

Open

Overview & Scrutiny Committee

Additional Papers

Agenda Item No. 9 - Open Space, Playing Pitch and Sports Built Facilities Strategies

Appendix 1

6pm
Thursday, 7th September 2017
Council Chamber
Wyre Forest House
Finepoint Way
Kidderminster





WYRE FOREST DISTRICT COUNCIL

OPEN SPACE ASSESSMENT REPORT

MAY 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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ABBREVIATIONS

DCLG	Department for Communities and Local Government
DDA	Disability Discrimination Act
DPD	Development Plan Document
FIT	Fields in Trust
FOG	Friends of Group
GIS	Geographical Information Systems
KKP	Knight, Kavanagh and Page
LNR	Local Nature Reserve
MAPA	Multi activity play area
NPPF	National Planning Policy Framework
NSALG	National Society of Allotment and Leisure Gardeners
ONS	Office of National Statistics
PPG	Planning Policy Guidance
PPS	Playing Pitch Strategy
RoSPA	Royal Society for the Prevention of Accidents
SOA	Super Output Areas
SPD	Supplementary Planning Document
SSSI	Sites of Special Scientific Interest
WFDC	Wyre Forest District Council

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OPEN SPACE ASSESSMENT

PART 1: INTRODUCTION

1. This is the Open Space Assessment Report prepared by Knight Kavanagh & Page (KKP) for Wyre Forest District Council (WFDC). It focuses on reporting the findings of the research, site assessments, consultation, data analysis and GIS mapping that underpin the open space study.
2. The Assessment Report provides detail with regard to what provision exists in the area, its condition, distribution and overall quality. It considers the demand for provision based upon population distribution and consultation findings. The Recommendation Paper (to follow the assessment report) will give direction on the future requirements for provision of accessible, high quality and sustainable open spaces. Together they will help to inform and act as an evidence base to the Wyre Forest Local Plan Review being undertaken.
3. In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities. We advocate that the methodology to undertake such assessments should still be informed by best practice including the Planning Policy Guidance 17 (PPG17) Companion Guidance; *Assessing Needs and Opportunities* published in September 2002.
4. The National Planning Policy Framework (NPPF) has replaced PPG17. However, assessment of open space facilities is still normally carried out in accordance with the Companion Guidance to PPG17 as it still remains the only national best practice guidance on the conduct of an open space assessment.
5. Under paragraph 73 of the NPPF, it is set out that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what future provision may be required in an area.
6. As a prerequisite paragraph 74 of the NPPF states existing open space, sports and recreation sites, including playing fields, should not be built on unless:
 - ◀ An assessment has been undertaken, which has clearly shown the site to be surplus to requirements.
 - ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
 - ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.
7. In accordance with best practice recommendations a size threshold of 0.2 hectares has been applied to the inclusion of some typologies within the study. This means that, in general, sites that fall below this threshold are not audited. The table overleaf details the open space typologies included within the study:

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Table 1.1: Open space typology definitions

	Typology	Primary purpose
Greenspaces	Parks and gardens	Accessible, high quality opportunities for informal recreation and community events.
	Natural and semi-natural greenspaces	Wildlife conservation, biodiversity and environmental education and awareness. Includes urban woodland and beaches, where appropriate.
	Amenity greenspace	Opportunities for informal activities close to home or work or enhancement of the appearance of residential or other areas.
	Provision for children and young people	Areas designed primarily for play and social interaction involving children and young people, such as equipped play areas, MUGAs, skateboard areas and teenage shelters.
	Allotments	Opportunities for those people who wish to do so to grow their own produce as part of the long term promotion of sustainability, health and social inclusion.
	Cemeteries, disused churchyards and other burial grounds	Quiet contemplation and burial of the dead, often linked to the promotion of wildlife conservation and biodiversity.

1.1 Report structure

Open spaces

8. This report considers the supply and demand issues for open space provision across Wyre Forest. Each part contains relevant typology specific data. Further description of the methodology used can be found in Part 2. The report as a whole covers the predominant issues for all open spaces originally defined in 'Assessing Needs and Opportunities: A Companion Guide to PPG17'; it is structured as follows:

- ❖ Part 3: General open space summary
- ❖ Part 4: Parks and gardens
- ❖ Part 5: Natural/ semi-natural greenspace
- ❖ Part 6: Amenity greenspace
- ❖ Part 7: Provision for children/ young people
- ❖ Part 8: Allotments
- ❖ Part 9: Cemeteries/churchyards

1.2 National context

National Planning Policy Framework

9. The NPPF sets out the planning policies for England. It details how these are expected to be applied to the planning system and provides a framework to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.
10. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It establishes that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

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11. Under paragraph 73 of the NPPF, it is set out that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.
12. As a prerequisite paragraph 74 of the NPPF states existing open space, sports and recreation sites, including playing fields, should not be built on unless:
 - ✦ An assessment has been undertaken, which has clearly shown the site to be surplus to requirements.
 - ✦ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
 - ✦ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

1.3 Local context

13. This study and its findings are important in their contribution to the Council's emerging Local Plan Review. They are an integral part of identifying and regulating the open space infrastructure. Through recognising open space provision in plan form, it can be assessed in terms of quantity, quality and accessibility, whilst strengthening its presence in planning policy for the future and maximising opportunities for investment.

Population and distribution

14. The total population, from the 2015 Mid-Year Estimates in Wyre Forest was 99,503* with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest (18%) compared to the West Midlands (15.9%). This age group will increase in size over the coming years as people live longer. These residents are likely to be retired and time rich, with a need to be as physically active as possible in order to remain independent. As a combination of factors, it suggests careful consideration should be given to the development of sport and physical activity offers within the area.
15. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

Wyre Forest District Council: Core Strategy (2006-2026)

16. Wyre Forest's Core Strategy identifies the type of place the District will be in 2026. To achieve this, the strategy lists 13 key development objectives, which are listed below.

Table 1.2: WFDC's key development objectives

Number	Objective
1	To provide a range of high-quality, highly energy efficient, and affordable housing options for residents of all ages and needs to achieve sustainable communities.
2	To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3	Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.

* Source: ONS 2015 Mid Year Estimate

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Number	Objective
4	Support the viability of the District's villages and rural areas and assist in opportunities for diversification.
5	Safeguard and enhance the District's unique landscape character, Green Belt, natural environment and green infrastructure.
6	To conserve and enhance the District's heritage assets.
7	Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
8	Safeguard and replenish the District's rich and varied biodiversity and geodiversity, including that within the three town centres.
9	Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
10	Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
11	Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.
12	Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both the urban and rural areas
13	Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved health care and education across the District for the benefit of all residents.

17. To help foster healthy lifestyles, The District Council will resist the loss of any community services and facilities, including leisure facilities, unless an appropriate alternative is provided or, evidence is presented that the facility is no longer required and suitable alternative uses have been considered. Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.

Development and housing growth numbers anticipated

18. Notwithstanding ONS figures on population growth, it is recommended that regard is given to Wyre Forest's housing need, which is listed in Wyre Forest District Core strategy (Policy DS05). The Local Authority plan to deliver 4,000 net additional dwellings for the period covering 2006 – 2026.
19. During 2009 the Council undertook a Strategic Housing Land Availability Assessment (SHLAA) to assess the indicative capacity for potential residential sites within the District and to inform the production of the Local Development Framework. The sites identified through the SHLAA process have also been subject to an independent viability appraisal. Based on this evidence provided and reflecting the principle to provide the majority of new housing development within the main towns of Kidderminster and Stourport-on-Severn, the table below sets out the level of housing that could be delivered within each five year phasing period.

Table 1.3: Anticipated level of potential housing delivery within the District's settlements

Location	2006-2011	2011-2016	2016-2021	2021-2016
Kidderminster	630	780	660	400
Stourport	330	680	160	70
Bewdley	100	80	-	-
Rural areas	140	90	160	-
Total	1200	1630	980	470

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Wyre Forest District Council: Local Plan Review

20. The District Council is currently in the process (at the time of writing) of undertaking a Local Plan Review. This will replace the current Adopted Core Strategy, Site Allocations and Policies Local Plan and Kidderminster Central Area Action Plan.
21. This study forms part of the evidence base supporting the Local Plan Review. The findings of this work should help to inform future decision making processes with regard to the Local Plan Review.

Worcestershire Health and Wellbeing Board: Joint Health & Wellbeing Strategy 2016-21

22. The strategy's vision is to ensure Worcestershire residents are healthier, live longer, and have a better quality of life, especially those communities and groups whose health is currently the poorest. To achieve this vision, the key priorities are as follows:
 - ◀ Good mental health and well-being throughout life.
 - ◀ Being active at every age.
 - ◀ Reducing harm from alcohol at all ages.
23. To achieve the priority of being active at every age, the strategy lists the key performance indicators:
 - ◀ Reduce the number of children aged 4 - 5 classified as overweight or obese.
 - ◀ Reduce the number of children aged 10 – 11 classified as overweight or obese.
 - ◀ Increase cycling and walking travel measures for adults
 - ◀ Increase the number of adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer (CMO) recommended guidelines on physical activity.
 - ◀ Develop programmes for older people taking up Strength and Balance training.
 - ◀ Enhance the numbers of people, including volunteers, taking part in health walks.

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PART 2: METHODOLOGY

2.1 Analysis areas

24. For mapping purposes and audit analysis, Wyre Forest is divided into five analysis areas (reflecting the geographic and demographic nature of the area).
25. These allow more localised assessment of provision in addition to examination of open space surplus and deficiencies at a more local level. Use of analysis areas also allows local circumstances and issues to be taken into account. The area is therefore, broken down as follows:

Table 2.1: Population by analysis area

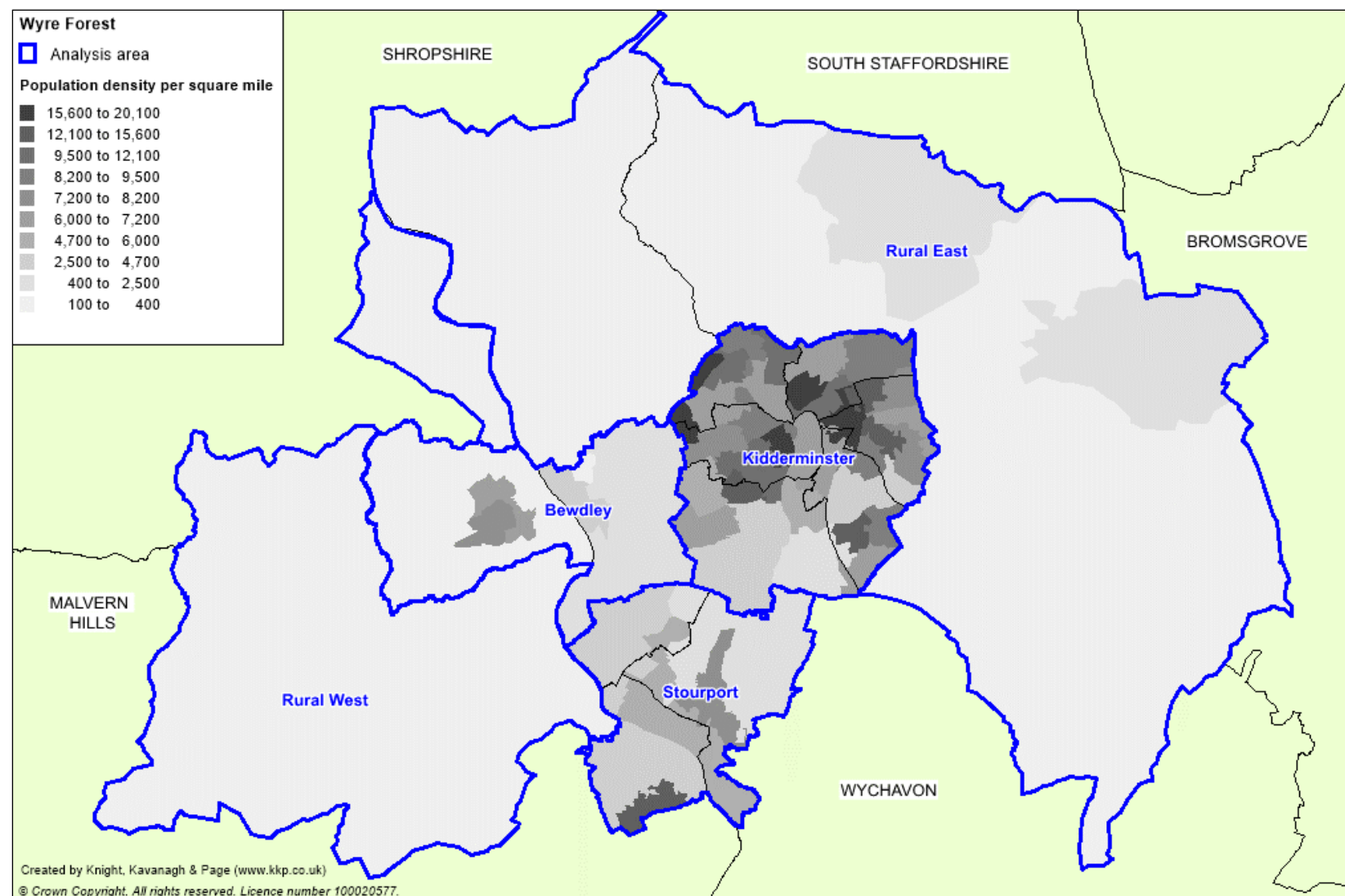
Analysis area	Population*
Bewdley	6,251
Kidderminster	56,185
Rural East	10,773
Rural West	5,791
Stourport	20,503
Wyre Forest	99,503

26. Figure 2.1 overleaf shows the map of analysis areas with population density.

* Source: ONS 2015 Mid Year Estimate

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Figure 2.1: Analysis areas in Wyre Forest



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2.2 Auditing local provision (supply)

27. The site audit for this study was undertaken by the KKP Field Research Team. In total, 174 open spaces (including provision for children and young people) are identified and mapped. For varying reasons such as not being able to be accessed or viewed at time of assessment, 171 sites have been assessed to evaluate site value and quality.
28. A point to note, if there is more than one form of play provision (equipped play area, teenage provision or splash park/paddling pool) within one site, they have been grouped together to create one site.
29. Each site is classified based on its primary open space purpose, so that each type of open space is counted only once. The audit, and the report, utilise the following typologies in accordance with the Guidance:
1. Parks and gardens
 2. Natural and semi-natural greenspace
 3. Amenity greenspace
 4. Provision for children and young people (including MAPA's and outdoor gyms)
 5. Allotments
 6. Cemeteries/churchyards
30. In accordance with best practice recommendations a size threshold of 0.2 hectares has been applied to the inclusion of some typologies within the study. This means that, in general, sites that fall below this threshold are not audited. However, any sites below the threshold (i.e. those that are identified through consultation as being of significance) are included. The table below details the threshold for each typology:

Typology	Size threshold
Parks and gardens	no threshold applied
Natural and semi-natural greenspace	0.2 ha
Amenity greenspace	0.2 ha
Provision for children and young people	no threshold applied
Allotments	no threshold applied
Cemeteries/churchyards	no threshold applied

Database development

31. All information relating to open spaces is collated in the project open space database (supplied as an Excel electronic file). All sites assessed, identified and assessed as part of the audit are recorded on it. The database details for each site are as follows:

Data held on open spaces database (summary)

- ◆ KKP reference number (used for mapping)
- ◆ Site name
- ◆ Ownership
- ◆ Management
- ◆ Typology
- ◆ Size (hectares)
- ◆ Site visit data

32. Sites are primarily identified by KKP in the audit using official site names, where possible, and/or secondly using road names and locations.

2.3 Quality and value

33. Quality and value are fundamentally different and can be unrelated. For example, a high-quality space may be inaccessible and, thus, be of little value; however, a rundown (poor quality) space may be the only one in an area and thus be immensely valuable. As a result, quality and value are also treated separately in terms of scoring. Each type of open space receives separate quality and value scores. This also allows for application of a high and low quality/value matrix to further help determine prioritisation of investment and to identify sites that may be surplus within and to a particular open space typology.

Analysis of quality

34. Data collated from site visits is initially derived upon those from the Green Flag Award scheme (a national standard for parks and green spaces in England and Wales, operated by Keep Britain Tidy). This is utilised to calculate a quality score for each site visited. Scores in the database are presented as percentage figures. The quality criteria used for the open space assessments carried out are summarised in the following table.

Quality criteria for open space site visit (score)

- ◆ Physical access, e.g., public transport links, directional signposts,
- ◆ Personal security, e.g., site is overlooked, natural surveillance
- ◆ Access-social, e.g., appropriate minimum entrance widths
- ◆ Parking, e.g., availability, specific, disabled parking
- ◆ Information signage, e.g., presence of up to date site information, notice boards
- ◆ Equipment and facilities, e.g., assessment of both adequacy and maintenance of provision such as seats, benches, bins, toilets
- ◆ Location value, e.g., proximity of housing, other greenspace
- ◆ Site problems, e.g., presence of vandalism, graffiti
- ◆ Healthy, safe and secure, e.g., fencing, gates, staff on site
- ◆ Maintenance and cleanliness, e.g., condition of general landscape & features
- ◆ Groups that the site meets the needs of, e.g., elderly, young people
- ◆ Site potential

35. Criteria for assessing the provision for children and young people are also built around Green Flag. It is a non-technical visual assessment of the site, including general equipment and surface quality/appearance plus an assessment of, for example, bench and bin provision. This differs, for example, from an independent RosPA review, which is a more technical assessment of equipment in terms of play and risk assessment grade.

Analysis of value

36. Site visit data plus desk based research is calculated to provide value scores for each site identified. Value is defined in the Companion Guide relation to the following three issues:
- ◆ Context of the site i.e. its accessibility, scarcity value and historic value.
 - ◆ Level and type of use.
 - ◆ The wider benefits it generates for people, biodiversity and the wider environment.

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37. The value criteria set for audit assessment is derived as:

Value criteria for open space site visits (score)

- ◆ Level of use (observations only), e.g., evidence of different user types (e.g. dog walkers, joggers, children) throughout day, located near school and/or community facility
- ◆ Context of site in relation to other open spaces
- ◆ Structural and landscape benefits, e.g., well located, high quality defining the identity/ area
- ◆ Ecological benefits, e.g., supports/promotes biodiversity and wildlife habitats
- ◆ Educational benefits, e.g., provides learning opportunities on nature/historic landscapes
- ◆ Social inclusion and health benefits, e.g., promotes civic pride, community ownership and a sense of belonging; helping to promote well-being
- ◆ Cultural and heritage benefits, e.g., historic elements/links (e.g. listed building, statues)
- ◆ Amenity benefits and a sense of place, e.g., attractive places that are safe and well maintained; helping to create specific neighbourhoods and landmarks
- ◆ Economic benefits, e.g., promotes economic activity and attracts people from near and far

Value - non site visit criteria (score)

- ◆ Designated site such as Local Nature Reserve or Local Wildlife Sites
- ◆ Educational programme in place
- ◆ Historic site
- ◆ Listed building or scheduled monument on site
- ◆ Registered 'friends of' group to the site

38. Play provision for children and young people is scored for value as part of the audit assessment. Value, in particular is recognised in terms of size of sites and the range of equipment it hosts. For instance, a small site with only one or two items is likely to be of a lower value than a site with a variety of equipment catering for wider age ranges.
39. A full list of the criteria used to assess quality and value is set out in Appendix One.

2.4 Quality and value thresholds

40. To determine whether sites are high or low quality (as recommended by guidance); the results of the site assessments are colour-coded against a baseline threshold (high being green and low being red). The primary aim of applying a threshold is to identify sites where investment and/or improvements are required. It can also be used to set an aspirational quality standard to be achieved at some point in the future and to inform decisions around the need to further protect sites from future development (particularly when applied with its respective value score in a matrix format).
41. The baseline threshold for assessing quality can be set around 66%; based on the pass rate for Green Flag criteria (site visit criteria also being based on Green Flag). This is the only national benchmark available for quality of parks and open spaces. However, the site visit criteria used for Green Flag is not appropriate for every open space typology as it is designed to represent a sufficiently high standard of site. Quality thresholds are, thus, worked out so as to better reflect average scores for each typology. Consequently, the baseline threshold for certain typologies is amended to better reflect this.
42. For value, there is no national guidance on the setting of thresholds. The 20% threshold applied is derived from our experience and knowledge in assessing the perceived value of sites. Whilst 20% may initially seem low it is relative score - designed to reflect those sites that meet more than one aspect of the criteria used for assessing value (as detailed earlier). The table below sets out the quality and value scores for each typology.

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Table 2.2: Quality and value thresholds by typology

Typology	Quality threshold	Value threshold
Parks and gardens	66%	20%
Natural and semi-natural greenspace	45%	20%
Amenity greenspace	40%	20%
Provision for children and young people	55%	20%
Allotments	45%	20%
Cemeteries/churchyards	40%	20%
Civic spaces	50%	20%

2.5 Identifying local need (demand)

43. Consultation to identify local need for open space provision has been carried out via a combination of face-to-face meetings, surveys and telephone interviews. It has also been conducted with key local authority officers (in respect of each typology). An online Open Spaces Survey was created and used to gather the wider views of local people; 121 responses were returned.
44. In addition, consultation with all parish and town councils was undertaken. This was in the form of either face to face meetings, online survey or via telephone.
45. The findings of the consultation and survey carried out are used, reviewed and interpreted to further support the results of the quality and value assessment. A summary of the Open Spaces Survey findings is set out in Part 3.

2.6 Accessibility standards

46. Accessibility standards for different types of provision are a tool to identify communities currently not served by existing facilities. It is recognised that factors that underpin catchment areas vary from person to person, day to day and hour to hour. For the purposes of this process, this problem is overcome by accepting the concept of 'effective catchments', defined as the distance that is willing to be travelled by the majority of users.
47. Guidance on appropriate walking distance and times is published by Fields in Trust (FIT) in its document *Beyond the Six Acre Standard* (2015). These guidelines have been converted in to an equivalent time period in the table below.

Table 2.3: FIT walking guidelines

Open space type	Walking guideline	Approximate walk time equivalent
Parks and gardens	710m	9 minute
Amenity greenspace	480m	6 minute
Natural and semi-natural greenspace	720m	9 minute
Provision for children and young people	100m - 1,000m	1 - 12 ½ minute

48. For play areas, a 10-minute walk time has been used to reflect the average walk time equivalent from FIT (approximately 7 minutes) but that 25% of respondents to the Open Space Survey are willing to walk 15 minutes in order to access such provision.

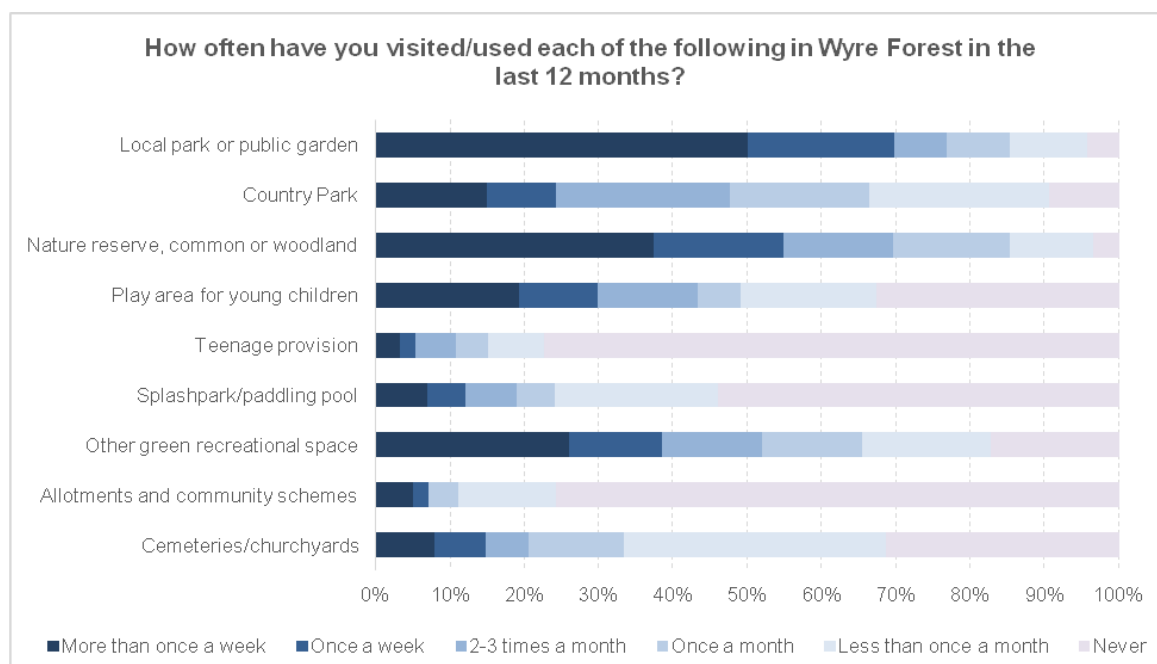
PART 3: GENERAL OPEN SPACE SUMMARY

49. This section describes generic trends and findings from the quality and value ratings for each typology in Wyre Forest. It also includes a summary of the 121 responses from the Open Spaces Survey. Site specific and typology issues are covered in the relevant sections later in the report.
50. Within the Open Space Survey a number of questions did not include the typology of allotments due to this form of provision often receiving a high volume of 'no opinion' responses due to a small cross section of residents assessing allotment provision. Both cemeteries and civic spaces were also excluded from the question due to these forms of provision providing a service rather than recreation opportunities.

3.1 Usage

51. The Open Spaces Survey participants were asked how often they visit any type of open space in Wyre Forest. Most respondents identify visiting open space more than once a week (67%).
52. The forms of open space provision reported as most frequently visited are parks and gardens and semi-natural greenspace (nature reserve, common or woodland), with 50% and 37% of respondents reporting they visit this type of provision more than once a week respectively.

Figure 3.1: Frequency of visits to open space in the previous 12 months (%)



53. Typologies such as allotments and teenage provision are reported as being visited less frequently. This is likely attributed to these forms of provision being accessed by a small percentage of the population within Wyre Forest due to their function and attraction to people with specific interests.

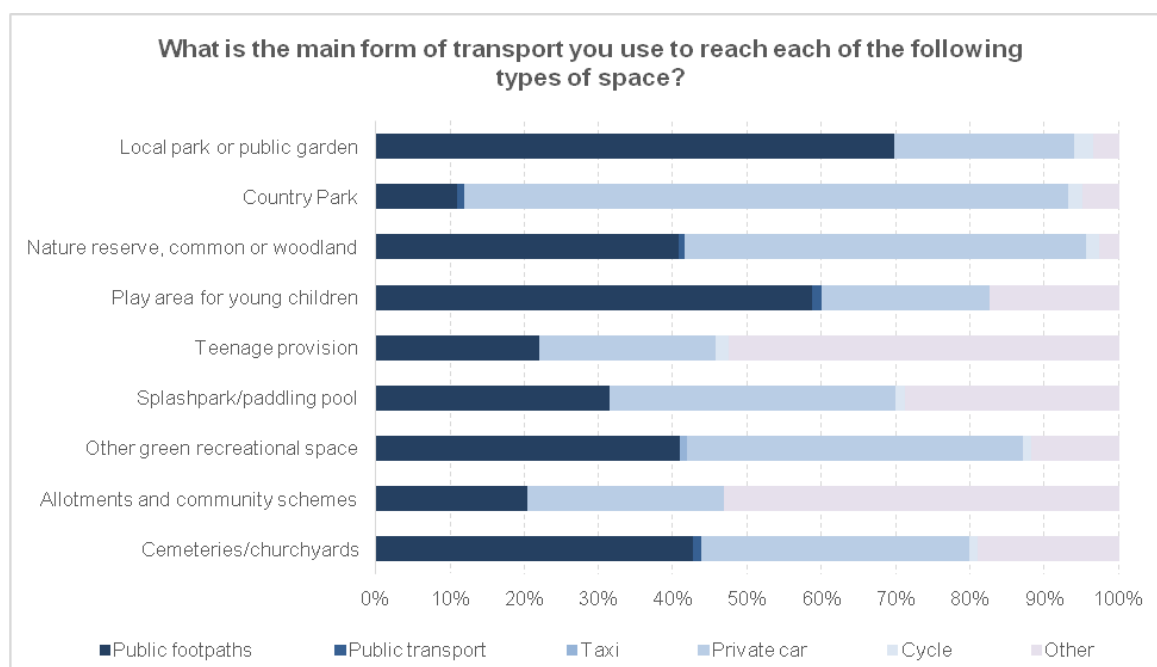
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3.2 Accessibility

54. Results from the Parks and Open Space Survey shows that individuals prefer to travel to open space provision either by walking or by car, depending on the type of open space provision being visited.

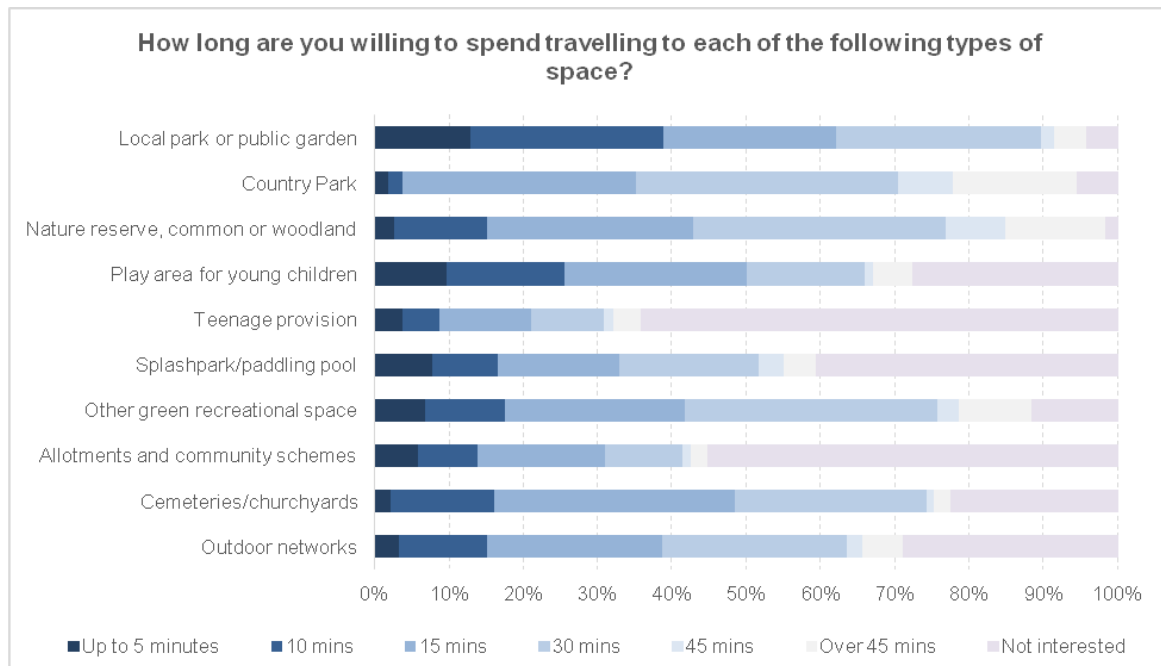
Figure 3.3: Travel method in order to access provision (%)



55. A preference of walking is identified in order to access parks and gardens (70%) and play areas for young children (59%). Respondents report preferring to use a private car to access country parks (81%) and nature reserves, common or woodland (54%). For other forms of provision such as cemeteries, there is a more varied preference on method of travel.
56. In order to access most forms of provision, respondents report being willing to travel by walking. For parks and gardens responses are split, with 26% of respondents saying they are willing to travel 10 minutes by walking and 28% being willing to travel 30 minutes by car.
57. For Country parks (a form of natural and semi-natural greenspace), most respondents (35%) will travel up to 30 minutes and by car (81%).
58. A quarter of respondents (25%) state a willingness to travel 15 minutes in order to access a play area for young children.

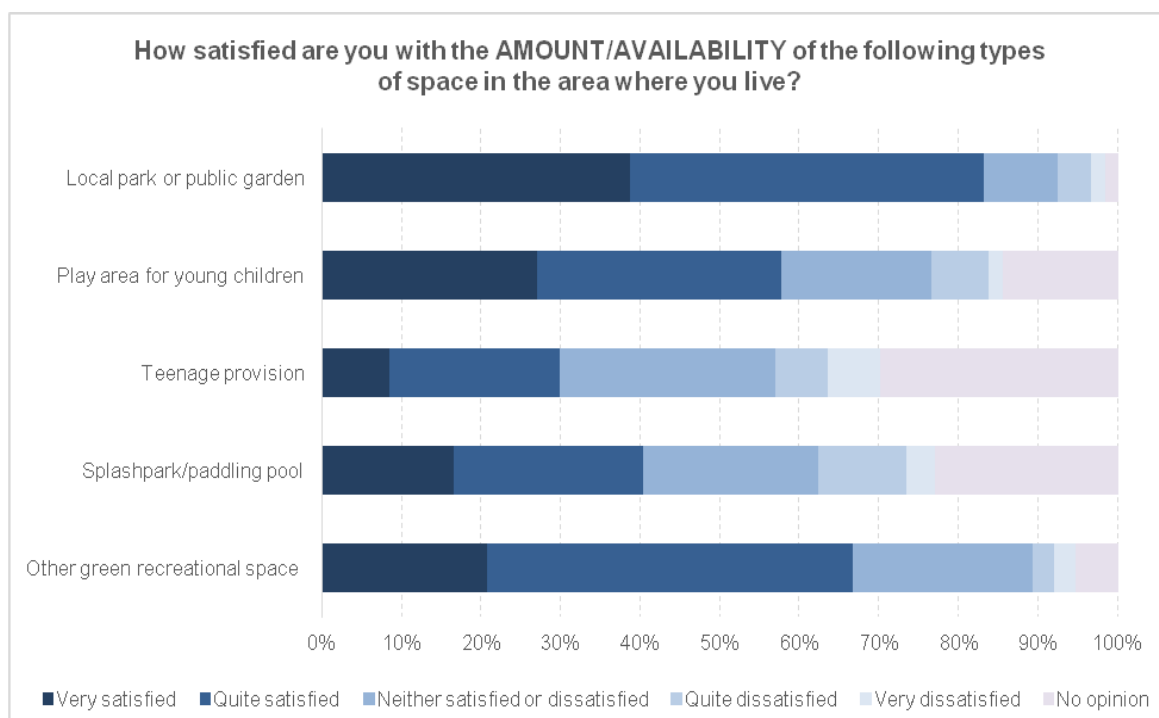
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Figure 3.4: Time willing to travel to open space sites (%)



3.3 Availability

Figure 3.5: Satisfaction with amount/availability of open spaces (%)



59. For most typologies respondents generally consider the availability i.e. the amount of provision, to be either quite or very satisfactory.

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60. Parks are especially viewed positively in terms of availability with 46% of respondents rating availability as quite satisfactory and 39% rating availability as very satisfactory. Other typologies such as play areas for young children and amenity greenspace are also viewed as predominantly being to a satisfactory level in terms of availability.

3.4 Quality

61. The methodology for assessing quality is set out in Part 2, Table 3.2 summarises the results of all the quality assessments for open spaces across Wyre Forest.
62. Most assessed open spaces in Wyre Forest (68%) rate above the quality thresholds set. Proportionally there are a higher percentage of provision for children and young people (80%), cemeteries (79%), civic spaces (75%) and natural and semi-natural greenspace (73%) that rate above the threshold for quality.
63. Quality of other open space typologies is generally still positive but with slightly greater proportions of sites rating below the thresholds set. For instance, 42% of amenity greenspace, 46% of parks and gardens and 43% of allotments rate below the threshold.
64. Any site-specific quality issues are highlighted in the typology specific sections later in the report.

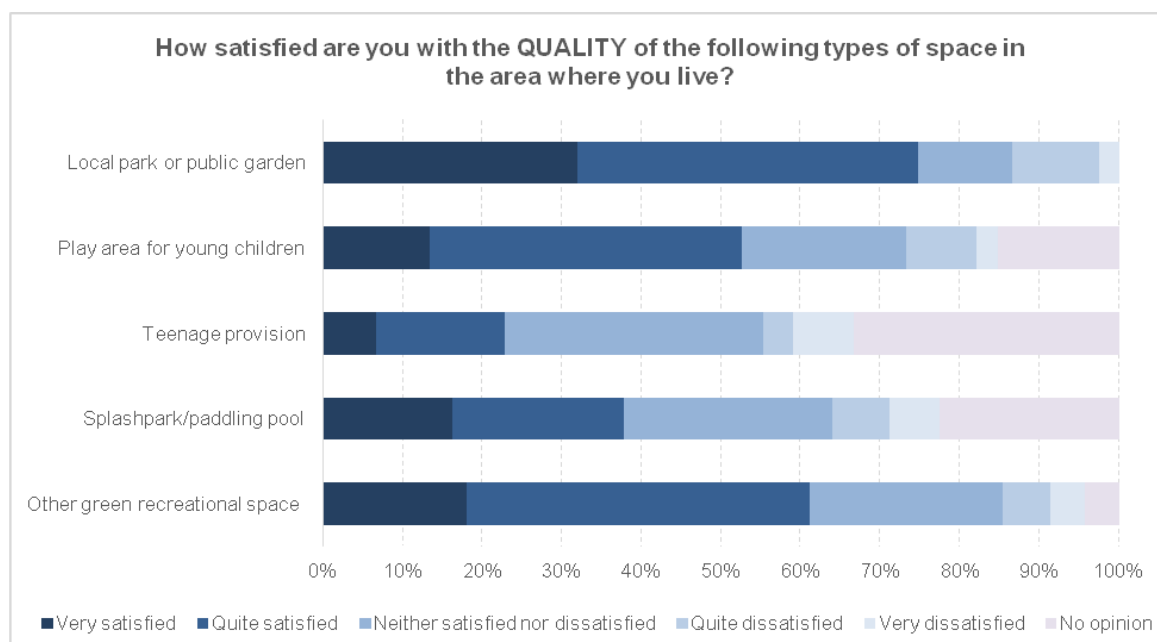
Table 3.2: Quality scores for all open space typologies

Typology	% threshold	Scores			No. of sites	
		Lowest score	Average score	Highest score	Low	High
Allotments	45%	36%	48%	62%	5	7
Amenity greenspace	40%	13%	42%	72%	22	30
Cemeteries	40%	37%	47%	81%	5	19
Children's play areas	55%	17%	66%	89%	8	32
Civic spaces	50%	41%	56%	73%	1	3
Parks and gardens	66%	43%	65%	87%	6	7
Semi/natural greenspace	45%	31%	52%	82%	7	19
TOTAL		13%	52%	89%	54	117

65. The typology Open Spaces Survey respondents report as being most satisfactory for quality is parks and gardens, with 75% of respondents describing the quality of this form of provision as either very satisfactory or quite satisfactory. This is followed by amenity greenspace of which 61% of respondents rate as being either very or quite satisfactory.
66. For the purpose of the Open Spaces Survey, provision for children and young people was broken down into three elements: play areas for young children, teenage provision and splash parks/ paddling pools. Play areas for young children scores well with 52% being rated as quite satisfactory or very satisfactory. Splash parks/ paddling pools were reported to be the least satisfy with 14% of respondents reporting to be either dissatisfied or very dissatisfied.

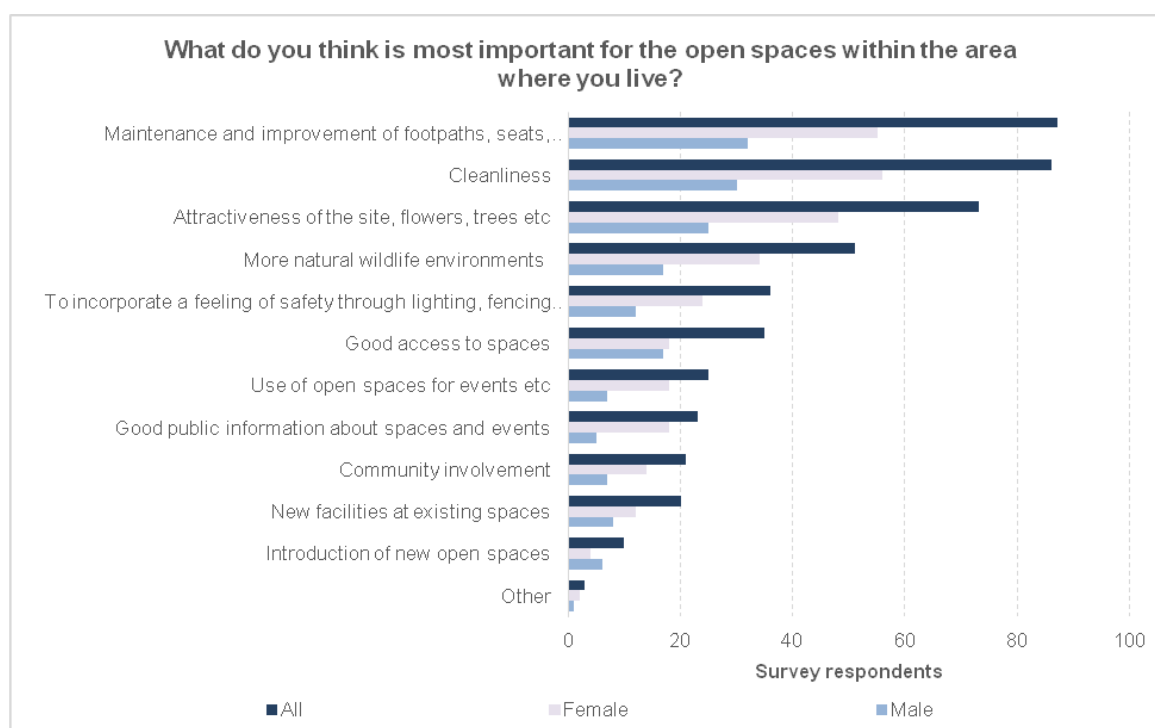
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Figure 3.6: Satisfaction with quality of open spaces (%)



67. Respondents were asked what, within open spaces, is most important to them. The most common answer by participants is maintenance improvements to existing ancillary features e.g. paths, seating (87%). This is followed by cleanliness (86%) and attractiveness of sites e.g. flowers, trees (73%). Providing more natural wildlife environments at sites is also a common answer (51%).

Figure 3.7: What is important to residents within open space sites



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3.5 Value

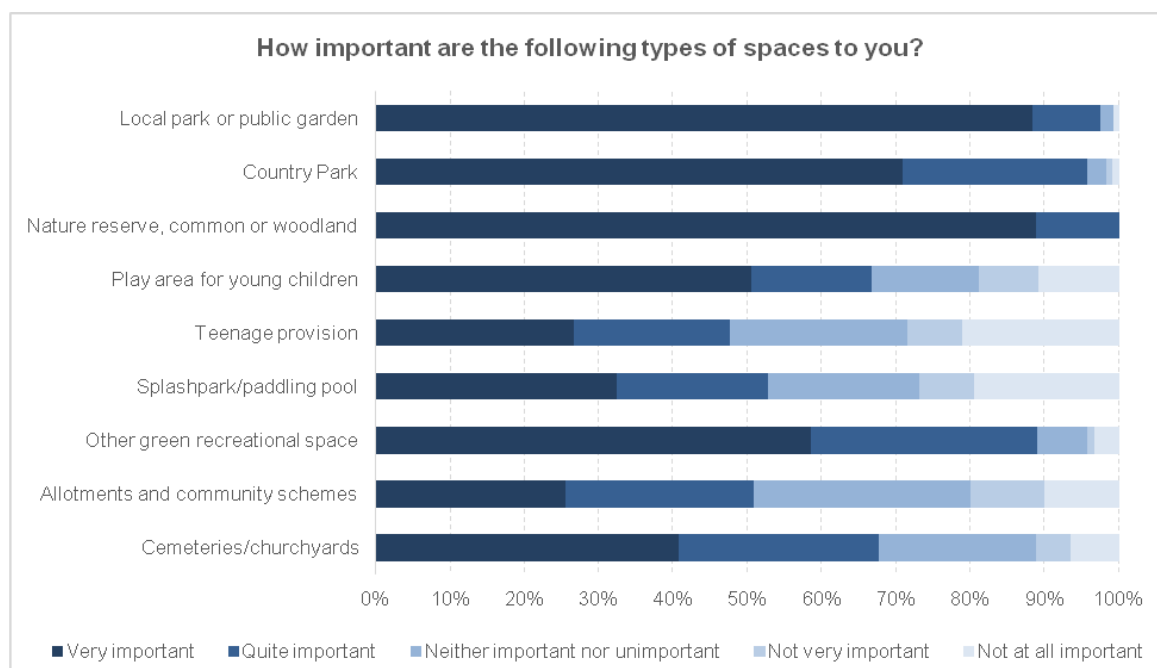
68. The methodology for assessing value is set out in Part 2 (Methodology). The table below summarises the results of the value assessment for open spaces across Wyre Forest.
69. A high value site is considered to be one that is well used by the local community, well maintained (with a balance for conservation), provides a safe environment and has features of interest; for example, play equipment and landscaping. Sites that provide for a cross section of users and have a multi-functional use are considered a higher value than those offering limited functions and that are thought of as bland and unattractive.
70. The majority of sites (92%) are assessed as being above the threshold for value, reflecting their role in and importance to local communities and environments.
71. For the typologies for cemeteries, natural and semi-natural greenspace and parks and gardens, no sites score below the value threshold. The typology with the highest amount of sites scoring below the threshold is amenity greenspace. This is not uncommon and often reflects a lack of ancillary features or perceived maintenance at some sites.
72. It is important to remember that even though a site may score above the threshold for value, it may still be of higher quality and vice versa. Both factors should be recognised when considering the future of sites moving forwards.

Table 3.3: Value scores for all open space typologies

Typology	% Threshold	Scores			No. of sites	
		Lowest score	Average score	Highest score	Low	High
Allotments	20%	19%	35%	48%	1	11
Amenity greenspace	20%	7%	28%	50%	11	41
Cemeteries	20%	22%	39%	60%	0	24
Children's play areas	20%	13%	39%	64%	1	39
Civic spaces	20%	11%	33%	44%	1	3
Parks and gardens	20%	23%	51%	71%	0	13
Semi/natural greenspace	20%	24%	43%	79%	0	26
TOTAL		7%	37%	79%	14	157

73. The majority of all survey respondents view open spaces as being either very important or quite important; reflecting the high value placed on such provision. The open space typologies on which the respondents placed the most importance are parks and gardens and natural and semi-natural greenspace, with 98% and 100% of respondents respectively stating these forms of provision are either very important or quite important.
74. The fact that all forms of open space provision are viewed as important, highlights the continuing need to ensure their availability and sufficient quality.

Figure 3.8: Importance of open spaces (%)



3.6 Summary

General summary

- ◆ In total 174 sites in Wyre Forest are identified as open space provision, equating to 621 hectares of accessible provision. Of these sites, 171 are assessed for quality and value. There are instances of additional provision, particularly in terms of natural and semi-natural greenspace, explained in more detail within the typology specific section.
- ◆ Accessibility standards for the majority of open space typologies are set as a walk time. Any gaps in catchment mapping are identified within each typology section.
- ◆ Most open spaces (68%) rate above the thresholds set for quality. Proportionally there are a higher percentage of cemeteries (79%), provision for children and young people (80%), civic spaces (75%) and natural and semi-natural greenspace (73%) that rate above the threshold for quality.
- ◆ Parks and natural sites (including country parks) are highlighted through consultation as significant forms of open space, which are popular for people to visit on a frequent basis.
- ◆ Nearly all open spaces (92%) are assessed as being above the threshold for value. This reflects the importance of open space provision and its role offering social, environmental and health benefits.

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PART 4: PARKS AND GARDENS

4.1 Introduction

75. This typology covers urban parks and formal gardens (including designed landscapes), which provide accessible high quality opportunities for informal recreation and community events. The provision of country parks is included within the typology of natural and semi-natural greenspace due to their greater role in conservation and environmental education.

4.2 Current provision

76. There are 13 sites classified as parks and gardens in Wyre Forest, the equivalent of over 56 hectares. No site size threshold has been applied and, as such, all sites have been included within the typology.

Table 4.1: Distribution of parks by analysis area

Analysis area	Parks and gardens		
	Number of sites	Total hectares	Current standard (ha per 1,000 population)
Bewdley	3	1.86	0.30
Kidderminster	6	20.25	0.36
Rural East	-	-	-
Rural West	-	-	-
Stourport	4	17.14	0.84
Wyre Forest	13	56.20	0.56

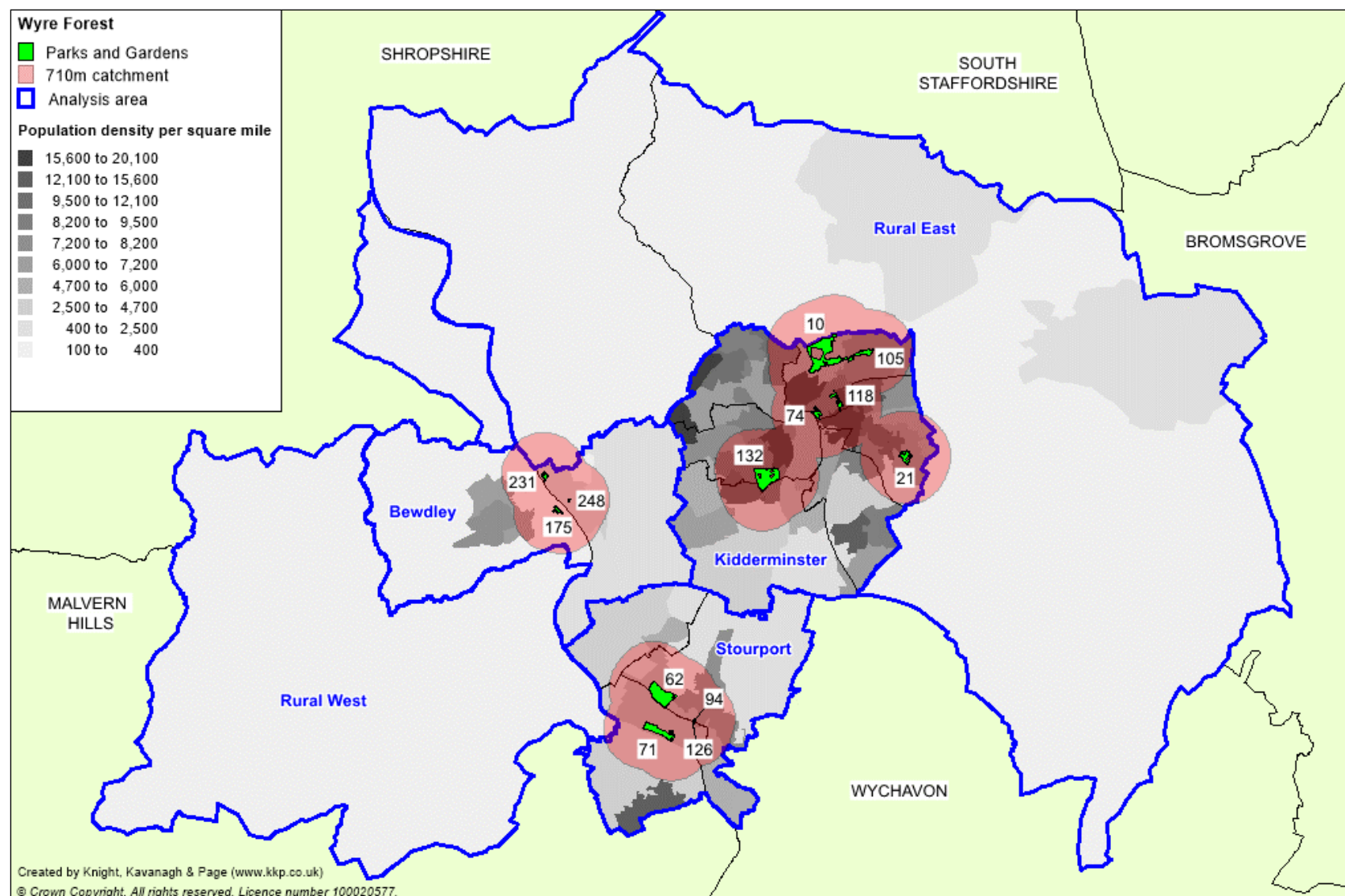
77. The majority of park and garden provision is located in the Kidderminster Analysis Area (20.25 hectares). Stourport Analysis Area closely follows this, with 17.14 hectares an equivalent to 0.84 hectares per 1,000 head of population. Bewdley has the least amount of parks and gardens provision and as such has the smallest provision per 1,000 population (0.30 hectares). There is no parks and gardens provision located in the Rural East or Rural West analysis areas.
78. Other types of open space such as country parks can also contribute to the perception of parks and gardens provision. There are four country parks identified in Wyre Forest. However, for the purpose of the study such sites are identified and categorised by their primary role; which for country parks is to provide opportunities and access to natural greenspace and their associated activities (e.g. access to nature, walking). More detail on these sites is set out in Part 5.

