive fitness suite.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Add multi-purpose hall suitable for dance and martial arts.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sir Stanley Matthews Sports Centre</td>
<td>Hall</td>
<td>Retain.</td>
<td>L</td>
<td>L</td>
<td>Western</td>
</tr>
<tr>
<td></td>
<td>STP</td>
<td>Retain.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Retain.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sprinbank</td>
<td>Playing fields</td>
<td>Provide changing.</td>
<td>L</td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td>Stanley Head OEC</td>
<td>Sailing</td>
<td>Retain and improve site.</td>
<td>H</td>
<td>S-H</td>
<td>(Eastern)</td>
</tr>
<tr>
<td>Sneyd Cricket Club</td>
<td>Playing fields</td>
<td>Secure site for community use.</td>
<td>L</td>
<td>Sa</td>
<td>Western</td>
</tr>
<tr>
<td>Stanmore Road</td>
<td>Skate park</td>
<td>Retain and refurbish.</td>
<td>L</td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td>Stoke-on-Trent Recreation Centre</td>
<td>Hall</td>
<td>Close.</td>
<td>L</td>
<td>L</td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>Health and fitness</td>
<td>Close.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stoke-on-Trent College (Burton Campus)</td>
<td>Hall</td>
<td>Retain.</td>
<td>L</td>
<td>L</td>
<td>Western</td>
</tr>
<tr>
<td>Stoke-on-Trent (Caudon Campus)</td>
<td>Hall</td>
<td>Retain.</td>
<td>L</td>
<td>L</td>
<td>Western</td>
</tr>
<tr>
<td>Stoke S&amp;H Centre</td>
<td>Ski centre</td>
<td>Retain and improve.</td>
<td>H</td>
<td>S-H</td>
<td>Western</td>
</tr>
<tr>
<td>Trentham High School</td>
<td>Site</td>
<td>Retain as dual-use centre.</td>
<td>H</td>
<td>H</td>
<td>South Western</td>
</tr>
<tr>
<td></td>
<td>Pool</td>
<td>Refurbish pool and changing as necessary to retain community use.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hall</td>
<td>Retain for community use. To become a specialist centre for table tennis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Retain and refurbish suitable for dance, martial arts etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall with extra storage</td>
<td>Add multi-purpose hall with extra storage and specialist flooring suitable for gymnastics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tennis courts</td>
<td>Retain and refurbish. Floodlight.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trentham Estate (Stafford BC)</td>
<td>Rowing</td>
<td>Retain.</td>
<td>L</td>
<td>S-H</td>
<td>South Western</td>
</tr>
<tr>
<td>Trent Vale Recreation Ground</td>
<td>STP small</td>
<td>Retain and refurbish.</td>
<td>L</td>
<td>S-H</td>
<td>South Western</td>
</tr>
<tr>
<td>Thistley Hough High School</td>
<td>STP</td>
<td>New full-size STP.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Multipurpose hall.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tennis Courts</td>
<td>Develop junior and adult facilities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
<td>Dedicated space for boxing.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trubshaw Cross</td>
<td>Playing fields</td>