4.3 Accessibility

79. For catchment mapping the FIT walking distance of 710m (approximately 9 minute walk-time) has been applied. Figure 4.1 shows the standard applied to natural and semi-natural greenspace to help inform where deficiencies in provision may be located.

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Figure 4.1: Parks and gardens with 710m walking distance (approx. nine minute walk-time) mapped against analysis area



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Table 4.2: Key to sites mapped

Site ID	Site name	Analysis area	Quality score	Value score
175	QEll Gardens	Bewdley	66.2%	71.4%
231	Riverside North Park	Bewdley	56.3%	47.6%
248	Garden Of Rest	Bewdley	46.4%	24.8%
10	Springfield Park	Kidderminster	79.0%	64.8%
21	Borrington Park (WFCH)	Kidderminster	50.4%	45.7%
74	St George's Park	Kidderminster	69.5%	57.1%
105	Broadwaters Park	Kidderminster	79.4%	50.5%
118	Baxter Gardens	Kidderminster	69.3%	60.0%
132	Brinton Park	Kidderminster	72.8%	71.4%
62	Stourport Memorial Park (STC)	Stourport	65.7%	39.0%
71	Riverside Park	Stourport	87.3%	61.9%
94	Stourport War Memorial Garden (STC)	Stourport	53.0%	41.0%
126	Villeneuve-Le-Roi Gardens (STC)	Stourport	42.9%	22.9%

80. Based on a 710m walking distance, catchment gaps are identified in all five analysis areas; however, significant catchment gaps are identified in Bewdley, Kidderminster and Stourport analysis areas.
81. These gaps are also noted in areas of higher population density. The largest gaps can be seen in Kidderminster Analysis Area. Despite these noted gaps, it is likely these gaps are being met by other forms of open space provision such as natural and semi-natural greenspace and amenity greenspace. Both these forms of provision can provide similar opportunities to that of parks and gardens if maintained to a good standard.
82. Responses to the Open Spaces Survey suggest that respondents are generally happy with the amount of parks and gardens provision, with 45% of respondents reporting they are quite satisfied and 39% reporting they are very satisfied with the amount and availability of park and garden provision. Furthermore, only 6% of respondents describe being either quite dissatisfied (4%) or very dissatisfied (2%).

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4.4 Quality

83. To determine whether sites are high or low quality (as recommended by the Companion Guidance); scores from site assessments are colour-coded against a baseline threshold (high being green and low being red). The table overleaf summarises the results of the quality assessment for parks in Wyre Forest. A threshold of 66% is applied in order to identify high and low quality. Further explanation of how the quality scores and thresholds are derived can be found in Part 2 (Methodology).

Table 4.3: Quality ratings for parks by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <66%	High >66%
Bewdley	46%	56%	66%	20%	2	1
Kidderminster	50%	70%	79%	29%	1	5
Rural East	-	-	-	-	-	-
Rural West	-	-	-	-	-	-
Stourport	43%	62%	87%	44%	3	1
Wyre Forest	43%	65%	87%	44%	6	7

84. Just over half (54%) of parks and garden sites in Wyre Forest rate above the threshold for quality.
85. Findings from the Open Spaces Survey suggest that residents are generally content with quality of parks and gardens, with 43% of respondents describing park quality as being quite satisfactory and 32% describing it as very satisfactory. Moreover, only 14% of respondents believe quality of park provision to be quite dissatisfactory (11%) or very dissatisfactory (3%).
86. The highest scoring site is Riverside Park with (87%), located in Stourport. This is closely followed by Broadwaters Park (79%) and Springfields Park (79%), both of which are situated in Kidderminster.
87. These sites have an excellent level of maintenance and general appearance, as well as attractive landscaping. Furthermore, they have a broad range of ancillary features and facilities including parking, lighting, seating, signage, picnic tables and bins. The sites are also noted as having good personal security and good links to public transport, disabled access, wildlife areas and water features. Riverside Park and Broadwaters Park also have toilets on site.
88. Two other sites worth noting are Brinton Park and QEII Gardens, both of which, are Green Flag Award sites. These sites also score high for quality with 73% and 66% respectively. Similarly, to the sites mentioned above, these sites are observed as having an excellent level of maintenance and general appearance, as well as attractive landscaping. They also have a number of ancillary features such as signage, seating and bins. In addition, the sites are noted as having good personal security. Brinton Park also has parking on site.

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89. Other sites in Wyre Forest which score high for quality are:
- ✦ Brinton Park (73%)
 - ✦ St George's Park (70%)
 - ✦ Baxter Gardens (69%)
90. It is worth noting that the Council plan to submit an application to the Heritage Lottery Fund (HLF) for a project at Brinton Park in 2017. The Council is currently developing plans for the park alongside its partners and residents.
91. Some of the key elements within the project aims are to restore heritage aspects of the park, as well as add possible new features including an amphitheatre, a new pavilion with cafe and toilets, a small lake feature and bridge and a World War I memorial. Furthermore, there are plans to improve signage, car parking and lighting at the site.
92. Of the six sites that score low for quality, the lowest scoring sites are:
- ✦ Villeneuve-Le-Roi Gardens (40%)
 - ✦ Garden of Rest (46%)
93. It is important to note, although these sites do score below the threshold for quality, they do not have any specific quality issues. These sites are observed as having a good overall standard of maintenance and cleanliness as well as having good pathways, which allow for disabled access. The main reason for lower quality scores is a lack of additional features in comparison to higher scoring sites such as signage, lighting and picnic tables.
94. Should these lower scoring sites be scored against criteria for other typologies, such as amenity greenspace, they may score above the quality threshold. Therefore, it may be worth reviewing the primary use of these sites and based on this, look to reclassify. Alternatively, providing more features and facilities at these sites such as bins, benches, signage and lighting will improve the quality of the sites against the parks quality criteria.
95. The majority (75%) respondents to the Open Spaces Survey satisfied with the quality of parks and gardens provision, with 32% being very satisfied and 43% being quite satisfied.
96. As previously mentioned there are currently two Green Flag Award sites in Wyre Forest; Brinton Park and QEII Gardens. The Green Flag Award scheme is licensed and managed by Keep Britain Tidy. It provides national standards for parks and greenspaces across England and Wales. The Department for Communities and Local Government (DCLG) highlight the importance placed on Green Flag status as an indicator of high quality.
97. Given the high quality scores of a number of sites in the Wyre Forest area, such as Riverside Park, Broadwaters Park and Springfields Park, the Council may wish to explore increasing its portfolio of Green Flag Award sites.
98. The Springfields Park is a site highlighted by WFDC forming part of one the opportunities to enhance the countryside assets of the District (see Table 5.7). The site has the potential to facilitate a country style café venue. The proposal would only be considered further if an alternative proposal for the nearby Stour Valley Countryside Portal was viewed as not viable. All proposals are at an early stage with no funding in place.

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99. The proposals are partly being considered in order to help alleviate the pressure on some existing natural sites viewed as being at capacity from a biodiversity and recreational use. In addition, by enhancing provision at certain sites the proposals have the potential to offer improved recreational opportunities to the area whilst also boosting the physical connections to surrounding settlements and destinations. This could help increase tourism in addition to the physical and mental activity benefits. The potential retail and franchise opportunities could also help in terms of local economy.
100. The Stourport Riverside Meadows Development and Implementation Strategy details the future potential for Riverside Park. The Council's vision for the site is to complement the redevelopment of the town and basins with a park offering a regionally significant tourist and leisure destination.
101. The space will offer heritage, cultural and recreational attractions which aim to increase the range and proportion of population visiting the park, the quality of the experience of visitors to the park and to provide a long term, financially viable development of the site.

4.5 Value

102. To determine whether sites are high or low value (as recommended by the Companion Guidance); the scores from the site assessments have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the value assessment for parks in Wyre Forest. A threshold of 20% is applied in order to identify high and low value. Further explanation of how the value scores are derived can be found in Part 2 (Methodology).

Table 4.4: Value scores for parks by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <20%	High >20%
Bewdley	25%	48%	71%	46%	0	3
Kidderminster	46%	58%	71%	25%	0	6
Rural East	-	-	-	-	-	-
Rural West	-	-	-	-	-	-
Stourport	23%	41%	62%	39%	0	4
Wyre Forest	23%	51%	71%	48%	0	13

103. All parks are assessed as being of high value from the site visit assessments. One of the key aspects of the value placed on parks provision is that they can provide opportunities for local communities and people to socialise.
104. The highest scoring sites for value are the two Green Flag Award sites, Brinton Park (71%) and Jubilee Gardens (71%). Both these sites meet all of the non-technical assessment criteria for value. Firstly, these sites have a significant sense of place within the community. They also provide opportunities for people to socialise and partake in activities beneficial to health such as walking or jogging. In addition, these sites have good ecological value with mature trees, shrubs and grassed areas. Furthermore, educational value is noted at these sites, with interpretative boards about the parks history at Brinton Park and a green theatre located at QEII Gardens. Due to these educational elements, the sites also provide cultural and heritage value. Grade two listed walls also encompass QEII Gardens.

105. The ability for people to undertake a range of different activities such as exercise, dog walking or taking children to the play area are frequently recognised. This is fully supported from the findings of the consultation. Several comments cite the importance and role parks provide to the area and to peoples everyday lives.

4.6 Summary

Parks and gardens

- ✦ There are 13 sites classified as parks and gardens totalling over 56 hectares.
- ✦ Based on a 710m walking distance, catchment gaps are identified in all five analysis areas; however, significant catchment gaps are identified in Bewdley, Kidderminster and Stourport analysis areas.
- ✦ It is likely that these gaps are being met by other forms of open space. This is supported by responses to the Open Spaces Survey, with 84% of respondents being either very or quite satisfied with amount and availability of parks provision.
- ✦ Just over half (54%) of parks score above the threshold for quality. The highest scoring sites are observed as having a good range of features and facilities, which are maintained to a high standard.
- ✦ The sites which score below the threshold for quality are not reported to have any specific quality issues. Their low score is attributed to a lack of features and facilities present at higher scoring sites.
- ✦ Wyre Forest currently has two Green Flag Award sites, Brinton Park and QEII Gardens. Both these sites score high for quality and are the two joint highest scoring sites for value.
- ✦ Should the Council wish to increase its portfolio of Green Flag Award sites, there are a number of sites scoring particularly high for quality, Riverside Park, Broadwaters Park and Springfield Park, which could be put forward.
- ✦ All park and garden sites score high for value; a reflection to the social interaction, health benefits and sense of place sites offer.

PART 5: NATURAL AND SEMI-NATURAL GREENSPACE

5.1 Introduction

106. For the purposes of this study provision of natural and semi-natural greenspace is primarily focused on sites of biodiversity and conservation importance. Local plans sometimes refer to Section 41 habitats, often interchanging with Biodiversity Action Plans (BAPs), or 'habitats and species of principal importance in England'.
107. This refers to the 2006 Natural Environment and Rural Communities (NERC) Act. Section 41 sets out that the Secretary of State is obliged to publish a list of habitats and species which are of principal importance for the conservation of biodiversity in England. The list guides decision-makers such as councils and statutory undertakers to their duty to have regard to the conservation of biodiversity in England.
108. The 19 habitat action plans set out within the Worcestershire Biodiversity Action Plans have been used as a starting point to identify sites across Wyre Forest documented as being of biodiversity and conservation importance. Other sites provided by WFDC but recognised as providing wildlife habitats and opportunities as well as having recreational functions often associated with such forms of provision (i.e. country parks etc) are also included.

5.2 Current provision

109. In total, 26 sites are identified in this report as natural and semi-natural greenspace; an equivalent to over 1,719 hectares of provision. The biggest contributor to this is the Wyre Forest at 1,046 hectares. In addition, a further 930 hectares of the site remains outside the District boundary. If the proportion of the Wyre Forest outside of the District is included there would be a total of 2,649 hectares of natural provision. Table 5.1 provides a breakdown to the hectares of provision for each analysis area*.

Table 5.1: Distribution of natural and semi-natural greenspace by analysis area

Analysis area	Natural and semi-natural greenspace	
	Number of sites	Total hectares
Bewdley	2	350.72
Kidderminster	6	147.14
Rural East	7	327.77
Rural West	4	767.72
Stourport	7	126.05
Wyre Forest	26	1,719.40

110. It is recognised that sites within the District have limitations and restrictions in terms of access. For instance, access to the whole or part of a site may not be allowed in order to preserve its high conservation value.
111. Several sites are identified as having access restricted to set pathways and/or may contain areas of land not permitted for access (i.e. marshes, wet areas). There are also examples where public access to a site is not possible without permission (e.g. Wilden Marsh).

* Several sites site across more than one analysis area. In such instances, sites are attributed to the analysis they are predominantly located. Wyre Forest is proportioned due to its large size.

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112. At sites where access is only via a designated pathway it is possible to calculate the 'accessible' area by multiplying the length of the paths on site by an accepted common width (1.5m).
113. The Worcestershire Habitats Inventory (WHI) has also been used in order to identify parts of sites not accessible at all (i.e. marsh and water bodies). The WHI is an online mapping tool displaying the land use and habitat data for the county. It provides a baseline of information about the natural environment.
114. On this basis, Table 5.2 sets out the distribution of natural and semi-natural provision incorporating only those sites or parts of sites viewed as accessible.
115. In addition, Wyre Forest is not included in the distribution table due to a large proportion of the site being outside of the study area. It is recognised that parts of the site are not fully accessible. For example, the Go Ape activity company uses part of the site, which incurs a charge in order to access the area. It is not possible to determine the true amount of the site which is accessible due to its large size.
116. The table also proportions the amount of provision for those sites which sit across more than one analysis area.

Table 5.2: Distribution of accessible natural and semi-natural greenspace by analysis area

Analysis area	Natural and semi-natural greenspace	
	Total hectares	Current standard (ha per 1,000 population)
Bewdley	60.70	9.71
Kidderminster	65.61	1.17
Rural East	136.61	12.68
Rural West	30.23	5.22
Stourport	133.07	6.49
Wyre Forest	426.22	4.28

117. Most natural and semi-natural provision deemed accessible is located in the Kidderminster Analysis Area (136 hectares) and Stourport Analysis Area (133 hectares).
118. However, the Rural East Analysis Area has the most provision per 1,000 head of population with 12.68. The analysis area contains two particularly large natural and semi-natural forms of provision in Kingsford Country Park (80.77 hectares) and Hurcott Pool and Wood Nature Reserve (32.52 hectares).
119. The current standard per 1,000 head of population significantly increases from 4.28 hectares to 14.79 hectares when the Wyre Forest site is included. The parts of the Wyre Forest included within the study area is located over two analysis areas; the Rural West and Bewdley.

Table 5.3: Accessible natural and semi-natural greenspace with inclusion of Wyre Forest

Analysis area	Natural and semi-natural greenspace	
	Total hectares	Current standard (ha per 1,000 population)
Wyre Forest	1,471.89	14.79

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120. It is important to recognise that other open spaces such as parks and amenity greenspace may also provide some opportunities and activities associated with natural and semi-natural greenspace. However, for the purposes of this report we have focused on sites of a biodiversity and conservation importance.

Designations

121. As set out earlier, Section 41 habitats, often interchanging with Biodiversity Action Plans (BAPs), or 'habitats and species of principal importance in England' have been used to predominantly identify sites for inclusion within this study.
122. The 19 habitat action plans within the Worcestershire Biodiversity Action Plans have been used as a starting point to identify sites across Wyre Forest documented as being of biodiversity and conservation importance. Table 5.4 provides a summary to the sites within Wyre Forest District highlighted in at least one of the Biodiversity Action Plans. Sites with a Local Nature Reserve (LNR) or Site of Special Scientific Interest (SSSI) are also listed.

Table 5.4: Summary of site designation

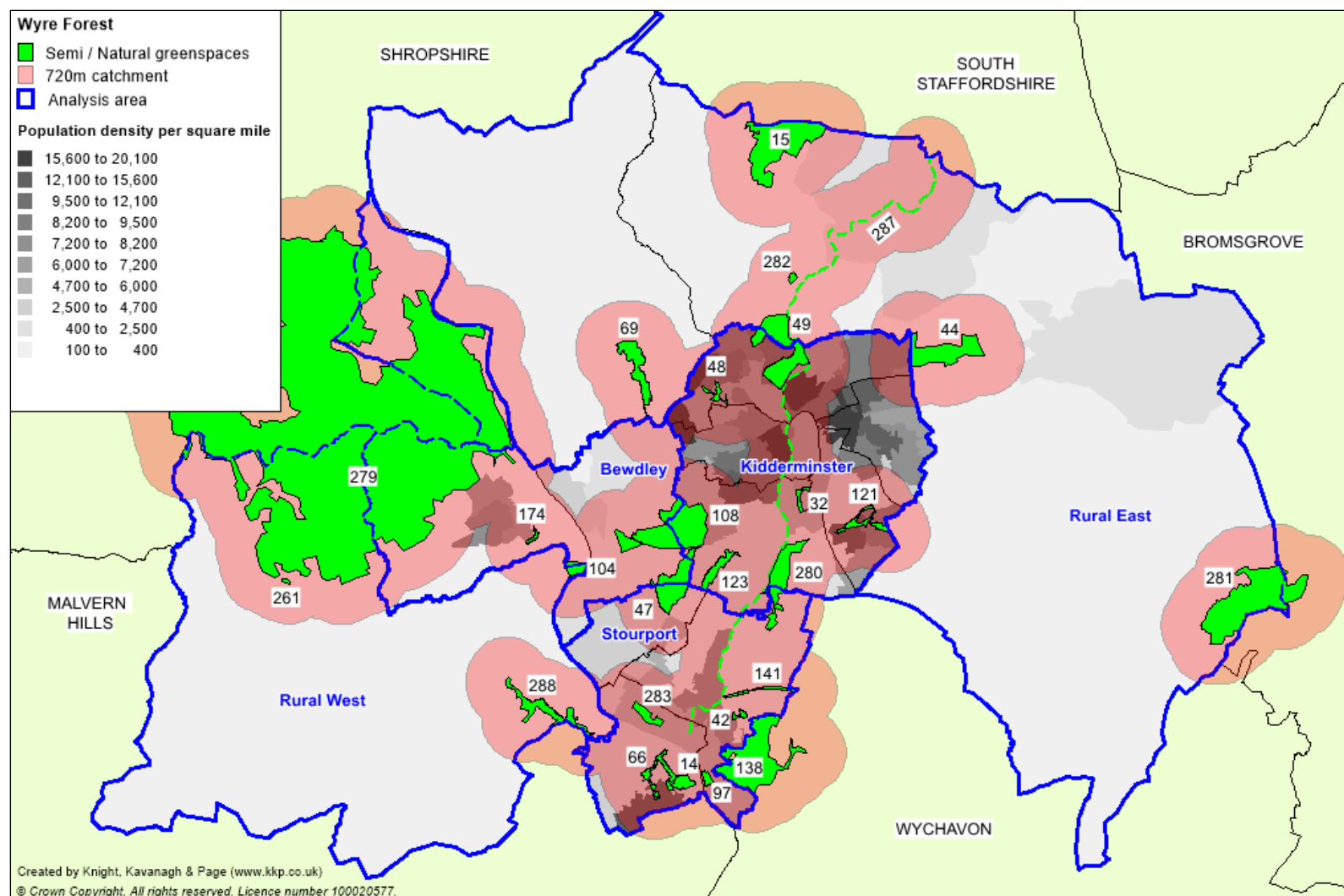
Site name	Biodiversity Action Plan	LNR	SSSI
Areley Wood	H5: Woodland	-	SSSI
Blake Marsh Nature Reserve	-	LNR	-
Burlish Top Nature Reserve	H11: Grassland H12: Lowland Heath	LNR	-
Callow Hill Show Ground	-	-	SSSI
Chaddesley Woods	H5: Woodland	-	SSSI (partial)
Devils Spittleful and Rifle Range Nature Reserve	H11: Grassland H12: Lowland Heath	-	SSSI
Habberley Valley Nature Reserve	H11: Grassland	LNR	-
Half Crown Wood Local Nature Reserve	-	LNR (partial)	-
Hartlebury Common	H4: Scrub H11: Grassland H12: Lowland Heath	LNR	SSSI
Hurcott Pool and Wood Nature Reserve	H7: Wet Woodland H16: Ponds and Lakes	LNR	SSSI (partial)
Kingsford Country Park	H12: Lowland Heath	LNR	-
Puxton and Stour Valley Nature Reserves	H6: Veteran Tree H9: Fen & Marsh H10: Wet Grasslands	-	SSSI
Redstone Marsh Nature Reserve	-	LNR	-
Spennells Valley Nature Reserve	H7: Wet Woodland	LNR	-
Staffordshire and Worcester Canal	H15: Canals	-	-
Wilden Marsh	H6: Veteran Tree H8: Reedbeds H9: Fen & Marsh	-	-
Wyre Forest	H2: Traditional Orchards H4: Scrub H5: Woodland	-	SSSI
Vicarage Farm Heath Nature Reserve	H12: Lowland Heath	-	-

5.3 Accessibility

123. Natural England's Accessible Natural Greenspace Standard (ANGSt) provides a set of benchmarks for ensuring access to places near to where people live. They recommend that people living in towns and cities should have one hectare of statutory Local Nature Reserves per thousand population.
124. On this basis, a population such as Wyre Forest (99,503) is recommended to have approximately 100 hectares of LNR. As it stands, using Table 5.4 to identify sites with a LNR, the Wyre Forest District more than meets this standard with 249 hectares of LNR.
125. For catchment mapping the FIT walking distance of 720m (approximately 9 minute walk-time) has been applied. Figure 5.1 shows the standard applied to natural and semi-natural greenspace to help inform where deficiencies in provision may be located.

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Figure 5.1: Natural and semi-natural greenspace with 720m (approx. nine minute walk-time) mapped against analysis areas



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Table 5.5: Key to natural and semi-natural greenspace mapped

Site ID	Site name	Analysis area	Quality score	Value score
14	Redstone Marsh Nature Reserve	Stourport	52.5%	40%
15	Kingsford Country Park	Rural East	61.3%	46.3%
32	Aggbrough Crescent	Kidderminster	41.3%	24.2%
42	The Dell NSN	Stourport	30.7%	25.3%
44	Hurcott Pool and Wood Nature Reserve	Rural East	65.1%	57.9%
47	Burlish Top Local Nature Reserve	Stourport, Bewdley & Kidderminster	80%	68.4%
48	Blake Marsh Nature Reserve	Kidderminster	52.5%	51.6%
49	Puxton and Stour Valley (Proposed Stour Valley Country Park)	Rural East	49.0%	41.1%
66	Half Crown Wood Local Nature Reserve	Stourport	50.9%	51.6%
69	Habberley Valley Nature Reserve	Rural East	51.8%	47.4%
97	Britannia Gardens	Stourport	49.9%	24.2%
104	Blackstone Meadows Country Park	Rural West	48.6%	24.2%
108	Devil's Spittleful and Rifle Range Nature Reserve	Kidderminster	61.8%	62.1%
121	Spennells Valley Nature Reserve	Kidderminster	54.4%	57.9%
123	Vicarage Farm Heath Nature Reserve	Kidderminster	42.2%	29.5%
138	Hartlebury Common	Stourport	72.1%	57.9%
141	Leapgate Country Park	Stourport	44.5%	31.6%
174	Snuff Mill Walk	Bewdley	32.6%	24.2%
261	Callow Hill Show Ground	Rural West	42.9%	31.6%
279	Wyre Forest	Rural West & Bewdley	82.4%	78.9%
280	Wilden Marsh	Kidderminster & Stourport	48.3%	40%
281	Chaddesley Woods	Rural East	49.3%	51.6%
282	Bishops Field	Rural East	45.1%	29.5%
283	Moorhall Marsh	Stourport	45.1%	34.7%
287	Staffordshire and Worcester Canal	Rural East, Kidderminster & Stourport	54.7%	63.2%
288	Areley Wood	Rural West	37.4%	30.5%

126. The majority of all analysis areas with denser populations are covered by natural and semi-natural provision based on a 720m walking distance catchment. The only notable gap is within the Kidderminster Analysis Area which is also within an area of higher population density; particularly to the east of the area. This gap may be served by other forms of open space such as parks and gardens provision.
127. Further to this, people are likely to travel further to access larger forms of provision such as country parks and sites such as Wyre Forest due to the range and quality of opportunities they provide.

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5.4 Quality

128. To determine whether sites are high or low quality (as recommended by the Companion Guidance) scores from the site assessments are colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the quality assessment for natural and semi-natural greenspace in Wyre Forest. A threshold of 45% is applied in order to identify high and low quality. Further explanation of how the quality scores are derived can be found in Part 2 (Methodology).
129. It is not unusual for natural and semi-natural sites to be intentionally without ancillary facilities in order to reduce misuse/inappropriate behaviour whilst encouraging greater conservation and promotion of flora and fauna activity. However, this may result in some sites scoring lower due to a lack of ancillary features in comparison to other sites.
130. Sites located across more than one analysis area have been allocated to the area the majority of the site is found. For example, Wyre Forest has been included within the Rural West Analysis Area for the purposes of the quality assessment.

Table 5.6: Quality rating for natural and semi-natural greenspace by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <45%	High >45%
Bewdley	33%	33%	33%	-	1	0
Kidderminster	41%	50%	62%	21%	2	4
Rural East	45%	54%	65%	20%	0	7
Rural West	37%	53%	82%	45%	2	2
Stourport	31%	53%	80%	49%	2	6
Wyre Forest	31%	52%	82%	51%	7	19

131. The majority (73%) of natural and semi-natural greenspace in the District rate above the threshold for quality. Two sites; Leapgate Country Park (44.5%) and Callow Hill Show Ground (42.9%), only just score marginally below the threshold set for quality.
132. The three lowest scoring sites are The Dell NSN (31%), Snuff Mill Walk (33%) and Areley Wood (37%). These sites are reported as having lower levels of ancillary features or facilities such as seating, bins or interpretation.
133. The four highest scoring natural and semi-natural sites in the District are:
- ◀ Wyre Forest (82%)
 - ◀ Burlish Top Local Nature Reserve (80%)
 - ◀ Hartlebury Common (72%)
 - ◀ Hurcott Pool and Wood Nature Reserve (65%)
134. All of these sites are maintained to a high level and have a range of ancillary features such as parking, signage, benches and bins. Furthermore, they provide additional recreation opportunities such as a fitness trails, cycling, horse riding, fishing and nature walks. These sites are also observed as having a high level of conservation; with all four recognised as Section 41 sites.

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135. WFDC identify that some sites are at capacity or even over capacity from a biodiversity perspective. It highlights measures are needed to be taken to provide alternative provision in order to dilute the pressure on existing sites. This is considered to affect some of the Districts larger sites such as Habberley Valley Nature Reserve and Devils Spittleful and Rifle Range Nature Reserve.
136. The Council also highlights a number of opportunities to enhance the countryside assets within the District. Four proposals are identified; two of these are at sites classified as natural and semi-natural greenspace; Stour Valley Countryside Portal is on the Puxton and Stour Nature Reserves (KKP 49) and Spennells Valley is on the Spennells Valley Nature Reserve (KKP 121). The other proposals are on sites classified as amenity greenspace and parks and gardens.

Table 5.7: Opportunities to enhance countryside assets

Proposal	KKP ref	Description
1. Stour Valley Countryside Portal	KKP 49	Potential creation of a country style café within or at the edge of Crossley Park retail park. Would offer connection to Wolverley village.
2. Wyre Forest Gateway	KKP 170	Potential of café on riverside offering safer cycling and walking trails between Wyre Forest and River Severn.
3. Spennells Valley	KKP 121	Potential to remove derelict changing rooms on site and replace with a café/ice cream outlet. Current investigations to renovate the existing building into a community facility are ongoing.
4. Springfield Park	KKP 10	Potential creation of a country style café within Park. Would be in replacement of old changing rooms on site. Would only be considered if Proposal 1 is not a viable option.

137. All four proposals have the potential to offer enhanced recreational opportunities to the area whilst also improving the physical connections to surrounding settlements and destinations. This could help boost tourism in addition to physical and mental activity. The potential retail and franchise opportunities could also help in terms of economic benefits.

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5.5 Value

138. To determine whether sites are high or low value (as recommended by the Companion Guidance) scores from site assessments have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the value assessment for natural and semi-natural greenspace in Wyre Forest. A threshold of 20% is applied in order to identify high and low value. Further explanation of how the value scores are derived can be found in Part 2 (Methodology).

Table 5.8: Value scores for natural and semi-natural greenspace by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <20%	High >20%
Bewdley	24%	24%	24%	-	0	1
Kidderminster	24%	44%	62%	38%	0	6
Rural East	29%	48%	63%	34%	0	7
Rural West	24%	41%	79%	55%	0	4
Stourport	24%	42%	68%	44%	0	8
Wyre Forest	24%	43%	79%	49%	0	26

All natural and semi-natural sites rate above the threshold for quality. The generally high value of sites reflects their function as sites of biodiversity and conservation importance.

139. As discussed earlier, many sites are recognised for their importance in terms of conservation for habitats and species. The focus for site identification in this study has been Section 41 sites. A number of sites are also identified as being LNRs and/or SSSIs. Such designations further add to a sites conservation and biodiversity value.
140. It is highlighted by WFDC that keeping a balance between recreation opportunities and habitat preservation is a challenge. The Council highlights the need to alleviate the pressure at some sites viewed as being at capacity from a biodiversity perspective. This is considered to be affecting some of the Districts larger sites such as Habberley Valley Nature Reserve and Devils Spittleful and Rifle Range Nature Reserve. Consequently, measures are needed to be taken to provide alternative provision in order to dilute the pressure on such sites.
141. Consultation also highlights that a number of natural and semi-natural greenspace sites offer social and educational benefits. Sites provide traditional opportunities for walking/cycling/horse riding and to learn and experience wildlife habitats and species; several sites are adjacent or located nearby educational facilities (i.e. primary schools, colleges). Subsequently they offer opportunities as outdoor education places to learn and interact with nature. A number of sites are also identified as hosting coffee mornings. This adds to the value of sites due to their importance within the community for socialising and community cohesion.
142. In addition to the proposals set out earlier, there is also a desire to create a cafe within the hut at Habberley Valley Nature Reserve. However, finding someone willing to take on the responsibility of managing the cafe is proving difficult. Should this desire be realised, it would work alongside the community centre currently run in the old visitors centre on site. The community centre allows for a number of groups such as schools and disabled groups to take part in environmental education sessions.

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143. The highest scoring sites for value are recognised as having a balance between biodiversity and conservation importance as well as a wider range of opportunities for exercise, learning and social inclusion. For example, Wyre Forest scores the highest for value with 79% due to the wide range of activities and opportunities it offers. Similarly, Burlish Top Local Nature Reserve, the second highest site for value with 68%, provides walking, running and horse riding routes in addition to historic and educational opportunities due to its links to WWII. The whole site is also recognised as a LNR.

5.6 Summary

Natural and semi-natural greenspace summary

- ◆ There are 26 natural and semi-natural greenspace sites covering over 1,719 hectares. However, it is recognised that many sites have restrictions in terms of access for conservation reasons. On this basis, there is considered to be 426 hectares of accessible provision; an equivalent to 4.28 hectares per 1,000 population.
- ◆ The majority of all analysis areas are covered by natural and semi-natural provision based on a 720m walking distance catchment. The only notable gap is within the Kidderminster Analysis Area. This gap is also within an area of higher population density.
- ◆ There are eight designated LNRs in the District as well as a number of SSSI. Natural England's ANGSt recommends 1 hectare of provision per 1,000 population. For the District this would mean 100 hectares of LNR provision. With 249 hectares, this is sufficient being met.
- ◆ Nearly three quarters (73%) of natural and semi-natural greenspace sites rate above the threshold for quality. Those that rate below the threshold mainly do so due to a lack of ancillary features and facilities.
- ◆ Despite the high quality of provision, there are some sites considered by WFDC to be at capacity in terms of biodiversity and use. Measures to help alleviate the pressure on such sites is needed.
- ◆ Related to this, there are a number of proposals being explored by WFDC to help enhance the ability of other sites to attract and accommodate greater user numbers. This could help improve the quality and use of such sites but also help with the balancing of the recreational and conservation roles of other sites deemed to be at capacity.
- ◆ All sites rate above the threshold for value. A reflection on the ecological, social and health benefits that sites provide. All sites are recognised for their ecological value with several being highlighted as sites of biodiversity and conservation importance. Higher scoring sites have a balance of ecological value but also recreational and educational benefits. Several sites provide opportunities to exercise and socialise whilst others act as 'outdoor' classrooms for local schools to use for learning.

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PART 6: AMENITY GREENSPACE

6.1 Introduction

144. This is defined as sites offering opportunities for informal activities close to home or work or enhancement of the appearance of residential or other areas. It includes informal recreation spaces, housing green spaces, village greens and other incidental space. For the purposes of this study, recreation grounds have been included within this typology.

6.2 Current provision

145. There are 52 amenity greenspace sites in Wyre Forest; equivalent to over 77 hectares of provision. Sites are most often found within areas of housing and function as informal recreation space or open space along highways that provide a visual amenity. A number of recreation grounds are also classified as amenity greenspace.

Table 6.1: Distribution of amenity greenspace sites by analysis area

Analysis area	Amenity greenspace		
	Number	Size (ha)	Current standard (ha per 1,000 population)
Bewdley	10	10.34	1.65
Kidderminster	23	31.77	0.56
Rural East	8	18.04	1.67
Rural West	2	3.77	0.65
Stourport	9	13.88	0.68
Wyre Forest	52	77.81	0.78

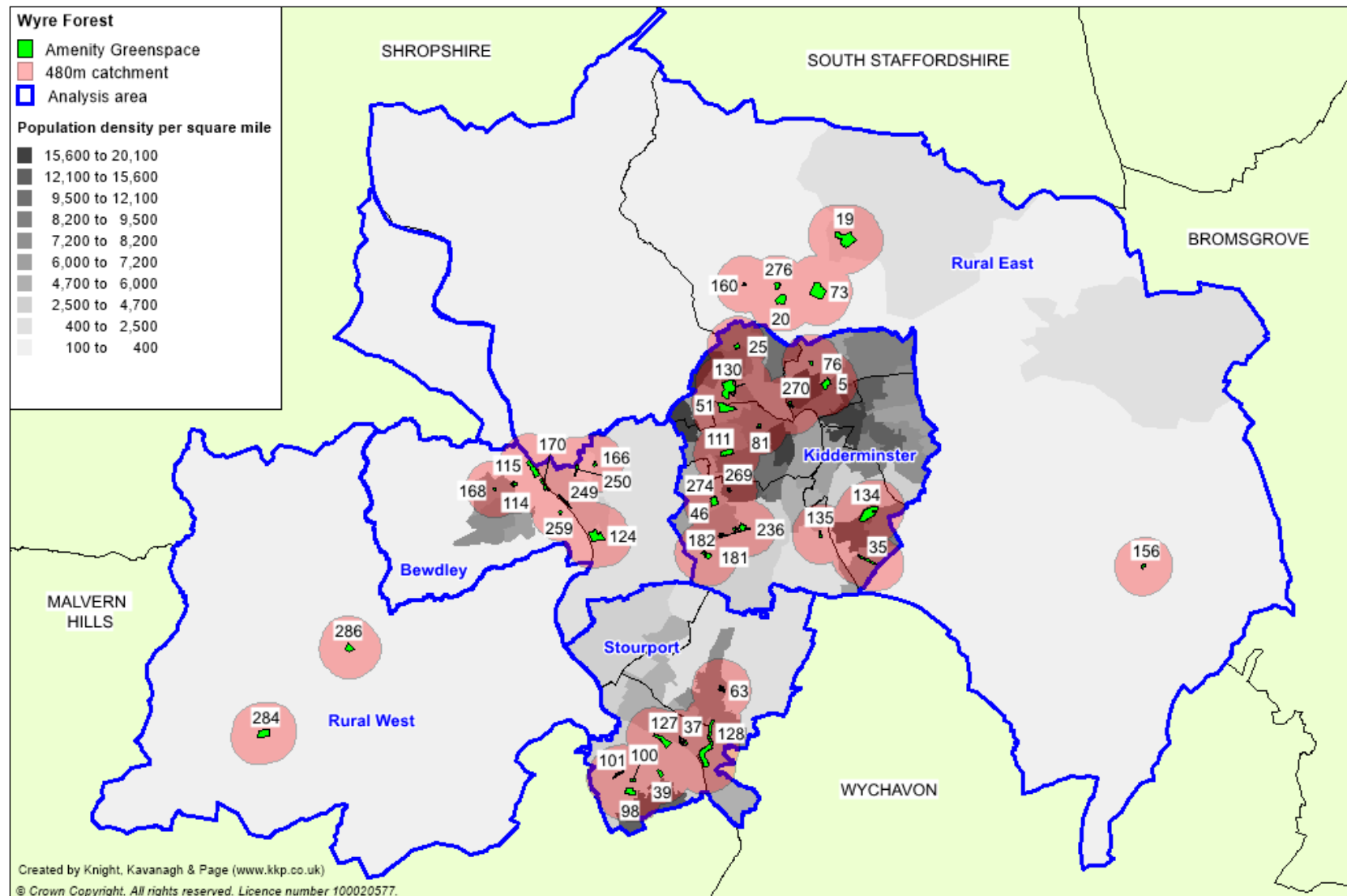
146. There is a wider range in variation of site sizes within this typology compared to others. The size of amenity greenspace provision varies from the smallest incidental grass area separating houses from the road, such as Clensmore Street in Kidderminster (0.20 ha) to the larger River Stour AGS (6.15 ha). The analysis area with the highest number of sites is Kidderminster; however, proportionally the Rural East has the most provision with 1.67 hectares per 1,000 head of population.
147. The larger sites, identified as recreation grounds, serve a different purpose to smaller grassed areas and verges; often providing an extended range of opportunities for recreational activities due to their size and facilities.

6.3 Accessibility

148. For catchment mapping the FIT walking distance of 480m has been applied. Figure 6.1 shows the standard applied to amenity greenspace to help inform where deficiencies in provision may be located.

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Figure 6.1: Amenity greenspace with a walking distance of 480m mapped against analysis area



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Table 6.2: Key to sites mapped

Site ID	Site name	Analysis area	Quality score	Value score
2	Selba Drive	Kidderminster	34.4%	20%
5	Sladen Playing Field	Kidderminster	34.1%	20%
19	Cookley Playing Fields	Rural East	32.7%	25.6%
20	Wolverley Playing Fields	Rural East	25.5%	20%
25	King George V Playing Field	Kidderminster	61.1%	36.7%
26	Carpet Trades Way	Kidderminster	40.9%	22.2%
27	Franche Road	Kidderminster	40%	20%
28	Habberley Road	Kidderminster	40.9%	20%
35	Captains Pool Road AGS	Kidderminster	37.0%	38.9%
37	Canal Basins Open Space	Stourport	72.1%	50%
39	Erneley Close	Stourport	29.1%	14.4%
46	Jubilee Drive AGS	Kidderminster	20.9%	8.9%
51	Habberley Road Sports Ground	Kidderminster	53.2%	38.9%
59	Heronswood	Kidderminster	33.6%	20%
63	Manor Farm Park	Stourport	42.6%	33.3%
73	Brown Westhead Park Playing Fields	Rural East	45.1%	27.8%
76	Oxbow Way	Kidderminster	40.2%	27.8%
78	Clensmore Street	Kidderminster	47%	41.1%
81	Bentons Court	Kidderminster	42.1%	21.1%
98	Areley Common Recreation Ground	Stourport	58.5%	44.4%
100	Wenlock Way AGS	Stourport	30.0%	14.4%
101	Dunley Road AGS	Stourport	18.2%	28.9%
111	Bewdley Hill AGS	Kidderminster	65.8%	43.3%
114	Bark Hill Park	Bewdley	43.3%	20%
115	Greenacres Lane	Bewdley	46.1%	31.1%
124	Bewdley LC Playing Fields	Bewdley	57.6%	50%
127	Riverside Walk AGS	Stourport	29.1%	17.8%
128	River Stour AGS	Stourport	23.2%	38.9%
130	White Wickets	Kidderminster	48.9%	38.9%
134	Spennells Valley Playing Fields	Kidderminster	49.4%	43.3%
135	Green Adjacent to Viaduct Pub	Kidderminster	29.5%	7.8%
137	Riverside	Stourport	29.5%	20%
143	Blakedown Millennium Green	Rural East	43.8%	25.6%
156	The Green	Rural East	25.9%	8.9%
160	Sebright Green	Rural East	46.8%	20%
161	Bridge Road	Rural East	27.7%	18.9%
166	Queensway	Bewdley	36.4%	8.9%
168	Tanners Hill AGS	Bewdley	43.6%	20%
170	Severn Side North AGS	Bewdley	57.9%	36.7%
177	Riverside AGS	Bewdley	51.7%	38.1%
181	Meridith Green	Kidderminster	35.2%	8.9%
182	Ferguson Drive AGS	Kidderminster	37.6%	8.9%
236	Woodbury Road AGS	Kidderminster	24.1%	31.1%
249	Beales Corner Riverside	Bewdley	42.7%	27.8%

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Site ID	Site name	Analysis area	Quality score	Value score
250	Millenium Green, Wribbenhall	Bewdley	42.3%	25.6%
259	Open Space Adjacent to QEII Gardens	Bewdley	69.7%	37.8%
269	Lister Road AGS	Kidderminster	49.9%	50%
270	Clensmore Street AGS	Kidderminster	13.2%	6.7%
274	Naylors Close Playing Field	Kidderminster	45.3%	26.7%
276	Land Adjacent To Wolverley Playing Fields	Rural East	45.3%	25.6%
284	Rock Millennium Green	Rural West	58.2%	48.9%
286	Bliss Gate Field	Rural West	38.5%	48.9%

149. Catchment mapping shows a reasonable coverage of sites against a 480m walking distance. The only notable gap is located in the Kidderminster Analysis Area; particularly to the central and east areas. This gap may be met by other forms of provision such as parks and gardens provision.
150. Respondents to the Open Spaces Survey are generally satisfied with the amounts of amenity greenspace in the District. The highest proportion rate being quite satisfied (46%) followed by a further 21% that are very satisfied. Further supporting the existing amount of provision is the small proportion of respondents that state being either quite dissatisfied (3%) or very dissatisfied (3%).

6.4 Quality

151. To determine whether sites are high or low quality (as recommended by the Companion Guidance); the scores from site assessments have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the quality assessment for amenity greenspaces in Wyre Forest. A threshold of 40% is applied in order to identify high and low quality. Further explanation of how the quality scores and thresholds are derived can be found in Part 2 (Methodology).

Table 6.3: Quality ratings for amenity greenspaces by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <40%	High >40%
Bewdley	36%	49%	70%	34%	1	9
Kidderminster	13%	40%	66%	53%	10	13
Rural East	26%	37%	47%	21%	4	4
Rural West	38%	48%	58%	20%	1	1
Stourport	18%	37%	72%	54%	6	3
Wyre Forest	13%	42%	72%	59%	22	30

152. Over half of amenity greenspace in Wyre Forest (58%) rates above the threshold for quality. The highest ratings sites for quality are Canal Basins Open Space (71%) and Open Space Adjacent to QE II Gardens (69%).

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153. Both of the sites are observed as having good levels of maintenance and cleanliness as well as disabled friendly pathways. In addition, the sites have ancillary features such as benches and signage. Both sites are also described as having good personal security for site users. The Canal Basins Open Space also has parking and lighting.
154. Other sites that score particularly high in Wyre Forest are:
- ◀ King George VI Playing Field (61%)
 - ◀ Areley Common Recreation Ground (59%)
 - ◀ Bewdley Hill AGS (58%)
 - ◀ Rock Millennium Green (58%)
 - ◀ Severn Side North AGS (58%)
155. The Severn Side North AGS is a site highlighted by WFDC forming part of one the opportunities to enhance the countryside assets of the District (see Table 5.7). The site has the potential to facilitate a café venue with the possibility of an improved offer for walking and cycling along the river to places such as the Wyre Forest. The proposal is at an early stage with no funding in place.
156. Some of the lowest scoring amenity greenspace sites in Wyre Forest are:
- ◀ Clensmore Street (13%)
 - ◀ Dunley Road AGS (18%)
 - ◀ Jubilee Drive AGS (21%)
157. These sites are described as being overgrown and scruffy. Jubilee Drive AGS is also reported as having issues with litter on the site. Furthermore, none of these sites have ancillary features, making them less attractive to potential users.
158. It is worth noting that most sites that rate low for quality are observed as being fairly basic pockets of green space. These tend to be small grassed areas lacking ancillary facilities and therefore not intended to encourage extensive recreational use. However, ensuring these sites are still maintained to a good standard is important, especially as amenity greenspace often serves as a visual amenity, breaking up the urban form.
159. There are some larger sites which score low for quality, River Stour AGS (32%) and Cookley Playing Fields (33%). This again is mainly attributed to a lack of ancillary features and that they exist to provide space for recreation use such as football, walking and dog walking.
160. Most respondents to the Open Spaces Survey are generally satisfied with the quality of amenity greenspace. Most (61%) respondents are quite satisfied (43%) in terms of quality with a further 15% being very satisfied. Furthermore, there are only a small proportion of respondents that are either quite dissatisfied (6%) or very dissatisfied (4%). There is also a noticeable proportion of respondents (24%) that are neither satisfied nor dissatisfied with the quality of amenity greenspace; a possible reflection to the typologies role as visual amenity (without any great attraction for physical use).

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6.5 Value

161. To determine whether sites are high or low value (as recommended by the Companion Guidance) site assessments scores are colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results. A threshold of 20% is applied in order to identify high and low value. Further explanation of the value scoring and thresholds can be found in Part 2 (Methodology).

Table 6.4: Value ratings for amenity greenspace by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <20%	High >20%
Bewdley	9%	30%	50%	41%	1	9
Kidderminster	7%	26%	50%	43%	5	18
Rural East	9%	22%	28%	19%	2	6
Rural West	49%	49%	49%	0%	0	2
Stourport	14%	29%	50%	36%	3	6
Wyre Forest	7%	28%	50%	43%	11	41

162. The majority of amenity greenspaces (79%) rate above the threshold for value. Overall, a greater proportion of sites are rated high for value compared to quality.
163. Amenity greenspace should also be recognised for its multi-purpose function, offering opportunities for a variety of leisure and recreational activities. It can often accommodate informal recreational activity such as casual play and dog walking.
164. Many sites in Wyre Forest District offer a dual function and are amenity resources for residents as well as being visually pleasing.
165. All sites that score low for value also score low for quality. This is often the case, due to quality having a direct impact on site value. If a site has fewer features and facilities, it is less attractive to visitors. Furthermore, if sites are not maintained to a reasonable standard, people are less likely to visit.
166. The lowest scoring site for value is Green Adjacent to Viaduct Pub (8%). Similar to quality, sites rating below the value threshold tend to be smaller grassed areas with no noticeable features. They are recognised as providing some visual amenity to their locality and it is important to note that the main role of certain sites may be to simply act as a grassed area, providing breaks in the urban form. However, maintaining even small basic sites to a reasonable standard is important.
167. Some of the highest scoring amenity greenspace sites for value in Wyre Forest are:
- ✦ Canal Basins Open Space (50%)
 - ✦ Bewdley LC Playing Fields (50%)
 - ✦ Lister Road AGS (50%)
 - ✦ Rock Millennium Green (49%)

168. These sites are recognised for the level of accessible recreational opportunities they offer to an excellent standard of quality intended for a wide range of users. All four are noted as providing opportunities of social and health benefits, which meet the needs of a variety of people. Their high value is likely a reflection of their ability to cater for a wide range of people and uses.
169. These attributes add to the quality, accessibility and visibility of amenity greenspace. Combined with the presence of ancillary facilities (e.g. benches, landscaping and trees), it is therefore more likely that the better-quality sites are more respected and valued by the local community.

6.6 Summary

Amenity greenspace summary

- ◆ There are 52 amenity greenspace sites in Wyre Forest; over 77 hectares of provision.
- ◆ The Kidderminster analysis area has 23 sites and the greatest of provision with 31 hectares; however, proportionally the Bedwley and Rural East analysis areas have the most provision with 1.65 and 1.67 hectares per 1,000 head of population respectively.
- ◆ Catchment mapping shows a reasonable coverage of sites against a 480m walking distance. The only notable gaps are located in the Kidderminster Analysis Area.
- ◆ Over half (58%) of amenity greenspaces rate above the threshold for quality.
- ◆ Most sites that rate low for quality are observed as being fairly basic pockets of green space. These tend to be small grassed areas lacking ancillary facilities and therefore not intended to encourage extensive recreational use. However, ensuring these sites are still maintained to a sufficient standard is important, especially as they often serve as a visual amenity.
- ◆ The majority of amenity greenspaces (79%) rate above the threshold for value. Overall, a greater proportion of sites are rated high for value compared to quality. All sites that score low for value also score low for quality.
- ◆ Amenity greenspace can make a valuable contribution to visual aesthetics for communities – hence most sites rate above the threshold for value.

PART 7: PROVISION FOR CHILDREN AND YOUNG PEOPLE

7.1 Introduction

170. Provision for children is deemed to be sites consisting of formal equipped play facilities typically associated with play areas. This is usually perceived to be for children under 12 years of age. Provision for young people can include equipped sites that provide more robust equipment catering to older age ranges incorporating facilities such as skate parks, BMX, basketball courts, youth shelters and MAPAs (multi activity play areas).

7.2 Current provision

171. A total of 40 sites are identified as provision for children and young people in Wyre Forest.
172. A point to note all provision for children and young people within a site is included under one site name and reference number. For example, Brinton Park includes an equipped play area, MAPA and skate park, all of which is included within the Brinton Park Play Area.
173. The table below shows the distribution. No site size threshold has been applied and as such all provision is identified and included within the audit.

Table 7.1: Distribution of provision for children and young people by analysis area

Analysis area	Provision for children and young people		
	Number	Size (ha)	Current standard (ha per 1,000 population)
Bewdley	5	0.73	0.12
Kidderminster	21	3.47	0.06
Rural East	3	0.50	0.05
Rural West	2	0.04	-
Stourport	9	7.42	0.36
Wyre Forest	40	12.17	0.12

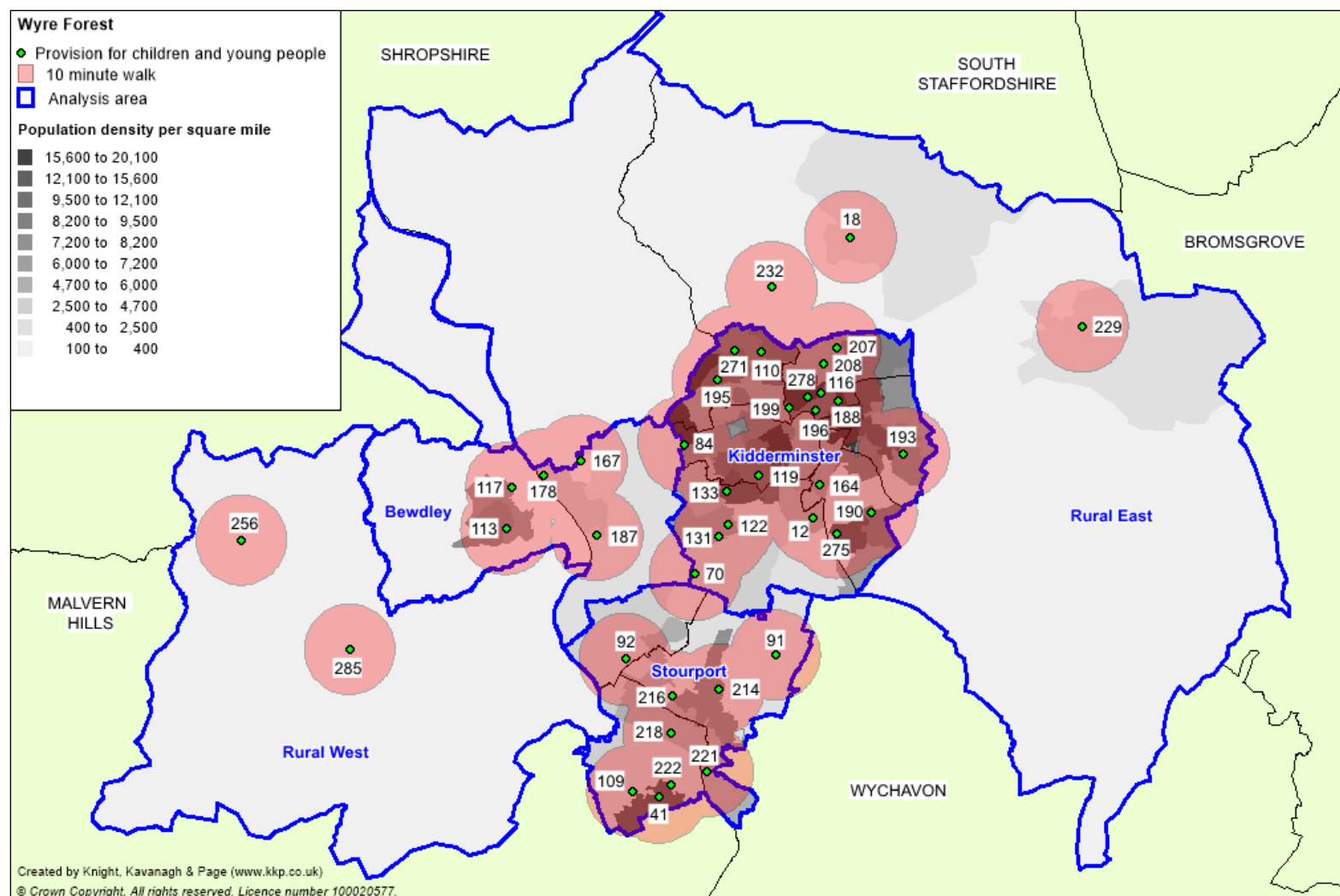
174. The majority of play sites (53%) are located in the Kidderminster Analysis Area; however, Stourport Analysis Area has the most provision in hectares (7.42 ha). Subsequently, Stourport Analysis Area has the most provision per 1,000 population (0.36). Rural West currently has just two sites, equating to just 0.03 hectares.

7.3 Accessibility

175. For catchment mapping a walk time of 10 minutes has been applied. This is intended to reflect the average walk time equivalent from FIT (approximately 7 minutes) but that 25% of respondents to the Open Space Survey are willing to walk 15 minutes in order to access such provision.
176. Figure 7.1 shows the standard applied to help inform where deficiencies in provision may be located.

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Figure 7.1: Provision for children and young people with 10-minute walk time mapped against analysis areas



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Table 7.2: Key to sites mapped

Site ID	Site name	Analysis area	Types of play provision			Quality score	Value score
			Toddler	Child	Youth		
12	Forester Way Play Area	Kidderminster	Yes	Yes	-	76.2%	41.8%
18	Cookley Playing Fields Play Area	Rural East	Yes	Yes	Yes	36.5%	45.5%
41	Hermitage Way Play Area	Stourport	Yes	Yes	-	74.1%	41.8%
70	Kinver Avenue Play Area	Kidderminster	Yes	Yes	Yes	62.4%	41.8%
84	Truro Drive Play Area	Kidderminster	Yes	Yes	-	76.2%	41.8%
91	Wilden Top Play Area	Stourport	-	Yes	-	52.1%	41.8%
92	Garland Road Play Area	Stourport	Yes	Yes	-	57.4%	20%
109	Areley Kings Play Area	Stourport	Yes	Yes	-	77.7%	41.8%
110	Willowfield Drive Play Area	Kidderminster	Yes	Yes	-	72.3%	32.7%
113	Wyre Hill Play Area	Bewdley	-	-	Yes	69.1%	41.8%
116	Grasmere Close Play Area	Kidderminster	Yes	Yes	-	53.2%	32.7%
117	Bark Hill Play Area	Bewdley	-	-	Yes	68.1%	38.2%
119	Brinton Park Play Area	Kidderminster	Yes	Yes	Yes	80.9%	60%
122	Jubilee Drive	Kidderminster	Yes	Yes	-	67.4%	54.5%
131	Woodbury Road Play Area	Kidderminster	Yes	Yes	-	48.9%	29.1%
133	Lister Road Play Area	Kidderminster	Yes	Yes	Yes	57.8%	45.5%
164	Hoo Road Play Area	Kidderminster	Yes	Yes	-	74.5%	20%
167	Shaw Hedge Road Play Area	Bewdley	-	-	Youth	69.1%	41.8%
178	Riverside North Play Area	Bewdley	Yes	Yes	-	74.8%	41.8%
187	Bewdley Leisure Centre MAPA	Bewdley	-	-	Youth	37.2%	20%
188	Baxter Gardens Play Area	Kidderminster	Yes	Yes	-	89.4%	56.4%
190	Spennells Valley Play Area	Kidderminster	Yes	Yes	Yes	71.6%	41.8%
193	Borrington Park Play Area	Kidderminster	Yes	Yes	Yes	62.4%	60%
195	Wilton Avenue MAPA	Kidderminster	Yes	Yes	Yes	58.9%	54.5%
196	St Georges Park Play Area	Kidderminster	Yes	Yes	-	81.2%	63.6%

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Site ID	Site name	Analysis area	Types of play provision			Quality score	Value score
			Toddler	Child	Youth		
199	Clensmore Street Basketball Court	Kidderminster	-	-	Youth	17%	12.7%
207	Upton Road Play Area	Kidderminster	Yes	Yes	Yes	42.2%	38.2%
208	Springfield Park Play Area	Kidderminster	Yes	Yes	Yes	88.7%	60%
214	Manor Park Farm Play Area	Stourport	Yes	Yes	-	74.5%	32.7%
216	Stourport Memorial Park Play Area	Stourport	Yes	Yes	-	49.6%	20%
218	Riverside Play Area	Stourport	Yes	Yes	Yes	85.8%	27.3%
221	Britannia Gardens Play Area	Stourport	Yes	-	-	73.8%	20%
222	Hanstone Road	Stourport	Yes	Yes	Yes	61.7%	41.8%
229	Blakedown Play Area	Rural East	Yes	Yes	-	56.7%	41.8%
232	Wolverley Memorial Play Area	Rural East	Yes	Yes	-	75.5%	41.8%
256	New Forest Close Play Area	Rural West	Yes	Yes	-	76.2%	20%
271	King George V Playing Field Play Area	Kidderminster	Yes	Yes	-	63.1%	38.2%
275	Dunlin Drive Play Area	Kidderminster	-	-	Youth	67.7%	38.2%
278	Jerusalem Walk Play Area	Kidderminster	-	Yes	Yes	80.1%	38.2%
285	Bliss Gate Play Area	Rural West	Yes	Yes	-	67%	38.2%

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177. There is generally a good spread of play provision across Wyre Forest. Areas with a greater population density are within a 10-minute walking distance of a form of play provision. There are areas of less population density, which are not covered by catchments.
178. In general, responses to the Open Space Survey suggest people are satisfied with provision for children and young people. In terms of play areas for young children, 58% of respondents report being either quite satisfied (27%) or very satisfied (31%). For splash pools, respondents report being either quite satisfied (24%) or very satisfied (17%). Concerning teenage provision 8% of respondents are very satisfied and 22% are quite satisfied; however, a high percentage of people (29%) do state they have no opinion.

7.4 Quality

179. In order to determine whether sites are high or low quality (as recommended by guidance); the scores from the site assessments have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the quality assessment for play provision for children and young people in Wyre Forest. A threshold of 55% is applied in order to identify high and low quality. Further explanation of the quality scoring and thresholds can be found in Part 2 (Methodology).
180. Quality assessments of play sites do not include a detailed technical risk assessment of equipment. For an informed report on the condition of play equipment the site managers own inspection reports should be sought. These are often undertaken on an annual basis.

Table 7.3: Quality ratings for provision for children and young people by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <55%	High >55%
Bewdley	37%	64%	75%	38%	1	4
Kidderminster	17%	66%	89%	72%	4	17
Rural East	37%	56%	76%	39%	1	2
Rural West	67%	72%	76%	9%	0	2
Stourport	50%	67%	86%	36%	2	7
Wyre Forest	17%	66%	89%	72%	8	32

181. The quality of play provision in Wyre Forest is generally good, with 80% of sites scoring above the quality threshold. This trend of good quality can be seen across all analysis areas. Of the eight sites that score below the threshold set for quality, the lowest scoring sites are:
- ✦ Clensmore Street Basketball Court (17%)
 - ✦ Hanstone Road Play Area (25%)
 - ✦ Bewdley Leisure Centre MAPA (37%)
182. The two lowest scoring sites, Clensmore Street Basketball Court and Hanstone Road Play Area, are observed as having low standards for maintenance and cleanliness, in particular the Clensmore Street Basketball Court site, which scores the lowest possible score for the maintenance element of the non-technical assessment.

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183. All of the lowest scoring sites all lack basic ancillary features such as seating and bins. Furthermore, they have no controls to prevent illegal use.
184. Due to lower standards of quality and maintenance and a lack of ancillary features, these sites are observed as having lower levels of use.
185. The two highest rating sites in Wyre Forest are Springfield Park Play Area and Baxter Gardens Play Area, both scoring 89%. Both sites have recreation activities suitable for both toddlers and children and provides a broad range of well maintained equipment. These sites also provide a good range of ancillary features and facilities such as parking, seats, bins, informative signage and safety barriers at site entrances. Furthermore, the sites have sufficient boundary fencing and controls to prevent illegal use. The latter adds to the sites being recognised as offering good personal security to site users. Other sites to receive particularly high ratings for quality include.
- ◆ Riverside Play Area (86%)
 - ◆ St Georges Park Play Area (81%)
 - ◆ Brinton Park Play Area (81%)
186. Respondents to the Open Spaces Survey tend to reflect the general good quality of play provision in the District. In terms of play areas for young children, 53% of respondents report being either quite satisfied (39%) or very satisfied (14%). For splash pools, respondents report being either quite satisfied (22%) or very satisfied (16%). Concerning teenage provision 7% of respondents are very satisfied and 16% are quite satisfied; however, a high percentage of people (33%) do state they have no opinion. Teenage provision has the highest percentage of dissatisfaction in terms of quality, with 12% of responses either quite or very dissatisfied.

7.5 Value

187. To determine whether sites are high or low value (as recommended by the Companion Guidance) site assessment scores are colour-coded against a baseline threshold (high being green and low being red). The table overleaf summarises the results of the value assessment for children and young people in Wyre Forest. A threshold of 20% is applied in order to identify high and low value. Further explanation of the value scoring and thresholds can be found in Part 2 (Methodology).

Table 7.4: Value ratings for provision for children and young people by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <20%	High >20%
Bewdley	20%	37%	42%	22%	0	5
Kidderminster	13%	43%	64%	51%	1	20
Rural East	42%	43%	45%	4%	0	3
Rural West	20%	29%	38%	18%	0	2
Stourport	20%	32%	42%	22%	0	9
Wyre Forest	13%	39%	64%	51%	1	39

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188. All play provision, with the exception of one site scores high for value. This demonstrates the role play provision provides in allowing children to play but also the contribution sites make in terms of giving children and young people safe places to learn, to socialise with others and in creating aesthetically pleasing local environments.
189. The only site to score low for quality, Clensmore Street Basketball Court (13%), also scores low for quality. Quality can directly impact on a sites value, with people being less likely to use a site that does not provide a desirable environment.
190. Sites scoring particularly high for value tend to reflect the size and amount/range as well as standard of equipment present on site. Some of the highest scoring sites are:
- ◀ Springfield Park Play Area (60%)
 - ◀ Borrington Park Play Area (60%)
 - ◀ Brinton Park Play Area (60%)
 - ◀ St Georges Park Play Area (63%)
 - ◀ Baxter Gardens Play Area (56%)
191. Diverse equipment to cater for a range of ages is also essential. More specifically, provision such as skate park facilities and MAPAs are highly valued forms of play. Sites containing such forms of provision tend to rate higher for value.
192. It is also important to recognise the benefits of play in terms of healthy, active lifestyles, social inclusion and interaction between children plus its developmental and educational value. The importance of play and of children's rights to play in their local communities is essential.

7.6 Summary

Provision for children and young people summary

- ◀ There are 40 play provision sites in Wyre Forest.
- ◀ There is generally a good spread of play provision across Wyre Forest. Areas with a greater population density are within a 10-minute walking distance of play provision.
- ◀ The quality of play provision in Wyre Forest is generally good, with 80% of sites scoring above the quality threshold. This trend of good quality can be seen in all analysis areas.
- ◀ The two lowest scoring sites, Clensmore Street Basketball Court and Hanstone Road Play Area, are observed as having low standards for maintenance and cleanliness, in particular the Clensmore Street Basketball Court site, which scores the lowest possible score for the maintenance element of the non-technical assessment.
- ◀ All play provision, with the exception of one site, is rated above the threshold for value; reflecting the important role such sites provide.
- ◀ The only site to score low for quality, Clensmore Street Basketball Court (13%), also scores low for quality. Quality can directly impact on a sites value, with people being less likely to use a site that does not provide a desirable environment.

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PART 8: ALLOTMENTS

8.1 Introduction

193. Allotments is a typology which covers open spaces that provide opportunities for those people who wish to do so to grow their own produce as part of the long term promotion of sustainability, health and social interaction. This includes provision such as allotments, community gardens and city farms.

8.2 Current provision

194. There are 14 sites classified as allotments in Wyre Forest, equating to over 17 hectares. Of these 14 sites, 12 are assessed for quality and value. This is due to two sites, Arley Lane Allotments and Rear Queens Head Allotments being un-locatable at time of site assessment. However, all 14 sites are taken into account when calculating available provision.
195. No site size threshold has been applied to allotments and as such all provision is identified and included within the audit.

Table 8.1: Distribution of allotment sites by analysis area

Analysis area	Allotments		
	Number of sites	Size (ha)	Current standard (Ha per 1,000 population)
Bewdley	-	-	-
Kidderminster	8	11.54	0.21
Rural East	4	2.35	0.22
Rural West	-	-	-
Stourport	2	3.71	0.18
Wyre Forest	14	17.60	0.18

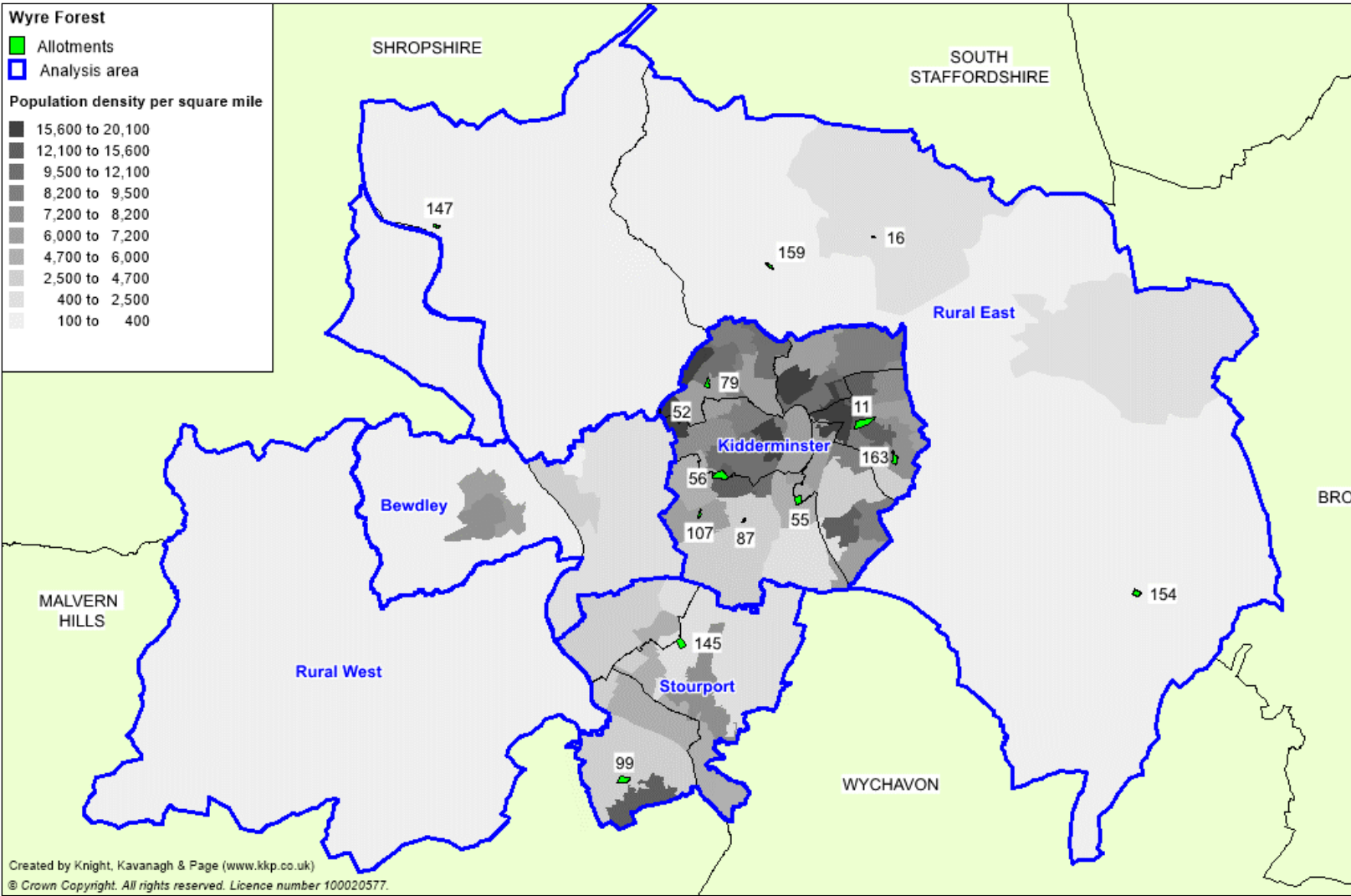
196. The majority of sites (eight) are located in the Kidderminster Analysis Area. However, proportionally, Rural East Analysis Area has the most provision per 1,000 head of population (0.22 hectares). Two analysis areas, Bewdley and Rural West currently have no identified allotment provision.
197. The National Society of Allotment and Leisure Gardeners (NSALG) suggests a national standard of 20 allotments per 1,000 households (20 per 2,000 people based on two people per house or one per 100 people). This equates to 0.25 hectares per 1,000 population based on an average plot-size of 250 square metres (0.025 hectares per plot).
198. Wyre Forest, as a whole, based on its current population (99,503) does not meet the NSALG standard. Using this suggested standard, the minimum amount of allotment provision required for Wyre Forest is 24.88 hectares. Therefore, there is a shortfall of 7.28 hectares.

8.3 Accessibility

199. No accessibility standard is set for this typology and there is no realistic requirement to set such standards. Provision should be based on demand. Figure 8.1 shows allotment sites mapped against analysis area.

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Figure 8.1: Allotments mapped against analysis areas



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Table 8.2: Key to sites mapped

Site ID	Site name	Analysis area	Quality score	Value score
11	Chester Road Allotments	Kidderminster	42.5%	34.4%
16	Cookley Allotments	Rural East	45.6%	37.5%
52	Salisbury Drive Allotments	Kidderminster	45.2%	35.9%
55	Aggborough Allotments	Kidderminster	53.8%	34.4%
56	Greatfield Road Allotments	Kidderminster	43.1%	46.9%
79	Franch Allotments	Kidderminster	42.9%	37.5%
87	Railway Bridge Allotments	Kidderminster	49.4%	37.5%
99	Abberley Avenue Allotments	Stourport	57.7%	34.4%
107	Rifle Range Allotments	Kidderminster	44.6%	62.5%
145	Kingsway Allotments	Stourport	36.4%	56.3%
147	Arley Lane Allotments	Rural East		
154	Hemmingway Allotments	Rural East	47.9%	40.6%
159	Rear Queens Head Allotments	Rural East		
163	Comberton Allotments	Kidderminster	61.9%	39.1%

Ownership/management

200. There are five allotment associations in Wyre Forest that between them manage ten allotment sites. Both Stourport Parish Council and Chaddesley Corbett Parish Council also manage sites. The largest site is Comberton Allotments with 77 plots; however, consultation with Comberton Community Allotments suggests this number will increase over time due to larger plots being split in half when they become available. The smallest site is Salisbury Drive Allotments, with just six plots. The table below shows the management and the number of plots on each allotment

Table 8.3: Management and number of plots on allotment sites

Management	Allotment sites	Number of plots
Comberton Community Allotments	Chester Road Allotments	12 – CCA only manage a few plots here.
	Comberton Allotments	77
FHC Community Allotments Association	Cookley Allotments	10
	Salisbury Drive Allotments	6
	Franch Allotments	41
	Aggborough Allotments	61
Aggborough and Foley Park Allotment Association	Railway Bridge Allotments	7
	Greatfield Road Allotments	64
West Kidderminster Allotment Society	Rifle Range Allotments	14
	Rear Queens Head Allotments	40
Stourport Town Council	Abberley Avenue Allotments	Unknown
	Kingsway Allotments	Unknown
	Arley Lane Allotments	Unknown
Chaddesley Corbett Parish Council	Hemmingway Allotments	34

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201. Three allotment associations responded to consultation, Comberton Community Allotments, West Kidderminster Allotment Society and Aggborough and Foley Park Allotment Association. All three report being responsible for the maintenance of the sites they manage. Comberton Community Allotments report asking cross sections of plot holders to do regular checks of the site to ensure that plots are being cared for. These individuals then report back to the committee. This is a common quality checking process adopted by allotment associations.

Demand

202. Consultation highlights a steady demand for the continuing provision of allotment sites and plots across the District.
203. West Kidderminster Allotment Society reports the highest current demand with around five individuals on each of its sites waiting lists. However, in contrast, there are only two people on the waiting list with Comberton Community Allotments (two sites). Further to this, Aggborough and Foley Park Allotment Association report no waiting lists (two sites); however, it does report this will change as it leads into the summer months. It should be noted that all three allotment associations suggest that waiting list numbers tend to increase leading into summer.

8.4 Quality

204. To determine whether sites are high or low quality (as recommended by the Companion Guidance) the site assessment scores have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the quality assessment for allotments in Wyre Forest. A threshold of 45% is applied in order to identify high and low quality. Further explanation of how the quality scores and thresholds are derived can be found in Part 2 (Methodology).

Table 8.4: Quality ratings for allotments by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <45%	High >45%
Bewdley	-	-	-	-	-	-
Kidderminster	42%	48%	62%	19%	4	4
Rural East	46%	47%	48%	2%	-	2
Rural West	-	-	-	-	-	-
Stourport	36%	47%	58%	21%	1	1
Wyre Forest	36%	48%	62%	25%	5	7

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205. The majority (58%) of allotment provision in Wyre Forest scores above the threshold for quality. Both allotment sites in Rural East Analysis Area score high for quality. The Stourport and Kidderminster Analysis Areas both have half of provision scoring above the threshold.
206. A point to note, the majority of sites that score below the threshold, only do so marginally. This is a result of no allotment sites having specific quality issues. Sites tend to score lower due to fewer ancillary features and facilities in comparison to higher scoring sites. The lowest scoring site is Kingsway Allotments (36%), located in the Stourport Analysis Area.
207. The highest scoring sites are Comberton Allotments (62%) and Abberley Avenue Allotments (58%). Both score well due to good general maintenance and cleanliness, including the upkeep of sheds and greenhouses. These sites also have good personal security for users, sufficient boundary fencing, informative signage and parking. In addition, Abberley Avenue Allotments has toilets on site and Comberton Allotments has good controls to prevent illegal use.

8.5 Value

208. In order to determine whether sites are high or low value (as recommended by the Companion Guidance) site assessments scores have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results. A threshold of 20% is applied to identify high and low value. Further explanation of how the value scores and thresholds are derived can be found in Part 2 (Methodology).

Table 8.5: Value ratings for allotments by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <20%	High >20%
Bewdley	-	-	-	-	-	-
Kidderminster	34%	41%	63%	28%	0	8
Rural East	38%	39%	41%	3%	0	2
Rural West	-	-	-	-	-	-
Stourport	34%	45%	56%	22%	0	2
Wyre Forest	34%	41%	63%	28%	0	12

209. All allotments in Wyre Forest are assessed as high value. This is a reflection of the associated social inclusion and health benefits, amenity value and the sense of place offered by such forms of provision.
210. All allotments sites are described as providing opportunity for people of all ages to enjoy time outdoors and be active through horticultural activities. Furthermore, allotment sites provide educational value, with plot holders having the chance to learn to grow different types of plants and produce. Allotments also have a great sense of place within communities and as long as sites are well maintained, provide visual amenity for locals.
211. The value of allotments is further demonstrated by the existence of waiting lists identified at sites signalling greater demand for provision.

8.6 Summary

Allotments summary

- There are 14 allotments sites in Wyre Forest: equating to over 17 hectares. Of these, ten are owned/managed by allotment associations. The rest are either owned and/or managed by parish councils.
- Wyre Forest, as a whole, based on its current population (99,503) does not meet the NSALG standard. Using the NSALG standard, the minimum amount of allotment provision required for Wyre Forest is 24.88 hectares. Therefore, there is a shortfall of 7.28 hectares.
- Most sites (58%) score above the threshold for quality. The highest scoring sites are Comberton Allotments (62%) and Abberley Avenue Allotments (58%).
- The majority of sites that score below the threshold, only do so marginally and tend to score lower due to fewer ancillary features and facilities rather than having specific quality issues.
- All allotments are assessed as high value reflecting the associated social inclusion and health benefits, and the sense of place offered by provision.
- Waiting list numbers combined with catchment mapping suggests that continuing measures should be made to provide more plots at existing sites in order to ensure that current demand is being met.

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PART 9: CEMETERIES/CHURCHYARDS

9.1 Introduction

212. Cemeteries and churchyards include areas for quiet contemplation and burial of the dead. Sites can often be linked to the promotion of wildlife conservation and biodiversity.

9.2 Current provision

213. There are 25 sites classified as cemeteries/churchyards, equating to over 30 hectares of provision in Wyre Forest. No site size threshold has been applied and as such all provision identified is included within the audit.

Table 9.1: Distribution of cemeteries by analysis area

Analysis area	Cemeteries/churchyards	
	Number of sites	Size (ha)
Bewdley	1	0.56
Kidderminster	4	12.00
Rural East	12	4.71
Rural West	4	2.04
Stourport	4	11.58
Wyre Forest	25	30.89

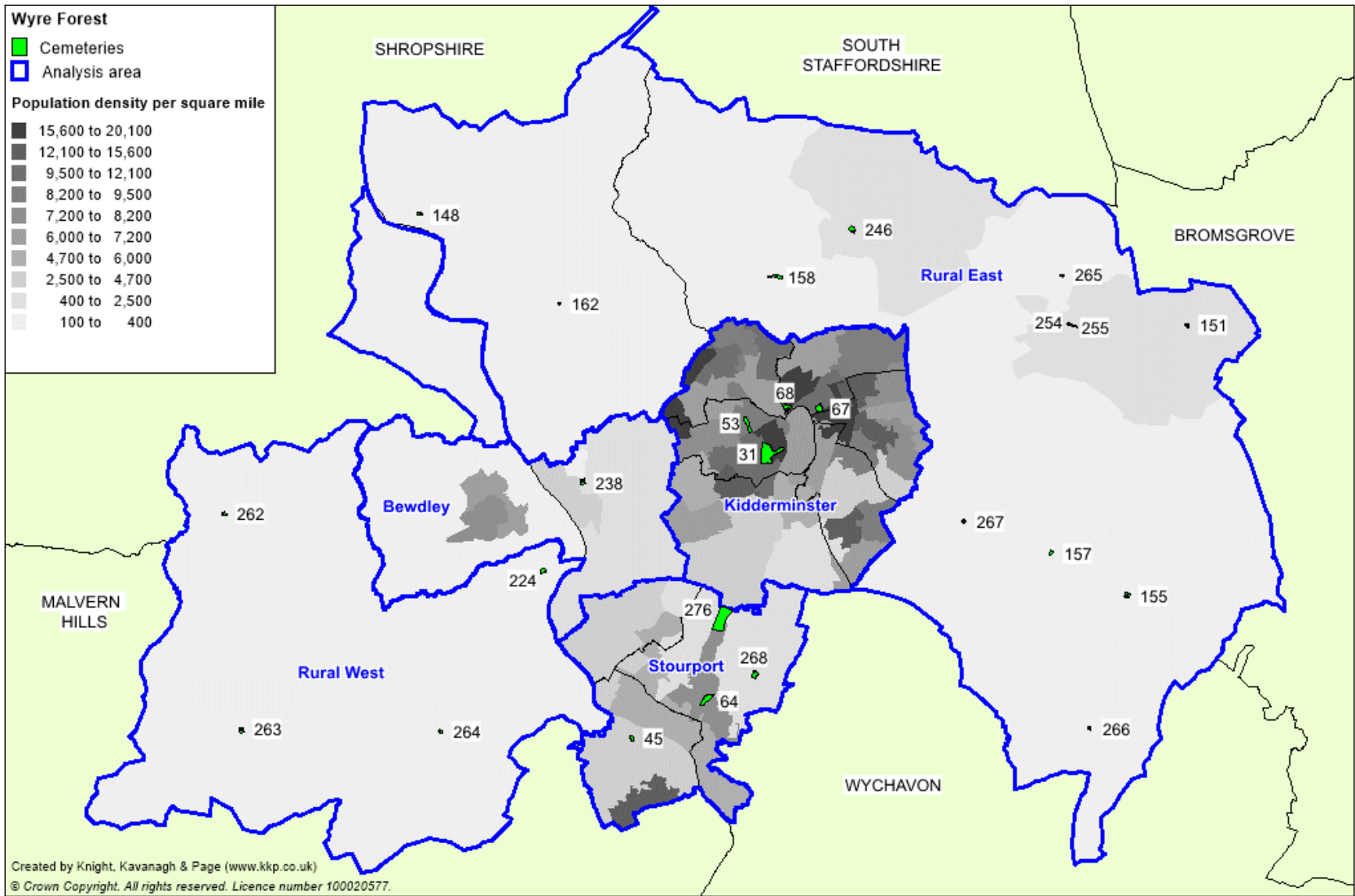
214. The largest contributor to burial provision in the area is Kidderminster Crematorium and Cemetery (8.04 hectares), which is located in the Kidderminster Analysis Area.

9.3 Accessibility

215. No accessibility standard is set for this typology and there is no realistic requirement to set such standards. Provision should be based on burial demand.
216. Figure 9.1 shows cemeteries and churchyards mapped against analysis areas.

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Figure 9.1: Cemetery sites mapped against analysis area



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Table 9.2: Key to sites mapped

Site ID	Site name	Analysis area	Quality score	Value score
31	Kidderminster Cemetery	Kidderminster	60.3%	44.4%
45	St Bartholomews Church	Stourport	50.1%	48.1%
53	St John the Baptist Churchyard	Kidderminster	43.9%	28.4%
64	St Michaels Church	Stourport	54.4%	56.8%
67	St George's Churchyard	Kidderminster	37.1%	46.9%
68	St Marys Church	Kidderminster	58.4%	60.5%
148	St Peters Arley	Rural East	36.9%	35.8%
151	St Peters Churchyard, Broome	Rural East	47.3%	35.8%
155	St Cassians Chaddesley Corbett Churchyard	Rural East	38.5%	35.8%
157	Harvington Hall Churchyard	Rural East	41.9%	35.8%
158	St John the Baptist	Rural East	50.7%	38.3%
162	Holy Trinity Trimpley	Rural East		
224	St Leonards Ribbesford	Rural West	37.5%	35.8%
238	All Saints Church Wribbenhall	Bewdley	49.2%	29.6%
246	St Peters Churchyard, Cookley	Rural East	41.1%	28.4%
254	St James Churchyard	Rural East	51.3%	34.6%
255	St James Cemetery	Rural East	40.7%	22.2%
262	Holy Trinity Church Far Forest	Rural West	37.1%	22.2%
263	St Peter and St Paul's Church Rock	Rural West	59.9%	44.4%
264	St Giles' Church Heightington	Rural West	48.5%	29.6%
265	St James The Great, Churchill	Rural East	41.1%	34.6%
266	St Michael's Church Rushock	Rural East	47%	54.3%
267	St Mary's Church Stone	Rural East	41.1%	46.9%
268	All Saint's Church Wilden	Stourport	44.8%	28.4%
277	Kidderminster Cemetery and Crematorium	Kidderminster	80.9%	60.5%

217. In terms of provision, mapping demonstrates a fairly even distribution across the District. As noted, the need for additional cemetery provision should be driven by the requirement for burial demand and capacity.

Management and maintenance

218. The Council manages and maintains Kidderminster Cemetery and is responsible for maintaining fencing, pathways, water supply, grass and tree management.
219. It is suggested through consultation that there is very limited burial capacity remaining on this site; however, some of the remaining plots have already been purchased. Although there are very few burial plots left, there are a higher number of cremation plots remaining. It is reported that there is no possibility of expansion of this site.
220. A new crematorium and cemetery was opened in 2012 as part of a partnership between Wyre Forest District Council and Dignity. Dignity manages this site on behalf of the Council. This cemetery is approximately eight hectares in size.

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9.4 Quality

221. To determine whether sites are high or low quality (as recommended by the Companion Guidance) site assessments scores are colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the quality assessment for cemeteries in Wyre Forest. A threshold of 40% is applied in order to identify high and low quality. Further explanation of how the quality scores and threshold are derived can be found in Part 2 (Methodology).

Table 9.3: Quality ratings for cemeteries by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <40%	High >40%
Bewdley	49%	49%	49%	0%	0	1
Kidderminster	37%	50%	60%	23%	1	3
Rural East	37%	43%	51%	14%	2	9
Rural West	37%	46%	60%	23%	2	2
Stourport	45%	50%	54%	10%	0	3
Wyre Forest	37%	47%	81%	44%	5	18

222. The majority of cemeteries and churchyards in Wyre Forest (78%) rate above the threshold set for quality.
223. The highest scoring site for quality is Kidderminster Cemetery and Crematorium (80.9%). This is due to the site being maintained to a high standard with attractive landscaping as well as having a good range of ancillary features and facilities such as parking, toilets, benches, signage, bins and lighting. Furthermore, the site has good pathways, which are suitable for disabled users of the site. Kidderminster Cemetery is the second highest scoring site with 60%. This site scores well for similar reasons to that of Kidderminster Cemetery and Crematorium.
224. Kidderminster Cemetery and Crematorium also provides a child burial area whilst Kidderminster Cemetery provides a garden of remembrance. These additional elements can provide users with space to reflect and remember loved ones.
225. A point to note, all sites which score low for quality only marginally fall below the 40% threshold. The lowest scoring site for quality is St Peters Arley, with 37%. This site has no specific quality issues and is in fact observed as being maintained to a high standard. The only reason for this sites lower quality score is a lack of ancillary features in comparison to higher scoring sites; however, it is important to take into account that this is a small churchyard site, which is likely to have less footfall. Therefore, the few benches it has is likely to be enough to accommodate user requirements.

WYRE FOREST DISTRICT COUNCIL OPEN SPACE ASSESSMENT

9.5 Value

226. To determine whether sites are high or low value (as recommended by the Companion Guidance) site assessment scores are colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the value assessment for cemeteries in Wyre Forest. A threshold of 20% is applied in order to identify high and low value. Further explanation of how the value scores and threshold are derived can be found in Part 2 (Methodology).

Table 9.4: Value ratings for cemeteries by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <20%	High >20%
Bewdley	30%	30%	30%	0%	0	1
Kidderminster	28%	45%	60%	32%	0	4
Rural East	22%	37%	54%	32%	0	11
Rural West	22%	33%	44%	22%	0	4
Stourport	28%	44%	57%	28%	0	3
Wyre Forest	22%	39%	60%	38%	0	24

227. All identified cemeteries and churchyards are assessed as being of high value, reflecting the role in community lives. In addition, the cultural/heritage value of sites and the sense of place they provide to and for the local community are acknowledged in the site assessment data. Sites also often receive a score for value from their contribution to wildlife/habitats or sense of place to the local environment.
228. Even those sites which score below the threshold for quality rate above the threshold for value. As noted above, despite this, they still obviously provide a role to the communities they serve. This is evidenced by assessments reporting a high number of the sites having local heritage, historical interest and sense of place within their community. The majority of sites were also noted as having high or reasonable levels of use.
229. Cemeteries and churchyards are important natural resources, offering both recreational and conservation benefits. As well as providing burial space, cemeteries and churchyards can offer important low impact recreational benefits (e.g. habitat provision, wildlife watching).

9.6 Summary

Cemeteries summary

- Wyre Forest has 25 cemeteries and churchyards: over 30 hectares of provision.
- The majority of cemeteries and churchyards (78%) rate as high for quality.
- A point to note, all sites which score low for quality only marginally fall below the 40% threshold. The lowest scoring site for quality is St Peters Arley, with 37%.
- All cemeteries are assessed as high value in Wyre Forest, reflecting that generally provision has a cultural/heritage role and provide a sense of place to the local community.
- Burial provision is driven by the demand for burials and capacity. Although Kidderminster Cemetery is fast approaching burial capacity, the creation of the eight hectare site at Kidderminster Cemetery and Crematorium, has relieved pressure on burial space and will provide plots for many years to come.

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PART 10: CIVIC SPACE

10.1 Introduction

230. The civic space typology includes civic and market squares and other hard surfaced areas designed for pedestrians, providing a setting for civic buildings, public demonstrations and community events.

10.2 Current provision

231. There are four civic space sites, equating to less than one hectare of provision, identified in Wyre Forest. In addition, there are likely to be other informal pedestrian areas, streets or squares which may be viewed as providing similar roles and functions as civic space.

Table 10.1: Distribution of civic spaces by analysis area

Analysis area	Civic space	
	Number of sites	Size (ha)
Bewdley	2	0.23
Kidderminster	2	0.33
Rural East	-	-
Rural West	-	-
Stourport	-	-
Wyre Forest	4	0.56

232. Civic space provision is identified in two analysis areas; Bewdley and Kidderminster. All provision is identified as being relatively small in size.
233. The largest form of provision is St Marys Civic Space. Approximately 0.21 hectares in size; it is located in the Kidderminster Analysis Area.
234. Other sites and areas will function in a secondary role similar to civic space provision. For example, park sites such as Stourport Memorial Park provide uses associated with civic spaces - including local community events and services. For the purposes of this report such sites have not been classified as civic space provision due to their more prominent primary function and use.

10.3 Accessibility

235. No accessibility standard has been set for civic spaces.

Table 10.2: Summary of sites

Site ID	Site name	Analysis area	Quality score	Value score
171	Severn Side North	Bewdley		
172	Severn Side South	Bewdley		
240	St Marys Civic Space	Kidderminster		
241	Weavers Wharf Civic Space	Kidderminster		

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10.4 Quality

236. In order to determine whether sites are high or low quality (as recommended by guidance); the scores from the site assessments have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the quality assessment for civic spaces in Wyre Forest. A threshold of 55% is applied in order to identify high and low quality. Further explanation of how the quality scores and thresholds are derived can be found in Part 2 (Methodology).

Table 10.3: Quality ratings for civic spaces by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <55%	High >55%
Bewdley	51%	55%	59%	8%	0	2
Kidderminster	43%	58%	73%	30%	1	1
Rural East	-	-	-	-	-	-
Rural West	-	-	-	-	-	-
Stourport	-	-	-	-	-	-
Wyre Forest	43%	57%	73%	30%	1	3

237. Three out of the four civic spaces rate above the threshold set. The sites are all relatively small in size but are observed as being of an overall good quality.
238. The only site to rate below the threshold is Weavers Wharf Civic Space. No specific quality concerns are highlighted. The site is noted as having a lack of ancillary facilities (e.g. seating, bins) in comparison to the other forms of provision.

10.5 Value

239. To determine whether sites are high or low value (as recommended by the Companion Guidance) site assessment scores have been colour-coded against a baseline threshold (high being green and low being red). The table below summarises the results of the value assessment for civic spaces in Wyre Forest. A threshold of 20% is applied in order to identify high and low value. Further explanation of how the value scores and thresholds are derived can be found in Part 2 (Methodology).

Table 10.4: Value ratings for civic spaces by analysis area

Analysis area	Scores			Spread	No. of sites	
	Lowest score	Average score	Highest score		Low <20%	High >20%
Bewdley	37%	40%	42%	5%	0	2
Kidderminster	21%	33%	44%	23%	0	2
Rural East	-	-	-	-	-	-
Rural West	-	-	-	-	-	-
Stourport	-	-	-	-	-	-
Wyre Forest	21%	36%	44%	23%	0	4

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240. All four civic spaces are rated as being of high value, reflecting their role as an important function to the local communities and areas. Sites such as St Marys Civic Space also have historic and cultural benefits as it contains a war memorial. Others such as Severn Side North and Weavers Wharf Civic Space form part of shopping areas and therefore have social, economic and amenity value.
241. The Stourport Riverside Meadows Development and Implementation Strategy details the future potential for the Riverside Meadows. One of the drivers for change in the local area is to the possible creation of a dedicated market space. This could improve local the economy due to the potential of market stalls. It would also be in-keeping with Stourport's history as a market town.

10.6 Summary

Civic space summary

- ▶ Four sites are classified as civic spaces in Wyre Forest equating to less than one hectare of provision.
- ▶ Other forms of provision in the area (e.g. parks and gardens) also provide localised opportunities associated with the function of civic space.
- ▶ Quality and value of provision is good with an acceptable maintenance and appearance. Sites are recognised as providing an important social, economic and amenity role to local communities and areas.

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APPENDIX ONE: QUALITY AND VALUE CRITERIA BY OPEN SPACE TYPOLOGY

The quality criteria used to score different types of open space are set out in the tables below. A summary of the scoring system is set out in Section 2.3 of the Open Space Assessment Report. It is important to recognise that in some instances criteria is weighted to reflect that some criterion is viewed as being more important for one form of open space compared to a different type of open space.

Quality criteria

	Parks and Gardens	Semi / Natural greenspace	Amenity greenspace	Play provision	Allotments	Cemeteries	Civic spaces
<i>Main entrance</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Other entrances</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Gradient and value</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Personal security</i>	Yes	Yes (distance to be seen)	Yes	Yes	Yes	Yes	Yes
<i>Ramps and guardrails adequacy</i>	-	-	-	-	-	Yes	Yes
<i>Boundary fencing adequacy</i>	Yes	-	-	Yes	Yes	Yes	-
<i>Controls to prevent illegal use adequacy</i>	Yes	-	Yes	Yes	Yes	Yes	-
<i>Parking Number and location</i>	Yes	Yes	-	Yes	Yes	Yes	-
<i>Parking - Appropriateness of provision</i>	Yes	Yes	-	Yes	Yes	Yes	-
<i>Parking - Quality</i>	Yes	Yes	-	Yes	Yes	Yes	-
<i>Toilets accessibility and appearance</i>	Yes	Yes	-	-	-	Yes	Yes
<i>Seats and benches - Number and location</i>	Yes	Yes	Yes	Yes	-	Yes	Yes
<i>Seats and benches - Appropriateness of provision</i>	Yes	Yes	Yes	Yes	-	Yes	Yes
<i>Seats and benches - Maintenance</i>	Yes	Yes	Yes	Yes	-	Yes	Yes
<i>Picnic tables - Number and location</i>	Yes	Yes	-	-	-	-	-
<i>Picnic tables - Appropriateness of provision</i>	Yes	Yes	-	-	-	-	-
<i>Picnic tables - Maintenance</i>	Yes	Yes	-	-	-	-	-
<i>Litter bins - Number and location</i>	Yes	Yes (at appropriate points)	Yes	Yes	-	Yes	Yes

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	Parks and Gardens	Semi / Natural greenspace	Amenity greenspace	Play provision	Allotments	Cemeteries	Civic spaces
<i>Litter bins - Appropriateness of provision</i>	Yes	Yes	Yes	Yes	-	Yes	Yes
<i>Litter bins - Maintenance</i>	Yes	Yes	Yes	Yes	-	Yes	Yes
<i>Dog foul bins - Number and location</i>	Yes	Yes (at appropriate points)	-	-	-	-	-
<i>Dog foul bins - Appropriateness of provision</i>	Yes	Yes	-	-	-	-	-
<i>Dog foul bins - Maintenance</i>	Yes	Yes	-	-	-	-	-
<i>Lighting - Number and location</i>	Yes	-	-	-	-	Yes	Yes
<i>Lighting - Appropriateness of provision</i>	Yes	-	-	-	-	Yes	Yes
<i>Lighting - Maintenance</i>	Yes	-	-	-	-	Yes	Yes
<i>Overall maintenance and cleanliness</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Drainage</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Landscaping design</i>	Yes	Yes	-	-	-	Yes	Yes
<i>Landscaping maintenance</i>	Yes	Yes	-	-	-	Yes	Yes
<i>Paths</i>	Yes	Yes	Yes	Yes (surface quality)	Yes	Yes	Yes
<i>Conservation</i>	Yes	Yes	-	-	-	Yes	-
<i>Maintenance of buildings and artefacts</i>	Yes	Yes	-	Yes (equipment quality)	Yes	Yes	Yes
<i>Needles</i>	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted
<i>Motor bikes</i>	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted
<i>Glass</i>	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted
<i>Abandoned cars</i>	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted
<i>Fire damage</i>	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted
<i>Horse tracks</i>	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted	Points deducted
<i>Physical access - public transport links/stops</i>	Yes	Yes (or doorstep accessible)	Yes	-	Yes	Yes	Yes
<i>Physical access - safe crossing places</i>	Yes	-	Yes	Yes	Yes	Yes	Yes

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	Parks and Gardens	Semi / Natural greenspace	Amenity greenspace	Play provision	Allotments	Cemeteries	Civic spaces
<i>Access social - minimum entrance widths 1.5m</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Access social - directional signposts</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Parking well signed</i>	Yes	-	-	-	-	Yes	Yes
<i>Easy to read/clear messages</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Well maintained and free from graffiti</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Basic up to date information</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Signage that detracts from quality of the site</i>	-	-	-	-	-	-	-
<i>Situated at entrance/strategic point</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Maps and graphics</i>	Yes	Yes	-	-	-	Yes	Yes
<i>Evidence of site marketing</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Signs at accessible height</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Value criteria

	Parks and Gardens	Semi / Natural greenspace	Amenity greenspace	Play provision	Allotments	Cemeteries	Civic spaces
<i>Other green space of same typology close by</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Level of use (observation only)</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>IOD Multiple Deprivation Rank</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Meets needs of Elderly</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Meets needs of Juniors</i>	Yes	Yes	Yes	-	-	-	Yes
<i>Meets needs of Teenagers</i>	Yes	-	Yes	-	-	-	Yes
<i>Meets needs of Disabled</i>	Yes	-	Yes	-	Yes	Yes	Yes
<i>Meets needs of Families</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Meets needs of Visual Amenity</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Meets needs of Other</i>	Yes	Yes	Yes	-	Yes	Yes	Yes
<i>Structure and landscape benefits</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes

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	Parks and Gardens	Semi / Natural greenspace	Amenity greenspace	Play provision	Allotments	Cemeteries	Civic spaces
<i>Ecological benefits</i>	Yes	Yes (on Section 41 list)	Yes	Yes	Yes	Yes	Yes
<i>Educational benefits</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Social inclusion and health benefits</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Cultural and heritage benefits</i>	Yes	Yes	Yes	Yes	-	Yes	Yes
<i>Amenity benefits and a sense of place</i>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<i>Economic benefits</i>	Yes	Yes	-	Yes	Yes	Yes	Yes
<i>Designated as LNR/SSSI/Other</i>	-	Yes	-	-	-	-	-
<i>Educational programme (if known)</i>	Yes	Yes	-	-	Yes	-	-

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OPEN SPACE STUDY

STANDARDS PAPER

MAY 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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PART 1: INTRODUCTION

1. This is the Open Space Standards Paper prepared by Knight, Kavanagh & Page (KKP) for Wyre Forest District Council (WFDC). It follows on from the preceding Open Space Assessment Report. Together they help to inform and act as an evidence base to the Wyre Forest Local Plan Review being undertaken.
2. The Assessment Report provides detail with regard to what provision exists in the area, its condition, distribution and overall quality. It considers the demand for provision based upon population distribution and consultation findings.
3. The findings presented in this Standards Paper should be used to inform local plan and supplementary planning documents. It will help to identify the deficiencies and surpluses in existing and future provision. In addition, it should help set an approach to securing open space facilities and improvements through new housing development.
4. For typologies such as natural and semi-natural greenspace, additional policy is being prepared by WFDC as part of a Green Infrastructure Plan. This relates to the importance and interconnectivity of such provision in terms of ecology, relationship to landscape and public accessibility. This should be used when considering the requirement for natural provision that a future development will need to accommodate (as set out in Paragraph 109 of the National Planning Policy Framework).

Scope

5. The table below details the open space typologies included within the study:

	Typology	Primary purpose
Open spaces	Parks and gardens	Accessible, high quality opportunities for informal recreation and community events.
	Natural and semi-natural greenspaces	Wildlife conservation, biodiversity and environmental education and awareness. May include urban woodland and beaches, where appropriate.
	Amenity greenspace	Opportunities for informal activities close to home or work or enhancement of the appearance of residential or other areas.
	Provision for children and young people	Areas designed primarily for play and social interaction involving children and young people, such as equipped play areas, MUGAs, skateboard areas and teenage shelters.
	Allotments	Opportunities for those people who wish to do so to grow their own produce as part of the long term promotion of sustainability, health and social inclusion.
	Cemeteries and churchyards	Quiet contemplation and burial of the dead, often linked to the promotion of wildlife conservation and biodiversity.

6. In accordance with best practice recommendations a size threshold of 0.2 hectares has been applied to the inclusion of some typologies within the study. This means that, in general, sites that fall below this threshold are not audited.

PART 2: ASSESSMENT REPORT SUMMARY

7. The following section provides a summary from the Assessment Report on a typology by typology basis.

2.1: Open Space Summary

Parks and gardens

- ◀ There are 13 sites classified as parks and gardens totaling over 56 hectares.
- ◀ Based on a 710m walking distance, catchment gaps are identified in all five analysis areas; however, significant catchment gaps are identified in Bewdley, Kidderminster and Stourport analysis areas.
- ◀ It is likely that these gaps are being met by other forms of open space. This is supported by responses to the Open Spaces Survey, with 84% of respondents being either very or quite satisfied with amount and availability of parks provision.
- ◀ Just over half (54%) of parks score above the threshold for quality. The highest scoring sites are observed as having a good range of features and facilities, which are maintained to a high standard.
- ◀ The sites which score below the threshold for quality are not reported to have any specific quality issues. Their low score is attributed to a lack of features and facilities present at higher scoring sites.
- ◀ Wyre Forest currently has two Green Flag Award sites, Brinton Park and QEII Gardens. Both these sites score high for quality and are the two joint highest scoring sites for value. Brinton Park is currently subject to a HLF application in order to help restore heritage aspects as well as possible new features.
- ◀ Should the Council wish to increase its portfolio of Green Flag Award sites, there are a number of sites scoring particularly high for quality, Riverside Park, Broadwaters Park and Springfield Park, which could be put forward.
- ◀ Both Riverside Park (as part of Stourport Masterplan) and Springfield Park (as an opportunity to enhance countryside assets) are identified by the Council for potential future enhancement; a future aim for any investment could be for the sites to achieve Green Flag status when appropriate.
- ◀ All park and garden sites score high for value; a reflection to the social interaction, health benefits and sense of place sites offer.

Natural and semi-natural greenspace

- ◀ There are 26 natural and semi-natural greenspace sites covering over 1,719 hectares. It is recognised that many sites have access restrictions due to conservation. On this basis, there is 426 hectares of accessible provision; equivalent to 4.28 ha per 1,000 population.
- ◀ The majority of all analysis areas are covered by natural and semi-natural provision based on a 720m walking distance catchment. The only notable gap is within the Kidderminster Analysis Area. This gap is also within an area of higher population density.
- ◀ There are eight designated LNRs in the District as well as a number of SSSI. Natural England's ANGSt recommends 1 hectare of provision per 1,000 population. For the District this would mean 100 hectares of LNR provision. With 249 hectares, this is sufficient.
- ◀ Nearly three quarters (73%) of natural and semi-natural greenspace sites rate above the threshold for quality. Sites rating below the threshold do so due to a lack of ancillary features.
- ◀ Despite the high quality of provision, there are some sites considered by WFDC to be at capacity in terms of biodiversity and use. Measures to help alleviate the pressure is needed.
- ◀ A number of proposals are being explored by WFDC to help enhance the ability of other sites to attract and accommodate greater user numbers. This could help improve the quality and use of such sites but also help with the balancing of the recreational and conservation roles of other sites deemed to be at capacity.

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- ◀ All sites rate above the threshold for value. A reflection on the ecological, social and health benefits that sites provide. Several sites are highlighted as sites of biodiversity and conservation importance. Higher scoring sites have a balance of ecological but also recreational and educational benefits. A number of sites provide opportunities to exercise and socialise whilst others provide outdoor 'classrooms' for local schools to use.

Amenity greenspace

- ◀ There are 52 amenity greenspace sites in Wyre Forest; over 77 hectares of provision.
- ◀ The Kidderminster analysis area has 23 sites and the greatest of provision with 31 hectares; however, proportionally the Bedwley and Rural East analysis areas have the most provision with 1.65 and 1.67 hectares per 1,000 head of population respectively.
- ◀ Catchment mapping shows a reasonable coverage of sites against a 480m walking distance. The only notable gaps are located in the Kidderminster Analysis Area.
- ◀ Over half (58%) of amenity greenspaces rate above the threshold for quality.
- ◀ Most sites that rate low for quality are observed as being fairly basic pockets of green space (i.e. small grassed areas lacking ancillary facilities and not intended to encourage extensive recreational use). Such sites do however often serve as a visual amenity.
- ◀ The majority of amenity greenspaces (79%) rate above the threshold for value. Overall, a greater proportion of sites are rated high for value compared to quality. All sites that score low for value also score low for quality.
- ◀ Amenity greenspace can make a valuable contribution to visual aesthetics for communities – hence most sites rate above the threshold for value.