<td>Site adjacent to Brownhills secondary school (in Northern area). A full technical survey will be required on the pitches to determine their capacity to provide greater levels of use (by the school in addition to the community), the costs of upgrading, and long term maintenance requirements (including cost). Retain and intensify levels of community use. Provide changing.</td>
<td>L</td>
<td>H</td>
<td>Western</td>
</tr>
<tr>
<td>Tunstall Park</td>
<td>Tennis courts</td>
<td>Retain and refurbish, including cabling suitable for floodlights. To be incorporated in the wider park investment strategy.</td>
<td>L</td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td>Tunstall Pool</td>
<td>Sport court</td>
<td>Retain and refurbish.</td>
<td>L</td>
<td>L</td>
<td>Northern</td>
</tr>
<tr>
<td>Tunstall Pool</td>
<td>Dance hall</td>
<td>Close and replace with new pool at Dimensions.</td>
<td>close</td>
<td>close</td>
<td>Northern</td>
</tr>
<tr>
<td>Utberley Road</td>
<td>STP small</td>
<td>Retain.</td>
<td>L</td>
<td>L</td>
<td>Eastern</td>
</tr>
<tr>
<td>Wallace Sports and Edn Centre</td>
<td>Hall x 2</td>
<td>Retain.</td>
<td>H</td>
<td>H</td>
<td>Eastern</td>
</tr>
<tr>
<td>Watery Lane</td>
<td>Playing fields</td>
<td>Provide changing.</td>
<td>L</td>
<td>L</td>
<td>South Eastern</td>
</tr>
<tr>
<td>Weston Coyney</td>
<td>Hall</td>
<td>1+2 court halls. Flexible space, with storage space for boxing equipment.</td>
<td>H</td>
<td>Sa</td>
<td>South Eastern</td>
</tr>
<tr>
<td>Site</td>
<td>Facility</td>
<td>Proposal to meet community sport and physical activity needs</td>
<td>Management intensity (H=high, L=Low)</td>
<td>Strategy level (site overall)</td>
<td>Location (Neighbourhood Management Area)</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------</td>
<td>-------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Whitfield Community Centre</td>
<td>Pool</td>
<td>Refurbish to enable full school and community use.</td>
<td>H</td>
<td>L</td>
<td>Eastern</td>
</tr>
<tr>
<td></td>
<td>Health and Fitness</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancillary hall</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whitfield Valley Centre</td>
<td>Health and Fitness</td>
<td>Retain</td>
<td></td>
<td></td>
<td>Northern</td>
</tr>
<tr>
<td>YMCA</td>
<td>Hall</td>
<td>There are existing proposals to develop a 4 court hall, fitness gym and small climbing wall. To be opened in late 2010/early 2011.</td>
<td>H</td>
<td>Sa</td>
<td>Western</td>
</tr>
<tr>
<td></td>
<td>Fitness gym</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Climbing wall (training)</td>
<td>Opened in late 2010/early 2011.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Health and Fitness</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STP small</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Squash courts</td>
<td>Retain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extreme sports</td>
<td>Undertake a feasibility study to establish the viability of developing a dedicated extreme sports facility</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Figure 3: Other facility proposals