Provision for children and young people

- ◀ There are 40 play provision sites in Wyre Forest.
- ◀ There is generally a good spread of play provision across Wyre Forest. Areas with a greater population density are within a 10-minute walking distance of play provision.
- ◀ The quality of play provision in Wyre Forest is generally good, with 80% of sites scoring above the quality threshold. This trend of good quality can be seen in all analysis areas.
- ◀ The two lowest scoring sites, Clensmore Street Basketball Court and Hanstone Road Play Area, are observed as having low standards for maintenance and cleanliness, in particular the Clensmore Street Basketball Court site, which scores the lowest possible score for the maintenance element of the non-technical assessment.
- ◀ All play provision, with the exception of one site, is rated above the threshold for value; reflecting the important role such sites provide.
- ◀ The only site to score low for quality, Clensmore Street Basketball Court (13%), also scores low for quality. Quality can directly impact on a sites value, with people being less likely to use a site that does not provide a desirable environment.

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Allotments

- ◀ There are 14 allotments sites in Wyre Forest: equating to over 17 hectares. Of these, ten are owned/managed by allotment associations. The rest are either owned and/or managed by parish councils.
- ◀ Wyre Forest, as a whole, based on its current population (99,503) does not meet the NSALG standard. Using the NSALG standard, the minimum amount of allotment provision required for Wyre Forest is 24.88 hectares. Therefore, there is a shortfall of 7.28 hectares.
- ◀ Most sites (58%) score above the threshold for quality. The highest scoring sites are Comberton Allotments (62%) and Abberley Avenue Allotments (58%).
- ◀ The majority of sites that score below the threshold, only do so marginally and tend to score lower due to fewer ancillary features and facilities rather than having specific quality issues.
- ◀ All allotments are assessed as high value reflecting the associated social inclusion and health benefits, and the sense of place offered by provision.
- ◀ Waiting list numbers combined with catchment mapping suggests that continuing measures should be made to provide more plots.

Cemeteries

- ◀ Wyre Forest has 25 cemeteries and churchyards: over 30 hectares of provision.
- ◀ The majority of cemeteries and churchyards (78%) rate as high for quality.
- ◀ A point to note, all sites which score low for quality only marginally fall below the 40% threshold. The lowest scoring site for quality is St Peters Arley, with 37%.
- ◀ All cemeteries are assessed as high value in Wyre Forest, reflecting that generally provision has a cultural/heritage role and provide a sense of place to the local community.
- ◀ Burial provision is driven by the demand for burials and capacity. Although Kidderminster Cemetery is fast approaching burial capacity, the creation of the eight hectare site at Kidderminster Cemetery and Crematorium, has relieved pressure on burial space and will provide plots for the foreseeable future.

Civic space

- ◀ Four sites are classified as civic spaces in Wyre Forest equating to less than one hectare of provision.
- ◀ Other forms of provision in the area (e.g. parks and gardens) also provide localised opportunities associated with the function of civic space.
- ◀ Quality and value of provision is good with an acceptable maintenance and appearance. Sites are recognised as providing an important social, economic and amenity role to local communities and areas.

PART 3: OPEN SPACE STANDARDS

8. In order to identify areas of the district where gaps in provision may potentially exist a standard based approach is utilised. The provision standards used to determine deficiencies and surpluses for open space are set in terms of quality, accessibility and quantity throughout the report.
9. No accessibility or quantity standards are set for the typologies of cemeteries or civic space. In addition, no accessibility standard is set for allotments. It is difficult to assess such open space types against catchment areas due to their nature and usage. Provision of cemeteries should be determined by demand for burial space.

3.1: Quality

10. The quality standard is in the form of a quality and value matrix. In order to determine whether sites are high or low quality (as recommended by best practice guidance) the results of the site assessments have been colour-coded against a baseline threshold; high being green and low being red.
11. The primary aim of applying a threshold is to identify sites where investment and/or improvements may be required. It can also be used to set an aspirational quality standard to be achieved (if desired) in the future and to inform decisions around the need to further protect sites from future development (particularly when applied with its respective value score in a matrix format).
12. The base line threshold for assessing quality can be set around 66%, to reflect the pass rate for the Green Flag Award criteria (site visit criteria also being based on the Green Flag Award). This is the only national benchmark available for parks and open spaces. No other good practice examples are adopted for the setting of quality and value thresholds in the UK.
13. However, site visit criteria used for Green Flag are not always appropriate for every open space typology and are designed to represent an exceptionally high standard of site. Therefore, the baseline threshold for certain typologies is lowered to better reflect local circumstances, whilst still providing a distinction between sites of a higher or lower quality.

Table 3.1: Quality and value thresholds

Typology	Quality threshold	Value threshold
Parks and gardens	66%	20%
Natural and semi-natural greenspace	45%	20%
Amenity greenspace	40%	20%
Provision for children and young people	55%	20%
Allotments	45%	20%
Cemeteries/churchyards	40%	20%
Civic space	50%	20%

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14. For value, there is no national guidance on the setting of thresholds. The 20% threshold applied is derived from KKP's experience and knowledge in assessing the perceived value of sites. The 20% threshold for value is a relative score - designed to reflect those sites that meet more than one aspect of the criteria used for assessing value.

3.1.1 Identifying deficiencies

15. Application of the quality and value thresholds helps identify and distinguish between sites of a higher and lower quality and value.

Quality

16. Table 3.2 provides a summary of the results of the quality assessment for open spaces across Wyre Forest.
17. Most assessed open spaces in Wyre Forest (68%) rate above the quality thresholds set. Proportionally there are a higher percentage of provision for children and young people (80%), cemeteries (79%), civic spaces (75%) and natural and semi-natural greenspace (73%) that rate above the threshold for quality.
18. Quality of other open space typologies is generally still positive but with slightly greater proportions of sites rating below the thresholds set. For instance, 42% of amenity greenspace, 46% of parks and gardens and 43% of allotments rate below the threshold.

Table 3.2: Quality scores for all open space typologies

Typology	% threshold	Scores			No. of sites	
		Lowest score	Average score	Highest score	Low	High
Allotments	45%	36%	48%	62%	5	7
Amenity greenspace	40%	13%	42%	72%	22	30
Cemeteries	40%	37%	47%	81%	5	19
Children's play areas	55%	17%	66%	89%	8	32
Civic spaces	50%	41%	56%	73%	1	3
Parks and gardens	66%	43%	65%	87%	6	7
Semi/natural greenspace	45%	31%	52%	82%	7	19
TOTAL		13%	52%	89%	54	117

19. In addition, respondents to the Open Spaces Survey report parks and gardens as most satisfactory for quality; with 75% of respondents describing the quality of this form of provision as either very satisfactory or quite satisfactory. This is followed by amenity greenspace of which 61% of respondents rate as being either very or quite satisfactory.

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Value

20. Table 3.3 provides a summary of the results of the value assessment for open spaces across Wyre Forest.
21. The majority of sites (92%) are assessed as being above the threshold for value, reflecting their role in and importance to local communities and environments.
22. For the typologies for cemeteries, natural and semi-natural greenspace and parks and gardens, no sites score below the value threshold. The typology with the highest amount of sites scoring below the threshold is amenity greenspace. This is not uncommon and often reflects a lack of ancillary features or perceived maintenance at some sites.
23. It is important to remember that even though a site may score above the threshold for value, it may still be of higher quality and vice versa. Both factors should be recognised when considering the future of sites moving forwards.

Table 3.3: Value scores for all open space typologies

Typology	% Threshold	Scores			No. of sites	
		Lowest score	Average score	Highest score	Low	High
Allotments	20%	19%	35%	48%	1	11
Amenity greenspace	20%	7%	28%	50%	11	41
Cemeteries	20%	22%	39%	60%	0	24
Children's play areas	20%	13%	39%	64%	1	39
Civic spaces	20%	11%	33%	44%	1	3
Parks and gardens	20%	23%	51%	71%	0	13
Semi/natural greenspace	20%	24%	43%	79%	0	26
TOTAL		7%	37%	79%	14	157

24. In addition, the majority of all survey respondents view open spaces as being either very important or quite important; reflecting the high value placed on such provision. The open space typologies on which the respondents placed the most importance are parks and gardens and natural and semi-natural greenspace, with 98% and 100% of respondents respectively stating these forms of provision are either very important or quite important.
25. The fact that all forms of open space provision are viewed as important, highlights the continuing need to ensure their availability and sufficient quality.

3.1.2 Quality and value matrix

26. Assessing the quality and value of open spaces is used to identify those sites which should be given the highest level of protection by the planning system, those which require enhancement in some way and those which potentially may no longer be needed for their present purpose. The method by which this is done is through a quality and value matrix.
27. When analysing the quality/value of a site it should be done in conjunction with regard to the quantity of provision in the area (whether there is a deficiency).

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28. Presented below is a high/low classification giving the following possible combinations of quality and value for open spaces:

High quality/high value

29. All open spaces should have an aspiration to come into this category and the planning system should then seek to protect them. Sites of this category should be viewed as being key forms of open space provision.

High quality/low value

30. The preferred policy approach to a space in this category should be to enhance its value in terms of its present primary purpose. If this is not possible, the next best policy approach is to consider whether it might be of high value if converted to some other primary purpose (i.e. another open space type). Only if this is also impossible will it be acceptable to consider a change of use.

Low quality/high value

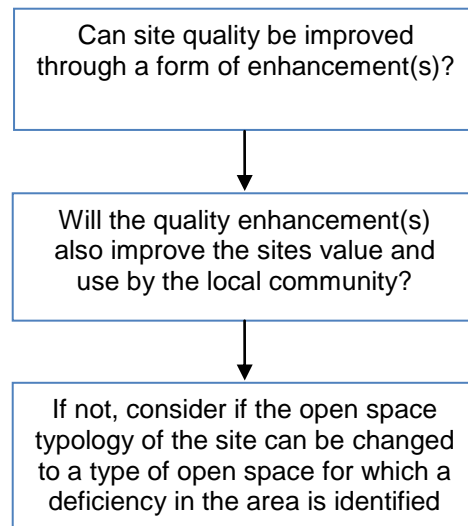
31. Exploring the potential to enhance the quality of such sites should be encouraged. Particular focus should be given to those sites providing a multi-functional role and/or with the potential to help meet catchment gaps identified for other types of open space (identified later).

Low quality/low value

32. The approach to these spaces or facilities in areas of identified shortfall should be to enhance their quality provided it is possible also to enhance their value.
33. For open spaces in areas of sufficiency a change of primary typology should be first considered. If no shortfall of other open space typologies is noted than the site may be redundant/ 'surplus to requirements'.
34. If there is a choice of open space sites of equal quality to declare surplus, and no need to use one or part of one to remedy a deficiency in some other form of open space or sport and recreation provision, it will normally be sensible to consider the one with the lowest value to be more disposable.

35. For sites of lower quality and value the following approach should be followed when determining actions:

Figure 3.1: Process of improving quality and value



3.1.3 Implications and recommendations

36. The following tables provide a summary of the application of the quality and value matrix. Please refer to Appendix One for tables showing the application of the quality and value matrix presented for each analysis area. The location and proximity to similar open space typologies has been used to identify if the action identified for a site should be a priority.
37. The actions are merely examples of what measures could be considered to look to improve a site's quality and value. They should be treated as an initial starting point. Instances of prior and/or greater local knowledge at sites should be used to help in any future decision making processes.
38. There is a need for flexibility to the enhancing of sites within close proximity to sites of lower quality and/or value. In some instances, a better use of resources and investment may be to focus on more suitable sites for enhancement as opposed to trying to enhance a site that is not appropriate or cost effective to do so. For instance, if a poorer quality amenity site is close to a higher quality and/or strategic site such as a park; then a better use of resource would be to ensure the larger/strategic site is to a sufficient standard of quality and accessibility.
39. For example, Riverside Walk AGS in Stourport scores lower for quality and value. However, the site is situated across the river from the Riverside Park; a high quality and value site. Furthermore, the Riverside Park is identified as part of the Stourport Masterplan as having the potential to be further enhanced in order to act as a regionally significant tourist and leisure destination.

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Table 3.4: Bewdley Analysis Area

Summary	Action
Parks and gardens	
<ul style="list-style-type: none"> Two sites score lower for quality: Riverside North Park and Garden of Rest. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible in line with other sites of a similar type.
Natural and semi-natural greenspace	
<ul style="list-style-type: none"> Lower quality rating at Snuff Mill Walk. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible (e.g. review maintenance regimes, site access and addition of basic ancillary features).
Amenity greenspace	
<ul style="list-style-type: none"> Lower quality and value rating for Queensway. 	<ul style="list-style-type: none"> Enhance quality of site if possible to enhance value (e.g. explore options of a few basic features e.g. bins and benches).
Provision for children and young people	
<ul style="list-style-type: none"> One site rates lower for quality; Bewdley Leisure Centre MAPA. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible (e.g. consider adding basic ancillary features such as bins and benches).
Allotments	
<ul style="list-style-type: none"> No provision of this type identified. 	n/a
Cemeteries and churchyards	
<ul style="list-style-type: none"> All assessed sites rate highly for quality and value 	n/a
Civic space	
<ul style="list-style-type: none"> All assessed sites rate highly for quality and value 	n/a

Table 3.5: Kidderminster Analysis Area

Summary	Action
Parks and gardens	
<ul style="list-style-type: none"> One site scores lower for quality: Borrlington Park (WFCH). 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible in line with other sites of a similar type.
Natural and semi-natural greenspace	
<ul style="list-style-type: none"> Lower quality rating at Aggbrough Crescent and Vicarage Farm Heath Nature Reserve. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible. Any improvement should be in consideration of the conservation role of sites particularly for Vicarage Farm.
Amenity greenspace	
<ul style="list-style-type: none"> Lower quality rating at five sites including larger sites such as Sladen Playing Field, Woodbury Road AGS and Captains Pool Road AGS. Also, Selba Drive and Heronswood. Five sites score lower for value and quality; Jubilee Drive, Green adjacent Viaduct, Meridith Green, Ferguson Drive and Clensmore Street. 	<ul style="list-style-type: none"> Quality of sites, in particular those with possible recreational use (e.g. Sladen Playing Field), should be enhanced where possible. Enhance quality of sites only if also possible to enhance value.

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Summary	Action
Provision for children and young people	
<ul style="list-style-type: none"> Three sites rate lower for quality; Upton Road Play Area, Grasmere Close Play Area and Woodbury Road Play Area. Clensmore Street Basketball Court scores lower for quality and value. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible (e.g. review maintenance regimes and consider restoring equipment). Enhance quality of site only if also possible to enhance value.
Allotments	
<ul style="list-style-type: none"> Three sites score lower for quality; Greatfield Road, Wilton Avenue and Rifle Range Chester Road Allotments scores lower for quality and value. 	<ul style="list-style-type: none"> Quality of sites should be enhanced where possible; exploring ways to improve sites overall appearance through working with allotment associations should be encouraged. Number of plots appear unused on site.
Cemeteries and churchyards	
<ul style="list-style-type: none"> One site; St George's Churchyard, rates lower for quality. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible (e.g. review site maintenance regimes and pathway improvements).
Civic spaces	
<ul style="list-style-type: none"> One site; Weavers Wharf, rates lower for quality. 	<ul style="list-style-type: none"> Consideration to enhancing quality of sites by addition of basic ancillary features such as bins, benches and signage.

Table 3.6: Rural East Analysis Area

Summary	Action
Parks and gardens	
<ul style="list-style-type: none"> No provision of this type identified. 	n/a
Natural and semi-natural greenspace	
<ul style="list-style-type: none"> All assessed sites rate highly for quality and value 	n/a
Amenity greenspace	
<ul style="list-style-type: none"> Two sites score lower for quality; Wolverley Playing Fields and Cookley Playing Fields The Green and Bridge Road score lower for quality and value. 	<ul style="list-style-type: none"> Quality of sites, in particular those with possible extensive recreational use should be enhanced where possible (e.g. reviewing general site appearance and possible introduction of basic ancillary features). Enhance quality of sites only if also possible to enhance value.
Provision for children and young people	
<ul style="list-style-type: none"> One site rates lower for quality; Cookley Playing Fields Play Area. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible (e.g. by review entrance of the site in terms of both user security and disabled access as well as appropriate signage).
Allotments	
<ul style="list-style-type: none"> All assessed sites rate highly for quality and value 	n/a

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Summary	Action
Cemeteries and churchyards	
<ul style="list-style-type: none"> Two sites score lower for quality; St Peters Arley and St Cassians Chaddesley Corbett Churchyard. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible by addition of basic ancillary features such as bins, benches and signage.
Civic space	
<ul style="list-style-type: none"> No provision of this type identified. 	n/a

Table 3.7: Rural West Analysis Area

Summary	Action
Parks and gardens	
<ul style="list-style-type: none"> No provision of this type identified. 	n/a
Natural and semi-natural greenspace	
<ul style="list-style-type: none"> Lower quality rating for Callow Hill Show Ground and Areley Wood 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible (e.g. review site appearance/entrances and maintenance regimes)
Amenity greenspace	
<ul style="list-style-type: none"> Bliss Gate Field receives a lower quality score. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible. Given site only falls just below quality threshold, minor improvements could see it move above the threshold (e.g. adding pathways and signage).
Provision for children and young people	
<ul style="list-style-type: none"> All assessed sites rate highly for quality and value 	n/a
Allotments	
<ul style="list-style-type: none"> No provision of this type identified. 	n/a
Cemeteries and churchyards	
<ul style="list-style-type: none"> Two sites score lower for quality; St Leonards Ribbesford and Holy Trinity Church Far Forest. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible by looking to
Civic space	
<ul style="list-style-type: none"> No provision of this type identified. 	n/a

Table 3.8: Stourport Analysis Area

Summary	Action
Parks and gardens	
<ul style="list-style-type: none"> Three sites score lower for quality; Stourport Memorial Park (STC), Stourport War Memorial Garden (STC) and Villeneuve-Le-Roi Gardens (STC). 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible in line with other sites of a similar type.
Natural and semi-natural greenspace	
<ul style="list-style-type: none"> The Dell NSN and Leapgate Country Park receive lower quality ratings. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible. The Dell is undergoing improvements at time of writing including interpretation material.

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Summary	Action
Amenity greenspace	
<ul style="list-style-type: none"> Three sites score lower for quality; Dunley Road AGS, River Stour and Riverside. Three sites also score lower for quality and value; Erneley close, Wenlock Way and Riverside Walk AGS. 	<ul style="list-style-type: none"> Quality of sites, in particular those with possible extensive recreational use should be enhanced where possible. Priority for review may be larger sites such as River Stour. Enhance quality of sites only if also possible to enhance value.
Provision for children and young people	
<ul style="list-style-type: none"> Two sites; Wilden Top Play Area and Stourport Memorial Park Play Area rate lower for quality. 	<ul style="list-style-type: none"> Site quality should look to be enhanced where possible by exploring opportunities to improve range of equipment.
Allotments	
<ul style="list-style-type: none"> Kingsway Allotments rates lower for quality. 	<ul style="list-style-type: none"> Quality of site should be enhanced where possible by exploring ways of making site more secure.
Cemeteries and churchyards	
<ul style="list-style-type: none"> All assessed sites rate highly for quality and value 	n/a
Civic space	
<ul style="list-style-type: none"> No provision of this type identified. 	n/a

3.2: Accessibility

3.2.1 Catchment areas

40. Accessibility catchments for different types of provision are a tool to identify communities currently not served by existing facilities. It is recognised that factors that underpin catchment areas vary from person to person, day to day and hour to hour. For the purposes of this process this problem is overcome by accepting the concept of 'effective catchments', defined as the distance that would be travelled by the majority of users.
41. Guidance on appropriate walking distance and times is published by Fields In Trust (FIT) in its document *Beyond the Six Acre Standard* (2015). These guidelines have been converted in to an equivalent time period in the table below.

Table 3.9: Accessibility standards to travel to open space provision

Open space type	Walking guideline	Approximate walk time equivalent
Parks & Gardens	710m	9 minute
Amenity Greenspace	480m	6 minute
Natural & Semi-Natural Greenspace	720m	9 minute
Provision for children and young people	100m - 1,000m	1 - 12 ½ minute

42. For play provision, a 10-minute walk time has been used to reflect the average walk time equivalent from FIT (approximately 7 minutes) but that 25% of respondents to the Open Space Survey are willing to walk 15 minutes in order to access such provision.

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43. No catchments are set for the typologies of allotments, civic space or cemeteries, churchyards and burial grounds. This is because it is difficult to assess against catchment areas due to their nature and usage.
44. For cemeteries, provision should be determined by demand for burial space.

3.2.2 Identifying deficiencies

45. If an area does not have access to the required level of provision (consistent with the catchments applied) it is deemed deficient. KKP has identified instances where new sites may be needed or potential opportunities could be explored in order to provide comprehensive access to this type of provision (i.e. a gap in one form of provision may exist but the area in question may be served by another form of open space).

3.2.3 Implications and recommendations

46. Application of the accessibility catchments to open space sites is set out within the Open Space Assessment Report.
47. The following tables provide a summary on the deficiencies identified from the application of the accessibility catchments. Alongside these, are the draft recommended actions as to how any catchment gaps could be met.

Table 3.10: Bewdley Analysis Area

Typology	Identified need (catchment gap)	Action
Parks and gardens	<ul style="list-style-type: none"> Gap in FIT walking distance of 710m (approximately 9-minute walk-time) 	<ul style="list-style-type: none"> Catchment gap identified in analysis area in areas of higher population density; however, these gaps are served to some extent by other forms of open space provision such as amenity greenspace. Sites which serve this gap includes Bark Hill Park, Tanners Hill AGS and Severn Side North AGS. All should be maintained to a good standard to ensure they help serve the gap in parks provision.

Table 3.11: Kidderminster Analysis Area

Typology	Identified need (catchment gap)	Action
Parks and gardens	<ul style="list-style-type: none"> Gap in FIT walking distance of 710m (approximately 9-minute walk-time) to north west and south east areas. 	<ul style="list-style-type: none"> Catchment gap identified in analysis area in areas of higher population density; however, these gaps are served by other forms of open space provision such as amenity greenspace and natural and semi natural greenspace. Sites which serve these gaps include Habberley Spots Ground and white Wickets but also the Puxton and Stour Nature Reserves (Proposed Stour Valley Country Park) and Spennells Valley Nature Reserve. The latter two are identified in WFDC proposals for opportunities for enhancement. Both should be considered a priority for progressing.

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Typology	Identified need (catchment gap)	Action
Natural and semi-natural greenspace	<ul style="list-style-type: none"> Gap in FIT walking distance of 720m (approximately 9-minute walk-time) to east 	<ul style="list-style-type: none"> Catchment gap identified in analysis area in areas of higher population density; however, this gap is served by other forms of open space provision such as parks and gardens. Sites which serve this gap include Baxter Gardens and Borrington Park. The latter scores low for quality. Ensuring a good standard of these sites should be a priority. Opportunities to provide further natural and semi-natural greenspace features on such sites should also be explored.
Amenity greenspace	<ul style="list-style-type: none"> Gap in FIT walking distance of 480m to central and east 	<ul style="list-style-type: none"> Gap in provision noted in analysis area; however, this gap is served by parks and gardens provision such as Brinton Park and Broadwaters Park. The potential enhancement of Brinton Park as part of a HLF bid may also help to further serve the needs of the local area (and the identified gap).

Table 3.12: Rural East Analysis Area

Typology	Identified need (catchment gap)	Action
Parks and gardens	<ul style="list-style-type: none"> Gap in FIT walking distance of 710m (approximately 9-minute walk-time) 	<ul style="list-style-type: none"> Gaps noted within areas of lower population density. Given they are in areas of less population and other forms of open space provision is accessible, additional parks and gardens provision is not likely to be needed.

Table 3.13: Rural West Analysis Area

Typology	Identified need (catchment gap)	Action
Parks and gardens	<ul style="list-style-type: none"> Gap in FIT walking distance of 710m (approximately 9-minute walk-time) 	<ul style="list-style-type: none"> Gaps noted within areas of lower population density. Given they are in areas of less population and other forms of open space provision is accessible, additional parks and gardens provision is not likely to be needed.

Table 3.14: Stourport Analysis Area

Typology	Identified need (catchment gap)	Action
Parks and gardens	<ul style="list-style-type: none"> Gap in FIT walking distance of 710m (approximately 9-minute walk-time) to south 	<ul style="list-style-type: none"> Catchment gap identified in analysis area in areas of higher population density; however, these gaps are served by other forms of open space provision such as amenity greenspace. Sites which help to serve this gap includes Erneley Close and Areley Common Recreation Ground. Ensuring good standard of these sites should be a priority.

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Typology	Identified need (catchment gap)	Action
		<ul style="list-style-type: none"> ◀ The potential enhancement of the Riverside Park (close to the identified gap) may also help to further serve the needs of the local area.

3.3: Quantity

48. Quantity standards can be used to identify areas of shortfalls and help with setting requirements for future developments. Current provision levels are used along with population figures to calculate quantity standards for Wyre Forest.
49. The starting point for calculating quantity standards is the total current provision within a given area. Current provision usually has a high impact on aspirational future standards. Consequently, residents often base their judgement of need on or around current provision levels.
50. For natural and semi-natural greenspace, additional policy is being prepared by WFDC as part of a Green Infrastructure Plan. A requirement exists under Paragraph 109 of the NPPF requiring development to show a Net gain in biodiversity. This requirement will also influence the nature and extent of provision of natural and semi-natural greenspace that a future development will need to accommodate. It should therefore be sought when considering the future requirement for natural provision as part of a development.

3.3.1 Developing quantity standards

Open spaces

51. A current standard (on a 'per 1,000 population of head') is calculated by dividing the current level of provision for a typology by the identified population.
52. No current standard is set for cemetery provision. For burial space, provision should be determined by demand and remaining burial capacity.
53. The following current provision levels are set out within the Wyre Forest Open Space Assessment Report:

Table 3.15: Current provision levels for open space typologies

	Current provision (hectares per 1,000 population)			
	Parks and gardens	Natural & semi-natural	Amenity greenspace	Allotments
Wyre Forest	0.56	4.28	0.78	0.18

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Provision for children and young people

54. The table below sets out the current level of provision for children and young people in Wyre Forest.

Table 3.16: Current provision levels for children and young people

	Provision for children and young people
	(hectares per 1,000 population)
Wyre Forest	0.12

National quantity standards

55. Guidance on quantity levels is published by Fields in Trust (FIT) in its document *Beyond the Six Acre Standard* (2015). The guidance provides standards for three types of open space provision; parks and gardens, amenity greenspace and natural and semi-natural greenspace. The National Society of Allotment and Leisure Gardeners (NSALG) offers guidance on allotments.
56. Fields in Trust (FIT) suggests a 0.25 hectares per 1,000 population of equipped/ designated playing space as a guideline quantity standard.

Table 3.17: National quantity provision standards

Open space type	Quantity guideline (ha per 1000 population)
Parks and gardens	0.80
Amenity greenspace	0.60
Natural and semi-natural greenspace	1.80
Allotments	0.25
Play provision	0.25

3.3.2 Setting quantity standards

57. Shortfalls in quality and accessibility standards are identified across the District for different types of open space (as set out in Parts 3.1 and 3.2). Consequently, the Council should seek to ensure these shortfalls are not made worse through future development growth across the District. It is therefore recommended that the quantity standards for each typology are based on current provision levels.
58. Current provision usually has a high impact on aspirational future standards. Consequently, residents often base their judgement of need on or around current provision levels.

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Table 3.18: Recommended quantity standards

Typology	Recommended quantity standard (ha per 1,000 population)
Parks and gardens	0.56
Natural and semi-natural greenspace	4.28
Amenity greenspace	0.78
Allotment	0.18
Provision for children and young people	0.12

3.3.3 Applying quantity standards

Open space

59. The current provision levels can be used to help identify where areas of the local authority may have a shortfall against the recommended quantity standards for Wyre Forest. Tables 3.19 and 3.20 show the position for each sub-area as to whether it is sufficient or identified as having a shortfall against the recommended quantity standards for each type of open space.

Table 3.19: Current provision against recommended Wyre Forest quantity standard

Analysis area	Parks and gardens		Natural & semi-natural (Hectares per 1000 population)		Amenity greenspace		Allotments	
	0.56		4.28		0.78		0.18	
	Current provision	+ / -	Current provision	+ / -	Current provision	+ / -	Current provision	+ / -
Bewdley	0.30	0.26	9.71	5.43	1.65	0.87	-	0.18
Kidderminster	0.85	0.29	1.17	3.11	0.56	0.22	0.21	0.03
Rural East	-	0.56	12.68	8.40	1.67	0.89	0.22	0.04
Rural West	-	0.56	5.22	0.94	0.65	0.13	-	0.18
Stourport	0.84	0.28	6.49	2.21	0.67	0.11	0.18	level

60. Three analysis areas (Bewdley, Rural East and Rural West) have a shortfall identified against the recommended quantity standard for parks and gardens. Rural East and Rural West have the largest shortfalls due to no parks and gardens provision currently existing in these areas.
61. Kidderminster is the only analysis areas identified as having a shortfall in natural/semi-natural greenspace provision against the recommended standard for Wyre Forest. To some extent this can be attributed to the analysis areas large population density and urban character.
62. Three analysis areas (Kidderminster, Rural West and Stourport) have a shortfall identified against the recommended quantity standard for amenity greenspace. Kidderminster has the largest shortfall of 0.22 hectares per 1,000 head of population.

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63. Two analysis areas (Bewdley and Rural West) have a shortfall identified against the recommended quantity standard for allotments. Both analysis areas have a current shortfall of 0.18 hectares per 1,000 head of population due to no allotment provision currently existing in the areas.

Provision for children and young people

64. The table below shows the position for each sub-area as to whether it is sufficient or identified as having a shortfall against the recommended standard in term of provision for children and young people.

Table 3.20: Current play provision against recommended quantity standard

Analysis area	Hectares per 1000 population	
	Current provision	Sufficiency/deficiency against 0.12 recommended standard
Bewdley	0.12	level
Kidderminster	0.06	0.06
Rural East	0.05	0.07
Rural West	-	0.12
Stourport	0.36	0.24

65. Three analysis areas (Kidderminster, Rural East and Rural West) have a shortfall of provision against the recommended standard of provision per 1,000 head of population. The largest shortfall is in the Rural West Analysis Area due to there currently being no provision for children and young people existing in the area.

3.3.4 Identifying priorities

66. Areas identified as being sufficient in terms of meeting the recommended quantity standard for Wyre Forest should not be viewed as a tool for identifying surpluses of provision. The intention of Table 3.9 and 3.10 is to highlight areas of the District with shortfalls in open space provision.
67. The recommended quantity standards should be used to determine the open space requirements as part of new housing developments. In the first instance, all types of open space provision should look to be provided as part of new housing developments.
68. If this is not considered viable, the column signalling whether an analysis area is sufficient or has a shortfall against the recommended quantity standards may be used to help inform the priorities for each type of open space within each analysis area (i.e. the priorities will be where a shortfall has been identified).
69. For example, in the Kidderminster Analysis Area shortfalls are highlighted in natural/semi-natural greenspace, amenity greenspace and provision for children and young people (see Tables 3.9 and 3.10). The priority for new or enhanced provision in this area should be for these types of open space.

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70. In some instances, looking to provide onsite provision may not be viable or suitable. In such occurrences, offsite contributions should look to be sought as it may be more appropriate to seek to enhance the quality of existing provision and/or improve access and linkages to existing sites. This is particularly relevant for natural and semi-natural greenspace. For example, a development may be located within close proximity to an existing open space site. In such cases, it may be more beneficial for an offsite contribution to enhance existing sites and to avoid creation of small incremental spaces or unnecessary forms of provision so close to already existing sites.
71. Once quantity standards are established, they can be used to calculate how much open space provision per 1,000 people is required to strategically serve future development growth areas.

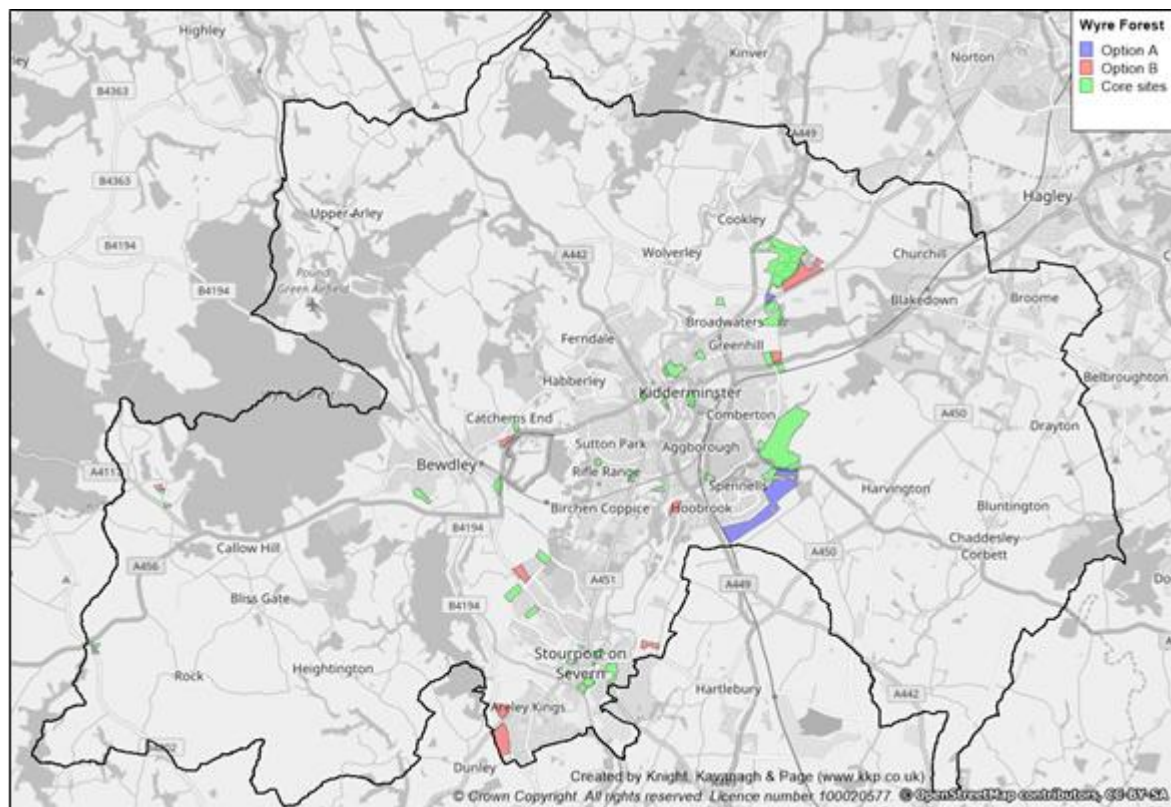
PART 4: HOUSING GROWTH IN WYRE FOREST

72. Future need for open space will arise from the population increases from potential housing growth areas and developments. This section sets out the future options for new dwellings during the Local Plan period (currently in the process of being reviewed at the time of writing).

4.1 Overview

73. As part of the Wyre Forest Local Plan Review being undertaken, Wyre Forest District Council has identified two options for new dwellings over the period to 2034. A number of dwellings are common to both options, this will deliver 4,572 dwellings across 27 sites in Kidderminster (3,401 dwellings), 14 sites in Stourport (876 dwellings) and nine sites in Bewdley and the Rural West of the District (295 dwellings).
74. In addition to the above, core housing developments, the Council is also considering two options (A and B) which will deliver an additional 1,380 (Option A) or 1,344 (Option B) dwellings. The map below identifies the core development sites in green and Options A and B in blue and red respectively.

Figure 4.1: Wyre Forest proposed new housing areas as of October 2016



As such there is a need for the Council to ensure that it develops robust planning policies that set out an approach to securing open space, sport and recreational facilities for the longer term, where appropriate via new housing developments in the area.

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75. Guidance should form the basis for negotiation with developers to secure contributions to develop new provision and/or the enhancement of existing forms of provision. Section 106 contributions or CIL (the Community Infrastructure Levy) should be used to improve the quality of existing forms of provision to enhance the capacity, appeal and use of sites.

4.2 Growth scenarios

76. Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from all new developments are secured to provide for the open space needs arising from the residents of a development.
77. Growth is presented in terms of number of dwellings. An average household occupancy rate per dwelling has been used to provide a growth population figure.
78. The proposed number of dwellings for each of the Preferred Options is set out below*:

Table 4.1: Number of dwellings by Preferred Option

Preferred Option	Number of dwellings	Total population [†]
Dwellings common to Option A and B	4,570	10,240
Total dwellings under Option A	5,950 (4,570 + 1,380)	13,330
Total dwellings under Option B	5,920 (4,570 + 1,340)	13,250

NB figures rounded

79. The anticipated number of dwellings by area for each of the Preferred Options is set out below:

Table 4.2: Number of dwellings for each area by Preferred Option

Preferred Option	Kidderminster		Stourport		Bewdley/Rural West	
	Number of dwellings	Total population	Number of dwellings	Total population	Number of dwellings	Total population
Dwellings common to Option A and B	3,400	7,620	880	1,960	300	660
Total dwellings under Option A	4,780	10,710	880	1,960	300	660
Total dwellings under Option B	3,940	8,820	1,580	3,530	410	910

NB figures rounded

* The data in this section was correct at time of the preparation of this report. However, as a consequence of ongoing refinement of the Preferred Options by WFDC until the date of publication, the precise numbers may vary slightly but the volume and spatial distribution will not be different.

[†] Based on an occupancy rate of 2.24 persons per household taken from the Wyre Forest Objective Assessment of Housing Need. Please note that this figure is for 2016 which is estimated to drop to 2.16 by 2034.

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80. Recognising that for large scale development proposals such as urban extensions most of the provision should look to be delivered on site; we have also separated out a scenario for the largest of these proposed in Wyre Forest as follows:

Table 4.3: Dwellings for large scale proposals

Scenario	Number of dwellings	Total population
Kidderminster East Urban Extension* (part of Option A scenario)	1,330	2,980
Kidderminster North Urban Extension (common to Option A and B)	600	1,340

NB figures rounded

81. The recommended quantity provision standards for Wyre Forest are applied in order to determine the need for open space provision as part of the development scenarios. These utilise the population figures estimated for each growth scenario as set out in section 4.2.

4.2.1 Scenario 1: Dwellings common to both Option A and B

Kidderminster

82. The scenario is identified as having capacity for approximately 3,400 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 7,620.
83. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.4: Open space requirement for Kidderminster Common to Option A and B

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	4.27
Natural and semi-natural	4.28	32.61
Amenity greenspace	0.78	5.71
Allotment	0.18	1.37
Provision for children and young people	0.12	0.91

* Includes Land at Stone Hill (south), Land off Stanklyn Lane and Land r/o Spennells & Easter Park

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Stourport

84. The scenario is identified as having capacity for approximately 880 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 1,960.
85. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.5: Open space requirement for Stourport Common to Option A and B

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	1.09
Natural and semi-natural	4.28	8.40
Amenity greenspace	0.78	1.53
Allotment	0.18	0.35
Provision for children and young people	0.12	0.23

Bewdley/Rural West

86. The scenario is identified as having capacity for approximately 300 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 660.
87. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.6: Open space requirement for Bewdley/Rural West Common to Option A and B

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	0.37
Natural and semi-natural	4.28	2.83
Amenity greenspace	0.78	0.51
Allotment	0.18	0.11
Provision for children and young people	0.12	0.07

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4.2.2 Scenario 2: Dwellings under Option A

Kidderminster

88. The scenario is identified as having capacity for approximately 4,780 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 10,710.
89. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.7: Open space requirement for Kidderminster under Option A

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	5.99
Natural and semi-natural	4.28	45.83
Amenity greenspace	0.78	8.35
Allotment	0.18	1.92
Provision for children and young people	0.12	1.28

Stourport

90. The scenario is identified as having capacity for approximately 880 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 1,960.
91. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.8: Open space requirement for Stourport under Option A

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	1.09
Natural and semi-natural	4.28	8.40
Amenity greenspace	0.78	1.53
Allotment	0.18	0.35
Provision for children and young people	0.12	0.23

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Bewdley/Rural West

92. The scenario is identified as having capacity for approximately 300 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 660.
93. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.9: Open space requirement for Bewdley/Rural West under Option A

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	0.37
Natural and semi-natural	4.28	2.83
Amenity greenspace	0.78	0.51
Allotment	0.18	0.11
Provision for children and young people	0.12	0.07

4.2.3 Scenario 3: Dwellings under Option B

Kidderminster

94. The scenario is identified as having capacity for approximately 3,940 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 8,820.
95. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.10: Open space requirement for Kidderminster under Option B

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	4.94
Natural and semi-natural	4.28	37.74
Amenity greenspace	0.78	6.87
Allotment	0.18	1.58
Provision for children and young people	0.12	1.05

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Stourport

96. The scenario is identified as having capacity for approximately 1,580 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 3,530.
97. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.11: Open space requirement for Stourport under Option B

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	1.97
Natural and semi-natural	4.28	15.09
Amenity greenspace	0.78	2.75
Allotment	0.18	0.63
Provision for children and young people	0.12	0.42

Bewdley/Rural West

98. The scenario is identified as having capacity for approximately 410 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 910.
99. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.12: Open space requirement for Bewdley/Rural West under Option B

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	0.51
Natural and semi-natural	4.28	3.88
Amenity greenspace	0.78	0.70
Allotment	0.18	0.16
Provision for children and young people	0.12	0.10

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4.2.4 Scenario 4: Urban Extensions

Kidderminster East Urban Extension (part of Dwellings under Option A)

100. The urban extension* is identified as having capacity for approximately 1,330 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 2,980. Given the large-scale nature of this scenario it is recommended that the open space requirements are sought to be provided as onsite provision.
101. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.13: Open space requirement for Kidderminster East Urban Extension

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	1.67
Natural and semi-natural	4.28	12.75
Amenity greenspace	0.78	2.32
Allotment	0.18	0.53
Provision for children and young people	0.12	0.35

Kidderminster North Urban Extension (part of Dwellings Common to Option A & B)

102. The urban extension is identified as having capacity for approximately 600 dwellings. Using the Wyre Forest occupancy rate of 2.24 persons per household this will result in a population growth of 1,340. Given the large-scale nature of this scenario it is recommended that the open space requirements are sought to be provided as onsite provision.
103. The recommended quantity standards for Wyre Forest are used to calculate the potential open space and play provision requirements as:

Table 4.14: Open space requirement for Kidderminster North Urban Extension

Typology	Quantity standard (ha per 1,000 population)	Open space requirement (hectares)
Parks and gardens	0.56	0.75
Natural and semi-natural	4.28	5.75
Amenity greenspace	0.78	1.05
Allotment	0.18	0.24
Provision for children and young people	0.12	0.16

* Includes development sites of Land at Stone Hill (south), Land off Stanklyn Lane and Land r/o Spennells & Easter Park

4.3 Open space requirements for individual development sites

104. The housing growth scenarios above consist of individual development sites. The specific open space requirements for each individual development site is set out in Table 4.15.
105. The exact nature and location of provision associated with these developments should be fully determined through the local planning process, which may in some instances, for example, include off site contributions in the form of enhancing existing sites where appropriate.
106. It is important that the Council secures appropriate contributions from new developments to provide for the needs arising from the residents of that development.
107. More specific requirements for the different types of open space needed as part of a development can be determined once more detail on housing numbers and types is known. For instance, if a development is to contain a significant amount of larger housing units than the development is likely to have a greater population. Consequently, the requirement for open space will be greater.
108. Similarly, if the types of units as part of a development contains a greater number of larger 'family' units than the population as part of the development could be assumed to feature a greater child population. Subsequently, the requirements for open space could reflect the likely needs of the new population (i.e. there may be a greater need for play provision and/or amenity greenspace as part of such a development).

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Table 4.15: Open space requirements for individual development sites

Location	Ref	Option	Total housing capacity	Population	Open Space Requirement (ha)				
					Parks	NSN	AGS	Allotment	Play
Bewdley									
Stourport Road (triangle), Bewdley	WA/BE/1	A & B	80	180	0.10	0.77	0.14	0.03	0.02
Land off Highclere	BR/BE/6	A & B	60	135	0.07	0.57	0.10	0.02	0.02
Land South of Habberley Road, Bewdley (The Gardens)	WA/BE/5	A & B	70	160	0.09	0.67	0.12	0.03	0.02
Catchems End, Bewdley	WA/BE/3	B	90	200	0.11	0.86	0.16	0.04	0.02
Kidderminster									
Land rear of Spennells / Easter Park	AS/10	A	200	450	0.25	1.92	0.35	0.08	0.05
Former Lea Street School Site	AS/6	A & B	24	55	0.03	0.23	0.04	0.01	0.01
Comberton Place	AS/1	A & B	28	65	0.04	0.27	0.05	0.01	0.01
Oasis Factory, Goldthorn Road, Kidderminster	FPH/6	A & B	91	205	0.11	0.87	0.16	0.04	0.02
Land rear of Baldwin Road, Kidderminster	OC/4	A & B	75	170	0.09	0.72	0.13	0.03	0.02
Captains and The Lodge, Bromsgrove Road, Stone	WFR/ST/1	A & B	135	300	0.17	1.29	0.24	0.05	0.04
Victoria Carpets Sports Ground, Spennells Valley Road, Kidderminster	AS/5	A & B	45	100	0.06	0.43	0.08	0.02	0.01
County Buildings and Blakebrook School Bewdley Road, Kidderminster	BHS/18	A & B	50	110	0.06	0.48	0.09	0.02	0.01
Sladen School, Hurcott Road, Kidderminster	BW/3	A & B	72	160	0.09	0.69	0.13	0.03	0.02
Stourminster School, Comberton	OC/11	A & B	56	125	0.07	0.54	0.10	0.02	0.02

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Location	Ref	Option	Total housing capacity	Population	Open Space Requirement (ha)				
					Parks	NSN	AGS	Allotment	Play
Road, Kidderminster									
Lea Castle Hospital	WFR/WC/15	A & B	600	1,345	0.75	5.75	1.05	0.24	0.16
Naylor's Field	FPH/18	A & B	35	80	0.04	0.34	0.06	0.01	0.01
Dowles Road Community Centre	FPH/17	A & B	11	25	0.01	0.11	0.02	0.00	0.00
Land Adjacent Hodge Hill Farm	OC/5	A & B	40	90	0.05	0.38	0.07	0.02	0.01
British Sugar Site Phase 2	FPH/10	A & B	70	155	0.09	0.67	0.12	0.03	0.02
Comberton Lodge Nursery, Comberton Road, Kidderminster	OC/12	A & B	10	20	0.01	0.10	0.02	0.00	0.00
Hurcott ADR	BW/4	A & B	200	450	0.25	1.92	0.35	0.08	0.05
Churchfields Business Park	BW/1	A & B	230	515	0.29	2.21	0.40	0.09	0.06
Land North of Stone Hill,	WFR/ST/3	A & B	70	160	0.09	0.67	0.12	0.03	0.02
Sion Hill School	WFR/WC/18	A & B	46	105	0.06	0.44	0.08	0.02	0.01
Limekiln Bridge	BW/2	A & B	150	335	0.19	1.44	0.26	0.06	0.04
Coopers Arms. Kidderminster	BHS/26	A & B	10	22	0.01	0.10	0.02	0.00	0.00
Yew Tree Inn, Chester Road North, Kidderminster	BW/6	A & B	10	22	0.01	0.10	0.02	0.00	0.00
78 Mill Street, Kidderminster	FHN/9	A & B	13	30	0.02	0.12	0.02	0.01	0.00
Park Lane Canalside	BHS/16	A & B	55	125	0.07	0.53	0.10	0.02	0.01
Land at Stone Hill (North)	OC/13	A & B	1200	2,690	1.51	11.50	2.10	0.48	0.32
Bromsgrove Street Area	BHS/2	A & B	75	170	0.09	0.72	0.13	0.03	0.02
Land rear of Baldwin Road (East part of site), Kidderminster	OC/4	B	75	170	0.09	0.72	0.13	0.03	0.02
Former British Sugar Settling Ponds, Wilden Lane, Kidderminster	FPH/1	B	100	225	0.13	0.96	0.17	0.04	0.03
Rural East									
Land south of Wolverley Road and Park Gate Lane, Kidderminster	WFR/WC/16	A	50	110	0.06	0.48	0.09	0.02	0.01

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Location	Ref	Option	Total housing capacity	Population	Open Space Requirement (ha)				
					Parks	NSN	AGS	Allotment	Play
Land off Stanklyn Lane	WFR/ST/2	A	330	740	0.41	3.16	0.58	0.13	0.09
Land at Stone Hill (South)	OC/13	A	800	1,790	1.00	7.67	1.40	0.32	0.22
East of Lea Castle	WFR/WC/32	B	360	805	0.45	3.45	0.63	0.15	0.10
Rural West									
Allotments, Upper Arley	WA/UA/4	A & B	10	20	0.01	0.10	0.02	0.00	0.00
New Road, Far Forest (South)	BR/RO/7	A & B	20	45	0.03	0.19	0.03	0.01	0.01
Clows Top	BR/RO/1	A & B	30	65	0.04	0.29	0.05	0.01	0.01
Land behind Orchard House, Far Forest	BR/RO/6	A & B	15	35	0.02	0.14	0.03	0.01	0.00
Land adjacent Tolland bungalow, Far Forest	BR/RO/4	A & B	5	10	0.01	0.05	0.01	0.00	0.00
Land to rear of Walnut Cottage	BR/RO/26	A & B	5	10	0.01	0.05	0.01	0.00	0.00
New Road, Far Forest (North)	BR/RO/7	B	20	45	0.03	0.19	0.03	0.01	0.01
Stourport									
County Buildings, Stourport	MI/1	A & B	40	90	0.05	0.38	0.07	0.02	0.01
Bridge Street Basins	AKR/1	A & B	27	60	0.03	0.26	0.05	0.01	0.01
Swan Hotel and Working Men's Club	AKR/7	A & B	20	45	0.03	0.19	0.03	0.01	0.01
Cheapside	AKR/2	A & B	72	160	0.09	0.69	0.13	0.03	0.02
Parsons Chain	MI/3	A & B	114	255	0.14	1.09	0.20	0.05	0.03
Baldwin Road	MI/5	A & B	52	115	0.07	0.50	0.09	0.02	0.01
Steatite Way, Stourport	MI/6	A & B	106	240	0.13	1.02	0.19	0.04	0.03
Land at Lickhill Road North (Bradley Paddocks and Field adjacent 17 Lickhill Road)	LI/6/7/8	A & B	152	340	0.19	1.46	0.27	0.06	0.04
Wyre Forest Golf Club	LI/2	A & B	80	180	0.10	0.77	0.14	0.03	0.02
Carpets of Worth, Stourport on Severn	AKR/20	A & B	170	380	0.21	1.63	0.30	0.07	0.05

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Location	Ref	Option	Total housing capacity	Population	Open Space Requirement (ha)				
					Parks	NSN	AGS	Allotment	Play
35 Mitton Street, Stourport	MI/28	A & B	15	35	0.02	0.14	0.03	0.01	0.00
Chichester Caravans, Vale Road, Stourport on Severn	MI/29	A & B	28	65	0.04	0.27	0.05	0.01	0.01
Land Rear of Stourport Manor	MI17	B	72	160	0.09	0.69	0.13	0.03	0.02
Land at Burlish Crossing	LI/5	B	157	350	0.20	1.51	0.27	0.06	0.04
Pearl Lane, Areley Kings	AKR14	B	340	760	0.43	3.26	0.59	0.14	0.09
Rectory Lane, Areley Kings	AKR/15	B	130	290	0.16	1.25	0.23	0.05	0.03

PART 5: POLICY ADVICE AND RECOMMENDATIONS

5.1 Recommendations

109. The following section provides a summary on the key findings application of the quantity, quality and accessibility standards. It incorporates and recommends what the Council should be seeking to achieve in order to address the issues highlighted.

Recommendation 1

- ◀ *Ensure low quality sites in areas are prioritised for enhancement*

110. The policy approach to these sites should be to enhance their quality to the applied standards (i.e. high quality) where possible. This is especially the case if the site is deemed to be of high value to the local community. Therefore, they should initially be protected, if they are not already so, in order for their quality to be improved.
111. The implications summary of the quality and value matrix (P14-17) identifies those sites that should be given consideration for enhancement if possible. Priority sites should be those highlighted as helping or with the potential to serve gaps in provision (see Recommendation 2)
112. It is also important for other low quality sites (that may also score low for value) to be addressed in terms of their quality deficiency if possible.

Recommendation 2

- ◀ *Sites helping or with the potential to serve areas identified as having gaps in catchment mapping should be recognised through protection and enhancement*

113. The implications summary for the accessibility catchment mapping (p19-20) highlights those sites that help or have the potential to serve gaps in provision. Furthermore, there are a number of sites across Wyre Forest with a multi-functional role which may serve (to some extent) the whole of the District.
114. Several existing strategic and multifunctional sites are highlighted by WFDC with the potential for enhancement. A brief summary to these sites is set out in Table 5.1:

Table 5.1: Opportunities at key existing sites

Site	Area	Description
Brinton Park	Kidderminster	Pending 2017 HLF bid with aim to restore heritage features and possible new additions.
Riverside Park	Stourport	Aim to increase and enhance use and experience of site to a regionally significant tourist and leisure destination as part of the Stourport Masterplan.
Spennells Valley	Kidderminster	Potential to remove derelict changing rooms on site and replace with a café/ice cream outlet. Current investigations to renovate the existing building into a community facility are ongoing.
Springfield Park	Kidderminster	Potential creation of a country style café. Would be in replacement of old changing rooms on site. Only considered if Stour Valley proposal is not a viable option.

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Site	Area	Description
Stour Valley Countryside Portal	Rural East	Potential creation of a country style café within or at the edge of Crossley Park retail park. Would offer connection to Wolverley village.
Wyre Forest Gateway	Bewdley	Potential of café on riverside offering safer cycling and walking trails between Wyre Forest and River Severn.

115. The Council should seek to ensure the role and quality of multi-functional sites through greater levels and diverse range of features linked to those types of open space. This is in order to provide a stronger secondary role as well as opportunities associated with other open space types. This may also help to minimise the need for new forms of provision in order to address gaps in catchments or as a result of potential new housing growth developments. This may particularly be the case in areas where the space to create new forms of provision is not an option.

Recommendation 3

- ◀ *Recognise areas with sufficient provision in open space and how they may be able to meet other areas of need*

116. If no improvements can be made to sites identified as lower value and/or lower quality and value (p14-17), then a change of primary typology should be considered.
117. If no shortfall in other open space types is noted (p23-24), or it is not feasible to change the primary typology of the site, only then the site may be redundant/ 'surplus to requirements'. Figure 3.1 (p13) should be used in considering the approach to lower quality and value sites.

Recommendation 4

- ◀ *The need for additional cemetery provision should be led by demand*

118. No standards have been set for the provision of cemeteries. Instead provision should be determined by demand for burial space.
119. There is believed to be remaining burial capacity to meet current requirements for the foreseeable future due to the new crematorium and cemetery opened in 2012, as part of a partnership between Wyre Forest District Council and Dignity. On this basis, there is a need to investigate options with regard to locations for future burial provision.

5.2 Implications

120. The following section sets out the policy implications in terms of the planning process in Wyre Forest. This is intended to help steer the Council in seeking contributions to the improvement and/or provision of any new forms of open space.

How is provision to be made?

121. The requirements for on-site or off-site provision will vary according to the type of open space to be provided. Collecting contributions from developers can be undertaken through the following two processes.
122. Community Infrastructure Levy (CIL) and Planning Obligations are the two main mechanisms available to the Council to ensure future development addresses any adverse impacts it creates. If required, Planning Conditions can be used to ensure that key requirements are met.

Planning obligations

123. Planning Conditions and Obligations (often known as Section 106 Agreements) require individual developments to provide or pay for the provision of development specific infrastructure requirements. They are flexible and deliver a wide range of site and community infrastructure benefits.
124. A development should make appropriate provision of services, facilities and infrastructure to meet its own needs. Where sufficient capacity does not exist, the development should contribute what is necessary either on-site or by making a financial contribution towards provision elsewhere.

Community Infrastructure Levy (CIL)

125. The CIL is a newer method of requiring developers to fund infrastructure facilities including open spaces. Charges are based on the size and type of new development. It will generate funding to deliver a range of District wide and local infrastructure projects that support residential and economic growth.
126. CILs are to be levied on the gross internal floor space of the net additional liable development. The rate at which to charge such developments is set out within a council's Charging Schedule. This will be expressed in £ per m².
127. More recently, in tandem with the Housing White Paper, an update to the DCLG consultation on CIL proposes it overhaul. The Government is to provide an update in the Autumn Statement (2017).

Seeking developer contributions

128. This document can inform policies and emerging planning documents by assisting in the Council's approach to securing open spaces through new housing development. The guidance should form the basis for negotiation with developers to secure contributions for the provision of appropriate facilities and their long term maintenance.

129. In smaller, infill, development areas where open space provision is identified as being sufficient in terms of quantity and subsequently, therefore, provision of new open space is not deemed necessary. It may be more suitable to seek contributions for quality improvements and/or new offsite provision in order to address any future demand.
130. In accordance with NPPG, contributions should not be sought from developments of 10 units or less, and which have a maximum combined gross floor space of no more than 1,000 square metres (gross internal area).

Off site contributions

131. If new provision cannot be provided on site it may be more appropriate to seek to enhance the quality of existing provision and/or improve access and linkages to existing sites. In some instances, a development may be located within close proximity to an existing site. In such cases, it may be more beneficial for an offsite contribution to enhance existing forms of provision and to avoid creation of small incremental spaces so close to pre-existing sites.
132. Standard costs for the enhancement of existing open space and provision of new open spaces should be clearly identified and revised on a regular basis by the Council.
133. A financial contribution should be, for example, required principally but not exclusively for the typologies identified in this document; subject to the appropriate authority providing and managing the forms of open space provision.
134. The wider benefits of open space sites and features regardless of size should be recognised as a key design principle for any new development. These features and elements can help to contribute to the perception of open space provision in an area, at the same time as also ensuring an aesthetically pleasing landscape providing social and health benefits.
135. The flowchart on p38 sets out in more detail the process that should be considered when determining contributions. For larger scale developments, the quantity standards should be used to help determine the requirements for open space provision as part of that development.

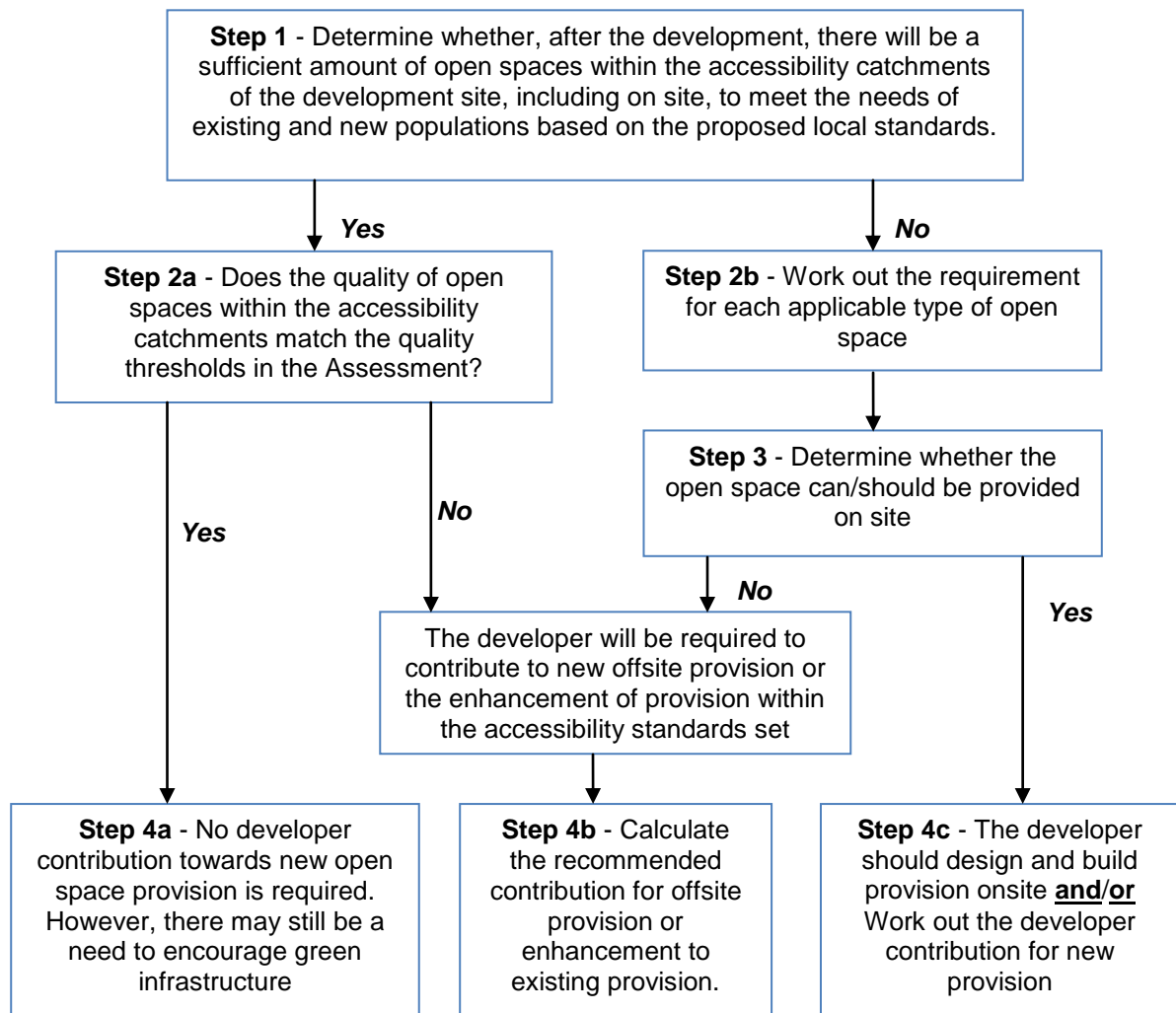
Maintenance contributions

136. There will be a requirement on developers to demonstrate that where onsite provision is to be provided it will be managed and maintained accordingly. In some instances, the site may be adopted by the Council, which will require the developer to submit a sum of money in order to pay the costs of the site's future maintenance. Often the procedure for councils adopting new sites includes:
- ◀ The developer being responsible for maintenance of the site for an initial agreed establishment period (i.e. a minimum of 15 years).
 - ◀ Sums to cover the maintenance costs of a site (once transferred to the Council) should be intended to cover an agreed set period.
137. Calculations to determine the amount of maintenance contributions required should be based on current maintenance costs. This should also be linked to inflation costs so it can be used to calculate the maintenance costs for future years.

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138. The typical maintenance costs for the site should also take into consideration its open space typology and size.
139. The figure below sets out the processes that should be considered when determining developer contributions towards open space, sport and recreation provision.

Figure 5.1: Determining developer contributions



140. In relation to Step 4a there may still be a need to encourage elements of green infrastructure as part of any development. It is important for the overarching principles of sustainable development to be followed.

Calculating onsite contributions

141. The requirement for open spaces could be based upon the number of persons generated from the net increase in dwellings in the proposed scheme, using the average household occupancy rate of 2.24 persons per dwelling. On this basis, 1,000 persons at 2.3 persons per household represent 446 dwellings.
142. The next stage is to calculate the open space requirement by typology per dwelling. This is calculated by multiplying 446 (dwellings) X the appropriate provision per dwelling by typology.
143. Using amenity greenspace as an example, the recommended standard is 0.78 ha per 1,000 population (7,800 sq. metres per 1,000 population) or 446 dwellings. Therefore, by dividing 7,800 sq. metres by 446 dwellings a requirement for 17.5 sq. metres of amenity greenspace per dwelling is obtained.

Equipped play areas recommendation

144. Residential developments should normally be required to meet the need for play provision generated by the development on site, either as an integral part of the design, or through payment of a development contribution which will be used to install or upgrade play facilities in the vicinity of a proposed development.
145. Whilst the norm has been to expect provision to be made on site, consideration needs to be given to the feasibility of provision.
146. The Fields in Trust (FIT) recommended minimum area of a formal LAP (Local Area for Play) is approximately 0.01ha, or 100 sq. metres per 1,000 population. Similarly, the FIT recommended area of a formal LEAP (Local Equipped Area for Play) is approximately 0.04 hectares, or 400 sq. metres per 1,000 population and for a NEAP (Neighbourhood Equipped Area for Play) is 0.10 hectares, or 1000 sq. metres, per 1,000 population. Therefore, a significant amount of new housing in a development would be required to warrant on-site provision of formal children's play space.
147. This means that for a significant number of development sites, formal children's play space provision may take the form of developer contributions to up-grade local equipped children's play facilities in the vicinity of the development. However, informal provision may still need to be made on site in locations where the nearest existing play provision is deemed too far away.
148. The extent to which the amount of the required provision should be made on site by way of informal provision would be determined on a case by case basis subject to site size, shape, topography, the risk of conflict with existing neighbouring residential properties and feasibility. Any informal provision can include useable informal grassed areas but should not include landscaping areas as these are regarded as formal provision.

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APPENDIX ONE: QUALITY AND VALUE MATRIX

Assessing the quality and value of open spaces is used to identify those sites which should be given the highest level of protection by the planning system, those which require enhancement in some way and those which may be redundant in terms of their present purpose. Further guidance on the quality and value matrix is set out on Page 8.

Bewdley Analysis Area

Amenity greenspace			
		Quality	
		High	Low
Value	High	114 Bark Hill Park 115 Greenacres Lane 124 Bewdley LC Playing Fields 168 Tanners Hill Ags 170 Severn Side North AGS 177 Riverside AGS 249 Beales Corner Riverside 250 Millenium Green, Wribbenhall 259 Open Space Adjacent To QEII Gardens	
	Low		166 Queensway

Churchyards and cemeteries			
		Quality	
		High	Low
Value	High	238 All Saints Church Wribbenhall	
	Low		

Natural and semi-natural greenspace			
		Quality	
		High	Low
Value	High		174 Snuff Mill Walk
	Low		

Provision for children and young people			
		Quality	
		High	Low
Value	High	113 Wyre Hill Play Area 117 Bark Hill Play Area 167 Shaw Hedge Road Play Area 178 Riverside North Play Area	187 Bewdley Leisure Centre Mapa
	Low		

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Civic spaces				
		Quality		
		High	Low	
Value	High	171 Severn Side North 172 Severn Side South		
	Low			

Parks and gardens				
		Quality		
		High	Low	
Value	High	175 QEII Gardens	231 Riverside North Park 248 Garden Of Rest	
	Low			

Kidderminster Analysis Area

Allotments				
		Quality		
		High	Low	
Value	High	52 Salisbury Drive Allotments 55 Aggborough Allotments 87 Railway Bridge Allotments 163 Comberton Allotments	56 Greatfield Road Allotments 79 Wilton Avenue Allotments 107 Rifle Range Allotments	
	Low		11 Chester Road Allotments	

Amenity greenspace				
		Quality		
		High	Low	
Value	High	25 King George VI Playing Field 26 Carpet Trades Way 27 Franche Road 28 Habberley Road 51 Habberley Road Sports Ground 76 Oxbow Way 78 Clensmore Street 81 Bentons Court 111 Bewdley Hill AGS 130 White Wickets 134 Spennells Valley Playing Fields 269 Lister Road AGS 274 Naylors Close Playing Field	2 Selba Drive 5 Sladen Playing Field 35 Captains Pool Road AGS 59 Heronswood 236 Woodbury Road AGS	
	Low		46 Jubilee Drive AGS 135 Green Adjacent to Viaduct Pub 181 Meridith Green 182 Ferguson Drive AGS 270 Clensmore Street AGS	

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Cemeteries				
		Quality		
		High	Low	
Value	High	31 Kidderminster Cemetery	67 St George's Churchyard	
		53 St John The Baptist Churchyard		
		68 St Marys Church		
	Low			

Civic space				
		Quality		
		High	Low	
Value	High	240 St Marys Civic Space		
	Low		241 Weavers Wharf Civic Space	

Provision for children and young people				
		Quality		
		High	Low	
Value	High	12 Forester Way Play Area	116 Grasmere Close Play Area	
		70 Kinver Avenue Play Area		
		84 Truro Drive Play Area		
		110 Willowfield Drive Play Area		
		119 Brinton Park Play Area		
		122 Jubilee Drive		
		133 Lister Road Play Area	131 Woodbury Road Play Area	
		164 Hoo Road Play Area		
		188 Baxter Gardens Play Area		
		190 Spennells Valley Play Area		
		193 Borrington Park Play Area		
		195 Wilton Avenue		
		196 St Georges Park Play Area		
		208 Springfield Park Play Area		
		271 King George V Playing Field Play Area		
		275 Dunlin Drive Play Area		
		278 Jerusalem Walk Play Area		
	Low		199 Clensmore Street Basketball Court	

Natural and semi-natural greenspace				
		Quality		
		High	Low	
Value	High	48 Blake Marsh Nature Reserve	32 Aggbrough Crescent	
		108 Devils Spittlefull and Rifle Range Nature Reserve		
		121 Spennells Valley Nature Reserve		
		280 Wilden Marsh		
	Low		123 Vicarage Farm Heath Nature Reserve	

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Parks and gardens				
		Quality		
		High	Low	
Value	High	10 Springfield Park 74 St George's Park 105 Broadwaters Park 118 Baxter Gardens 132 Brinton Park	21 Borrington Park	
	Low			

Rural East Analysis Area

Allotments				
		Quality		
		High	Low	
Value	High	16 Cookley Allotments 154 Hemmingway Allotments		
	Low			

Amenity greenspace				
		Quality		
		High	Low	
Value	High	73 Brown Westhead Park Playing Fields 143 Blakedown Millenium Green 160 Sebright Green 276 Land Adjacent to Wolverley Playing Fields	19 Cookley Playing Fields 20 Wolverley Playing Fields	
	Low		156 The Green 161 Bridge Road	

Cemeteries				
		Quality		
		High	Low	
Value	High	151 St Peters Churchyard, Broome 157 Harvington Hall Churchyard 158 St John the Baptist 246 St Peters Churchyard, Cookley 254 St James Churchyard 255 St James Cemetery 265 St James The Great, Churchill 266 St Michael's Church Rushock 267 St Mary's Church Stone	148 St Peters Arley 155 St Cassians Chaddesley Corbett Churchyard	
	Low			

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Provision for children and young people				
		Quality		
		High	Low	
Value	High	229 Blakedown Play Area 232 Wolverley Memorial Play Area	18 Cookley Playing Fields Play Area	
	Low			

Natural and semi-natural greenspace				
		Quality		
		High	Low	
Value	High	15 Kingsford Country Park 44 Hurcott Pool and Wood Nature Reserve Puxton and Stour Valley 49 Nature Reserves (Proposed Stour Valley Country Park) Habberley Valley Nature Reserve 69 281 Chaddesley Woods 282 Bishops Field 287 Staffordshire and Worcester Canal		
	Low			

Rural West Analysis Area

Amenity greenspace				
		Quality		
		High	Low	
Value	High	284 Rock Millennium Green	286 Bliss Gate Field	
	Low			

Cemeteries				
		Quality		
		High	Low	
Value	High	263 St Peter and St Paul's Church Rock 264 St Giles' Church Heightington	224 St Leonards Ribbesford 262 Holy Trinity Church Far Forest	
	Low			

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Provision for children and young people			
		Quality	
		High	Low
Value	High	256 New Forest Close Play Area 285 Bliss Gate Play Area	
	Low		

Natural and semi-natural greenspace			
		Quality	
		High	Low
Value	High	279 Wyre Forest	261 Callow Hill Show Ground 288 Arley Wood
	Low		

Stourport Analysis Area

Allotments			
		Quality	
		High	Low
Value	High	99 Abberley Avenue Allotments	145 Kingsway Allotments
	Low		

Amenity greenspace			
		Quality	
		High	Low
Value	High	37 Canal Basins Open Space 63 Manor Farm Park 98 Areley Common Recreation Ground	101 Dunley Road Ags 128 River Stour AGS 137 Riverside
	Low		39 Erneley Close 100 Wenlock Way Ags 127 Riverside Walk AGS

Cemeteries			
		Quality	
		High	Low
Value	High	45 St Bartholomews Church 64 St Michaels Church 268 All Saint's Church Wilden 277 Kidderminster Cemetery and Crematorium	
	Low		

WYRE FOREST DISTRICT COUNCIL OPEN SPACE STANDARDS PAPER

Provision for children and young people				
		Quality		
		High	Low	
Value	High	41 Hermitage Way Play Area 92 Garland Road Play Area 109 Areley Kings Play Area 214 Manor Park Farm Play Area 218 Riverside Play Area 221 Britannia Gardens Play Area 222 Hanstone Road	91 Wilden Top Play Area 216 Stourport Memorial Park Play Area	
	Low			

Natural and semi-natural greenspace				
		Quality		
		High	Low	
Value	High	14 Redstone Marsh Nature Reserve 47 Burlish Top Local Nature Reserve 66 Half Crown Wood Local Nature Reserve 97 Britannia Gardens 138 Hartlebury Common 283 Moorhall Marsh	42 The Dell NSN 141 Leapgate Country Park	
	Low			

Parks and gardens				
		Quality		
		High	Low	
Value	High	71 Riverside Park	62 Stourport Memorial Park 94 Stourport War Memorial Garden 126 Villeneuve-Le-Roi Gardens	
	Low			



WYRE FOREST PLAYING PITCH STRATEGY

ASSESSMENT REPORT

APRIL 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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ABBREVIATIONS

3G	Third generation (artificial turf)
AGP	Artificial grass pitch
ANOG	Assessing Needs and Opportunities Guide
BE	Bowls England
BC	Bowls Club
CC	Cricket Club
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FIT	Fields in Trust
GIS	Geographical Information Systems
IOG	Institute of Groundsmanship
KKP	Knight, Kavanagh and Page
LMS	Last Man Stands
LTA	Lawn Tennis Association
NGB	National Governing Body of Sport
NPPF	National Planning Policy Framework
PPS	Playing Pitch Strategy
PIP	Pitch Improvement Programme
RFC	Rugby Football Club
RFU	Rugby Football Union
S106	Section 106
TGR	Team Generation Rate
TC	Tennis Club
WFDC	Wyre Forest District Council

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

PART 1: INTRODUCTION AND APPROACH

1. This is the Playing Pitch Assessment Report prepared by Knight Kavanagh & Page (KKP) for Wyre Forest District Council (WFDC) and its partners. It will provide the necessary robustness and direction to inform decisions affecting the provision of outdoor sports facilities and to support sports development objectives. It forms part of a wider Open Space, Sport & Recreation Study.
2. This report presents a supply and demand assessment of playing pitch facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. It has been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches.
3. The guidance details a stepped approach to developing a PPS. These steps are separated into distinct stages:
 - ◀ Stage A: Prepare and tailor the approach (Step 1)
 - ◀ Stage B: Gather information and views on the supply of and demand for provision (Steps 2 & 3)
 - ◀ Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)
 - ◀ Stage D: Develop the strategy (Steps 7 & 8)
 - ◀ Stage E: Deliver the strategy and keep it robust and up to date (Steps 9 & 10)
4. Stages A to C are covered in this report.

Stage A: Prepare and tailor the approach

5. The primary purpose of the Playing Pitch Strategy (PPS) is to provide a strategic framework which ensures that the provision of outdoor playing pitches meet the local needs of existing and future residents across Wyre Forest. The Strategy is being produced in accordance with Sport England Playing Pitch Strategy Guidance (October 2013 as updated in March 2014) and the national planning guidance and provide robust and objective justification for future playing pitch provision throughout the District.
6. One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Why the PPS is being developed?

7. As part of the preparation of the current Core Strategy (Adopted 2010), the study "Open Space Sport and Recreation Assessment" was published in October 2008.
8. To support the current review of the Wyre Forest Local Plan the District Council wishes to prepare a new evidence base in respect of playing pitch, built facilities and other sport, leisure and open space requirements so that:
 - ◀ it can inform the preparation of the Local Plan Review Preferred Option and, in particular, the Pre-Submission version of the Local Plan Review
 - ◀ it is in conformity with recent Sport England guidance;

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

- ◀ it assists the Council to prepare a robust and up to date assessment of need to meet all of the requirements of the Framework, especially paragraph 73 of the NPPF and assist, where appropriate, the implementation of paragraph 74 of the NPPF;
 - ◀ the Council has an up-to-date robust overall assessment of supply/demand, and identification of new playing field and built facility requirements to meet the planned growth to enable the development of appropriate policy within the Local Plan Review;
 - ◀ the Council has an up-to-date robust assessment of informal leisure, open space and other green infrastructure assets' requirements to meet the needs of the Local Plan Review;
 - ◀ the Council has a robust evidence base to:
 - ◀ negotiate and apply provision at the major growth sites that may be proposed in the Local Plan Review.
 - ◀ inform the negotiation of public open space section 106 contributions with developers.
 - ◀ inform the infrastructure requirements as part of the preparation by the Council of a revised Infrastructure Delivery Plan and associated work on CIL, should the Council choose to pursue a CIL Charging Schedule.
- 9. The corporate approach of the Wyre Forest District Council Directorate of Community & Wellbeing is to concentrate investment in improving the quality of existing provision in the District. In respect of urban areas of the District, this often means that development is expected to contribute to off-site improvements. In the future as part of the Local Plan Review, if development is proposed on greenfield sites adjacent to the urban areas, then a more conventional approach of on-site provision may be appropriate.

Wyre Forest District Council: Core Strategy (2006-2026)

- 10. Wyre Forest's Core Strategy identifies the type of place the District will be in 2026. To achieve this, the strategy lists 13 key development objectives, which are listed below.

Table 1.2: WFDC's key development objectives

Number	Objective
1	To provide a range of high-quality, highly energy efficient, and affordable housing options for residents of all ages and needs to achieve sustainable communities.
2	To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3	Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
4	Support the viability of the District's villages and rural areas and assist in opportunities for diversification.
5	Safeguard and enhance the District's unique landscape character, Green Belt, natural environment and green infrastructure.
6	To conserve and enhance the District's heritage assets.
7	Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
8	Safeguard and replenish the District's rich and varied biodiversity and geodiversity, including that within the three town centres.
9	Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
10	Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Number	Objective
11	Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.
12	Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both the urban and rural areas
13	Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved health care and education across the District for the benefit of all residents.

11. To help foster healthy lifestyles, The District Council will resist the loss of any community services and facilities, including leisure facilities, unless an appropriate alternative is provided or, evidence is presented that the facility is no longer required and suitable alternative uses have been considered. Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.
12. The District Council is currently in the early stages of undertaking a Local Plan Review. The new Local Plan will replace the current Adopted Core Strategy, Site Allocations and Policies Local Plan and Kidderminster Central Area Action Plan. It is anticipated that the new Local Plan will be adopted in late 2017.

Sports Partnership Herefordshire and Worcestershire: Sports Facilities Framework 2010-2026

13. The Sports Facilities Framework 2010-2026 provides a strategic and coherent link between the West Midlands Regional Sports Facilities Framework (2007) and the relevant existing or emerging strategies of the individual local authorities and other key partners within the sub-region.
14. The Framework highlights gaps in facility provision across Herefordshire and Worcestershire, and identifies the most appropriate options to address them. In relation to the sports covered in this needs assessment, this framework recommends the following which are specifically related to the Wyre Forest District.
 - ✦ Badminton: A Community Badminton Centre should be developed in Wyre Forest District Council. The facility should be appropriately designed, with a minimum of a four court sports hall. The site should be located on a school site, ideally linked to an existing club.
 - ✦ Basketball: develop a specialist basketball centre in response to need, geographically spread in urban location to maximise accessibility. The Centre would need to be in a six court sports hall, however it doesn't specify which authority should house it.
 - ✦ Gymnastics: enhance existing provisions to cater for a wide range of disciplines.
 - ✦ Rowing: to improve access to rivers and improved club houses and ancillary facilities.
 - ✦ Swimming: Currently there is no 50m competition pool in the County. A feasibility study would be required to determine the viability. In addition, pools should have a minimum number of hours specified to support performance training.
15. The above Framework was developed at a time when local authorities were operating within a different financial climate and there was the opportunity to develop facilities through a range of funding initiatives including Sport England Grant funding, NGB funding and Building Schools for the Future. Therefore, it is relevant to note that today's financial climate is totally different and the aspiration to achieve these developments is somewhat curtailed.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Worcestershire Health and Wellbeing Board: Joint Health & Wellbeing Strategy 2016-21

16. The strategy's vision is to ensure Worcestershire residents are healthier, live longer, and have a better quality of life, especially those communities and groups whose health is currently the poorest. To achieve this vision, the key priorities are as follows:
- ✦ Good mental health and well-being throughout life.
 - ✦ Being active at every age.
 - ✦ Reducing harm from alcohol at all ages.
17. To achieve the priority of being active at every age, the strategy lists the key performance indicators:
- ✦ Reduce the number of children aged 4 - 5 classified as overweight or obese.
 - ✦ Reduce the number of children aged 10 – 11 classified as overweight or obese.
 - ✦ Increase cycling and walking travel measures for adults
 - ✦ Increase the number of adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer (CMO) recommended guidelines on physical activity.
 - ✦ Develop programmes for older people taking up Strength and Balance training.
 - ✦ Enhance the numbers of people, including volunteers, taking part in health walks.

Playing Pitch Strategy vision

18. *"To produce a robust and comprehensive Strategy which will provide the essential evidence base for informing decisions on planning and investment in the pursuit to provide appropriate outdoor sports provision for all."*
19. The strategy will run to 2021 (five years based on Sport England recommendations), but should be reviewed on an annual basis to keep it up-to-date and robust. The population projections will run to 2034 (in line with the Local Plan). The review and monitoring process will be developed in accordance with Stage E of the PPS guidance and adopted with the Strategy.

Key outcomes of the study

20. The outcomes of the study are identified as follows:
- ✦ Provide robust and up-to-date assessments of the needs and opportunities for new provision in the Local Plan Review period up to 2034.
 - ✦ Provide evidence to help protect and enhance existing playing pitch provision and other outdoor sports facilities.
 - ✦ Identify specific needs and quantitative or qualitative shortfalls or spare capacity.
 - ✦ Help to inform the assessment of planning applications.
 - ✦ Identify potential changes and their impact to the supply of provision due to capital programmes.
 - ✦ Provide a priority list of deliverable projects which will help to meet any current deficiencies and provide for future demands
 - ✦ Provide evidence to help secure internal and external funding.
 - ✦ Identify opportunities for asset transfer.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Meeting Sport England PPS requirements

21. In order to meet Sport England requirements there is a need to:
- ✦ Support the improving health and well-being and increasing participation in sport.
 - ✦ Identify sports development programmes and changes in how the sports are played.
 - ✦ Provide evidence to help protect and enhance existing provision.
 - ✦ Inform the development and implementation of planning policy.
 - ✦ Inform the assessment of planning applications.
 - ✦ Identify potential changes to the supply of provision due to capital programmes e.g. for educational sites.
 - ✦ Review budgetary pressures and ensure the most efficient management and maintenance of playing pitch provision.
 - ✦ Develop a priority list of deliverable projects that will help to meet any current deficiencies provide for future demands and feed into wider infrastructure planning work.
 - ✦ Prioritise internal capital and revenue investment.
 - ✦ Provide evidence to help secure internal and external funding.
22. One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.
23. Paragraphs 73 and 74 of the NPPF discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. A Playing Pitch Strategy will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.
24. Paragraph 76 and 77 promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

Scope

25. The following facility types are to be included in the study, as identified by the District Council:
- ✦ Football pitches (including grass and 3G pitches)
 - ✦ Rugby union pitches (including grass and 3G pitches)
 - ✦ Cricket pitches
 - ✦ Hockey pitches i.e. artificial grass pitches (AGPs)

Management arrangements

26. A Project Team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time, within the cost envelope and to the required quality standard to meet Sport England guidance.

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28. Further to this, the Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from the District Council, Sport England, Sports Partnership Herefordshire and Worcestershire and the pitch sport NGBs.
29. It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:
 - ◀ Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
 - ◀ Ensure implementation of the PPS's recommendations and action plan.
 - ◀ Monitor and evaluate the outcomes of the PPS.
 - ◀ Ensure that the PPS is kept up to date and refreshed.

Study area

30. Wyre Forest is a district in Worcestershire, covering the towns of Kidderminster, Stourport-on-Severn and Bewdley, and several civil parishes and their villages. Indeed, there are 12 parish town/councils covering the Area, some of which, own/manage playing pitch provision. It is bordered by the local authorities including South Staffordshire, Dudley, Bromsgrove, Wychavon and Malvern Hills.
31. The total population, from the 2015 Mid-Year Estimates in Wyre Forest was 99,5031 with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest (18%) compared to the West Midlands (15.9%). This age group will increase in size over the coming years as people live longer. These residents are likely to be retired and time rich, with a need to be as physically active as possible in order to remain independent. As a combination of factors, it suggests careful consideration should be given to the development of sport and physical activity offers within the area.
32. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

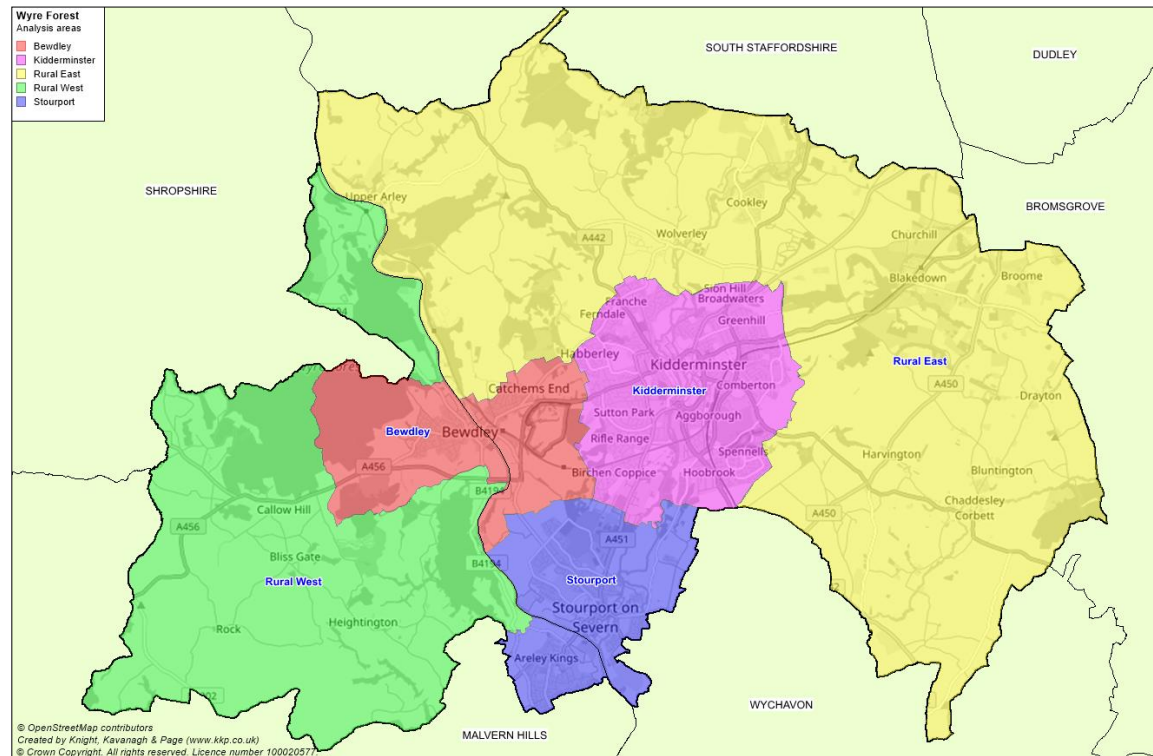
Sub areas

33. The District has been split into five distinct areas for the purpose of this study to further recognise how the different sports are played across District.
 - ◀ Bewdley
 - ◀ Stourport
 - ◀ Kidderminster
 - ◀ Rural East
 - ◀ Rural West

¹ Source: ONS 2015 Mid Year Estimate

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Figure 1.1: Study area map



Stage B: Gather information and views on the supply of and demand for provision

34. It is essential that a PPS is based on the most accurate and up-to-date information available for the supply of and demand for playing pitches. This section provides details about how this information has been gathered in Wyre Forest.

Gather supply information and views – an audit of playing pitches

35. PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order².
36. It should be noted that the reference to five years within the Order is purely in relation to whether Sport England should be consulted in a statutory capacity. The fact that a playing field may not have been marked out for pitch sport in the last five years does not mean that it is no longer a playing field. Definitions are as follows:

- ◀ **Playing pitch** – a delineated area of 0.2ha or more which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.
- ◀ **Playing field** – the whole of a site which encompasses at least one playing pitch.

² www.sportengland.org>Facilities and Planning> Planning Applications

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37. Although the statutory definition of a playing field is the whole of a site with at least one pitch of 0.2ha or more, this PPS takes into account smaller sized pitches that contribute to the supply side, for example, 5v5 mini football pitches. This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes artificial grass pitches (AGPs).
38. As far as possible the assessment report aims to capture all of the pitches within Wyre Forest. However, there may be instances, for example, on school sites, where access was not possible and has led to omissions within the report. Where pitches have not been recorded within the report they remain as pitches and for planning purposes continue to be so. Furthermore, exclusions of a pitch does not mean that it is not required from a supply and demand point of view.

Quantity

39. All playing pitches are included irrespective of ownership, management and use. Playing pitch sites were initially identified using Sport England's Active Places web based database. The Council and NGBs supported the process by checking and updating this initial data. This was also verified against club information supplied by local leagues. For each site the following details were recorded in the project database (which will be supplied as an electronic file):

- ✦ Site name, address (including postcode) and location
- ✦ Ownership and management type
- ✦ Security of tenure
- ✦ Total number, type and quality of pitches

Accessibility

40. Not all pitches offer the same level of access to the community. The ownership and accessibility of playing pitches also influences their actual availability for community use. Each site is assigned a level of community use as follows:
- ✦ **Community use** - pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
 - ✦ **Available but unused** - pitches that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
 - ✦ **No community use** - pitches which as a matter of policy or practice are not available for hire or used by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches, where play is restricted to the first or second team.
 - ✦ **Disused** – sites that are not being used at all by any users and are not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.
 - ✦ **Lapsed** - last known use was as a playing field more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 74 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria. It should be emphasised that the lawful planning use of a lapsed site is still that of a playing field.

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41. In addition, there should be a good degree of certainty that the pitch will be available to the community for at least the following three years. A judgement is made based on the information gathered and a record of secured or unsecured community use put against each site. NB: This refers to pitches in community use and not lapsed/disused sites.

Quality

42. The capacity of pitches to regularly provide for competitive play, training and other activity over a season is most often determined by their quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of a sport. In extreme circumstances it can result in a pitch being unable to cater for all or certain types of play during peak and off peak times.
43. It is not just the quality of the pitch itself which has an effect on its capacity but also the quality, standard and range of ancillary facilities. The quality of both the pitch and ancillary facilities will determine whether a pitch is able to contribute to meeting demand from various groups and for different levels and types of play.
44. The quality of all pitches identified in the audit and the ancillary facilities supporting them are assessed regardless of ownership, management or availability. Along with capturing any details specific to the individual pitches and sites, a quality rating is recorded within the audit for each pitch.
45. These ratings are used to help estimate the capacity of each pitch to accommodate competitive and other play within the supply and demand assessment.
46. In addition to undertaking non-technical assessments (using the templates provided within the guidance and as determined by NGBs), users and providers were also consulted on the quality and in some instances the quality rating was adjusted to reflect this.

Gather demand information and views

47. Presenting an accurate picture of current demand for playing pitches (i.e. recording how and when pitches are used) is important when undertaking a supply and demand assessment. Demand for playing pitches in Wyre Forest tends to fall within the following categories:
- ◀ Organised competitive play
 - ◀ Organised training
 - ◀ Informal play
48. In addition, unmet and displaced demand for provision is also identified on a sport by sport basis. Unmet demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches (and ancillary facilities) was available. Displaced demand refers to teams that are generated from residents of the area but due to any number of factors do not currently play within the area.
49. Current and future demand for playing pitches is presented on a sport by sport basis within the relevant sections of this report.

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50. A variety of consultation methods were used to collate demand information about leagues, clubs, county associations and national/regional governing bodies of sport. Face to face consultation was carried out with key clubs from each sport. This allowed for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed.
51. For data analysis purposes an online survey (converted to postal if required) was utilised. This was sent to all clubs not covered by face to face consultation.
52. Local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation. Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interviews. The response rates of such consultation are as follows:

Table 1.3: Summary of response rates

Sport	Total number	Number responding	Response rate	Methods of consultation
Football clubs	38	30	79%	Face to face
Football teams	140	125	89%	Online survey Telephone
Cricket clubs	16	13	81%	Online survey Telephone
Rugby union clubs	3	2	67%	Face to face Telephone
Hockey clubs	2	2	100%	Face to face Telephone
Primary schools	28	21	75%	Online survey Telephone
Secondary schools	5	4	80%	Face to face
Parish/town councils	12	12	100%	Face to face Online survey Telephone

Future demand

53. Alongside current demand, it is important for a PPS to assess whether the future demand for playing pitches can be met. Using population projections, and proposed housing growth (if available), an estimate can be made of the likely future demand for playing pitches.

Housing growth

54. Notwithstanding ONS figures on population growth, it is recommended that regard is given to Wyre Forest's housing need, which is listed in Wyre Forest District Core strategy (Policy DS05). The Local Authority plan to deliver 4,000 net additional dwellings for the period covering 2006 – 2026.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

55. During 2009 the Council undertook a Strategic Housing Land Availability Assessment (SHLAA) to assess the indicative capacity for potential residential sites within the District and to inform the production of the Local Development Framework. The sites identified through the SHLAA process have also been subject to an independent viability appraisal. Based on this evidence provided and reflecting the principle to provide the majority of new housing development within the main towns of Kidderminster and Stourport-on-Severn, the table below sets out the level of housing that could be delivered within each five year phasing period.

Table 1.4: Anticipated level of housing delivery that could occur within the District's settlements

Location	2006-2011	2011-2016	2016-2021	2021-2016
Kidderminster	630	780	660	400
Stourport	330	680	160	70
Bewdley	100	80	-	-
Rural areas	140	90	160	-
Total	1200	1630	980	470

Population growth

56. The resident population in Wyre Forest is recorded as 99,503³ and by 2034 (in line with the Local Plan Review timeframe), the District's population is projected to increase to 103,999⁴ an increase of 4,496 (or equivalent to a percentage increase of 4.5%) according to ONS data.
57. Team generation rates (TGRs) are used to provide an indication of how many people it may take to generate a team (by gender and age group), in order to help estimate the change in demand for pitch sports that may arise from any population change in the study area.
58. Future demand for pitches is calculated by adding the percentage increases, to the ONS population increases in each analysis area. This figure is then applied to the TGRs and is presented on a sport by sport basis within the relevant sections of this report. Other information sources that were used to help identify future demand include:
- ✦ Recent trends in the participation in playing pitch sports.
 - ✦ The nature of the current and likely future population and their propensity to participate in pitch sports.
 - ✦ Feedback from pitch sports clubs on their plans to develop additional teams.
 - ✦ Any local and NGB specific sports development targets (e.g. increase in participation).

Stage C: Assess the supply and demand information and views

59. Supply and demand information gathered within Section B was used to assess the adequacy of playing pitch provision in Wyre Forest. It focused on how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

³ Source: ONS 2015 Mid-Year Estimate

⁴ Source: ONS 2012-based projections 2012-2037. Released: 29 May 2014

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Understand the situation at individual sites

60. Qualitative pitch ratings are linked to a pitch capacity rating derived from NGB guidance and tailored to suit a local area. The quality and use of each pitch is assessed against the recommended pitch capacity to indicate how many match equivalent sessions per week (per season for cricket) a pitch could accommodate.
61. This is compared to the number of matches actually taking place and categorised as follows, to identify:

Potential spare capacity: Play is below the level the site could sustain.	
At capacity: Play is at a level the site can sustain.	
Overused: Play exceeds the level the site can sustain.	

Develop the current picture of provision

62. Once capacity is determined on a site by site basis, actual spare capacity is calculated on an area by area basis via further interrogation of temporal demand. Although this may have been identified, it does not necessarily mean that there is surplus provision. For example, spare capacity may not be available when it is needed or the site may be retained in a 'strategic reserve' to enable pitch rotation to reduce wear and tear.
63. Capacity ratings assist in the identification of sites for improvement/development, rationalisation, decommissioning and disposal.

Develop the future picture of provision - scenario testing

64. Modelling scenarios to assess whether existing provision can cater for unmet, displaced and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future.

Identify the key findings and issues

65. By completing Steps 1-5 it is possible to identify several findings and issues relating to the supply, demand and adequacy of playing pitch provision in Wyre Forest. This report seeks to identify and present the key findings and issues, which should now be checked, challenged and agreed by the Steering Group prior to development of the Strategy (Section D).
66. The following sections summarise the local administration of the main grass pitch sports in Wyre Forest. Each provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities to/for the local community and, the governing body of each sport and regional strategic plan (where they exist). Local league details are provided in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are summarised.

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PART 2: FOOTBALL

2.1: Introduction

67. Worcestershire County FA is the primary organisation responsible for the development of football in Wyre Forest. It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.
68. This section of the report focuses on the supply and demand for grass football pitches. Part 3 captures supply and demand for third generation (3G) artificial grass pitches (AGPs). In the future, it is anticipated that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

Consultation

69. In addition to face to face consultation with key clubs, an electronic survey was sent to all football clubs playing in Wyre Forest and leagues accommodating Wyre Forest based teams with contact details having been provided by the Worcestershire County FA. Consultation (either through a survey or face to face interview) represents a 79% club response rate and an 89% team response rate. The results are used to form key issues within this section of the report. The following clubs and league were met with face to face or consulted via telephone:

- ✦ Areley Kings Youth FC
- ✦ Bewdley Town FC
- ✦ Kidderminster Athletic FC
- ✦ Mostyn Rangers Youth FC
- ✦ Rock Sports FC
- ✦ Rock Sports Youth FC
- ✦ Wilden Village FC
- ✦ Kidderminster Sunday League

2.2: Supply

70. The audit identifies a total of 97 grass football pitches within Wyre Forest across 33 sites. Of these, 85 are available, at some level, for community use across 25 sites, as presented in the table below. The Kidderminster Analysis Area contains the most community available pitches (30), whereas the Rural West Analysis Area contains the least amount (five).

Table 2.1: Summary of grass football pitches available to the community

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Bewdley	4	-	2	1	-	7
Kidderminster	10	-	8	7	5	30
Rural East	12	-	4	6	-	22
Rural West	4	-	-	1	-	5
Stourport	9	2	4	4	2	21
Wyre Forest	39	2	18	19	7	85

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71. There are a large number of adult pitches identified in Wyre Forest when compared to other pitch sizes, which reflects that the majority of teams use adult pitches. It should be noted, however, that nationally many youth 11v11 teams are playing on adult pitches, which may in part be due to a lack of dedicated youth 11v11 pitches rather than a preference for adult pitches.
72. In accordance with the FA Youth Review, u17s and u18s can play on adult pitches. The FA's recommended pitch size for adult football is 100x64 metres. The recommended size of a youth pitch is 91x55 metres for u16s and u15s, 82x50 metres for u14s and u13s and 73x46 metres for u12s and u11s. The recommended size for 7v7 pitches (u10s and u9s) is 55x37 metres and for 5v5 pitches (u8s and u7s) it is 37x27 metres.
73. Please refer to the FA website page to view pitch and goal posts sizes in more detail:
<http://www.thefa.com/my-football/football-volunteers/runningaclub/yourfacilities/technicalstandards.aspx>
74. In Wyre Forest, 39 youth 11v11 (u13-u16) teams currently use adult pitches and the following sites contain adult pitches that are used solely by youth 11v11 teams. These sites can therefore provide a starting point to increase youth 11v11 provision as no adult teams would be adversely affected by a pitch re-configuration (although there may be a need to retain adult pitches if shortfalls are identified).
- ◀ Bewdley Leisure Centre
 - ◀ Habberley Sports Field

Management

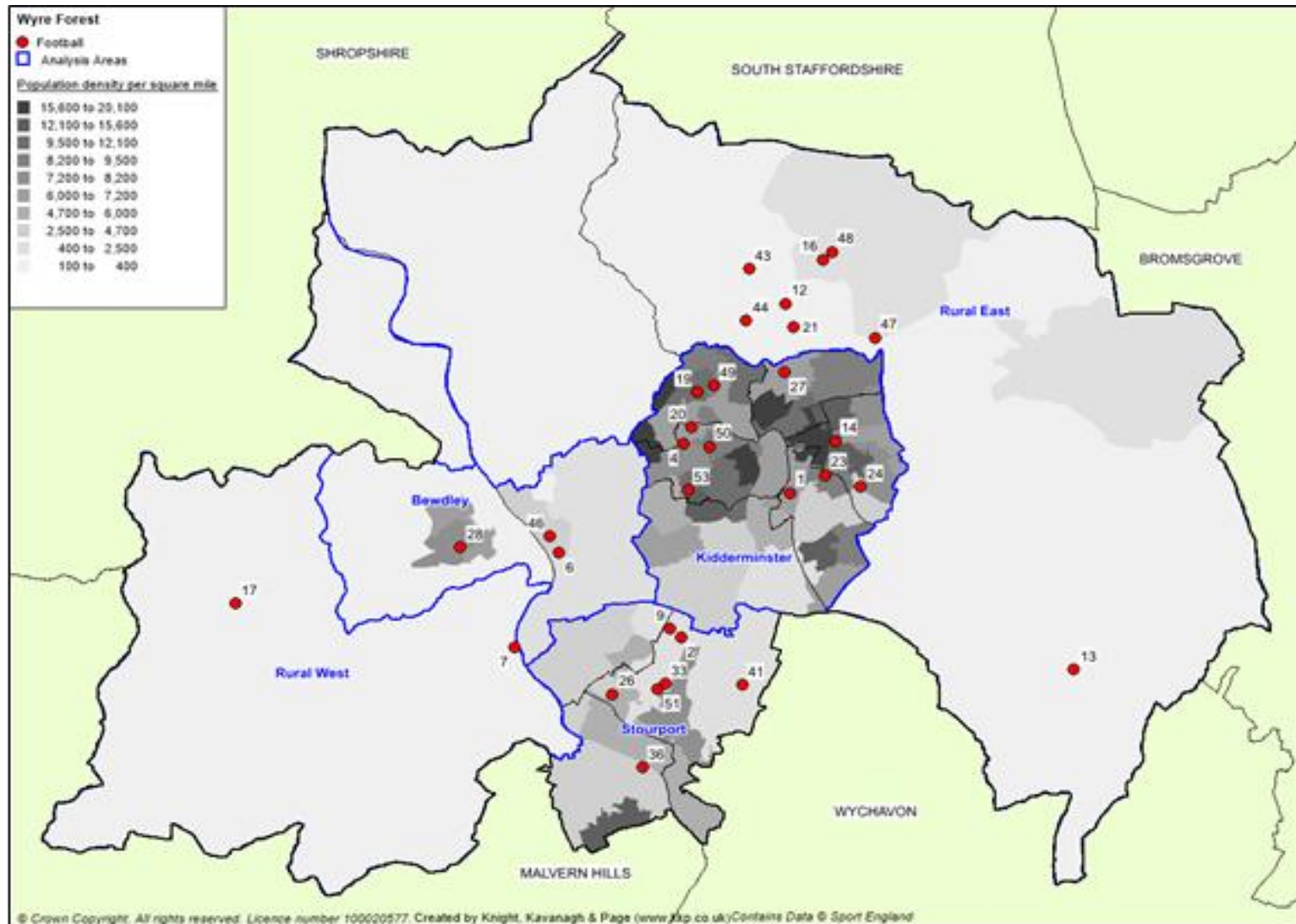
75. Of community available pitches, six are managed by Places for People Leisure on behalf of the District Council, which is responsible for the maintenance of those pitches; 25 by schools/colleges/universities, 39 by sports clubs, 14 by local leagues and the remaining one is privately managed.

Future Supply

76. In the near future work is to commence at Birmingham Metropolitan College by Severn Trent Water. This work will result in three adult pitches being removed and resupplied on the site. Once the work has completed the three adult pitches will then be established once again, resulting in an overall increase of three adult pitches on this site.

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Figure 2.1: Location of all football pitches in Wyre Forest



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Pitch quality

77. The quality of football pitches in Wyre Forest has been assessed via a combination of site visits (using non-technical assessments as determined by The FA) and user consultation to reach and apply an agreed rating as follows:
- ◀ Good
 - ◀ Standard
 - ◀ Poor
78. Pitch quality primarily influences the carrying capacity of a site; often pitches lack the drainage and maintenance necessary to sustain levels of use. It is likely that pitches which receive little to no ongoing repair or post-season remedial work will be assessed as poor, therefore limiting the number of games able to take place each week without it having a detrimental effect on quality. Conversely, well maintained pitches which are tended to regularly are likely to be of a higher standard and capable of taking a number of matches without a significant reduction in surface quality.
79. Private sites (e.g. sports clubs) typically offer better quality facilities than Council parks/playing fields and school pitches. In general, such sports clubs tend to have dedicated ground staff or volunteers working on pitches and the fact that they are often secured by fencing prevents unofficial use. The maintenance of Council sites tends to be less frequent and unofficial use of these sites can further exacerbate quality issues.
80. The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (50-80%), Poor (<50%). The final quality ratings assigned to the sites also take into account the user quality ratings gathered from consultation.
81. The table below summarises the quality of pitches that are available for community use. In total, two pitches are assessed as good quality, 65 as standard quality and 17 are deemed to be poor quality.