Other facilities - location not yet determined

<table>
<thead>
<tr>
<th>Site</th>
<th>Facility</th>
<th>Proposal to meet community sport and physical activity needs</th>
<th>Management intensity (H=High, L=Low)</th>
<th>Strategy level (site overall)</th>
<th>Location (Neighbourhood Management Area)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennis</td>
<td>Indoor and Outdoor Centre</td>
<td>One centre, ideally linked to existing tennis club. Options to include St Peter’s school site. May be commercial.</td>
<td>H</td>
<td>S-H</td>
<td>South Eastern, South Western</td>
</tr>
<tr>
<td></td>
<td>Outdoor courts</td>
<td>1-2 courts to be located in local green spaces to complete the network. Priority areas: Baddiley Green/Ball Green/Chell Heath; Lightwood.</td>
<td>L</td>
<td>L</td>
<td>Northern, Eastern, South Eastern</td>
</tr>
<tr>
<td>Multi-code bowling centre</td>
<td>6-8 indoor rinks</td>
<td>One centre. Could be based with existing club. Must have excellent bus transport links in addition to a good car park. Site options include a City centre site.</td>
<td>H</td>
<td>S-H</td>
<td>all</td>
</tr>
<tr>
<td>Outdoor bowls</td>
<td>Greens</td>
<td>New facilities in the Eastern area</td>
<td>L</td>
<td>Sa</td>
<td>Eastern</td>
</tr>
<tr>
<td>Indoor climbing centre</td>
<td>Specialist indoor centre</td>
<td>One facility which may be linked to larger facility with other sports provision. To be located within the central area of Stoke-on-Trent where there are a high proportion of students.</td>
<td>H</td>
<td>S-H</td>
<td>Western, South Western, Northern, Eastern</td>
</tr>
<tr>
<td>Gymnastics centre</td>
<td>Specialist centre</td>
<td>Replace the Burslem Gymnastics Centre and widen the range of disciplines which can be catered for. Replacement location to be confirmed but may be Dimensions or Fenton Manor. Current site may be subject to redevelopment for other uses.</td>
<td>L</td>
<td>S-H</td>
<td>Northern or South Western</td>
</tr>
<tr>
<td>Rugby club site(s)</td>
<td>Multi-pitch club site</td>
<td>Keep under review the opportunity to relocate two rugby clubs into the City. Site(s) must be located in the central or north part of the City to reduce catchment overlap with Trentham and Longton Clubs. Possible locations include the Mitchell and James Brindley School sites.</td>
<td>L</td>
<td>H</td>
<td>Eastern or Northern</td>
</tr>
<tr>
<td>Community centres</td>
<td>New/improved community centres</td>
<td>Improve and further develop the network of fully accessible community centres across Stoke-on-Trent, including exploring the opportunities for dance and “mind and body” programmes such as plates and yoga. A particular priority for the Eastern area.</td>
<td>L</td>
<td>L</td>
<td>all</td>
</tr>
<tr>
<td>Outdoor youth facilities</td>
<td>Sports Courts/ MUGAs and Skate Parks</td>
<td>Seek to fill gaps in the network of facilities, with amount and type of provision to be determined following consultation with local young people</td>
<td>L</td>
<td>L</td>
<td>all</td>
</tr>
<tr>
<td>Golf</td>
<td>Driving range</td>
<td>Consider options for new range(s).</td>
<td>H</td>
<td>Sa</td>
<td>all</td>
</tr>
<tr>
<td>Dance</td>
<td>New golf options</td>
<td>Consider opportunities for new golf facility options and their operation which arise from a golf strategy for the City.</td>
<td>L</td>
<td>Sa</td>
<td>all</td>
</tr>
<tr>
<td>Health and Fitness</td>
<td>Health and fitness</td>
<td>New facilities to address gaps in the network. Priority areas: Newfield/Goldenhill; Norton in-the-Moor/Norton Green/Baddiley; Berry Hill/Bubberley.</td>
<td>H</td>
<td>Sa</td>
<td>Northern, Eastern</td>
</tr>
<tr>
<td>Cycling Velopark</td>
<td>Closed road circuit and provision for other disciplines</td>
<td>A closed road circuit (of approx 1 km) and possibly suitable facilities for other cycling disciplines. Site options include Fenton Manor area.</td>
<td>H</td>
<td>SH</td>
<td>all</td>
</tr>
</tbody>
</table>
### Site | Facility: assumed to be retained and refurbished as necessary
--- | ---
21st Century Leisure | Health and Fitness
Club Motivation | Health and Fitness
Esporta | Health and Fitness
Fitness First | Health and Fitness
Goals Soccer Centre | Health and Fitness
Greens Health and Fitness | Health and Fitness
Portland Health and Leisure | Health and Fitness
Powerleague | STPs small
Premier Gym | Health and Fitness
Quality Living Health Club | Health and Fitness
Stoke City FC | STP small
The Training Exchange | Health and Fitness
Tollgate Hotel and Leisure | Health and Fitness
Total Fitness | Health and Fitness
Trent Country Club | Health and Fitness
Trent Squash Country Club | Squash courts
Vitality | Health and Fitness
Waterworld | Pool
Review and monitoring

7. The Strategy facility proposals should be kept under annual review to enable them to be updated in the light of progress with programmes such as the schools reorganisation. In relation to the schools, there are still a number of undetermined options which have the potential to impact significantly on the network of facilities for community sport and physical activity.

8. The annual review should also take into account any sports specific facility proposals which will arise from the new national governing body of sport business plans/whole sport plans/facility plans.

9. A full review of the Strategy should take place within 5 years in order to take account of progress to date, new population forecasts, and changes in the network of facilities. This will also allow reassessment of the impact of the sports development programmes in relation to the participation rates in activity, and the impact of trends within sports for example the balance in demand between grass and synthetic pitches.

10. The revised standards can then be taken into account as part of the next planning review (2016-2021).