Table 2.2: Pitch quality assessments (community use pitches)

Adult pitches			Youth pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
-	29	10	-	16	4	2	20	4

82. The non-technical pitch quality audit shows that the majority of pitches are standard quality. The majority of football pitches in the District have been leased to Worcestershire FA or have, in turn, sub-leased or licensed sites to clubs or leagues. Those sites tend to receive a basic level of maintenance that is restricted to bi-weekly grass cutting, annual seeding of goalmouths and annual aeration. The majority of pitches within schools also receive basic maintenance. Maintenance of pitches at club sites varies; some clubs hire dedicated ground staff whilst others depend on remedial work by volunteers that is often limited by cost and a lack of specialised equipment.
83. Overall, 76% of the adult pitches available for community use are assessed as standard quality, 24% as poor quality and none are good quality. Whilst 20% of youth pitches available to the community are poor quality and 80% are standard quality. The only good quality pitches are mini 7v7 size, which makes up only 8% of the mini pitches available for community use in Wyre Forest. The majority of mini pitches available for community use are standard quality (77%), whilst 15% are deemed poor quality.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

84. The most common factors attributed to pitch quality are a need for drainage work and more frequent maintenance.

Overmarked pitches

85. Overmarking of pitches can cause notable damage to the surface quality and lead to overuse beyond recommended capacity. In some cases, mini pitches may be marked onto senior pitches or mini matches may be played widthways across adult or youth pitches. This can lead to targeted areas of surface damage due to a large amount of play focused on high traffic areas, particularly the middle third of the pitch. Overmarking of pitches not only influences available capacity, it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time.
86. There are also a number of pitches marked onto or overlapping cricket outfields. This creates availability issues as the cricket season begins in April when the football season is still ongoing and the football season begins in August as cricket fixtures are still being played. Generally, cricket is given priorities at such sites, meaning football teams either have to finish their season early or have to relocate to another site. The table below highlights all sites containing over marked pitches.

Table 2.3: Sites containing over marked pitches

Site ID	Site	Pitch Quality	Comments
6	Bewdley Leisure Centre	Standard	An adult pitch is over marked with a youth 9v9 pitch.
12	Brown Westhead	Standard	Two adult pitches are over marked by youth 9v9 pitches.
13	Chaddesley Corbett Sports Ground	Standard	One adult pitch which overlaps a cricket outfield.
14	Chester Road Cricket Ground	Poor	Two mini 7v7 and two youth 9v9 pitches all marked on a cricket outfield.
16	Cookley Playing Fields	Standard	Two adult, two mini 7v7 and one youth 9v9 pitch all marked on a cricket outfield.
17	Far Forest Society Pavilion and Sports Ground	Poor	A mini 7v7 pitch is over marked on an adult pitch.
20	Habberley Sports Field	Standard	Two adult pitches are over marked with a youth 9v9 pitches; and two youth 9v9 pitches are over marked with mini 7v7 pitches.
41	Wilden Top	Standard	One adult pitch is over marked with a youth 9v9 pitch.
44	Wolverley Playing Fields	Standard	An adult pitch is over marked with a youth 9v9 pitch.

87. It is also worth noting that although pitches at Lea Castle Drive are not technically over marked, however, due to the proximity of the third adult pitch to the first, matches cannot be played on those two pitches concurrently.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Ancillary facilities

88. The term ancillary facilities take into account clubhouse buildings, changing facilities and car parking, amongst other things but excluding the playing pitches. Clubs which have reported information regarding ancillary facilities have rated them on a good, standard or poor quality rating. The following comments were made regarding ancillary provision at sites used by football clubs:

Table 2.4: Comments on ancillary facilities

Site	Analysis area	Pitches served	Comments
Areley Kings Sports Ground	Stourport	5	Good quality ancillary facilities.
Baxter Business and Enterprise College	Kidderminster	1	Adequate ancillary facilities made available for community use.
Bewdley Leisure Centre	Bewdley	3	Good quality ancillary facilities with officials and teams have own showers.
Bewdley Town Football Club	Rural West	2	Good quality ancillary facilities.
Birmingham Metropolitan College (Centre of Sporting Excellence)	Stourport	7	Currently having to utilise class rooms as changing facilities and no showers available. Also the car park is inadequate.
Brown Westhead	Rural East	10	Adequate changing facilities but the boiler is an inadequate size for the facility.
Chaddesley Corbett Sports Ground	Rural East	1	Adequate changing facilities which are shared with rugby union and cricket clubs.
Cookley Playing Fields	Rural East	5	Good quality ancillary facilities.
Far Forest Society Pavilion and Sports Ground	Kidderminster	3	Good quality ancillary facilities.
Habberley Sports Field	Kidderminster	11	Adequate changing facilities with shared showers and toilets.
King Charles I Secondary School	Kidderminster	1	Good quality ancillary facilities.
Lea Castle Drive	Kidderminster	3	Four poor quality changing facilities which have no electricity, gas nor water. The building has suffered from a high amount of vandalism.
Springfield Park	Kidderminster	2	Adequate changing facilities but the boiler is an inadequate size for the facility.
Stourport Swifts FC	Stourport	1	Adequate changing facilities which have been subject to recent vandalism.
Wilden Top	Stourport	3	Good ancillary facilities with self contained showers and toilets.
Wolverley Ce Secondary Schools	Rural East	3	Good quality ancillary facilities.
Wolverley Playing Fields	Rural East	3	Good quality ancillary facilities but with smashed windows.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Security of tenure

89. Tenure of sites in Wyre Forest is generally secure i.e. through a long term lease or a guarantee that the pitch will continue to be provided over the next three years, with most sites ensuring community use is available.
90. In general, no clubs report major issues with current ownership or lease agreements, Some clubs may aspire to acquire land through an asset transfer or long term lease, however, each club and site should be individually considered prior to a final decision being made.
91. Tenure of some sites does remain unsecure, notably at schools and academies which state their own policies and are more likely to restrict levels of community use. A reason for this may be that a school has questioned the profitability and benefits of community use, noting that the damage caused and the expense of staffing offsets any income.
92. Many sites owned by the District Council have been leased to Worcestershire FA which has, in turn, sub-leased or licensed those sites to clubs or leagues. Kidderminster & District Sunday League has a licence on Brown Westhead, Springfield Park and White Wickets. The League reports that although it has a licence on White Wickets the site is no longer used due to the reported poor quality of the site.

Football pyramid demand

93. Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league above if the ground requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with 'A' being the requirements for Step 1 clubs. There are three clubs in Wyre Forest that play within the football pyramid:
 - ✦ Bewdley Town FC – Step 6
 - ✦ Kidderminster Harriers FC – Step 2
 - ✦ Stourport Swifts FC – Step 5
94. None of the aforementioned clubs reported concerns regarding whether they are meeting the league requirements at their respective home venues. It is therefore assumed that none of the three clubs has an issue with meeting ground grading standards.

2.3: Demand

95. A total of 140 teams were identified as playing within Wyre Forest across 38 clubs. This consists of 32 men's teams, 4 women's teams, 54 youth boys' teams, eight youth girls' teams, one girl's mini soccer team and 41 mixed mini soccer teams.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 2.5: Summary of competitive teams currently playing in Wyre Forest

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Bewdley	1	1	4	1	-	7
Kidderminster	8	9	2	10	14	43
Rural East	14	22	6	4	2	48
Rural West	3	3	-	-	-	6
Stourport	10	7	8	7	4	36
Wyre Forest	36	42	20	22	20	140

96. The majority of teams play in the Rural East Analysis Area (48 teams), with the fewest number of teams playing in the Bewdley Analysis Area (seven teams). This does not correspond with there being more pitches in the Kidderminster Analysis Area. However, a close inspection of the figures suggests that the majority of teams play in the Rural East and Kidderminster Areas which does correlate with these two areas having the most number of pitches. The most prevalent playing format in Wyre Forest is youth 11v11 football (42 teams).
97. The way in which people want to play football is changing, especially for adult men. There is a national trend of players opting to play small sided versions of the game as people want to be able to fit it into busy lifestyles. Shorter versions of the sport allow players to do this, and if this trend continues there is likely to be demand for more access to 3G pitches.

Football leagues

98. In Wyre Forest the main football leagues supported by clubs from the area are:
- ✦ Kidderminster & District Sunday League
 - ✦ Mercian Fortis Junior Football League
 - ✦ Stourbridge & District Youth & Girls Football League
 - ✦ Stourport & District Youth Football League
99. The Kidderminster & District Sunday League has seen a decrease in the number of teams participating over the past few seasons. It currently has 63 teams across five divisions, where as in the 2014/15 season it had 71 teams across six divisions. It is suggested by the League that pitch quality across the District, a lack of interest and ancillary provision quality all contribute to this reduction in team numbers. The League recognises that it loses six teams per season, on average, whilst minimal additions offset some of the losses.
100. Both the Mercian Fortis Junior Football League and Stourbridge & District Youth & Girls Football League run concurrent boys' and girls' leagues. This is not the case in the Stourport & District Youth Football League which is a boys' only league.

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Latent & unmet demand

101. Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list due to a lack of pitch provision, which in turn is hindering the growth of the league. Latent demand is when clubs feel that a lack of pitches is preventing the creation of squads. No clubs report unmet or latent demand being an issue within Wyre Forest.

Displaced demand

102. Displaced demand refers to teams that are currently accessing pitches for their home fixtures or training outside of the area in which they are registered, normally because their pitch requirements cannot be met. Currently there is only one club registered in Wyre Forest that has a team playing fixtures outside of the area, Redman FC, which is displaced to compete in Worcestershire FA Summer League that operates on a central venue basis at Worcester University and Bromsgrove. However, as this is not due to a lack of pitch access, this is not accounted for within the supply and demand analysis.
103. There is also one team that reports being displaced out of Wyre Forest to access adequate training facilities. Sporting Rangers FC has a senior men's team which accesses provision at a school in Stourbridge (Dudley) for its training demand.

Future demand

104. Future demand can be defined in two ways, through participation increases and using population forecasts.

Population increases

105. Team generation rates are used to calculate the number of teams likely to be generated in the future (2034) based on population growth. It is predicted that there will be a possible increase of six youth boys' teams, whilst participation increases within other age groups will be accommodated within existing squads.

Table 2.6: Team generation rates (2034)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men (16-45)	16,618	32	1:519	16,326	31	0
Senior Women (16-45)	16,563	4	1:4141	15,592	3	0
Youth Boys (12-15)	3,119	54	1:58	3,495	60	6
Youth Girls (12-15)	2,890	8	1:361	3,195	8	0
Mini-Soccer Mixed (6-9)	4,330	42	1:103	4,364	42	0

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Table 2.7: Analysis area Team generation rates 2034

Age group	Additional teams that may be generated from the increased population (by Analysis Area)					
	Bewdley	Kidderminster	Rural East	Rural West	Stourport	Total ⁵
Senior Men's (16-45)	0	0	0	0	0	0
Senior Women (16-45)	0	0	0	0	0	0
Youth Boys (12-15)	0	1	2	0	0	3
Youth Girls (12-15)	0	0	0	0	0	0
Youth Boys (10-11)	0	0	0	0	0	0
Youth Girls (10-11)	0	0	0	0	0	0
Mini-Soccer Mixed (8-9)	0	0	0	0	0	0
Mini-Soccer Mixed (6-7)	0	0	0	0	0	0

106. Team generation rates (TGRs) based on future population growth, by analysis area, indicate that participation is anticipated to increase for youth boys teams only. Forecasts suggest that participation increases are enough to amount to the creation of at least:

◀ 3 youth 11v11 boys' teams

107. TGRs are based exclusively on future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. Similarly, TGRs cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus on developing girl's football nationally which is likely to lead to more girls' teams in the future and therefore increased demand for pitches.
108. It is important to note that there has been a recent decrease nationally in participation at adult level and that the number of FA affiliated adult teams playing competitive football has dropped. Similarly, there has been a decline in the number of youth players making the transition from youth football to adult leagues.

Participation increases

109. A number of clubs report aspirations to increase the number of teams they provide. Of the clubs which quantify their *potential* increase, there is a predicted growth of 16 teams equating to 0.5 adult, three youth 11v11, 2.5 youth 9v9 and two mini 5v5 match equivalent sessions.

⁵ When applied District wide, team generation rates forecast the total new participants sufficient to create an additional 50 teams. However, participation increases are not sufficient to equate to the creation of whole teams in some Areas, for example in practice only four whole teams can be created from increases equivalent to 4.5 teams. Therefore, when team generation rates are applied on an Analysis Area level, in practice it is likely that 41 new teams can be created with residual demand from participants additional to this likely to form part of existing squads.

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Table 2.8: Potential team increases identified by clubs

Club	Analysis area	Future demand	Match equivalent sessions ⁶	Pitch type
Sporting Rangers FC	Rural East	1 x mini 5v5	0.5	Mini 5v5
Cookley Sports FC	Rural East	2 x mini 5v5	1	Mini 5v5
		2 x youth 9v9	1	Youth 9v9
		2 x youth 11v11	1	Youth 11v11
Ferndale Youth FC	Rural East	1 x mini 5v5	0.5	Mini 5v5
Kidderminster Harriers DC	Stourport	2 x youth 9v9	1	Youth 9v9
		4 x youth 11v11	2	Youth 11v11
Areley Kings FC	Stourport	1 x adult	0.5	Adult
Rock Sports Youth FC	Rural West	1 x youth 9v9	0.5	Youth 9v9
Totals			0.5	Adult
			5.5	Youth
			2	Mini

110. The total future demand expressed amounts to eight match equivalent sessions, the majority of which is identified in the Stourport Analysis Areas (3.5).

2.4: Capacity analysis

111. The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing football. In extreme circumstances it can result in the inability of the pitch to cater for all or certain types of play during peak and off peak times. Pitch quality is often influenced by weather conditions and drainage.
112. As a guide, The FA has set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity). Taking into consideration the guidelines on capacity the following ratings were used in Wyre Forest:

Adult pitches		Youth pitches		Mini pitches	
Pitch quality	Matches per week	Pitch quality	Matches per week	Pitch quality	Matches per week
Good	3	Good	4	Good	6
Standard	2	Standard	2	Standard	4
Poor	1	Poor	1	Poor	2

113. Table 2.9 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

⁶ Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

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Education sites

114. To account for curricular/extra-curricular use of education pitches it is likely that the current usage at such sites will need to be adjusted. This adjustment is generally dependent on the amount of play carried out and also the number of pitches on site. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use.
115. For Wyre Forest, pitch usage at primary schools, secondary schools, academies, colleges and independent schools has been adjusted by a single match equivalent session per pitch to account for curriculum use.

Peak time

116. Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Wyre Forest, peak time for adult and youth 11v11 size pitches is considered to be Sunday PM, as this is when the majority of teams access this pitch type. For youth 9v9 and mini pitches peak time is considered to be Saturday AM.

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Table 2.9: Football pitch capacity analysis

Site ID	Site name	Postcode	Available for community use?	Type of tenure ⁷	Analysis area	Pitch type	Pitch size	Over marked?	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity ⁸ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
1	Aggborough Stadium	DY10 1NB	Yes	Secure	Kidderminster	Adult		No	Standard	1	1	2	-1	1	Actual spare capacity of one match equivalent session
2	Areley Kings Sports Ground	DY13 8AB	Yes	Secure	Stourport	Adult		No	Standard	2	3.5	4	-0.5	0.5	Actual spare capacity of 0.5 match equivalent sessions
						Mini	(5v5)	No	Standard	1	1	4	-3	0	No actual spare capacity
						Mini	(7v7)	No	Standard	1	1	4	-3	0	No actual spare capacity
						Youth	(9v9)	No	Standard	1	1.5	2	-0.5	0	No actual spare capacity
4	Baxter Business and Enterprise College	DY11 5PQ	No	Unsecure	Kidderminster	Mini	(7v7)	No	Standard	1	2	4	-2	0	No actual spare capacity
6	Bewdley Leisure Centre	DY12 1BL	Yes	Secure	Bewdley	Adult		Yes/No	Standard	2	2	4	-2	1.5	Actual spare capacity of 1.5 match equivalent sessions
						Youth	(9v9)	Yes	Standard	1	1	2	-1	0	No actual spare capacity
7	Bewdley Town Football Club	DY12 2TJ	Yes	Secure	Rural West	Adult		No	Poor	2	2.5	2	0.5	0.5	Overplayed pitch
9	Birmingham Metropolitan College (Centre of Sporting Excellence)	DY11 7DY	Yes	Secure	Stourport	Adult		No	Poor	4	8.5	4 - 12	4.5	3	Overplayed pitch
						Mini	(7v7)	No	Poor	1	2	2 - 6	-	0	Pitch is at capacity
						Youth	(9v9)	No	Poor	2	3.5	2 - 4	1.5	0.5	Overplayed pitch
12	Brown Westhead	DY10 3PX	Yes	Secure	Rural East	Adult		Yes/No	Standard	6	7.5	12	-4.5	2.5	Actual spare capacity of 2.5 match equivalent sessions
						Mini	(7v7)	No	Good	2	1	12	-11	1	Actual spare capacity of one match equivalent session
						Youth	(9v9)	Yes	Standard	2	1.5	4	-2.5	0.5	Actual spare capacity of 0.5 match equivalent sessions
13	Chaddesley Corbett Sports Ground	DY10 4RE	Yes	Secure	Rural East	Adult		No	Standard	1	1	2	-1	1	Actual spare capacity of one match equivalent session
14	Chester Road Cricket Ground	DY10 1TH	Yes	Secure	Kidderminster	Mini	(7v7)	No	Poor	2	4.5	4	0.5	0.5	Overplayed pitch
						Youth	(9v9)	No	Poor	2	1	2	-1	1.5	Actual spare capacity discounted due to exceeding potential capacity

⁷ Unless local information suggests otherwise it can be assumed that the availability of all pitches in Council, town and parish council and sports club ownership will be secure.

⁸ Based on pitch quality The FA recommends a maximum number of match sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Site ID	Site name	Postcode	Available for community use?	Type of tenure ⁷	Analysis area	Pitch type	Pitch size	Over marked?	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity ⁸ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
16	Cookley Playing Fields	DY10 3RH	Yes	Secure	Rural East	Adult		No	Standard	2	5.5	4	1.5	0	Overplayed pitch
						Mini	(7v7)	No	Standard	2	1.5	8	-6.5	0.5	Actual spare capacity of 0.5 match equivalent sessions
						Youth	(9v9)	No	Standard	1	1.5	2	-0.5	0	No actual spare capacity
17	Far Forest Society Pavilion and Sports Ground	DY14 9DB	Yes	Secure	Rural West	Adult		Yes/No	Poor	2	0.5	2	-1.5	2	Actual spare capacity discounted due to exceeding potential capacity
						Mini	(7v7)	Yes	Poor	1	0	2	-2	1	Actual spare capacity discounted due to poor pitch quality
19	Franche Primary School	DY11 5QB	Yes-unused	Unsecure	Kidderminster	Mini	(5v5)	No	Standard	2	2	8	-6	2	Actual spare capacity discounted as it is an unused school site
							(7v7)	No	Standard	2	2	8	-6	2	Actual spare capacity discounted as it is an unused school site
						Youth	(9v9)	No	Standard	2	2	4	-2	2	Actual spare capacity discounted as it is an unused school site
20	Habberley Sports Field	DY11 6AA	Yes	Secure	Kidderminster	Adult		Yes	Standard	2	4.5	4	0.5	0	Overplayed pitch
						Mini	(5v5)	No	Standard	3	4.5	12	7.5	0	No actual spare capacity
							(7v7)	Yes	Standard	3	2	8	-6	0	No actual spare capacity
						Youth	(9v9)	Yes	Standard	4	1	8	-7	2	Actual spare capacity of two match equivalent sessions
21	Heathfield School	DY10 3QE	No	Unsecure	Rural East	Mini	(7v7)	No	Standard	1	1	4	-3	1	Actual spare capacity discounted as site is unavailable for community use
						Youth	(11v11)	No	Standard	2	2	4	-2	2	Actual spare capacity discounted as site is unavailable for community use
							(9v9)	No	Standard	1	1	2	-1	1	Actual spare capacity discounted as site is unavailable for community use
23	King Charles I Secondary School	DY10 1XA	No	Unsecure	Kidderminster	Adult		No	Good	1	1	3	-2	1	Actual spare capacity discounted as site is unavailable for community use

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Site ID	Site name	Postcode	Available for community use?	Type of tenure ⁷	Analysis area	Pitch type	Pitch size	Over marked?	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity ⁸ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
24	King Charles I Secondary School (Lower Site)	DY10 3ED	No	Unsecure	Kidderminster	Adult		No	Good	1	1	3	-2	1	Actual spare capacity discounted as site is unavailable for community use
						Youth	(9v9)	No	Good	1	1	4	-3	1	Actual spare capacity discounted as site is unavailable for community use
26	Morgan Advanced Ceramics Ltd	DY13 0DW	Yes	Secure	Stourport	Adult		No	Poor	1	0.5	1	-0.5	1	Actual spare capacity discounted due to exceeding potential capacity
27	Springfield Park	DY10 2PS	Yes	Secure	Kidderminster	Adult		No	Standard	2	0.5	4	-3.5	2	Actual spare capacity of two match equivalent sessions
28	St Annes C.E. Primary School	DY12 2UQ	Yes	Secure	Bewdley	Mini	(7v7)	No	Standard	1	1.5	4	-2.5	0.5	Actual spare capacity of 0.5 match equivalent sessions
						Youth	(9v9)	No	Standard	1	2	2	-	0.5	Pitch is at capacity
33	Stourport High School	DY13 8AX	Yes	Unsecure	Stourport	Youth	(11v11)	No	Standard	2	2.5	4	-1.5	1.5	Actual spare capacity of 1.5 match equivalent sessions
36	Stourport Swifts FC	DY13 0AA	Yes	Secure	Stourport	Adult		No	Standard	1	1	2	-1	1	Actual spare capacity of one match equivalent session
40	White Wickets Sports Fields	DY11 5AL	Yes - unused	Secure	Kidderminster	Adult		No	Poor	1	0	1	-1	1	Actual spare capacity is discounted due to the poor pitch quality.
									Standard	1	0	2	-2	2	Actual spare capacity of two match equivalent sessions
41	Wilden Top	DY13 9JF	Yes	Secure	Stourport	Adult		Yes	Standard	1	0.5	2	-1.5	1	Actual spare capacity of one match equivalent session
						Mini	(7v7)	No	Standard	1	2.5	4	-1.5	0	No actual spare capacity
						Youth	(9v9)	Yes	Standard	1	1	2	-1	1	Actual spare capacity of one match equivalent session
43	Wolverley Ce Secondary School	DY11 5XQ	Yes	Unsecure	Rural East	Adult		No	Standard	1	1.5	2	-0.5	1	Actual spare capacity discounted due to exceeding potential capacity
						Mini	(7v7)	No	Standard	2	2.5	8	-5.5	2	Actual spare capacity of two match equivalent sessions

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Site ID	Site name	Postcode	Available for community use?	Type of tenure ⁷	Analysis area	Pitch type	Pitch size	Over marked?	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity ⁸ (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
44	Wolverley Playing Fields	DY11 5TR	Yes	Secure	Rural East	Adult		Yes/No	Standard	2	3.5	4	-0.5	1.5	Actual spare capacity discounted due to exceeding potential capacity
						Youth	(9v9)	Yes	Standard	1	0	2	-2	1	Actual spare capacity of one match equivalent session
46	Bewdley School and Sixth Form Centre	DY12 1BL	Yes-unused	Unsecure	Bewdley	Adult		No	Standard	2	2	4	-2	2	Actual spare capacity discounted as it is an unused school site
47	Lea Castle Drive	DY10 3PU	Yes	Secure	Kidderminster	Adult		No	Standard	3	0.5	6	-5.5	3	Actual spare capacity of three match equivalent sessions
48	Cookley Seabright Primary School	DY10 3TA	No	Unsecure	Kidderminster	Mini	(7v7)	No	Standard	1	1	4	-3	1	Actual spare capacity discounted as site is unavailable for community use
49	St Catherine's Primary School	DY11 5HP	Yes-unused	Unsecure	Kidderminster	Mini	(7v7)	No	Standard	1	1	4	-3	1	Actual spare capacity discounted as it is an unused school site
50	St John's CE Primary School	DY11 6AP	No	Unsecure	Kidderminster	Youth	(9v9)	No	Standard	1	1	2	-1	1	Actual spare capacity discounted as site is unavailable for community use
51	Burlish Park Primary School	DY13 8LA	Yes-unused	Unsecure	Stourport	Mini	(5v5)	No	Standard	1	1	4	-3	1	Actual spare capacity discounted as it is an unused school site
						Mini	(7v7)	No	Standard	1	1	4	-3	1	Actual spare capacity discounted as it is an unused school site
53	Sutton Park Community Primary School	DY11 6PH	No	Unsecure	Kidderminster	Mini	(7v7)	No	Standard	1	1	4	-3	1	Actual spare capacity discounted as site is unavailable for community use
54	Hartlebury C of E Primary School	DY11 7TD	No	Unsecure	Kidderminster	Mini	(5v5)	No	Standard	1	1	4	-3	1	Actual spare capacity discounted as site is unavailable for community use

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2.5: Supply and demand analysis

Spare capacity

117. The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual spare capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.
118. The previous table considers site by site the capacity of the pitches to accommodate further play and for them to be deemed as having 'actual spare capacity'. A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of the game. Any pitch not meeting these criteria has been discounted.
119. Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn will aid the improvement of pitch quality. It must also be noted that teams do not want to play on poor quality pitches.
120. School sites that are currently available for community use but unused are also not considered to have actual spare capacity as the full existence of these pitches cannot be determined. Further consultation with the providers is therefore recommended to fully understand community use aspects, i.e. are the pitches available during peak time and are they available throughout the playing season.
121. Actual spare capacity has been aggregated up by area and by pitch type.

Table 2.10: Actual spare capacity summary

Analysis area	Actual spare capacity (match sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Bewdley	1.5	-	-	0.5	-
Kidderminster	8	-	2	-	-
Rural East	3.5	-	1.5	3.5	-
Rural West	-	-	-	-	-
Stourport	2.5	1.5	1	-	-
Wyre Forest	15.5	1.5	4.5	4	-

122. The table shows a total of 25.5 match equivalent sessions of actual spare capacity across Wyre Forest with the most expressed on adult pitches and in the Kidderminster Analysis Area.

Overplay

123. Overplay occurs when there is more play accommodated on a site than it is able to sustain (which can often be due to the low carrying capacity of the pitches). In Wyre Forest, 14 pitches are overplayed across five sites by a total of nine match equivalent sessions. Six of the match equivalent sessions of overplay are one pitch at Birmingham Metropolitan College (Centre of Sporting Excellence), with these pitches being poor quality with significant drainage issues; and being subject to both curriculum use in addition to community use by clubs such as Kidderminster Harriers DC.

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124. Of the overplayed pitches, ten are assessed as poor quality across three sites, accounting for seven match equivalent sessions. An improvement in quality at these sites will result in a reduction of overplay.

Table 2.11: Overplay on pitches

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating
7	Bewdley Town Football Club	Rural West	Adult	2	0.5
9	Birmingham Metropolitan College (Centre of Sporting Excellence)	Stourport	Adult	4	4.5
			Youth 9v9	2	1.5
14	Chester Road Cricket Ground	Kidderminster	Mini 7v7	2	0.5
16	Cookley Playing Fields	Rural East	Adult	2	1.5
20	Habberley Sports Field	Kidderminster	Adult	2	0.5

125. The majority of overplay occurs on adult pitches (seven) with no recorded overplay on mini 5v5 or youth 11v11 pitches. More overplay occurs in the Stourport Analysis Area (six) than any other analysis area, which is understandable considering that 36 teams are based there but there are only 21 pitches available for community use.

Table 2.12: Summary of overplay

Analysis area	Overplay (match sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Bewdley	-	-	-	-	-
Kidderminster	0.5	-	-	0.5	-
Rural East	1.5	-	-	-	-
Rural West	0.5	-	-	-	-
Stourport	4.5	-	1.5	-	-
Wyre Forest	7	-	1.5	0.5	-

2.6: Conclusions

126. Having considered supply and demand, the tables below identify current demand (i.e. spare capacity taking away overplay and any latent/ displaced demand) in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is based on team generation rates (broken down by analysis area) which are driven by population increases as well as club development plans to increase their number of teams.

Table 2.13: Spare capacity/ overplay of adult pitches

Analysis area	Actual spare capacity ⁹	Demand (match equivalent sessions)			
		Overplay	Current position	Future demand	Total
Bewdley	1.5	-	1.5	-	1.5
Kidderminster	8	0.5	7.5	-	7.5
Rural East	3.5	1.5	2	-	2
Rural West	-	0.5	0.5	-	0.5
Stourport	2.5	4.5	2	0.5	2.5
Wyre Forest	15.5	7	8.5	0.5	8

⁹ In match equivalent sessions

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127. Currently, there are 8.5 match equivalent sessions of actual spare capacity across Wyre Forest, with the highest amount being in Kidderminster (7.5 match sessions). However, two analysis areas, Rural West and Stourport express a shortfall due to overplay (2.5 match sessions in total). With future demand factored in, overall spare capacity amounts to 8 match sessions on adult pitches in Wyre Forest.

Table 2.14: Spare capacity/ overplay of youth 11v11 pitches

Analysis area	Actual spare capacity ¹⁰	Demand (match equivalent sessions)			
		Overplay	Current position	Future demand	Total
Bewdley	-	-	-	-	-
Kidderminster	-	-	-	0.5	0.5
Rural East	-	-	-	1	1
Rural West	-	-	-	-	-
Stourport	1.5	-	1.5	2	0.5
Wyre Forest	1.5	-	1.5	3.5	2

128. Currently, there is just 1.5 match equivalent sessions of actual spare capacity across Wyre Forest, with most analysis areas having the right amount of pitches to accommodate current demand and the spare capacity of 1.5 match sessions expressed in Stourport. With future demand factored in, there become shortfalls on youth 11v11 pitches in Kidderminster, Rural East and Stourport analysis areas totalling two match equivalent sessions.
129. In addition, please note that a further 39 youth 11v11 teams are recorded as playing on adult pitches, meaning the shortfall of youth 11v11 pitches is exacerbated. As such, there is a clear need for an increase in youth 11v11 provision in order for this play to be transferred on to the correct pitch size. This will in turn reduce overplay on adult pitches, as will pitch quality improvements.

Table 2.15: Spare capacity/ overplay of youth 9v9 pitches

Analysis area	Actual spare capacity ¹¹	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Bewdley	-	-	-	-	-
Kidderminster	2	-	2	-	2
Rural East	1.5	-	1.5	1	0.5
Rural West	-	-	-	0.5	0.5
Stourport	1	1.5	0.5	1	1.5
Wyre Forest	4.5	1.5	3	2.5	0.5

130. The current picture shows that there is an overall spare capacity of 3 match sessions on 9v9 pitches, with Stourport having a small shortfall of 0.5 match sessions. Factoring in future demand, this spare capacity reduces to 0.5 match sessions, with Rural West and Stourport showing shortfalls.

¹⁰ In match equivalent sessions

¹¹ In match equivalent sessions

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 2.16: Spare capacity/ overplay of mini 7v7 pitches

Analysis area	Actual spare capacity ¹²	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Bewdley	0.5	-	0.5	-	0.5
Kidderminster	-	0.5	0.5	-	0.5
Rural East	3.5	-	3.5	-	3.5
Rural West	-	-	-	-	-
Stourport	-	-	-	-	-
Wyre Forest	4	0.5	3.5	-	3.5

131. There is current spare capacity overall on 7v7 pitches amounting to 3.5 match session, however, Rural West and Stourport are operating at capacity and Kidderminster is slightly overplayed. As there is no future demand identified, the picture remains the same in the future.

Table 2.17: Spare capacity/ overplay of mini 5v5 pitches

Analysis area	Actual spare capacity ¹³	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Bewdley	-	-	-	-	-
Kidderminster	-	-	-	-	-
Rural East	-	-	-	2	2
Rural West	-	-	-	-	-
Stourport	-	-	-	-	-
Wyre Forest	-	-	-	2	2

132. The current situation for mini 5v5 pitches is that all areas are played to capacity with no spare capacity or overplay identified. However, when accounting for future demand there is a shortfall of 2 match sessions overall due to overplay in Rural East.

Summary

133. Taking into account the above tables, the table below summarises the level of spare capacity and shortfalls on each pitch type across Wyre Forest as a whole.

Table 2.18: Spare capacity/overplay summary in Wyre Forest

Pitch type	Demand (match equivalent sessions)				
	Actual spare capacity ¹⁴	Overplay	Current total	Future demand	Total
Adult	15.5	7	8.5	0.5	8
Youth 11v11	1.5	-	1.5	3.5	2
Youth 9v9	4.5	1.5	3	2.5	0.5
Mini 7v7	4	0.5	3.5	-	3.5
Mini 5v5	-	-	-	2	2

¹² In match equivalent sessions

¹³ In match equivalent sessions

¹⁴ In match equivalent sessions

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134. Although there are no overall current shortfalls in Wyre Forest, there are shortfalls in some analysis areas for some pitch types. However, when taking into account future demand there are overall shortfalls on youth 11v11 and mini 5v5 pitch types.
135. Despite current spare capacity it should be considered that some of the spare capacity exists on school pitches which may not remain secure in the longer term. Despite spare capacity there is still a need to improve pitch quality as a large number of sites were assessed as poor or standard.

Football – grass pitch summary

- ◀ The audit identifies a total of 97 grass football pitches within Wyre Forest across 33 sites. Of these, 85 are available, at some level, for community use across 25 sites.
- ◀ Many youth 11v11 teams (39) are playing on adult pitches, which may in part be due to a lack of youth 11v11 pitches rather than a preference for adult pitches. It may also be due to the Council not differentiating between adult and youth 11v11 pitches on its sites, allowing greater flexibility in relation to seasonal lettings.
- ◀ Of the pitches available for community use, two pitches are assessed as good quality, 65 as standard quality and 18 are deemed to be poor quality.
- ◀ In Wyre Forest there are number of football pitches overmarked onto other pitch types, whether this be other football pitch types or on cricket outfield. Overmarking of pitches can cause notable damage to the surface quality and lead to overuse beyond recommended capacity.
- ◀ In general, users report that there is an adequate standard of ancillary provision servicing sites in Wyre Forest although some sites do suffer from vandalism, for example, at Lea Castle Drive and at Stourport Swifts FC.
- ◀ No clubs report a concern regarding security of tenure in relation to an existing site or a preferred home venue.
- ◀ Many sites owned by the District Council have been leased to Worcestershire FA which has, in turn, sub-leased or licensed those sites to clubs or leagues. Kidderminster & District Sunday League has a licence on Brown Westhead, Springfield Park and White Wickets.
- ◀ A total of 140 teams were identified as playing within Wyre Forest across 38 clubs. This consists of 32 men's teams, four women's teams, 54 youth boys' teams, eight youth girls' teams, one girl's mini soccer team and 41 mixed mini soccer teams.
- ◀ There are three clubs in Wyre Forest that play within the football pyramid and must adhere to ground requirements set out by the FA; Bewdley Town, Kidderminster Harriers and Stourport Swifts.
- ◀ Applying the Wyre Forest team generation rates by analysis area predicts growth of three youth boys' teams by 2034. Further to this, clubs report aspirations for future teams amounting to eight match equivalent sessions, the majority of which is identified in the Stourport Analysis Areas (3.5).
- ◀ There is a total of 25.5 match equivalent sessions of actual spare capacity across Wyre Forest with the most expressed on adult pitches and in the Kidderminster Analysis Area.
- ◀ In Wyre Forest, 14 pitches are overplayed across five sites by a total of nine match equivalent sessions. Six of the match equivalent sessions of overplay are one pitches at Birmingham Metropolitan College (Centre of Sporting Excellence), with these pitches being poor quality with significant drainage issues; and being subject to both curriculum use in addition to community use by clubs such as Kidderminster Harriers DC.
- ◀ Although there are no overall current shortfalls in Wyre Forest, there are shortfalls in some analysis areas for some pitch types. However, when taking into account future demand there are overall shortfalls on youth 11v11 and mini 5v5 pitch types.
- ◀ Despite current spare capacity it should be considered that some of the spare capacity exists on school pitches which may not remain secure in the longer term. Despite spare capacity there is still a need to improve pitch quality, particularly where assessed as poor.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)

3.1 Introduction

136. Competitive football can take place on 3G surfaces that have been FA or FIFA certified and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. The preferred surface is medium pile 3G (55-60mm). Only competition up to (but not including) regional standard can take place on short pile 3G (40mm).
137. World Rugby produced the 'Performance Specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard, meaning full contact activity, including tackling, rucking, mauling and lineouts can take place. For rugby league, the equivalent is known as RFL Community Standard.

Table 3.1: 3G type and sport suitability

Surface	Category	Recommended sports	Comments
Rubber crumb	Long pile 3G	Rugby union Rugby league Football	Rugby (if compliant to World Rugby regulation 22 and/or RFL Community Standard) and football surface
Rubber crumb	Medium pile 3G	Football	Performance standard to meet FIFA Quality or FIFA Quality Pro after FIFA or IMS testing. FIFA Quality PRO is generally for clubs on Step 1 or Step 2 of the football pyramid and is not recommended for heavy community use (as it is a higher pitch quality). FIFA Quality is more suitable for high levels of demand and places more emphasis on the product's ability to sustain acceptable performance.
Rubber crumb	Short pile 3G	Football Hockey (training only)	Acceptable surface for some competitive football and can be used for hockey training

3.2 Current provision

138. A full size 3G pitch is considered by the FA to measure at least 100x64 metres (106x70 metres including run offs). There are two full size 3G pitches in Wyre Forest and both comply with this specification. Both pitches are floodlit, available for community use and located on education sites. Both pitches are FIFA approved.

Table 3.2: Full size 3G pitches in Wyre Forest

Site ID	Site name	Postcode	Analysis area	Pitch type	Quality	On the FA register?
4	Baxter Business and Enterprise College	DY11 5PQ	Kidderminster	Medium Pile 3G (55-60mm)	Standard	FIFA approved
23	King Charles I Secondary School	DY10 1XA	Kidderminster	Medium Pile 3G	Standard	FIFA approved

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139. In addition, there are six small sided 3G pitches in the District. These pitches are generally not suitable for match play but can be used to accommodate training demand, small-sided commercial leagues and social use, this is usually dependent on whether the pitch is floodlit.
140. A significant amount of training demand takes place on sand based AGPs, such as those located at Stourport Sports Club. Although not suitable for match play, this surface type can be effectively used for training demand. More information on sand based pitches is covered within Part 6. Hockey.

Table 3.3: Additional supply of 3G pitches

Site ID	Site	Postcode	Analysis area	Pitch type	Size	Floodlit?
52	Wyre Forest Leisure Centre	DY11 7DT	Kidderminster	Medium Pile 3G	7v7	Yes
				Medium Pile 3G	5v5	Yes
				Medium Pile 3G	5v5	Yes
				Medium Pile 3G	5v5	Yes
				Medium Pile 3G	5v5	Yes
				Medium Pile 3G	5v5	Yes

Availability

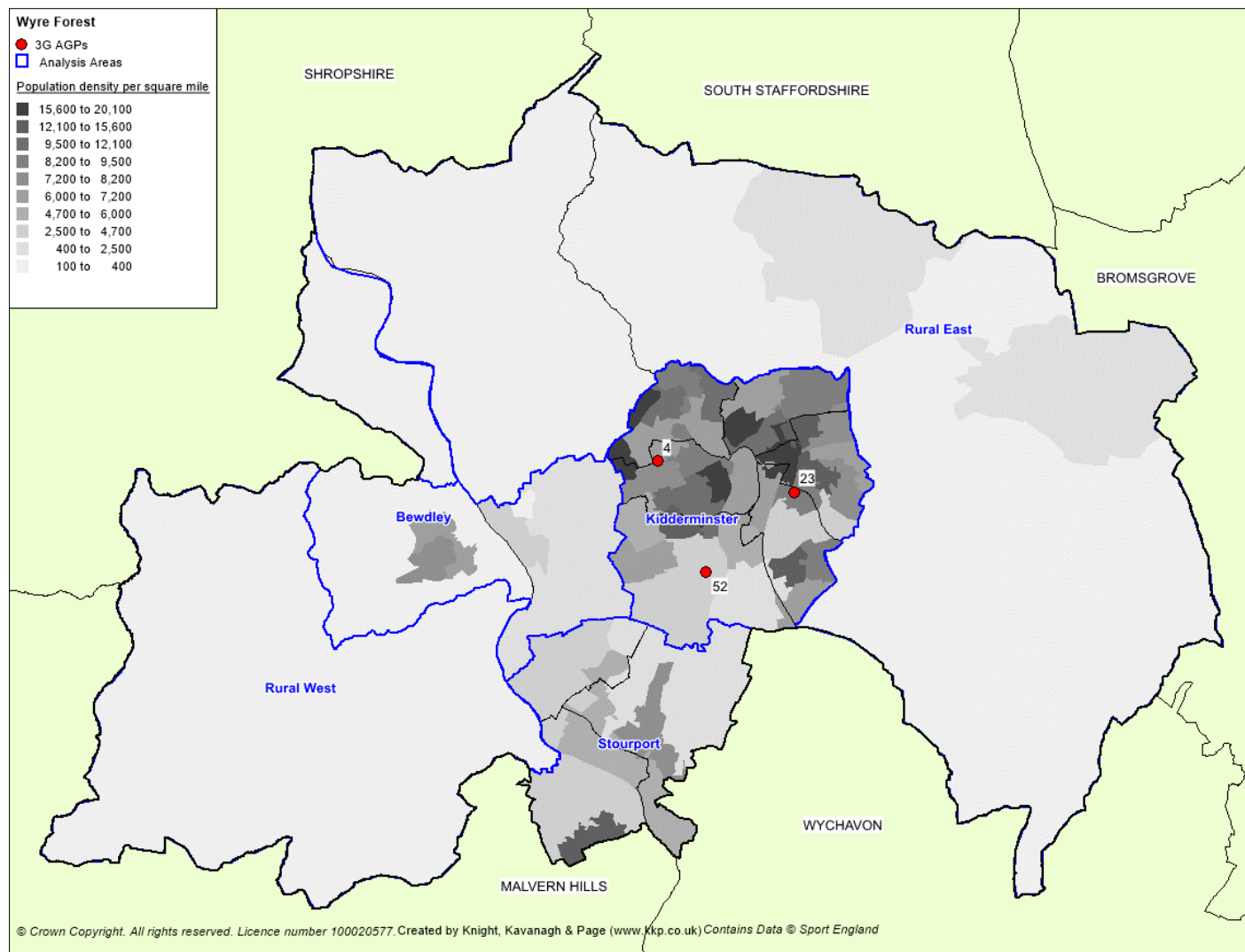
141. As the two full size pitches are located at education sites it is believed that school/college use takes president in the daytime and that pitches are then available in the evenings and at weekends for community use. The pitch at King Charles I Secondary School has limited opening times for evenings, with a noise abatement order restricting opening time up to 8pm.

Quality

142. The carpet of an AGP usually lasts for approximately ten years and it is recommended that a sinking fund is put into place to enable long term sustainability, ongoing repairs and future refurbishment beyond this time period.
143. All pitches in Wyre Forest have been built or refurbished within the last ten years and each has been assessed as standard quality.

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Figure 3.1: Location of all 3G pitches in Wyre Forest



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3.3 Demand

144. Both full size 3G pitches currently servicing Wyre Forest are reported as operating at or close to capacity during midweek at desirable times, especially in the winter. Furthermore, clubs report the need for additional training facilities.

Football

145. The FA considers high quality 3G pitches as an essential tool in promoting coach and player development. The pitches can support intensive use and as such are great assets for football use. Primarily, such facilities have been installed for social use and training, however, they are increasingly used for competition, which The FA wholly supports.

Training demand

146. Getting access to good quality, affordable training facilities is a problem for many clubs throughout the country. In the winter months, midweek training is only possible at floodlit facilities.
147. The FA's long term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. In order to calculate the number of football teams a 3G pitch can service for training, peak time access is considered to be from 18:00 until 22:00 Tuesday-Thursday resulting in an overall peak period of 12 hours per week. Mondays and Fridays are not included within this calculation as it is considered that most teams do not want to train in such close proximity to a weekend match.
148. Full size 3G pitches are divided into thirds or into quarters for training purposes meaning they can accommodate either three or four teams per hour and either 36 or 48 teams per week (during the peak training period). Based on an average of these numbers it is therefore estimated that 42 teams can be accommodated on one full size 3G pitch for training.
149. As there are 140 teams currently playing in Wyre Forest this means there is a demand for four full size 3G pitches (rounded up from 3.3). When considering future demand (based on population increases and future demand expressed by clubs), there is a demand for four full size pitches (rounded up from 3.9), which means a current shortfall of two pitches.

Moving match play to 3G pitches

150. Improving pitch quality is one way to increase the capacity at sites but given the cost of doing such work and the continued maintenance required (and associated costs) alternatives need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of 3G pitches for competitive matches.
151. In order for competitive matches to be played on 3G pitches, the pitch should be FA tested and approved and added to the FA pitch register, which can be found at: <http://3g.thefa.me.uk/>.

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152. Pitches can also undergo FIFA testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance in October 2015 following consultation with member associations and licenced laboratories. The changes are part of FIFA's continued ambition to drive up performance standard in the industry and the implications are that all 3G pitches built through the FA framework will be constructed to meet the new performance criteria.
153. The changes from FIFA One Star to FIFA Quality will have minimal impact on the current hours of use guidelines, which suggests that One Star pitches place more emphasis on the product's ability to sustain acceptable performance and can typically be used for 60-85 hours per week with a lifespan of 20,000 cycles. In contrast, pitches built to FIFA Quality Pro performance standards are unlikely to provide the hours of use that some FIFA Two Star products have guaranteed in the past (previously 30-40 hours per week with a lifespan of 5,000 cycles). Typically, a FIFA Quality Pro pitch will be able to accommodate only 20-30 hours per week with appropriate maintenance due to strict performance measurements; however, in recent years, manufacturers have developed products capable of sustaining 50-60 hours per week, thereby offering a viable business model for many providers.
154. Clubs playing in the football pyramid on 3G pitches meeting FIFA One Star or Two Star guidelines will still be expected to certify their pitches annually, however, if any pitch replacement takes place the Club will need to meet the new FIFA performance criteria of FIFA Quality/Quality Pro.
155. To stay on the FA register, pitches below the national league pyramid require FA testing every three years. In Wyre Forest, the two full sized 3G pitches have undergone testing and are therefore FA approved.
156. Using a model developed by the FA the following scenario sets out the number of 3G pitches that would be required if all of the competitive mini and 9v9 teams were moved across to 3G. First is the need to ascertain the number of teams playing and when:

Table S.1: Number of mini and 9v9 teams playing competitively

Pitch type	Pitch size	Peak period	No. of teams
Youth	9v9	Saturday AM	22
Mini	7v7	Saturday AM	22
Mini	5v5	Saturday AM	20
Total			64

157. This is then translated in to the number of 3G pitches required:

Table S.2: Number of 3G AGPs that may be required

Format	No Teams per time (x)	No matches at PEAK TIME (y)= x/2	3G units per match (z)	Total units required formats (A)=(y)*(z)	3G pitches required B= (A)/64
5v5	20	10	4	40	0.6
7v7	22	11	8	88	1.4
9v9	22	11	10	110	1.7
Total:					3.7

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158. In order to accommodate all of the mini and 9v9 match play on 3G pitches there would be a need for **four AGPs** across the District.
159. The approach/assumptions to the calculations in the table above are as follows:
- ◀ A team playing a 'home' match every other week - therefore dividing the number of teams by two with the result rounded up to provide a figure for the number of matches a week during the peak period (Table S.2 Column y).
 - ◀ A 3G pitch being available for four hours a day during the peak period (e.g. 10am to 2pm). Therefore, all demand being programmed over the four hour period.
 - ◀ Using a unit measure which can be applied to the different formats of the game to quantify how a pitch can be used during this four hour period (Table S.2 Column z). One unit is taken as equating to a quarter of a full size 3G AGP for 15 minutes. Therefore, a full size 3G AGP provides four units per 15 minutes and 16 units per hour. Across the four hour period this totals a capacity of 64 units (16 units per hour x 4 hours).
160. It must also be noted that, whilst smaller size pitches are not factored into the above calculations, they can be used to accommodate some demand. If all existing small size 3G pitches also became FA registered to host competitive matches, the need for more full size 3G pitches would reduce.

Rugby

161. At present there are no World Rugby compliant 3G pitches in Wyre Forest. None of the rugby unions clubs in the area utilise an artificial surface for any demand, training or match play. However, should a compliant 3G pitch be established in the area local rugby union clubs could utilise some capacity for training demand, reducing overplay on existing rugby union pitches.

3.4 Supply and demand analysis

162. The current supply of (two) full size 3G pitches is currently at capacity. The FA model suggests that to meet training demand there is a current need for four full size community available pitches within Wyre Forest. There are currently two and although there is a network of smaller 3G pitches which support the stock there is a clear need for more 3G pitches to be developed.
163. Priority should therefore be placed on the creation of new full size 3G pitches in order to reduce shortfalls. Additionally, the current pitch stock requires sustaining. To that end, providers are encouraged to put sinking funds in place to ensure future refurbishment and it is recommended that all new and existing pitches undergo FA testing every three years to remain or become FA approved to host competitive matches.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

3G summary

- ◀ There are two, standard quality, full size 3G pitches within Wyre Forest, both of which are available to the community, floodlit and FIFA approved.
- ◀ There are also six smaller size 3G pitches in the District.
- ◀ Both full size 3G pitches currently servicing Wyre Forest are reported as operating at or close to capacity.
- ◀ In order to satisfy current and future training demand, there is a need for four full size 3G pitches.
- ◀ Moving all competitive mini and 9v9 football matches from grass pitches to 3G pitches would require four full size 3G pitches.
- ◀ Priority should be placed on the creation of new full size 3G pitches in order to reduce shortfalls and the current pitch stock requires sustaining.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

PART 4: RUGBY UNION

4.1: Introduction

164. The Rugby Football Union (RFU) is the national governing body for rugby union. It is split into six areas across the Country with a workforce team that covers development, coaching, governance and competitions. A full-time development officer is responsible for Wyre Forest (as part of the Worcestershire & Greater Birmingham region) and works closely with all clubs to maximise their potential. This work involves developing club structures, including working towards the RFU accreditation (Clubmark) and the development of school-club structures. The rugby union playing season operates from September to May.

Consultation

165. There are three rugby clubs in Wyre Forest:
- ▶ Chaddesley Corbett RFC
 - ▶ Kidderminster Carolians RFC
 - ▶ Stourport RFC
166. Kidderminster Carolians RFC and Stourport RFC were both consulted with through face-to-face consultations, whilst Chaddesley Corbett RFC consulted with via telephone.

4.2: Supply

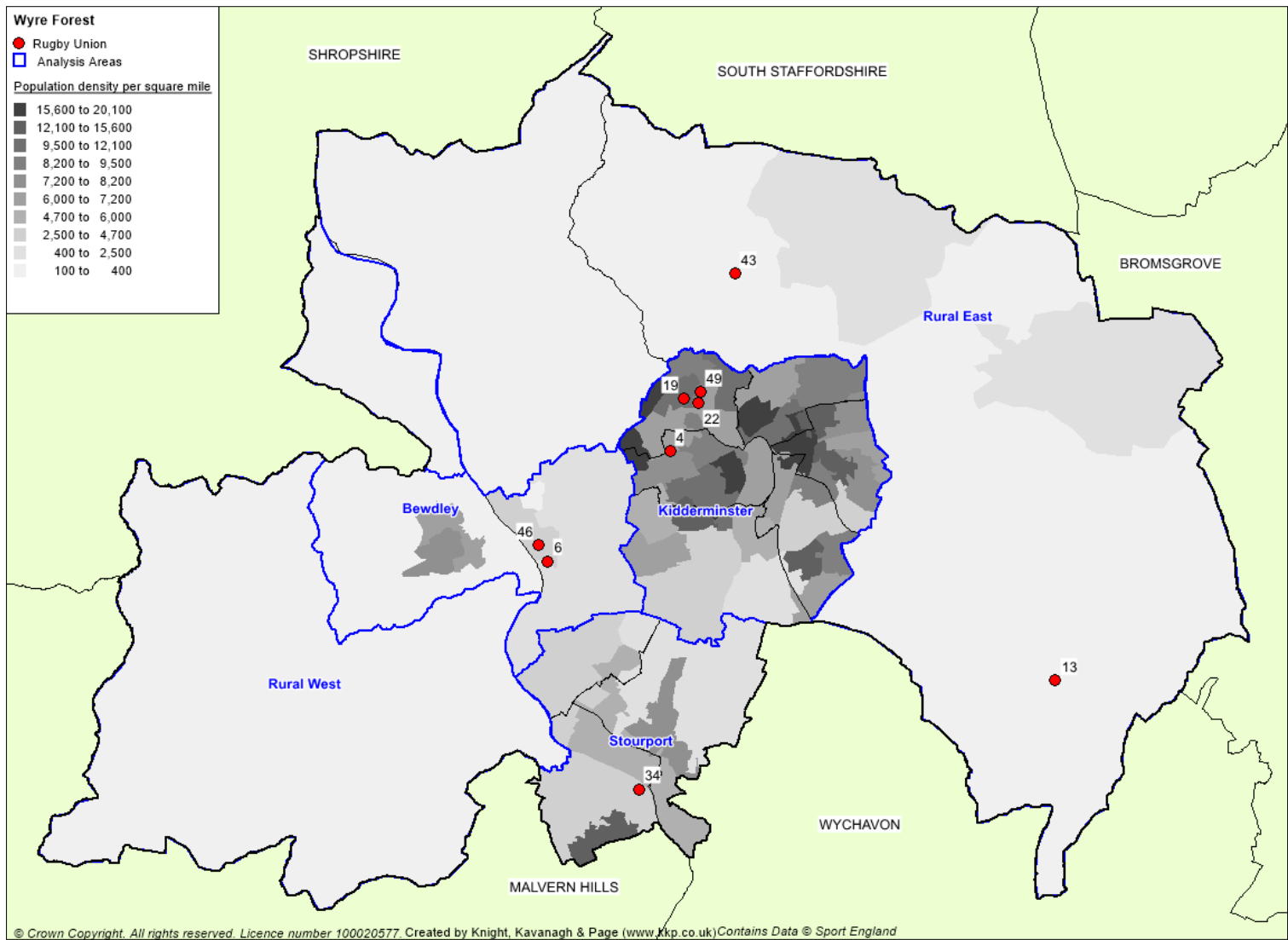
167. Within Wyre Forest there are a total of nine sites containing ten senior, one junior and four mini rugby union pitches. Of these, nine senior and all junior and mini pitches are available for community use.
168. Although there are dedicated mini pitches identified, it must be noted that most junior and mini rugby traditionally takes place on over marked senior pitches. This is the case across Wyre Forest, including at sites with dedicated junior/mini markings. Although mini pitches may not be formally marked out, pitches are often marked with cones on senior pitches, contributing to pitch usage.
169. As seen in the table below, the largest number of community available pitches are located in the Kidderminster Analysis Area.

Table 4.1: Summary of grass rugby union pitches available for community use

Analysis area	No. of senior pitches	No. of junior pitches	No. of mini pitches
Bewdley	1	-	-
Kidderminster	3	-	4
Rural East	3	1	-
Rural West	-	-	-
Stourport	3	-	-
Wyre Forest	9	1	4

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Figure 4.1: Rugby union pitch locations in Wyre Forest



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Future developments

170. Kidderminster Carolians RFC and the District Council are in negotiations regarding the creation and use of a senior rugby union pitch on White Wickets Sports Field. Should a pitch be established then it is understood that the Club will accommodate some of it junior rugby on the site, in addition to some training demand from mini and junior teams on weekends when matches are not be played. It is recognised that the lease also includes a bowling green on the same site, which the Club feel could be used to accommodate some of the youngest mini rugby.
171. This will add to the current supply of rugby union pitches, accommodating growth of participation within the sport.

Pitch quality

172. The methodology for assessing rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. An overall quality based on both drainage and maintenance can then be generated.
173. The agreed rating for each pitch type also represents actions required to improve pitch quality. A breakdown of actions required based on the ratings can be seen below:

Table 4.2: Definition of maintenance categories

Category	Definition
M0	Action is significant improvements to maintenance programme
M1	Action is minor improvements to maintenance programme
M2	Action is no improvements to maintenance programme

Table 4.3: Definition of drainage categories

Category	Definition
D0	Action is pipe drainage system is needed on pitch
D1	Action is pipe drainage is needed on pitch
D2	Action is slit drainage is needed on pitch
D3	No action is needed on pitch drainage

Table 4.4: Quality ratings based on maintenance and drainage scores

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	Poor	Poor	Standard
	Natural Adequate (D1)	Poor	Standard	Good
	Pipe Drained (D2)	Standard	Standard	Good
	Pipe and Slit Drained (D3)	Standard	Good	Good

174. The figures are based upon a pipe drained system at 5m centres that has been installed in the last eight years and a slit drained system at 1m centres that has been installed in the last five years.

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175. Of the community available pitches in Wyre Forest nine are assessed as poor quality and five are assessed as standard quality. No pitches are assessed as good quality, nor are any pitches considered to have a formal drainage system installed. In total, 8 pitches are deemed to have a standard level of maintenance (M1), these are mostly at sites used by community clubs, including Kidderminster Carolians Rugby Club and Stourport Rugby Football Club.

Table 4.5: Quality of pitches available for community use

Senior pitches			Junior pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
-	4	5	-	-	1	-	1	3

176. The table overleaf shows the quality ratings for each of the pitches in Wyre Forest based on a combination of non-technical site assessment scores as well as user ratings.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 4.6: Site quality ratings

Site ID	Site name	Analysis area	Community use?	Security of tenure	Pitch type	Non technical assessment score ¹⁵	Quality rating	Floodlit?
4	Baxter Business and Enterprise College	Kidderminster	No	Unsecure	Senior	M1 / D1	Standard	No
6	Bewdley Leisure Centre	Bewdley	Yes-unused	Secure	Senior	M1 / D1	Standard	No
13	Chaddesley Corbett Sports Ground	Rural East	Yes	Secure	Senior	M0 / D1	Poor	No
					Junior	M0 / D0	Poor	Yes ¹⁶
19	Franch Primary School	Kidderminster	Yes-unused	Unsecure	Mini	M0 / D1	Poor	No
					Mini	M0 / D1	Poor	No
22	Kidderminster Carolians RFC	Kidderminster	Yes	Secure	Mini	M1 / D1	Standard	No
					Senior	M1 / D1	Standard	Yes
					Senior	M1 / D1	Standard	No
					Senior	M1 / D1	Standard	No
34	Stourport Rugby Football Club	Stourport	Yes	Secure	Senior	M1 / D0	Poor	No
					Senior	M1 / D0	Poor	Yes
					Senior	M1 / D0	Poor	No
43	Wolverley CE Secondary School	Rural East	Yes-unused	Unsecure	Senior	M0 / D1	Poor	No
49	St Catherine's Primary School	Kidderminster	Yes	Unsecure	Mini	M0 / D1	Poor	No

¹⁵ Where no information was supplied regarding maintenance M0 was appointed.

¹⁶ Pitch is partially floodlight along one touchline.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

177. Poor quality pitches are found at the following sites:

- ◀ Chaddesley Corbett Sports Ground
- ◀ Franche Primary School
- ◀ Stourport Rugby Football Club
- ◀ Wolverley CE Secondary School
- ◀ Bewdley School and Sixth Form Centre
- ◀ St Catherine's Primary School

178. All of the above are assessed as poor quality due to either drainage issues or poor maintenance.

179. Two of the three community club rugby sites have poor pitches, with only Kidderminster Carolians RFC having standard quality pitches. The pitches at Stourport Rugby Football Club have a poor level of drainage and are located on a floodplain. On the same site there are plans for a third cricket square to be created, which will then mean the installation of pipe drainage for the rugby union pitches; improving pitch quality and capacity.

Ancillary facilities

180. Rugby union in Wyre Forest is largely club driven at club owned or managed sites, all of which have access to changing facilities. The ancillary facilities at Stourport RFC received funding as part of the World Cup legacy, allowing the Club to improve the bar and kitchen areas. The toilets in the clubhouse serve both spectators and players, whilst the four changing rooms on site are poor quality and require significant modernisation. As the site is a multi-sport site, with cricket and rugby union clubs sharing the one clubhouse; from April to the end of September the ancillary facilities are used solely by the Cricket Club. This means that the Stourport RFC have to play matches away from home at the start and end of the season as there are not enough changing rooms to serve both sports simultaneously.

181. Chaddesley Corbett RFC reports that the Club received a grant from Sport England several years ago that allowed the Club to make refurbishments to the existing clubhouse facility. Repairs were made to the roof, walls and electrical wiring. It was acknowledged that the changing facilities on site require significant improvement, including the shower and toilet facilities. It is felt that the current quality of the ancillary facilities is not preventing the Club from developing; however, it is acknowledged that should improvements be made, it could result in attracting players to the Club.

182. Kidderminster Carolians RFC did not report any issues concerning its ancillary facilities, rating them as good quality and adequately serving all of the current pitches.

Security of tenure

183. There are no reported issues with security of tenure. All community clubs are secure at respective sites. Stourport RFC, lease the land as part of Stourport Sports Association along with Stourport Swifts and Stourport CC. The lease was signed in 1976 for 100 years and has 59 years remaining.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

184. Kidderminster Carolians RFC also leases its home venue. The lease, from the Council, has 86 years remaining and includes the pitches, clubhouse and floodlights. The Club also utilise a mini pitch at St Catherine's Primary School for the under 7s age group. There is no formal usage agreement in place but the School do use the site during the week for netball (marked on the car park). The Council and Kidderminster Carolians RFC are in discussions regarding a 50 year lease agreement for White Wickets Sports Fields.
185. Chaddesley Corbett RFC lease the site, as part of an overarching Chaddesley Corbett Sports Club incorporating cricket, rugby union and football clubs, from the local educational authority. The lease is long term and tenure is considered secure.

4.3: Demand

186. Demand for rugby pitches in Wyre Forest tends to fall within the categories of organised competitive play and organised training.

Competitive play

187. Three rugby union clubs play within Wyre Forest. Clubs vary in size; Kidderminster Carolians RFC consists of three senior teams six junior and six mini teams, where as Stourport RFC has two senior, one junior and three mini teams.
188. In total there are seven senior men's, seven junior boys' and 14 (mixed) mini teams across the clubs, as broken down overleaf. There are no women's or girls' rugby teams in Wyre Forest.

Table 4.7: Summary of demand

Club	Analysis area	No. of rugby union teams				
		Men's	Women's	Boys'	Girls'	Mini
Chaddesley Corbett RFC	Rural East	2	-	-	-	5
Kidderminster Carolians RFC	Kidderminster	3	-	6	-	6
Stourport RFC	Stourport	2	-	1	-	3
Total		7	-	7	-	14

Training demand

189. Throughout the country, many rugby teams train at their home ground on match pitches. As a result, usage is concentrated which reduces the capacity for match play on these pitches and means they are more likely to be overplayed. A key factor in determining the extent of training on match pitches is the presence of floodlighting.
190. In Wyre Forest, Kidderminster Carolians RFC accesses the one floodlit pitch at its home ground for four match equivalent sessions per week for training purposes. The senior teams and Under 19s train twice a week, on Tuesday and Thursday evenings, whilst the remaining mini and junior teams all train on Wednesday evening at the Club's home venue.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

191. Stourport RFC has training demand equating to two match equivalent sessions per week, with the two senior teams and Under 16s training twice per week on the one floodlit pitch. The two mini teams of the Club do not have any training demand during the week.
192. Chaddesley Corbett RFC has a partially floodlit junior sized pitch which also accommodates all of the senior training demand. The Club also has portable floodlighting which is placed on the opposite side of the pitch to enable total use of the pitch for one match equivalent session per week.

3G pitches

193. The alternative to training on grass pitches is the use of 3G pitches. World Rugby produced the 'Performance Specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union.
194. A World Rugby compliant pitch also enables the transfer of match demand from grass pitches onto 3G pitches, which alleviates overplay of grass pitches and as a result protects quality. The RFU investment strategy into AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites.
195. At present there are no World Rugby compliant pitches available within Wyre Forest. There are 3G pitches in the study area which could accommodate training use provided they had spare capacity, however, this training use should only be non-contact activity, as without World Rugby compliance certification no contact rugby union can take place on any of the surfaces.
196. Nationally clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost.
197. It is the intention of the RFU investment strategy into AGPs to invest in communities across the country where grass rugby pitches in the local community are over capacity and where the installation of an AGP would support the growth of the game at the host site and for the local rugby partnership, including local rugby clubs and other organisations within the Local Authority. The RFU is keen to work with partners such as the Council and the FA to look at sites of mutual interest for future AGP provision.

Future demand

198. Future demand can be defined in two ways, through participation increases and using population forecasts.

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Population increases

199. Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (2034). It is predicted that future population increases will be accommodated within existing playing squads, with no additional teams to be created. This does not, however, take into consideration contextual events such as World Cup or RFU initiatives, which may further increase interest in participation and subsequent demand for pitches.

Table 4.8: Team generation rates (2034)

Age group	Current population within age group	Current no. of teams	Team Generation Rate ¹⁷	Future population within age group (2034)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	14,665	7	1:2095	14,423	6.9	0
Senior Womens (19-45)	14,794	0	0	13,846	0.0	0
Junior Boys (13-18)	3,261	7	1:466	3,455	7.4	0
Junior Girls (13-18)	3,040	0	0	3,166	0.0	0
Mini rugby mixed (7-12)	6,183	14	1:442	6,528	14.8	0

Participation increases

200. No clubs in the Wyre Forest area report any unmet demand which they expect to accommodate in the future. Stourport RFC disclosed that the current number of junior teams has decreased in the last four years.
201. Chaddesley Corbett RFC noted that the senior men's second team is newly established this season, whilst, there has been an increase of mini teams each season with a new under sevens' team established each season. Kidderminster Carolians RFC noted that new mini teams are created each season, compensating for the loss of a junior team which has become part of the senior section. This has resulted in the net number of mini and junior teams remaining the same.
202. Clubs did not disclose ambitions for future teams other than new mini teams being introduced each year to reinforce existing mini and junior sections. The clubs have set participation targets which would have been created in conjunction with the RFU.
203. Chaddesley Corbett RFC is to reaffirm the second senior men's team that was established this season and continue to add one mini team each season. There is an acceptance within the Club that once mini players reach junior age it is likely that players will move to larger local clubs, thus inhibiting junior growth within the Club.
204. Stourport RFC has been provided targets to add a new mini team each season, cementing the continuation present within the Club, until the mini and junior sections are full.

¹⁷ Please note TGR figures are rounded to the nearest whole number.

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205. Kidderminster Carolians RFC has been set a target to establish a girls section within the Club, building on the All Schools programme being run locally. The Club previously had a senior women's team and aspires to eventually re-establish this team from a junior girls' section.

School rugby

206. Within Wyre Forest the RFU is running the All Schools programme in three secondary schools. King Charles I School & Sixth Form Centre, Baxter College and Wolverley CE Secondary School are all in the second year of the four year programme. All of the schools are linked to Kidderminster Carolians RFC which reported some benefit of the programme, particularly with the recent establishment of a training group of under 13s girls.
207. Stourport High School is currently involved with some of the activity that the aforementioned schools participate in, without receiving the same direct support from the RFU. It is hoped that a similar arrangement will be agreed for the 2017/18 season with Bewdley High School meaning that, in total, five secondary schools, in the Wyre Forest area, will be taking part in consistent rugby union activity with some support from the RFU. Stourport High School has links to Stourport RFC with the Club reporting benefits of this link evidenced in the strength of the Club's oldest junior team.
208. All three clubs in Wyre Forest have links with local primary schools, hosting tournaments at club sites. Each club hopes to benefit from these links by continuing to create new mini teams each season, recognising that incorporating players at younger ages can help strengthen other sections of the clubs.

The peak period

209. In order to fully establish actual spare capacity the peak period needs to be established for all types of rugby. For senior teams, it is considered to be Saturday PM as all senior teams play at this time. Peak time for junior and mini rugby in Wyre Forest is Sunday AM.

4.4: Capacity analysis

210. The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing rugby. In extreme circumstances it can result in the inability of a pitch to cater for all or certain types of play during peak and off peak times. To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:
- ✦ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
 - ✦ Use of school pitches by schools has been included in the Match equivalent sessions column, usually with one match equivalent session per pitch added.
 - ✦ All competitive play is on senior sized pitches (except for where mini pitches are provided).
 - ✦ From U13 upwards, teams play 15 v15 and use a full pitch.
 - ✦ Mini teams (U6-U12) may play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.

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- ✦ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ✦ For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.
- ✦ Senior rugby generally takes place on Saturday afternoons.
- ✦ Junior rugby generally takes place on Sunday mornings.
- ✦ Mini rugby generally takes place on Sunday mornings.
- ✦ Training that takes place on club pitches is reflected by the addition of match equivalent sessions.
- ✦ Match equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

211. As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate:

Table 4.9: Pitch capacity (matches per week) based on quality assessments

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate or Pipe Drained (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

212. Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and consultation. This guide, however, is only a very general measure of potential pitch capacity. It does not account for specific circumstances at time of use and it assumes average rainfall and an appropriate end of season rest and renovation programme.

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Table 4.10: Rugby union provision within Wyre Forest

Site ID	Site name	Analysis area	Community use?	Pitch type	Quality rating	Floodlit?	Match equivalent sessions (per week)	Pitch capacity (sessions per week)	Capacity rating	Comments
4	Baxter Business and Enterprise College	Kidderminster	No	Senior	Standard	No	1	2	-1	A standard quality senior pitch which has one match equivalent session of capacity. The pitch is subject to curriculum use but is not available for use by the community.
6	Bewdley Leisure Centre	Bewdley	Yes-unused	Senior	Standard	No	0	2	-2	An unused standard quality senior pitch which has 2 match equivalent sessions of spare capacity.
13	Chaddesley Corbett Sports Ground	Rural East	Yes	Senior	Poor	No	1	1.5	-0.5	A poor quality senior pitch which as 0.5 match equivalent sessions of potential spare capacity.
				Junior	Poor	Yes	1.5	0.5	1	A poor quality junior pitch which is overplayed by one match equivalent session.
19	Franche Primary School	Kidderminster	Yes-unused	Mini	Poor	No	1	1.5	-0.5	A poor quality mini pitch which has 0.5 match equivalent sessions of spare capacity. The pitch is subject to curriculum use and is available for community use but is currently unused.
				Mini	Poor	No	1	1.5	-0.5	A poor quality mini pitch which has 0.5 match equivalent sessions of spare capacity. The pitch is subject to curriculum use and is available for community use but is currently unused.
22	Kidderminster Carolians RFC	Kidderminster	Yes	Mini	Standard	No	2.5	2	0.5	A standard quality mini pitch which is overplayed by 0.5 match equivalent sessions.
				Senior	Standard	Yes	5	2	3	A standard quality senior pitch which is overplayed by two match equivalent sessions and subject to all midweek training demand from Kidderminster Carolians RFC.
				Senior	Standard	No	2	2	-	A senior pitch of standard quality which is at capacity.
				Senior	Standard	No	1.5	2	-0.5	A standard quality senior pitch with 0.5 match equivalent sessions of spare capacity.
34	Stourport Rugby Football Club	Stourport	Yes	Senior	Poor	No	1	1.5	-0.5	A poor quality senior pitch which has 0.5 match equivalent sessions of potential spare capacity.
				Senior	Poor	Yes	2	1.5	0.5	A poor quality senior pitch which is overplayed by 0.5 match equivalent sessions.
				Senior	Poor	No	1.25	1.5	-0.25	A poor quality senior pitch which has 0.25 match equivalent sessions of potential spare capacity.
43	Wolverley CE Secondary School	Rural East	Yes-unused	Senior	Poor	No	1	1.5	-0.5	A poor quality senior pitch which has 0.5 match equivalent sessions of spare capacity. The pitch is subject to curriculum use and is available for community use but is currently unused.
49	St Catherine's Primary School	Kidderminster	Yes	Mini	Poor	No	1.5	1.5	-	A poor quality mini pitch which is at capacity. The pitch is subject to curriculum use in addition to community use by Kidderminster Carolians RFC.

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4.5: Supply and demand analysis

Spare capacity

213. The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.
214. Where the spare capacity is minimal, it should be retained in order to protect quality and therefore no actual spare capacity currently exists. At educational sites where minimal capacity exists, it should be retained to protect the quality for educational use. It should be considered that some pitches that display potential spare capacity have been discounted due to the poor quality of the pitches. If the drainage system or maintenance programmes of these pitches were improved then pitch capacity would increase, creating additional actual spare capacity.

Club sites

215. Of the club sites with spare capacity, Chaddesley Corbett Sports Ground does not have any actual spare capacity at peak time for senior matches or mini and junior matches. One pitch is overplayed by one match equivalent sessions, therefore if additional teams were created then further pitches would be required on site or another site would need to be utilised.
216. Stourport Rugby Football Club currently has 0.75 match equivalent sessions of spare capacity across three poor quality senior pitches. Although actual spare capacity equating to two match equivalent sessions is available at peak times for both senior matches and mini and junior matches this should be discounted to protect the pitch integrity. Therefore no actual spare capacity exists at this site; if additional teams were created then pitches would become either played to capacity or overplayed.
217. Kidderminster Carolians RFC currently has one senior pitch, of standard quality, with 0.5 match equivalent sessions of spare capacity. For senior peak time 0.5 match equivalent sessions of actual spare capacity exists, as is the case at min and junior peak time. This means that the Club's growth would not negatively affect pitch quality, provided pitch capacity is not exceeded. However, with the prospective use of a pitch at White Wickets the Club should be able to continue to grow without adversely affecting pitch quality.

Overplay

218. Four pitches are overplayed in Wyre Forest; three senior and one mini; accumulating to five match equivalent sessions. The floodlit pitches at all club sites are overplayed, mainly as a result of accommodating Clubs' training demand. However, it should be noted that the mini pitch at Kidderminster Carolians RFC is also overplayed by 0.5 match equivalent sessions.

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4.6: Conclusions

219. Although there is potential spare capacity on some of the school sites this is minimal and often on pitches that are poor quality and already used by the school. Priority should therefore be placed on protecting and improving the existing stock of pitches at club sites, as well as alleviating overplay at club sites.
220. As clubs are generally reluctant to hire secondary venues, it is not as simple as to transfer play away from club home venues to a site with actual spare capacity. Instead, shortfalls should be reduced first and foremost through improving pitch quality at the site.
221. Alternatively, or additionally, one of the main reasons for overplay is training on match pitches. A practical way to alleviate this would be to install additional floodlighting. By having more floodlit pitches, training demand can be spread across more pitches (or on separate land), therefore resulting in less confined overuse. If additional, permanent floodlighting cannot be provided, another alternative would be to supply portable floodlights, which would allow the Clubs to rotate training across different areas. Finally, if training could be moved off site this would alleviate overplay.
222. Improving pitch quality, particularly by improving drainage could also alleviate some of the overplay. This will be considered further within the strategy.

Rugby union summary

- ◀ Within Wyre Forest there are nine sites containing 11 senior and four mini rugby union pitches. Of these, ten senior and all mini pitches are available for community use.
- ◀ Of the pitches available to the community four are assessed as standard quality and ten are assessed as poor quality.
- ◀ Three rugby union clubs play within Wyre Forest, consisting of seven senior men's, seven junior boys' and 14 (mixed) mini teams.
- ◀ Kidderminster Carolians RFC accesses its floodlit for at least four match equivalent sessions per week for training purposes, whilst Stourport RFC access a floodlit pitch and Chaddesley Corbett RFC access a partially floodlit pitch; both for one match equivalent session per week for training purposes.
- ◀ It is predicted that future population increases (2034) will not generate additional teams. Participation increases will be absorbed in to existing teams.
- ◀ All clubs, in conjunction with the RFU, have set participation targets. In addition to these all three clubs want to create an additional mini team at the youngest age group each season. Kidderminster Carolians RFC also hope to establish a junior girls' section.
- ◀ Four pitches are overplayed in Wyre Forest, three senior size and one mini, amounting to five match equivalent sessions.
- ◀ Although there is limited current community use on most education sites the unsecure nature of these pitches mean that they cannot be relied upon to provide sufficient capacity.
- ◀ Priority should therefore be placed on protecting and improving the existing stock of club pitches, as well as alleviating overplay to help accommodate future demand expressed by the clubs.
- ◀ Given the poor quality of many of the pitches in Wyre Forest emphasis should be placed on improving both maintenance and drainage systems of pitches, particularly those servicing community club use. Installing additional floodlighting across all community club sites should also be considered to allow increased dispersion of training demand and the option for evening fixtures.

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PART 5: CRICKET

5.1: Introduction

223. Worcestershire Cricket Board (WCB) is the main governing and representative body for cricket within the District. Its aim is to promote the game at all levels through partnerships with professional and recreational cricketing clubs, and other appropriate agencies.
224. WCB is currently working with the England & Wales Cricket Board (ECB) on delivering its new five year plan, Cricket Unleashed. Its success will be measured by the number of people who support, play and follow the whole game, and is based upon five key areas (More play, great teams, inspired fans, good governance and social responsibility and strong finance and operations).
225. Senior cricket is typically played on Saturday afternoons, however; there is some play both on Sunday afternoons and midweek when teams typically play in short format competitions. There are also a number of local cricket leagues across Wyre Forest which service teams in the area. Some of the main senior leagues include:
- ◀ Birmingham & District Premier Cricket League (BDPCL)
 - ◀ Wilden Industrial Estates Cricket League (WIECL)
 - ◀ Worcestershire County Cricket League (WCCL)
 - ◀ Worcestershire Sunday Border League (WSBL)
 - ◀ Worcestershire Sunday Club League (WSCL)
226. The youth league structure in Wyre Forest tends to be club based matches which are played midweek or on Sunday mornings dependant on age group. There is usually no conflict with access to squares and any midweek matches are usually played on different nights, whilst Sunday morning matches are played before senior matches in the afternoon. The main leagues for junior cricket are Worcestershire Cricket Board Junior and Youth Club Competitions.

Consultation

227. Consultation was carried out with clubs playing in Wyre Forest being sent an online survey to complete. Based on the contact information supplied by WCB and Wilden Industrial Estates Cricket League organisers, consultation currently represents an 81% club response rate (13 out of 16). The following clubs completed a survey:
- | | |
|---------------------------|---------------------|
| ◀ Areley Kings Players CC | ◀ Pack Horse Inn CC |
| ◀ Arley CC | ◀ Stagborough CC |
| ◀ Bewdley CC | ◀ Stone CC |
| ◀ Chaddesley Corbett CC | ◀ Stourport CC |
| ◀ Cookley CC | ◀ West Hagley CC |
| ◀ Hare & Hounds CC | ◀ Wilden Village CC |
| ◀ Kidderminster CC | |

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5.2: Supply

228. In total there are 11 fine turf cricket squares in Wyre Forest including multiple fine turf squares at Chaddesley Corbett Sports Ground, Chester Road Cricket Ground and Stourport-on-Severn Cricket Club. All fine turf cricket squares are available for community use. There are no fine turf squares at school sites. Six fine turf squares are also supplemented with non-turf pitches laid alongside them.

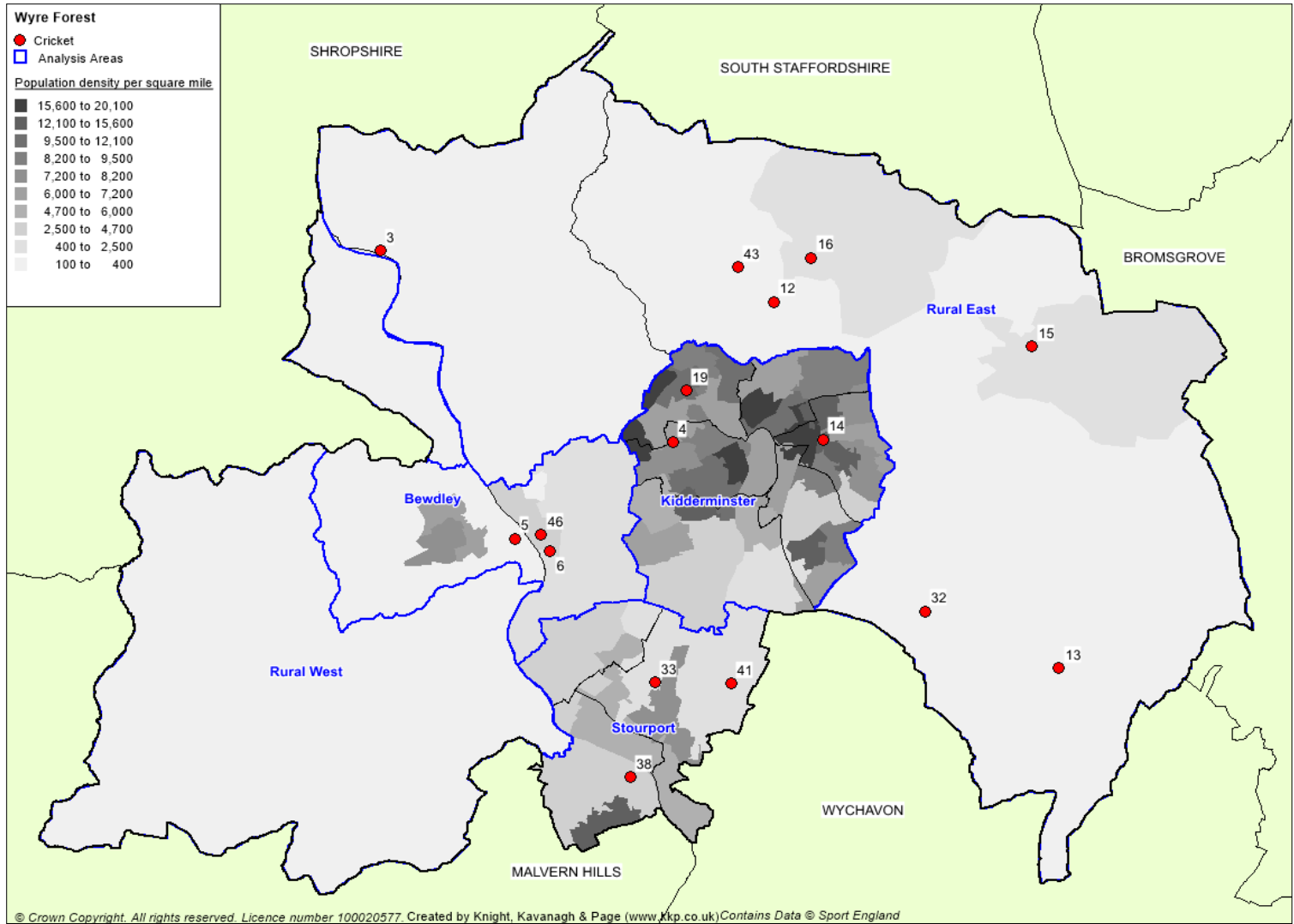
Table 5.1: Summary of grass cricket pitches in Wyre Forest

Analysis area	No. of available pitches	No. of unavailable pitches	Total
Bewdley	1	-	1
Kidderminster	2	-	2
Rural East	6	-	6
Rural West	-	-	-
Stourport	2	-	2
Total	11	-	11

229. There are 11 fine turf cricket squares in Wyre Forest which are all available for community use in some capacity. The Rural East Analysis Area has the majority of pitches (55%) whilst the Rural West Analysis Area has no fine turf cricket squares.

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Figure 5.1: Location of cricket pitches in Wyre Forest



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Quality

230. Pitch quality ratings determined by non-technical quality assessments and user feedback found two fine turf squares (18%) to be of good quality and nine (82%) to be of standard quality. No fine turf pitches were deemed to be of poor quality. For each site rating, please refer to Table 3.5.
231. The outfield at Chester Road Cricket Ground is also used for football during the cricket off-season, which contributes to an uneven outfield. Kidderminster CC also report, of the site, that the pitch is standard quality with poor grass coverage which is as a result of a lack of adequate preparation of the square. Stone CC believe that the pitch at the Club's home venue is of standard quality despite the outfield being uneven. It is not felt that this impacts on the overall quality of the playing surface.
232. Bewdley, Cookley and Stourport cricket clubs all report no issues regarding pitch quality. Bewdley CC rate the pitch as good quality; however, it was mentioned that as a result of overplay the pitch is gradually becoming slower and lower, which could in the future impact on the pitch quality.
233. Club consultation suggests that access to proper and suitable preparation and remedial equipment is generally not a concern amongst clubs in Wyre Forest.
234. Maintaining a high quality square is one of the most important aspects of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and squares, the ECB recommends a Performance Quality Standard Assessment (PQS). The PQS looks at a cricket square to ascertain whether the square meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. The report identifies surface issues and suggests options for remediation together with likely costs.

Future supply

235. Bewdley CC has been searching for an appropriate second venue from which it can build capacity for future growth. The Club hopes that once a venue is located and a pitch is established to an appropriate standard then any overplay that currently exists at its home venue will be relocated to the new venue, along with some junior play, creating future capacity on both pitches.
236. Stourport CC recently obtained matched funding from Sport England to establish a new eight wicket fine turf square between existing rugby union pitches. The Club reports that the commencement of the project will be in Spring 2017. It suggests that the establishment of a new square will help alleviate play on existing pitches whilst also enabling it to build future capacity.

Non-turf pitches (NTPs)

237. There are 17 non-turf pitches (NTPs) located across 13 sites, of which, five are at school sites. In total there are 13 NTPs available for community use in some capacity, with the two unavailable NTPs both located at school sites.

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238. Wilden Village CC reports that the outfield of the pitch at Wilden Top (a non turf pitch) suffers from a significant amount of unofficial use, dog fouling, litter and damage to the surface. Similar issues are reported by Chaddesley Corbett CC with dog fouling and unofficial use contributing to damage of both the outfield and the square. The Club reports that although the pitch is of standard quality, the outfield can be uneven at the start of the season due to winter use for youth and mini football.
239. An NTP is considered able to take 60 matches per season although this may include training sessions where on occasions mobile nets may be used as a practice facility. Six NTPs are situated on fine turf squares, five at club sites therefore access and use is generally limited by midweek match play where accompanying fine turf squares.
240. ECB TS6 Guidance: Performance Standards for Cricket Pitches Intended for Outdoor Use sets requirements for NTPs to be used for matches and practice areas, though there are currently no standards for outfields. The ECB highlights that NTPs which follow this guidance are suitable for high level play.
241. The ECB Get the Game On campaign is focused on increasing participation and reducing the number of matches cancelled in order to keep people interested and playing. During the campaign's inaugural year in 2015 there were 6% more games played nationally with 5% less matches cancelled. Use of NTPs for league cricket may present a way forward to fulfilling more fixtures and use of NTPs for league cricket may increase in future.
242. Play on NTPs is not preferred in Wyre Forest for senior club cricket and with only Bewdley CC men's Wilden League teams using one for match play at Bewdley Cricket Ground. Given the current supply and limited use, Wyre Forest is well served for NTPs at present and in view of future demand. Senior club match play at weekends is generally not permitted to take place on NTPs but they may be used for junior matches or matches in senior short format competitions. Some junior teams at Bewdley CC and Stourport CC utilise NTPs that are in place at respective home venues.

Table 5.2: Summary of NTPs in Wyre Forest

Site ID	Site	Analysis area	No. of NTPs	Quality	Position
4	Baxter Business and Enterprise College	Kidderminster	1	Standard	Standalone
5	Bewdley Cricket Ground	Bewdley	1	Standard	Square
6	Bewdley Leisure Centre	Bewdley	1	Poor	Standalone
12	Brown Westhead	Rural East	3	Standard	Standalone
13	Chaddesley Corbett Sports Ground	Rural East	1	Standard	Square
14	Chester Road Cricket Ground	Kidderminster	1	Good	Standalone
			1	Standard	Square
15	Churchill & Blakedown Sports Centre	Rural East	1	Standard	Square
16	Cookley Playing Fields	Rural East	1	Standard	Square
19	Franche Primary School	Kidderminster	1	Standard	Standalone
33	Stourport High School	Stourport	1	Standard	Standalone
38	Stourport-On-Severn Cricket Club	Stourport	1	Standard	Square
41	Wilden Top	Stourport	1	Standard	Standalone

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Site ID	Site	Analysis area	No. of NTPs	Quality	Position
43	Wolverley CE Secondary School	Rural East	1	Standard	Standalone
46	Bewdley School and Sixth Form Centre	Bewdley	1	Standard	Standalone

Last man stands (LMS)

243. Last Man Stands (LMS) is a short format of cricket operated on a franchise basis but affiliated to the ECB, where matches are typically played midweek on NTPs. There are currently no LMS leagues covering the Wyre Forest area, with the closest prospective venues for the format located in Birmingham and Worcester respectively.

Ancillary facilities

244. Quality and access to required match day and preparatory facilities varies between clubs in Wyre Forest. The extent of ancillary facilities required also differs between times of play; for example, senior teams playing at weekends typically need to access clubhouse and kitchen facilities to provide teas, whereas for junior and senior matches played midweek this is often not required and more emphasis is on access to suitable changing facilities.
245. Ancillary facilities at Arley Sports & Social Club, Bewdley Cricket Ground, Chaddesley Corbett Sports Ground and Cookley Playing Fields are all deemed to be of good quality by the clubs that use the respective sites. Kidderminster CC report that the existing ancillary facilities at Chester Road Cricket Ground are of poor quality and require modernising in order to help the Club continue to develop and to adequately cope with existing and future membership.
246. Stone CC also report poor ancillary facilities, however, rather than just modernisation of existing facilities, it reports that the clubhouse should be rebuilt if it is to adequately support the Club's progression.
247. Wilden Village CC report that although the current ancillary facilities are of a standard quality, it was noted that only two changing rooms exist with no officials' room and that there have been recent attempted break ins to the facility.
248. Stourport CC report that the existing ancillary facilities are of standard quality, however, it is recognised that once a new, third, fine turf pitch is established at the site then the existing number of changing rooms will be unable to cope with potential pitch usage. The Club currently has four changing rooms within the clubhouse and are concerned that once the third pitch is established then any teams playing on this pitch will not have a changing room to use. It hopes to address this issue once the new pitch has been created.

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Security of tenure

249. Four cricket clubs in Wyre Forest are considered to have secured use through either ownership or long term leasehold of the site. Wilden Village CC, Bewdley CC and Kidderminster CC are the only clubs that own home venues and can therefore be considered secure. Stourport CC leases the site from Stourport Sports Association, which is a conglomeration of Stourport CC, Stourport RUFC and Stourport Swifts FC, with the Sports Association leasing the site from the District Council, with 60 years remaining on the lease.
250. Four clubs also lease home venues, however, due to the short amount of time remaining on them, they cannot be considered secure. Those clubs should consider plans to extend leases where possible. Stone CC (5 years), Chaddesley Corbett CC (14 years), Cookley CC (unsure) and Arley CC (5 years) are the respective clubs with unsecure leases.
251. Clubs that rent home venues in the District do so on a match-by-match basis, usually from clubs that own home venues. Four clubs that play in the Wilden Industrial Estate League rent home venues on this basis and therefore their tenure cannot be considered secure, despite recognition that the pitches will continue to be in existence.

3.3: Demand

252. Demand at cricket clubs in Wyre Forest varies, with some having as many as seven senior teams with several junior age groups whilst others have just one senior team. Please note that the assessment includes demand recorded from the 16 clubs which are affiliated to WCB or play in the Wilden League.

Table 5.3: Summary of team demand in Wyre Forest

Age group	Male	Female	Total
Senior	38	1	39
Junior	26	-	26
Total	64	1	65

253. There are 39 senior teams and 26 junior teams playing competitive cricket matches in Wyre Forest as shown above, totalling 65 affiliated cricket teams playing within the District.
254. Women's and girl's cricket is a national priority and there is a target to establish two girls' and one women's team in every local authority over the next five years. 8-10% of the Whole Sport Plan funding is focused around women and girls and talent ID. Stourport CC is the sole provider of women's cricket in Wyre Forest, providing one women's teams; with no exclusive girls' teams being provided in the Area. It may be that although no girls' teams exist at present, there may still be girls participating in the junior teams recorded as regularly competing.
255. All clubs that report having just one senior men's team, compete in the Wilden Industrial Estates Cricket League. Bewdley CC has the largest number of teams with a total of 14, nine, of which, are junior teams. Both Stourport CC and Kidderminster CC have thirteen teams respectively.

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Leagues

256. The majority of senior men's club teams in Wyre Forest play within the Wilden Industrial Estates League (15) and the Worcestershire County Cricket Leagues (15). The Wilden League takes place midweek whilst the Worcestershire County Cricket League takes place on Saturday afternoon.
257. Teams that play within the Wilden Industrial Estates League generally rent home venues from other cricket clubs' on a seasonal basis. This can be beneficial to both the hosting club and the renting team, providing competitive midweek usage of club sites, without the added costs of maintaining a permanent home venue. It also allows the renting teams greater flexibility in terms of where it wishes to be based for the season and can be adjusted dependent on the areas from which team members come from.
258. A number of teams do not play in organised leagues, preferring to play friendly matches against similar standard players or guest teams. It should also be noted that the sole women's team in the District does not compete in an organised league.

Future demand

259. Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

Table 5.4: Team generation rates (2034)

Age group	Current population within age group	Current no. of teams	Team generation rate	Future population within age group (2034)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (18-55)	22,528	38	1:593	21,232	36	0
Senior Womens (18-55)	22,686	1	1:22,686	20,527	1	0
Junior Boys (7-17)	5,994	26	1:231	6,291	27	1
Junior Girls (7-17)	5,539	0	0	5,775	0	0

260. Team generation rates based on future population, in each analysis area, indicate likelihood that no new teams will be created. The TGRs indicate that any increase in participation will be accommodated within existing teams, not resulting in an increased demand for match sessions.
261. It is important to note that TGRs are based on population figures and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools as part of the Chance 2 Shine or All Stars Cricket programmes.
262. Further to this, some clubs in the District have plans relating to increasing participation. For example, Bewdley CC report plans to increase the number of senior men's team by one, creating a sixth senior men's team. The Club also plans to create a senior women's team and two additional junior teams which will all play at the current home venue.

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263. Stourport CC and Cookley CC both report ambitions to create one additional senior men's team each and one new junior team. Both clubs suggest that any new teams would be accommodated at respective home venues.
264. Senior men's teams in Wyre Forest competing at peak time (Saturday PM) currently play an average of 11 home matches each season, so assuming that new teams participate at peak time this increase equates to a requirement for approximately 33 additional adult match sessions per season to accommodate three new teams. Senior women's teams currently play on average two home games per season at peak time (Sunday PM) with the future club demand suggesting the additional two match sessions to be accommodated. Junior boys' teams play an average of five home matches per season, representing a further requirement for approximately 20 junior match sessions per season to accommodate proposed new teams.

Displaced demand

265. Displaced or exported demand refers to Wyre Forest based teams that are currently accessing pitches outside of the District for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. In the same manner, it also refers to demand imported from other local authorities into the District based on the same reasoning.
266. Bewdley CC has a senior men's team which is currently displaced outside of the District. The Club's 3rd team utilises a pitch at Moffat's Preparatory School which falls within Shropshire. During consultation, it did report that the preferred location for the team would be at Bewdley Cricket Ground; however, the site does not have the required number of pitches to accommodate the additional team. No other clubs report teams which are displaced from the District.

Unmet demand

267. Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list. No clubs report unmet demand existing in the area.

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5.4: Capacity analysis

268. Capacity analysis for cricket is measured on a seasonal rather than weekly basis. This is due to playability (i.e. only one match is generally played per square per day at weekends or weekday evening). Wickets are rotated throughout the season to reduce wear and allow repair. Therefore, it is more accurate to assess capacity seasonally rather than weekly. The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section presents the current square stock available for cricket and illustrates the number of competitive matches per season per square.
269. To help calculate square capacity, the ECB suggests that a good quality fine turf wicket should be able to take five matches per season per grass wicket (adults). This information is used to allocate capacity ratings as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

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Table 5.5: Fine turf cricket square capacity (sites with recorded community)

Site ID	Site name	Analysis area	Secured/unsecured	Available for community use?	Teams/groups accommodated	Quality rating ¹⁸	No. of pitches	No. of fine turf wickets	Actual play (sessions per season)	Capacity (sessions per season)	Capacity rating (sessions per season)
3	Arley Sports & Social Club	Rural East	Secured	Yes	Arley CC	Standard	1	6	12	30	-18
5	Bewdley Cricket Ground	Bewdley	Secured	Yes	Bewdley CC	Standard	1	12	64	60	4
13	Chaddesley Corbett Sports Ground	Rural East	Secured	Yes	Chaddesley Corbett CC	Standard	1	12	60	95	-35
					Waterfront CC	Standard	1	7			
					West Hagley CC						
14	Chester Road Cricket Ground	Kidderminster	Secured	Yes	Areley Kings Players	Good	1	14	125	175	-50
					Kidderminster CC	Standard	1	9			
					Pack Horse Inn FC						
15	Churchill & Blakedown Sports Centre	Rural East	Secured	Yes	Gas CC	Standard	1	7	5	35	-30
16	Cookley Playing Fields	Rural East	Secured	Yes	Cookley CC	Standard	1	12	30	60	-30
32	Stone Cricket Club	Rural East	Secured	Yes	Hare & Hounds CC	Standard	1	10	33	50	-17
					Stone CC						
38	Stourport-On-Severn Cricket Club	Stourport	Secured	Yes	Stagborough CC	Good	1	8	60	60	-
					Stourport CC	Standard	1	4			

¹⁸ As derived from the non technical site assessments

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5.5: Supply and demand analysis

Spare capacity

270. The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual spare capacity' by which it is available at peak time. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site.
271. In order to fully establish actual spare capacity, the peak period needs to be established. An analysis of match play identifies that peak time demand for fine turf squares for senior cricket is Saturday afternoon (17 teams), though there is also demand for midweek cricket (15 teams), with minimal Sunday afternoon play for senior teams (six teams). Not all of the midweek demand for senior cricket utilises natural grass pitches, with two teams reporting the use of NTPs for midweek play.
272. Those sites which display potential capacity but are without colour have been excluded from the capacity analysis on the basis that they do not exhibit enough spare capacity to accommodate another senior club team, based on an average of 11 home matches per team each season.
273. Of those sites with existing community use, six show as having potential spare capacity on senior grass squares in Wyre Forest, totalling 180 match sessions per season.

Table 5.6: Actual square capacity on fine turf cricket squares at senior peak time (Saturday PM)

Site ID	Site name	Analysis area	Capacity rating (sessions per season)	Match sessions available (Sat PM)	Comment
3	Arley Sports & Social Club	Rural East	18	1	Actual spare capacity available
13	Chaddesley Corbett Sports Ground	Rural East	35	0.5	Actual spare capacity available
14	Chester Road Cricket Ground	Kidderminster	50	0.5	Actual spare capacity available
15	Churchill & Blakedown Sports Centre	Rural East	30	1	Actual spare capacity available
16	Cookley Playing Fields	Rural East	30	-	No capacity available at peak time
32	Stone Cricket Club	Rural East	17	0.5	Actual spare capacity available
				3.5	Total

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274. In practice, although 6 sites display potential spare capacity, only 5 are available at senior peak time (Saturday afternoon). There are 3.5 match equivalent sessions available at this time, with four sites are in the Rural East totalling three match sessions and one site in Kidderminster providing 0.5 match equivalent sessions.
275. There are four sites with actual spare capacity to accommodate more senior teams midweek; amounting to three match equivalent sessions. They are:
- ◀ Arley Sports & Social Club
 - ◀ Chaddesley Corbett Sports Ground
 - ◀ Churchill & Blakedown Sports Centre
 - ◀ Cookley Playing Fields
276. As mentioned earlier in the section, junior teams can play on NTPs and generally play midweek on a variety of days. Therefore, spare capacity is considered to exist for junior matches both now and in the future where sites display potential spare capacity. Furthermore, junior play has less impact on the quality of the pitches and therefore pitches are likely to be able to accommodate more play.

Overplay

277. Only one site in Wyre Forest is deemed to be overplayed; Bewdley Cricket Ground which is overplayed by four match equivalent sessions per season, across one natural grass pitches. Bewdley Cricket Ground is solely used by Bewdley CC which provides five senior men's teams and nine junior teams, playing at both the weekend and midweek. Two of the senior teams and three of the junior teams utilise an NTP which accompanies the natural grass square, yet despite this the natural grass pitch is overplayed by four match sessions per season.

5.6: Conclusions

278. Overall there is sufficient supply of cricket pitches at present to cater for demand from clubs within Wyre Forest at peak times. There are five sites with actual spare capacity located across Rural East and Kidderminster analysis areas respectively, amounting to 3.5 match sessions, on Saturday afternoons, and capacity of 150 sessions per season.
279. The one displaced team from Wyre Forest, Bewdley CC 3rd team, would ideally wish to return to the District. If the Team could find a suitable venue within Wyre Forest then an additional 11 matches per season would be allocated and 0.5 match equivalent sessions at peak time would need to be accommodated. The team could not be accommodated at Bewdley Cricket Ground at present, however, if the Club found an appropriate secondary venue, which it is currently searching for, then there is potential to for the displaced team to relocate back to Wyre Forest.
280. Future population increases indicate the need to accommodate three additional senior men's teams, equating to 1.5 extra match sessions at senior peak time and a total requirement of 33 matches per season. In addition to this, reported club demand indicates aspirations for an additional one senior women's team, with peak time being Sunday PM and a requirement of two matches per season; and four junior teams, peak time Sunday AM and a total requirement for 20 matches per season.

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281. Although this level of overall future demand is able to be accommodated within the existing supply across the District, capacity in each Area is limited, with the Rural West, Stourport and Bewdley analysis areas having no spare capacity but Bewdley CC and Stourport CC both wanting to establish additional teams.
282. The nature of league cricket is typically based at club sites and access to pitches at other clubs is dependent on relations with the resident club. Capacity exists within the Rural East and Kidderminster analysis areas which could accommodate future demand, however, only Cookley CC report plans to establish new teams, one senior and one junior, which could only be accommodated outside of peak time (no actual spare capacity on Saturday pm).
283. Demand for senior club cricket at peak time can currently be catered for sufficiently by existing provision; however, though this audit determines the picture for weekend club based play, given the decline in weekend participation nationally and increased interest in short formats of the game, it is likely that there will be an increase in demand for use of cricket pitches midweek, whilst new teams may not all play at peak time but in fact the peak time may shift to midweek.

Cricket summary

- ▶ In total, there are 11 fine turf cricket squares identified in Wyre Forest. All 11 fine turf cricket squares in Wyre Forest which are available for community use in some capacity with none at school sites.
- ▶ The Rural East Area has the most pitches overall (55%) with the Rural West Area having no fine turf pitches.
- ▶ There are 15 NTPs located across 13 sites, of which, three are located at school sites. In total there are 13 NTPs available for community use in some capacity, with the two unavailable both located at school sites.
- ▶ Pitch quality ratings show two fine turf squares (18%) to be of good quality and nine (82%) to be of standard quality. No fine turf squares were deemed to be poor quality.
- ▶ Four clubs are considered to have security of tenure at their home venues, as a result of either owning or having a long term lease of the site.
- ▶ There are 65 affiliated cricket teams playing competitive matches in Wyre Forest made up of 38 senior men's cricket teams, one senior women's team and 26 junior teams.
- ▶ Future demand projections from TGRs predicts an increase of one junior boy's participation but this will not equate to the creation of additional teams; whilst club future demand projections represent a total requirement for a further 35 senior match sessions and 20 junior match sessions.
- ▶ There is a high demand locally for midweek fixtures, whilst nationally there has been an increase of participation in shorter format games, often played midweek. If the national trend continues, then peak time for senior men's matches may change from Saturday afternoon to midweek.
- ▶ Of those sites with existing community use, there are six which show potential spare capacity on senior grass squares in Wyre Forest, totalling 180 match sessions per season. Only 5 are available at senior peak time (Saturday afternoon) when there are 3.5 match sessions available allowing for a further 120 matches per season between them.
- ▶ Only the fine turf square at Bewdley Cricket Ground is considered to be overplayed by a total of four matches per season. The fine turf pitches at Stourport are deemed to be at capacity.
- ▶ Overall there is sufficient supply of cricket pitches at present to cater for demand from clubs within Wyre Forest at peak times. However, in order to accommodate the level of future demand expressed, new senior teams would have to play outside the peak period i.e. Sunday or midweek.

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PART 6: HOCKEY

6.1: Introduction

284. Hockey in England is governed by England Hockey (EH). Competitive league hockey matches can only be played on sand based, sand dressed or water based artificial grass pitches (AGPs). Although competitive play cannot take place on third generation turf pitches (3G), 40mm pitches may be suitable, in some instances, for school training and are preferred to poor grass or tarmac surfaces. For adults, a full size pitch for competitive matches must measure 91.4 x 55 metres.
285. It is considered that a hockey pitch can accommodate a maximum of 4 matches on one day provided that the pitch has floodlighting. Generally, senior teams play matches on a Saturday, whereas junior teams play matches on a Sunday.

Club consultation

286. There are two hockey clubs in Wyre Forest, Kidderminster HC and Stourport HC. Both clubs were consulted with either via a face to face consultation or telephone consultation.

6.2: Supply

287. There are three full size sand filled/dressed AGPs in Wyre Forest, located on one site, Stourport Sports Club. All pitches are floodlit and available for community use. Stourport High School use the pitches for curriculum use during the day.

Table 6.1: Sand-based AGPs by location

Site ID	Site	Analysis area	Surface	Size (m)	Year provided/ resurfaced	Quality
35	Stourport Sports Club	Stourport	Sand dressed	102 x 63	2013	Good
			Sand filled	102 x 63	2015	Good
			Sand dressed	102 x 63	2000	Poor

288. In addition to the three full sized pitches, there is also a small sized, sand filled AGP located at Wolverley Ce Secondary School. This pitch is available for community use but is currently not floodlit and therefore is not available throughout the hockey season for training, however, it should be noted that an application for floodlighting has been submitted by the School and if granted the pitch would be suitable to accommodate some training demand if required.

Management

289. All of the pitches are on a site owned and managed as a sports club, with representatives from all seven partners on the Board of Directors. The partners within the sports club are Wyre Forest District Council, Kidderminster & Stourport Athletic Club, Stourport HC, Stourport High School, Kidderminster & District Netball League and Wyre Forest Cycle Racing Club.

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Availability and usage

290. All full size AGPs are readily available to the community during the peak period (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00) as identified by Sport England's Facilities Planning Model (FPM). Stourport High School has access to the pitches throughout the school week for both curricular and extra-curricular use.

Table 6.2: Availability of full size sand-based AGPs

Site ID	Site	Availability in the peak period (hours)	Comments
35	Stourport Sports Club	29	Monday-Friday 18:00 - 22:00 Weekend 09:00 - 22:00
35	Stourport Sports Club	29	Monday-Friday 18:00 - 22:00 Weekend 09:00 - 22:00
35	Stourport Sports Club	29	Monday-Friday 18:00 - 22:00 Weekend 09:00 - 22:00

291. All pitches are accessed for hockey purposes by both Kidderminster and Stourport hockey clubs. The remaining capacity is used for football training purposes, although there is some spare capacity.

Quality

292. Depending on levels of use, it is considered that the carpet of an AGP usually lasts for approximately ten years.
293. Club feedback also supports that the pitch built in 2000 is poor quality and is deemed dangerous by clubs with the lines having raised and the pitch requiring resurfacing. It has also exceeded the suggested ten year carpet lifespan. Active Places information and club feedback suggests that the other two AGPs were built in 2013 and refurbished in 2015 respectively and as such are assessed as good quality.

Ancillary provision

294. All sand-based AGPs are serviced by good quality changing facilities and no issues were reported. Car parking appears adequate; however, it is reported that occasionally during peak periods of match play some participants are required to park on grass areas.

Security of tenure

295. Stourport HC is considered to have security of tenure at Stourport Sports Club as a partner within the overarching sports club. Kidderminster HC was previously based at King Charles I School, accessing the School's sand based AGP for its match and training demand. However, when the School resurfaced the pitch two to three years ago to a 3G surface, which is unsuitable for hockey, the Club relocated to Stourport Sports Club. Kidderminster HC currently rent the pitches at Stourport Sports Club on a match-by-match basis.

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6.3: Demand

296. There are two clubs playing in Wyre Forest catering for both males and females at senior and junior level. Kidderminster HC consists of just one male and one female team, whilst Stourport HC consists of eight men's teams, seven women's teams, four junior boys' teams and six junior girls' teams. Four of the senior teams (two men's and two women's) are veterans teams, that play infrequent matches, with flexible starting times.

Table 6.3: Number of teams in Wyre Forest

Name of club	Number of teams				
	Men's	Women's	Mixed	Boys'	Girls'
Kidderminster HC	1	1	-	-	-
Stourport HC	7	7	1	4	6

Future demand

297. Stourport HC did not express ambitions to increase the number of senior teams that are currently representing the Club. However, the Club is undertaking outreach programmes in local primary schools, with ambitions to increase the number of junior teams representing the Club.
298. Kidderminster HC has concerns that the recent trend of a reduced number of teams representing the Club will continue. When the Club was based at King Charles I School there were eight teams regularly competing, however, at present the Club only has two teams (one men's and one women's). The Club is concerned that it will fold within the next 12 months with existing members either joining Stourport HC or ceasing to participate in the sport. It feels that the relocation away from Kidderminster has been a contributing factor to the reduced playing numbers. It is for this reason that neither of the two teams currently trains during the week as the distance from the players' locations to the currently used site.

Peak time demand

299. All senior teams within Wyre Forest play their matches on a Saturday, whilst all junior teams play matches on a Sunday.

6.4 Supply and demand analysis

300. Based on teams playing alternate home and away fixtures and based on a floodlit pitch being able to accommodate a maximum of four matches on one day, as suggested by England Hockey, there is sufficient supply to meet the current levels of demand. Additionally neither club reported any issues regarding access for matches or training.
301. For junior hockey, there is often less need for access to pitches as there are fewer teams and matches are most commonly played on Sundays. Some of the younger aged teams also only require half a pitch, meaning two matches can be played side by side at the same time, with matches also lasting for less time. Current supply meets club demand for junior hockey and will continue to do so with potential additional teams.

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302. Stourport HC reports that it is adequately provided for in terms of both its current and future demand in relation to the pitches at Stourport Sports Club for matches based on a model of accommodating four home teams per pitch on Saturdays and Sundays. The Club is also adequately provided for in relation to training time. The access to two, potentially three, pitches means that teams are able to train at the preferred times.
303. Kidderminster HC can also be adequately accommodated at the Stourport Sports Club for matches. As mentioned previously the Club does not currently train and therefore no training times need to be acquired. If it does fold, as it predicts, then there would be an increase in the number of match slots available during the peak period.
304. Priority should be focused on ensuring that all three pitches at Stourport Sports Club remain fit for purposes and that they are protected for hockey usage. It should be noted that as the only venue with hockey appropriate pitch provision all pitches should be retained. Ensure that sinking funds are in place for resurfacing and maintenance.

Hockey summary

- ◀ There are three full size, sand-based AGPs in Wyre Forest, all of which are available to the community and floodlit, all located at Stourport Sports Club.
- ◀ All full size AGPs are readily available to the community during the peak period, as identified by Sport England's Facilities Planning Model (FPM).
- ◀ Stourport and Kidderminster hockey clubs are both based at Stourport Sports Club, where all three pitches are accessed, although there is some spare capacity for further hockey.
- ◀ Further to the hockey use, the pitches are also heavily used for football training.
- ◀ Two of the three pitches were either established or resurfaced in the last ten years (2013 and 2015 respectively). The third pitch is deemed poor quality and has not been resurfaced since it was first established in 2000.
- ◀ Stourport HC has aspirations to increase the number of junior teams representing the Club and is undertaking outreach programmes at local primary schools to achieve this.
- ◀ Kidderminster HC expects the recent trend of a decreasing number of teams will continue and that the Club will fold within the next 12 months.

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APPENDIX 1: NEXT STEPS

As detailed earlier, this report presents a supply and demand assessment of playing pitch facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. It has been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches.

The guidance details a stepped approach to developing a Playing Pitch Strategy (PPS). These steps are separated into distinct stages:

- ◆ Stage A: Prepare and tailor the approach (Step 1)
- ◆ Stage B: Gather information and views on the supply of and demand for provision (Steps 2 & 3)
- ◆ Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)
- ◆ Stage D: Develop the strategy (Steps 7 & 8)
- ◆ Stage E: Deliver the strategy and keep it robust and up to date (Steps 9 & 10)

Stages A to C are covered in this report.

Once this report is agreed by the Steering Group, development of the Strategy (Stage D) will begin which includes development of a range of scenarios to test recommendations prior to development of the recommendations and subsequent site by site action plan.

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APPENDIX 2: SPORTING CONTEXT

The following section outlines a series of national, regional and local policies pertaining to the study and which will have an important influence on the Strategy.

National context

The provision of high quality and accessible community outdoor sports facilities at a local level is a key requirement for achieving the targets set out by the Government and Sport England. It is vital that this strategy is cognisant of and works towards these targets in addition to local priorities and plans.

Sport England

Sport England (SE) aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This draft assessment report has been produced for BDC using the principles and tools identified in the Sport England guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

Figure 2.1: ANOG model



Sporting Future: A new strategy for an active nation

A new Government strategy for sport was released in December 2015. This confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◆ More people taking part in sport and physical activity.
- ◆ More people volunteering in sport.
- ◆ More people experiencing live sport.
- ◆ Maximising international sporting success.
- ◆ Maximising international and domestic sporting success and the impact of major events.

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- ▶ A more productive and sustainable sport sector.
- ▶ A more financially and organisationally sustainable sport sector.
- ▶ A more responsible sport sector.

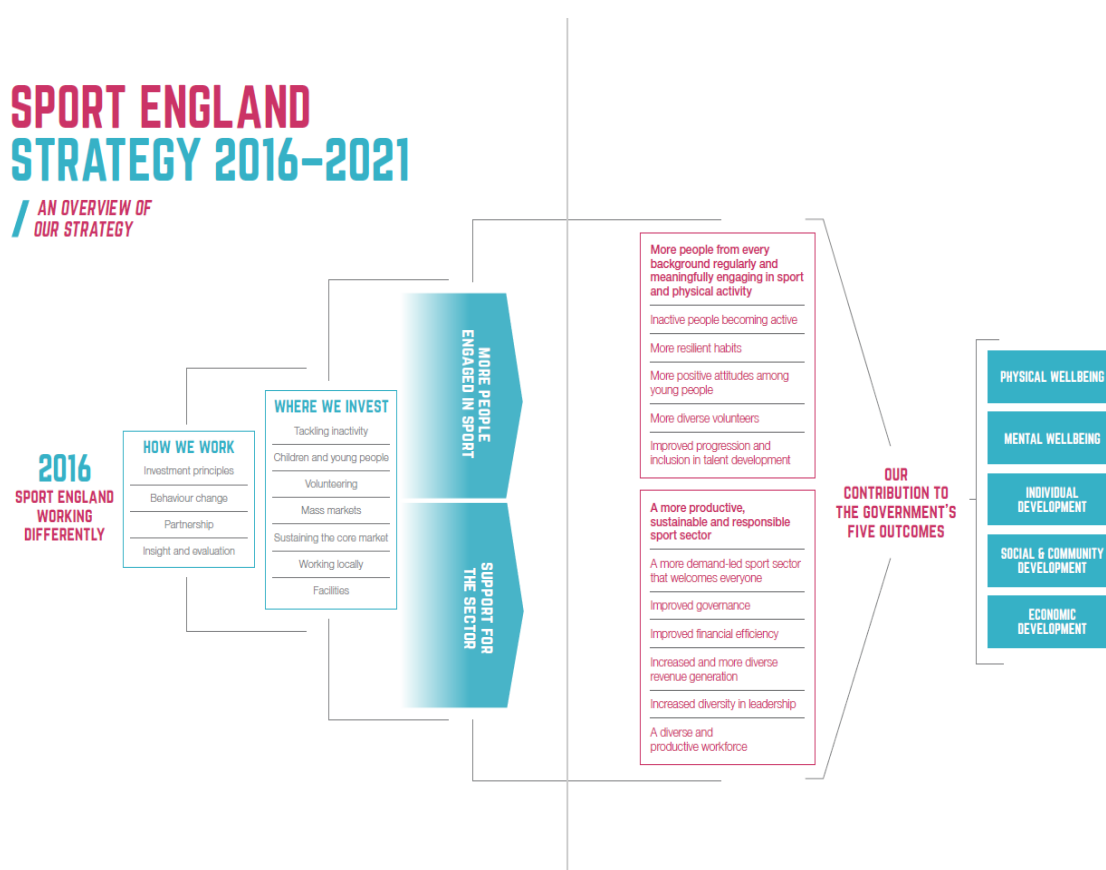
Sport England: Towards an Active Nation

Sport England's new strategy identifies that it will invest in:

- ▶ Tackling inactivity
- ▶ Children and young people
- ▶ Volunteering – a dual benefit
- ▶ Taking sport and activity into the mass market
- ▶ Supporting sport's core market
- ▶ Local delivery
- ▶ Facilities

These seven investment programmes will be underpinned by a new workforce strategy and a new coaching plan.

Figure 2.2: Sport England Strategy 2016-2021



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Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total. The contribution to employment is even greater – sport and sport-related activity is estimated to support 400,000+ full-time equivalent jobs, 2.3% of all jobs in England.

Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.

The benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and benefits to the individual and wider society through volunteering. Consumption of sport benefits includes the well-being/happiness of spectators, and the national pride/feel good factor derived from sporting success/ achievement. It contributes to reductions in crime and anti-social behaviour, particularly amongst young people and have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce.

Public Health England: Everybody Active, Everyday

In October 2014 Public Health England (PHE) produced its plan to tackle low activity levels across the country. Along with making the case for physical activity, this identifies four areas where measures need to be taken at a national and local level:

- ◀ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◀ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◀ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◀ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

National Planning Policy Framework

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

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The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

As a prerequisite the NPPF states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

- ◀ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities.

The FA National Game Strategy (2015 – 2019)

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

- ◀ Sustain and increase participation.
- ◀ Ensure access to education sites to accommodate the game.
- ◀ Help players to be the best that they can be and provide opportunities for them to progress from grassroots to elite.
- ◀ Recruit, retain and develop a network of qualified referees.
- ◀ Support clubs, leagues and other competition providers to develop a safe, inclusive and positive football experience for everyone.
- ◀ Support Clubs and Leagues to become sustainable businesses, understanding and serving the needs of players and customers.
- ◀ Improve grass pitches through the pitch improvement programme to improve existing facilities and changing rooms.
- ◀ Deliver new and improved facilities including new Football Turf Pitches.
- ◀ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

England and Wales Cricket Board (ECB) Cricket Unleashed 5 Year Plan

The England and Wales Cricket Board unveiled a new strategic five-year plan in 2016 (available at <http://www.cricketunleashed.com>). Its success will be measured by the number of people who play, follow or support the whole game.

The plan sets out five important headline elements and each of their key focuses, these are:

- ◀ **More Play** – make the game more accessible and inspire the next generation of players, coaches, officials and volunteers. Focus on:
 - ◀ *Clubs and leagues*
 - ◀ *Kids*
 - ◀ *Communities*
 - ◀ *Casual*

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

- ◀ **Great Teams** – deliver winning teams who inspire and excite through on-field performance and off-field behaviour. Focus on:
 - ◀ *Pathway*
 - ◀ *Support*
 - ◀ *Elite Teams*
 - ◀ *England Teams*
- ◀ **Inspired Fans** – put the fan at the heart of our game to improve and personalise the cricket experience for all. Focus on:
 - ◀ *Fan focus*
 - ◀ *New audiences*
 - ◀ *Global stage*
 - ◀ *Broadcast and digital*
- ◀ **Good Governance and Social Responsibility** – make decisions in the best interests of the game and use the power of cricket to make a positive difference. Focus on:
 - ◀ *Integrity*
 - ◀ *Community programmes*
 - ◀ *Our environments*
 - ◀ *One plan*
- ◀ **Strong Finance and Operations** – increase the game's revenues, invest our resources wisely and administer responsibly to secure the growth of the game. Focus on:
 - ◀ *People*
 - ◀ *Revenue and reach*
 - ◀ *Insight*
 - ◀ *Operations*

The Rugby Football Union National Facilities Strategy (2013-2017)

The RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners. It identifies that with 470 grass root clubs and 1500 players there is a continuing need to invest in community club facilities in order to:

- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

In summary the priorities for investment which have met the needs of the game for the previous period remain valid:

- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs.
- ◀ Improve the quality and quantity of natural turf pitches and floodlighting.
- ◀ Increase the provision of artificial grass pitches that deliver wider game development.

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It is also a high priority for the RFU to target investment in the following:

- ◀ Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues.
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs.
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment.

England Hockey (EH) - A Nation Where Hockey Matters (2013-2017)

EH have a clear vision, a powerful philosophy and five core objectives that all those who have a role in advancing Hockey can unite behind. With UK Sport and Sport England's investment, and growing commercial revenues, EH are ambitious about how they can take the sport forward in Olympic cycles and beyond.

"The vision is for England to be a 'Nation Where Hockey Matters'. A nation where hockey is talked about at dinner tables, playgrounds and public houses, up and down the country. A nation where the sport is on the back pages of our newspapers, where children dream of scoring a goal for England's senior hockey team, and where the performance stirs up emotion amongst the many, not the few"

England Hockey aspires to deepen the passion of those who play, deliver and follow sport by providing the best possible environments and the best possible experiences. Whilst reaching out to new audiences by making the sport more visible, available and relevant and through the many advocates of hockey.

Underpinning all this is the infrastructure which makes the sport function. EH understand the importance of volunteers, coaches, officials, clubs and facilities. The more inspirational people can be, the more progressive Hockey can be and the more befitting the facilities can be, the more EH will achieve. The core objectives are as follows:

- ◀ Grow our Participation
- ◀ Deliver International Success
- ◀ Increase our Visibility
- ◀ Enhance our Infrastructure
- ◀ Be a strong and respected Governing Body

England Hockey has a Capital Investment Programme (CIP) that is planned to lever £5.6 million investment into hockey facilities over the next four years, underpinned by £2m million from the National Governing Body. With over 500 pitches due for refurbishment in the next 4-8 years, there will be a large focus placed on these projects through this funding stream. The current level of pitches available for hockey is believed to be sufficient for the medium term needs, however in some areas, pitches may not be in the right places in order to maximize playing opportunities

England Hockey Strategy

Vision: For every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players.

Mission: More, Better, Happier Players with access to appropriate and sustainable facilities.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Our club market is well structured and clubs are required to affiliate to England Hockey to play in community leagues. As a result only relatively few occasional teams lie outside our affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

The 3 main objectives of the facilities strategy are:

1. PROTECT: To conserve the existing hockey provision

We currently have over 800 pitches that are used by hockey clubs (club, school, universities.) We need to retain the current provision where appropriate to ensure that hockey is maintained across the country.

2. IMPROVE: To improve the existing facilities stock (physically and administratively).

The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

3. DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.

The research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

APPENDIX 3: NON TECHNICAL ASSESSMENT CRITERIA

Football pitches

Non Technical Visual Quality Assessment - Football									
Please complete one form per pitch									
Site reference:				Site Name:					
6 figure grid reference				Pitch ID(s):					
Number of football pitches on site:				Pitch size:		(Adult 11v11, Youth 11v11, 9v9, 7v7 Mini, 5v5, 7v7)			
Availability				Are any other pitches marked out over this pitch?					
Weather at time of visit & date of visit				If yes, please indicate what pitches are overmarked? (i.e. one youth pitch is overmarked on a adult pitch) in Pitch Issues					
Pitch Issues:									
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)									
Element (Gathered via a non technical site assessment)		Rating				Guidance notes		Comments	
Playing surface									
Grass Cover	Good >80%		Adequate 60-80%		Poor <60%		Advice is to walk through the middle of the pitch		
Does the pitch meet The FA minimum size?	Yes - as per the FA recommended size		Within FA recommended guidelines		No		See size chart below for recommended dimensions		
Slope of pitch (gradient and cross fall)	Flat		Moderate		Severe				
Length of grass	Good		Too long		Too short		Good 30mm-50mm, Too long 51mm plus, Too short 29mm less		
Evenness of pitch	Good		Adequate		Poor				
Problem Areas: Evidence of dog fouling/glass/litter/vehicle tracks	None		Yes - some		Yes - lots				
Problem Areas: Evidence of unofficial use/damage to the surface	None		Yes - some		Yes - lots				
Problem Areas: Evidence of poor drainage	No evidence of standing water or poor drainage		Some evidence of poor drainage		Yes, poor drainage				
Maintenance programme (information from maintenance schedule/grounds team/club survey)									
Grass cutting	Yes, as required		Yes, but not frequent enough		No				
Seeded	Yes, as required		Not known		No				
Aerated (per year)	Three or more times		Once/ twice		No				
Sand dressed	Within the last 12 months		Within the last 2 years		No				
Fertilised	Within the last 12 months		Within the last 2 years		No				
Weed killed	Within the last 12 months		Within the last 2 years		No				
Section total									
NB if none of this information is provided you should assume that only the grass is being cut and the rest of the maintenance items should be marked with the lowest score option.									
PITCH SCORE		0.0%		RATING		Poor			
Built facilities Quality (the following information will provide a quality rating for the changing rooms and ancillary facilities)									
Is there a clubhouse on site?	Yes		No						
Is there a kitchen or bar within the clubhouse?	Yes		No						
Is there a set of changing rooms for the pitch?	Yes		No						
Quality of the changing accommodation (exterior)?	Good		Adequate		Poor				
Quality of changing accommodation (interior)?	Good		Adequate		Poor				
Is there shower provision	Yes, Self contained in changing rooms		Yes, communal player showers		No				
Are there dedicated toilets for players?	Yes, Self contained in changing rooms		Yes, communal player toilets		No				
Is there an officials changing room?	Yes, with dedicated toilet and shower facilities		Yes, but shared toilet and shower facilities		No				
Is there access to dedicated spectator toilets?	Yes		No						
Is there a dedicated medical room?	Yes		No						
Are accessible (DDA compliant) facilities provided?	Yes		No		DDA compliant				
Is appropriate car parking available?	Yes		No						
Is there a boundary fence preventing unauthorised access?	Yes		No						
Section total									
BUILT FACILITIES QUALITY SCORE		0.0%		Poor					

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Cricket pitches

Element	Rating				Guidance notes	Site comments (use the guidance notes to help complete)	
About the cricket outfield							
Grass coverage	Good		Acceptable		Poor		<80% falls below the ECB basic standard
Length of grass	Good		Acceptable		Poor		Ideally 12mm - 25mm
Evenness	Even			Uneven			Ball should run without deviation or ramp
Evidence of Dog fouling/glass/stones/litter?	None		Yes		Immediate action required		May also wish to refer to user survey. If yes, refer to contractor/site manager
Evidence of Unofficial use?	None		Yes		Immediate action required		e.g. informal, casual use, unbooked use, kids kickabout etc. May also wish to refer to user survey. If yes, refer to contractor/site
Evidence of Damage to surface?	None		Yes		Immediate action required		e.g. from vermin/animals - rabbit, gulls and foxes etc may also wish to refer to user survey
Artificial Wickets							section total
Is the wicket and surrounds married in	Yes			No			There should be no trip points
Evenness of wicket	Even			Uneven			There should be no contours in surface levels
Stump holes	Yes			No			Should be no wider than a standard cricket ball
Moss or materials in the surface	Yes			No			There should be none
Rips or surface lifting	Yes			No			If "yes" contact site manager
Surface worn in high traffic areas - creases	Yes			No			If "yes" contact site manager
Hardness - does the ball rebound when thrown straight down?	Yes			No			
Grass Wickets							section total
Presence of line markings	Yes			No			
Evidence of rolling	Yes			No			i.e. is wicket smooth and uniform
Evidence of straight cut and height	Yes			No			3mm on match wicket/12mm rest of square
Evidence of repair work on old wickets	Yes			No			
Grass coverage (square and wickets)	Yes			No			Scale: 80%+ = Yes, 80%> = No Please note that <80% falls below the ECB basic standard
Hardness - does a cricket ball thrown straight down into the surface rebound/bounce?	Yes			No			
Changing/ Pavilion							section total
Umpires provision	Yes			No			
Toilets	Yes			No			
Hot/cold water	Yes			No			
Heating	Yes			No			
Condition of building	Good		Acceptable		Requires attention		
Non Turf Cricket Practice Nets							section total
Is the wicket and surrounds married in (no trip points)	Yes			No			
Evenness of wicket (no contours in surface levels)	Even			Uneven			
Stump holes (no wider than a standard cricket ball)	Yes			No			
Moss or materials in the surface (should be none)	Yes			No			
No rips or surface lifting	Yes			No			
Surface worn in high traffic areas - crease	Yes			No			
Hardness - does the ball rebound when thrown straight down	Yes			No			
Is the steel frame/ posts upright?	Yes			No			Ideally assessed with a spirit level but can be achieved by eye.
Are steel cross members detached?	Yes			No			
Are all posts and net fixings in place?	Yes			No			
Can a ball pass through any part of the netting?	Yes			No			
Is appropriate safety/ supervisory signage present?	Yes			No			

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Rugby pitches

Non Technical Visual Quality Assessment - Rugby Union									
Please complete one form per pitch									
Site reference						Site Name			
6 figure grid reference						Pitch ID(s)			
Date of assessment						Pitch size	(Senior, Mini/Mid)		
Number of pitches on site						Are any other pitches marked out over this pitch?			
Availability						If yes, please indicate what pitches are overmarked? (i.e. one mini/ mid pitch is overmarked on a senior pitch) in Pitch Issues			
Community Use - used, Community Use - unused, No Community Use, Available but Unused									
Weather at time of visit									
General comments/observations									
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)									
Qualitative information (gathered on site)	Rating					Guidance notes	Comments		
Grass Coverage	Good		Adequate		Poor	>90% = good. <80% = poor			
Size of pitch	Acceptable (between recommended minimum and maximum sizes)		Flag for further investigation (below recommended minimum size)		Unacceptable (above maximum size)	Maximum size = width 70m, goal line to goal line 100m, in goal area 22m, run offs 5m where practical. Recommended minimum size = width 68m, goal line to goal line 94m, in goal area 6m, run offs 5m where practical.			
Length of grass	Too Long		Good		Too short	Too long = >75mm. Too short = <50mm			
Problem Areas: Evidence of glass/litter/vehicle tracks/dog fouling	None		Yes - some		Yes lots				
GOALPOSTS									
Are goalposts installed?	Yes		No						
Is there any obvious danger on posts?	Yes		No						
Are the posts stable in the ground?	Yes		No						
Is the crossbar fixed securely?	Yes		No						
Is there evidence of rust on the posts?	Yes		No						
ANCILLARY									
Is the pitch floodlit?	Yes		No						
Is there changing accommodation for the pitch?	Yes		No						
Is an appropriate level of car parking available?	Yes		No						
Pitch maintenance (information gathered via club survey/ pitch provider consultation) - refer to the guidance notes below									
Aerated (per year)	three or more times		twice		once		never		
Sand dressed (per year)	three or more times		twice		once		never		
Fertilised (per year)	three or more times		twice		once		never		
Weed killed (per year)	three or more times		twice		once		never		
Chain harrowed	every week		fortnightly		monthly		never		
Pitch Maintenance Score									
Drainage	Natural (inadequate) SCORE D0		Natural (adequate) SCORE D1		Pipe drained SCORE D2		Pipe and slit drained SCORE D3		Unknown SCORE D0
Natural (adequate) = 3 or less training/match cancellations per season Natural (inadequate) = 4 or more training match cancellations per season *Based on a pipe drained system at 5m centres that has been installed in the previous eight years **Based on a slit drained system at 1m centres completed in the previous five years.									

WYRE FOREST PLAYING PITCH STRATEGY ASSESSMENT REPORT

Hockey AGPs

Non Technical Visual Quality Assessment - AGP Assessment									
Site reference			Site Name						
6 figure grid reference			Pitch ID						
Number of AGPs on site			Pitch size	Full (i.e., 100m x 60m)		Half (i.e., 60m x 40m)			
Availability									
Community Use - used, Community Use - unused, No Community Use, Available but Unused									
Type of pitch	{	Long Pile 3G (65mm with shock pad)		Medium Pile 3G (55-60mm)		Short Pile 3G (40mm)			
		Sand Dressed		Sand Filled		Water based			
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)									
Element	Rating						Guidance notes	Site comments	
Age of Surface	less than 2 years		2-5 years		5-10 years		over 10 years		
Evidence of moss/lichen (all surfaces)	None		Yes - some		Yes - lots				
Loose gravel (macadam surface)	None		Yes - some		Yes - lots				
Holes or rips in surface (macadam, art. grass or polymeric surfaces)	None		Yes - some		Yes - lots				
Grip underfoot	Good		Adequate		Poor				
Line markings - quality	Good		Adequate		Poor				
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some		Yes - lots				
Problem Areas: Evidence of inappropriate use	None		Yes - some		Yes - lots				
Problem Areas: Evidence of damage to surface	None		Yes - some		Yes - lots		If no evidence, assume none.		
Access for disabled players. i.e.: ramps onto courts, width of gates	Good		Adequate		Poor				
Condition of posts/ nets/ goals	Good		Adequate		Poor				
Surrounding fencing	Good		Adequate		Poor				
Adequate safety margins (w here appropriate)	Yes - fully		No- but adequate		No - not adequate				
Is the AGP floodlit?	Yes		No						
Is the AGP left open at all times?	Yes		No						
Are there dug outs?	Yes		No						
Are there youth shelters/spectator seating around AGP?	Yes		No						
Is there changing accommodation for the AGP?	Yes		No						

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

JUNE 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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ABBREVIATIONS

3G	Third Generation (artificial grass pitch)
AGP	Artificial Grass Pitch
CC	Cricket Club
CFA	County Football Association
CSP	County Sports Partnership
EH	England Hockey
FC	Football Club
FE	Further Education
FPM	Facilities Planning Model
GIS	Geographical Information Systems
HC	Hockey Club
HE	Higher Education
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
ECB	England and Wales Cricket Board
LMS	Last Man Stands
NGB	National Governing Body
ONS	Office of National Statistics
PF	Playing Field
PQS	Performance Quality Standard
RFC	Rugby Football Club
RFL	Rugby Football League
RFU	Rugby Football Union
RLFC	Rugby League Football Club
S106	Section 106
TGR	Team Generation Rate
U	Under

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

PART 1: INTRODUCTION

1. This is the Playing Pitch Strategy (PPS) for Wyre Forest District Council (WFDC) and its partners. Building upon the preceding Assessment Report it provides a strategic framework for the maintenance and improvement of existing playing pitches and ancillary facilities for the period 2017-2034 (in line with the Local Plan Review period). It forms part of a wider Open Space, Sport & Recreation Study.
2. Pitch sports were assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. The PPS covers the following playing pitches:
 - ✦ Football pitches (including grass and 3G pitches)
 - ✦ Rugby union pitches (including grass and 3G pitches)
 - ✦ Cricket pitches
 - ✦ Hockey pitches i.e. artificial grass pitches (AGPs)
3. A Project Team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time, within the cost envelope and to the required quality standard to meet Sport England guidance.
4. Further to this, the Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from the District Council, Sport England, Sports Partnership Herefordshire and Worcestershire and the pitch sport NGBs.
5. It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:
 - ✦ Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
 - ✦ Ensure implementation of the PPS's recommendations and action plan.
 - ✦ Monitor and evaluate the outcomes of the PPS.
 - ✦ Ensure that the PPS is kept up to date and refreshed.

Why the PPS is being developed?

6. As part of the preparation of the current Core Strategy (Adopted 2010), the study "Open Space Sport and Recreation Assessment" was published in October 2008.
7. To support the current review of the Wyre Forest Local Plan the District Council wishes to prepare a new evidence base in respect of playing pitch, built facilities and other sport, leisure and open space requirements so that:
 - ✦ it can inform the preparation of the Local Plan Review Preferred Option and, in particular, the Pre-Submission version of the Local Plan Review
 - ✦ it is in conformity with recent Sport England guidance;
 - ✦ it assists the Council to prepare a robust and up to date assessment of need to meet all of the requirements of the Framework, especially paragraph 73 of the NPPF and assist, where appropriate, the implementation of paragraph 74 of the NPPF;

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

- ◀ the Council has an up-to-date robust overall assessment of supply/demand, and identification of new playing field and built facility requirements to meet the planned growth to enable the development of appropriate policy within the Local Plan Review;
 - ◀ the Council has an up-to-date robust assessment of informal leisure, open space and other green infrastructure assets' requirements to meet the needs of the Local Plan Review;
 - ◀ the Council has a robust evidence base to:
 - ◀ negotiate and apply provision at the major growth sites that may be proposed in the Local Plan Review.
 - ◀ inform the negotiation of public open space section 106 contributions with developers.
 - ◀ inform the infrastructure requirements as part of the preparation by the Council of a revised Infrastructure Delivery Plan and associated work on CIL, should the Council choose to pursue a CIL Charging Schedule.
8. The corporate approach of the Wyre Forest District Council Directorate of Community & Wellbeing is to concentrate investment in improving the quality of existing provision in the District. In respect of urban areas of the District, this often means that development is expected to contribute to off-site improvements. In the future as part of the Local Plan Review, if development is proposed on greenfield sites adjacent to the urban areas, then a more conventional approach of on-site provision may be appropriate.
9. There is a need to build key partnerships between the Council, National Governing Bodies of Sport, Sport England, schools, further education providers, town/parish councils, community clubs and private landowners to maintain and improve playing pitch provision. In these instances, the potential for the District Council to take a strategic lead is more limited (except in terms of Section 106 Agreements/future Community Infrastructure Levy). This document will provide clarity about the way forward, and allow key organisations to focus on the key issues that they can directly influence and achieve.

Monitoring and updating

10. It is important that there is regular annual updating of the baseline data and monitoring and review against the actions identified in the Strategy. This update and monitoring should be led by the District Council and supported by the Steering Group. As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off by the Steering Group, then Sport England and the NGBs would consider the PPS and the information on which it is based to be out of date. If the PPS is used as a 'live' document, and kept up to date, the time frame can be extended to five years.
11. The PPS should be reviewed on an annual basis from the date it is formally signed off by the Steering Group. This will help to maintain the momentum and commitment that would have been built up when developing the PPS. Taking into account the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed. Part 7 of this strategy report contains a suggested process for carrying out the update and monitoring. The Steering Group will need to agree the process prior to adoption of this strategy.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

1.1: Structure

12. The Strategy has been developed from research and analysis of playing pitch provision and usage within Wyre Forest to provide:
 - ◀ A range of sport by sport and local authority wide scenarios to help inform policy recommendations and prioritisation of actions.
 - ◀ A vision for the future improvement and prioritisation of playing pitches
 - ◀ A series of strategic recommendations which provide a strategic framework for the improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch stock.
 - ◀ A series of sport by sport recommendations which provide a strategic framework for sport led improvements to provision.
 - ◀ A prioritised area-by-area action plan to address key issues.
13. The Strategy and Action Plan recommends a number of priority projects for Wyre Forest. It provides a framework for improvement and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding (see Appendix Four: Funding Plan¹).

Context

14. The primary purpose of the Playing Pitch Strategy (PPS) is to provide a strategic framework which ensures that the provision of outdoor playing pitches meet the local needs of existing and future residents across Wyre Forest. The Strategy has been produced in accordance with Sport England Playing Pitch Strategy Guidance (October 2013 as updated in March 2014) and provides robust and objective justification for future playing pitch provision throughout the District.
15. One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.
16. The Wyre Forest Local Plan needs to be based upon a robust evidence base. Paragraphs 73 of the NPPF requires “planning policies to be based on robust and up-to-date assessments of needs. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.” Paragraph 74 of the NPPF require assessments to be used to inform the protection of “existing open space, sports and recreational buildings and land, including playing fields.”
17. Planning Policy and other relevant sport related corporate strategies must be based upon a robust evidence base in order to ensure planning and sports development policy can be implemented efficiently and effectively.
18. The Playing Pitch Strategy will complement the objectives and action plan associated with the strategy and other local strategies as follows.

¹ Please note that Sport England funding streams will be subject to change throughout 2017.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Wyre Forest District Council: Core Strategy (2006-2026)

19. Wyre Forest's Core Strategy identifies the type of place the District will be in 2026. To achieve this, the strategy lists 13 key development objectives, which are listed below.

Table 1.1: WFDC's key development objectives

Number	Objective
1	To provide a range of high-quality, highly energy efficient, and affordable housing options for residents of all ages and needs to achieve sustainable communities.
2	To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3	Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
4	Support the viability of the District's villages and rural areas and assist in opportunities for diversification.
5	Safeguard and enhance the District's unique landscape character, Green Belt, natural environment and green infrastructure.
6	To conserve and enhance the District's heritage assets.
7	Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
8	Safeguard and replenish the District's rich and varied biodiversity and geodiversity, including that within the three town centres.
9	Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
10	Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
11	Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.
12	Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both the urban and rural areas
13	Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved health care and education across the District for the benefit of all residents.

20. To help foster healthy lifestyles, The District Council will resist the loss of any community services and facilities, including leisure facilities, unless an appropriate alternative is provided or, evidence is presented that the facility is no longer required and suitable alternative uses have been considered. Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.
21. The District Council is currently in the early stages of undertaking a Local Plan Review. The new Local Plan will replace the current Adopted Core Strategy, Site Allocations and Policies Local Plan and Kidderminster Central Area Action Plan. It is anticipated that the new Local Plan will be adopted in late 2017.

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Sports Partnership Herefordshire and Worcestershire: Sports Facilities Framework 2010-2026

22. The Sports Facilities Framework 2010-2026 provides a strategic and coherent link between the West Midlands Regional Sports Facilities Framework (2007) and the relevant existing or emerging strategies of the individual local authorities and other key partners within the sub-region.
23. The Framework highlights gaps in facility provision across Herefordshire and Worcestershire, and identifies the most appropriate options to address them. In relation to the sports covered in this needs assessment, this framework recommends the following which are specifically related to the Wyre Forest District.
- ✦ Badminton: A Community Badminton Centre should be developed in Wyre Forest District Council. The facility should be appropriately designed, with a minimum of a four court sports hall. The site should be located on a school site, ideally linked to an existing club.
 - ✦ Basketball: develop a specialist basketball centre in response to need, geographically spread in urban location to maximise accessibility. The Centre would need to be in a six court sports hall, however it doesn't specify which authority should house it.
 - ✦ Gymnastics: enhance existing provisions to cater for a wide range of disciplines.
 - ✦ Rowing: to improve access to rivers and improved club houses and ancillary facilities.
 - ✦ Swimming: Currently there is no 50m competition pool in the County. A feasibility study would be required to determine the viability. In addition, pools should have a minimum number of hours specified to support performance training.
24. The above Framework was developed at a time when local authorities were operating within a different financial climate and there was the opportunity to develop facilities through a range of funding initiatives including Sport England Grant funding, NGB funding and Building Schools for the Future. Therefore, it is relevant to note that today's financial climate is totally different and the aspiration to achieve these developments is somewhat curtailed.

Worcestershire Health and Wellbeing Board: Joint Health & Wellbeing Strategy 2016-21

25. The strategy's vision is to ensure Worcestershire residents are healthier, live longer, and have a better quality of life, especially those communities and groups whose health is currently the poorest. To achieve this vision, the key priorities are as follows:
- ✦ Good mental health and well-being throughout life.
 - ✦ Being active at every age.
 - ✦ Reducing harm from alcohol at all ages.
26. To achieve the priority of being active at every age, the strategy lists the key performance indicators:
- ✦ Reduce the number of children aged 4 - 5 classified as overweight or obese.
 - ✦ Reduce the number of children aged 10 – 11 classified as overweight or obese.
 - ✦ Increase cycling and walking travel measures for adults
 - ✦ Increase the number of adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer (CMO) recommended guidelines on physical activity.
 - ✦ Develop programmes for older people taking up Strength and Balance training.
 - ✦ Enhance the numbers of people, including volunteers, taking part in health walks.

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1.2 Study area

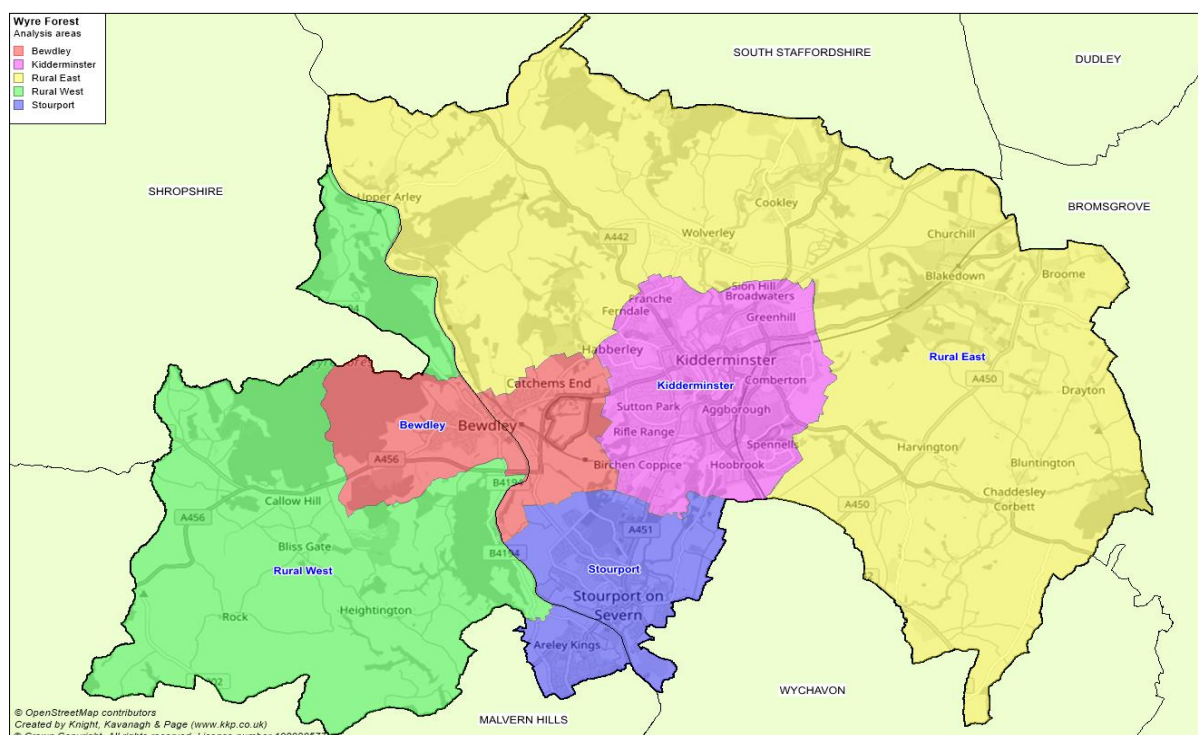
27. Wyre Forest is a district in Worcestershire, covering the towns of Kidderminster, Stourport-on-Severn and Bewdley, and several civil parishes and their villages. Indeed, there are 12 parish town/councils covering the Area, some of which, own/manage playing pitch provision. It is bordered by the local authorities including South Staffordshire, Dudley, Bromsgrove, Wychavon and Malvern Hills.
28. The total population, from the 2015 Mid-Year Estimates in Wyre Forest was 99,503² with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest (18%) compared to the West Midlands (15.9%). This age group will increase in size over the coming years as people live longer. These residents are likely to be retired and time rich, with a need to be as physically active as possible in order to remain independent. As a combination of factors, it suggests careful consideration should be given to the development of sport and physical activity offers within the area.
29. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

Sub areas

30. The District has been split into five distinct areas for the purpose of this study to further recognise how the different sports are played across District.

- ◀ Bewdley
- ◀ Stourport
- ◀ Kidderminster
- ◀ Rural East
- ◀ Rural West

Figure 1.1: Study area map



² Source: ONS 2015 Mid Year Estimate

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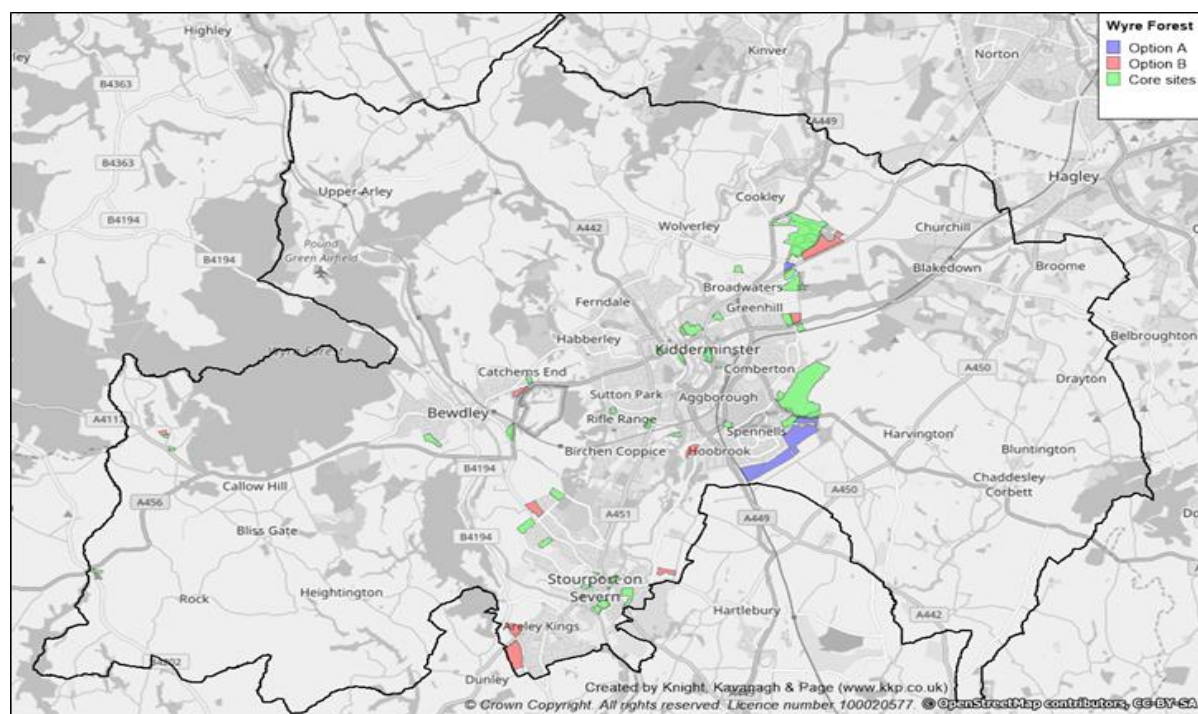
Population growth

31. The resident population in Wyre Forest is recorded as 99,503 and by 2034 (in line with the Local Plan Review timeframe), the District's population is projected to increase to approximately 104,000, an increase of just under 4,500 (or equivalent to a percentage increase of 4.5%) according to ONS data.
32. Team generation rates were used to provide an indication of how many people it may take to generate a team (by gender and age group), in order to help estimate the change in demand for pitch sports that may arise from any population change in the study area and are set out in the Assessment Report.

Housing growth

33. Notwithstanding ONS figures on population growth, it is recommended that regard is given to Wyre Forest's housing need.
34. Wyre Forest District Council has identified two potential options for new dwellings over the period to 2034. A set of "Core" sites common to both options, would potentially deliver 4,570 dwellings. These comprised, at the time of preparation of this report, 27 sites in Kidderminster (3,400 dwellings), 14 sites in Stourport (880 dwellings) and nine sites in Bewdley and the rural West of the District (300 dwellings). It is important to note that the sites ultimately consulted upon at the Preferred Options stage may have slightly changed from this anticipated make-up.
35. In addition to the above Core Sites above the Council is also considering two options (A and B) which will deliver an additional 1,380 (option A) or 1,340 (option B) dwellings. The map below identifies the Core Sites in green and options A and B in blue and red respectively. Again, there might be some slight changes to these numbers in the version ultimately consulted upon but the sites' essential size and distribution will remain unaltered.

Figure 1.2: Wyre Forest anticipated Preferred Options housing areas



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36. The current resident population of Wyre Forest District is 99,503 (based on the 2015 MYE)³. Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from all new developments are secured to provide for the sporting needs arising from the residents of that development. The proposed number of new homes for each scenario is set out below⁴:

Table 1.2: Dwellings/population by scenario

Scenario	Number of dwellings	Total population ⁵
Dwelling common to Option A and B	4,570	10,240
Total dwellings under Option A	5,950 (4,570 + 1,380)	13,330
Total dwellings under Option B	5,920 (4,570 + 1,340)	13,250

NB Data has been rounded so may not perfectly add up

37. The impact of housing growth on the need for pitches is set out within Part 7 of this report.

³ Source: ONS 2015 Mid-Year Estimates

⁴ The data in this section was correct at the time of preparation of this report. However, as a consequence of the ongoing refinement of the Preferred Options by WFDC until the date of publication the precise numbers may vary slightly but the essential volume and spatial distribution will not be different.

⁵ Based on an occupancy rate of 2.24 persons per household taken from the Wyre Forest Objective Assessment of Housing Need. Please note that this figure is for 2016 which is estimated to drop to 2.16 by 2034.

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1.3 Headline findings

The table overleaf highlights the quantitative headline findings from the Wyre Forest Playing Pitch Assessment Report:

Table 1.3: Quantitative headline findings

Sport	Analysis area	Current picture	Future demand (2033) ⁶
Football (grass pitches)	Bewdley	Current demand is being met	Future demand is being met
	Kidderminster	Shortfall of 0.5 mini 7v7 match sessions	Shortfall of 0.5 mini 7v7 match sessions
	Rural East	Current demand is being met	Shortfall of 1 youth 11v11 and 2 mini 5v5 match session
	Rural West	Shortfall of 0.5 adult match sessions	Shortfall of 0.5 adult and 0.5 youth 9v9 match sessions
	Stourport	Shortfall of 2 adult and 0.5 youth 9v9 match sessions	Shortfall of 2.5 adult, 0.5 youth 11v11 and 1.5 youth 9v9 match sessions
Football (3G pitches for training) ⁷	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Bewdley	Current demand is being met	No spare capacity for future demand
	Kidderminster	Current demand is being met	Future demand is being met
	Rural East	Current demand is being met	Future demand is being met
	Rural West	Current demand is being met	No spare capacity for future demand
	Stourport	Current demand is being met	No spare capacity for future demand
Rugby union	Bewdley	Current demand is being met	Future demand is being met
	Kidderminster	Shortfall of 2.5 match equivalent sessions on senior pitches.	Shortfall of 3 match equivalent sessions on senior pitches.
	Rural East	Shortfall of 1 equivalent session on senior pitches.	Shortfall of 2 equivalent sessions on senior pitches.
	Rural West	No current demand or supply	No future demand or supply
	Stourport	Current demand is being met	Future demand is being met
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

⁶ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

⁷ Based on accommodating 42 teams to one full size pitch for training.

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Conclusions

38. The current and future position for all pitch sports is either demand is being met or there is small a shortfall. As such, there is a need to protect existing playing pitch provision until demand is met; or, there is requirement to replace any lost provision to an equal or better quantity and quality.
39. In the main, shortfalls expressed can be met by improving pitch quality but in some instances this may also require access to existing unused pitches, such as at school sites, or the creation of new provision, particularly in key housing growth areas.

1.4 Definitions

Match equivalent sessions

40. Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected. As the main usage of pitches is likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions.
41. Based on how they tend to be played this unit for football, rugby union and rugby league pitches relate to a typical week within the season for each sport. For cricket pitches it is appropriate to look at the number of match equivalent sessions over the course of a season.

Pitch capacity

42. The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing football. In extreme circumstances it can result in the inability of the pitch to cater for all or certain types of play during peak and off peak times. Pitch quality is often influenced by weather conditions and drainage.
43. As a guide, each NGB has set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity):

Table 1.4: Capacity by pitch type

Sport	Pitch type	No. of matches per week		
		Good quality	Standard quality	Poor quality
Football	Adult pitches	3	2	1
	Youth pitches	4	2	1
	Mini pitches	6	4	2
Rugby union*	Natural Inadequate (D0)	2	1.5	0.5
	Natural Adequate (D1)	3	2	1.5
	Pipe Drained (D2)	3.25	2.5	1.75
	Pipe and Slit Drained (D3)	3.5	3	2
Cricket	One grass wicket	5 per season	N/A	N/A
	One synthetic wicket	60 per season	N/A	N/A

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Shortfalls

44. Please note that shortfalls are expressed in match equivalent sessions rather than pitches as it is possible that shortfalls could be accommodated in various ways (e.g. through pitch improvements) and not just by providing more pitches.
45. For a full Glossary of terms please refer to Appendix Three.

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PART 2: VISION

2.1 Vision

46. A vision has been set out to provide a clear focus with desired outcomes for the Wyre Forest Playing Pitch Strategy. It seeks to support the Council and its partners in the creation of:

To create a network of high quality, accessible and sustainable sport and leisure facilities, which offer inclusive services for all; enabling the inactive to become active and more residents to fulfil their potential by participating in sport and physical activity, thus improving their long-term health and well-being

47. To achieve this strategic vision, the strategy seeks to deliver the following aims;
- ◀ Ensure that all valuable facilities are protected for the long term benefit of sport
 - ◀ Promote a sustainable approach to the provision of playing pitches and management of sports clubs
 - ◀ Ensure that there are enough facilities in the right place to meet current and projected future demand
 - ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and longer term aspirations.

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PART 3: OBJECTIVES

48. The following overarching objectives are based on the three Sport England themes (see Figure 1 below). Delivery of the Strategy is the responsibility of and relies on, the Steering Group.
49. It is recommended that the following are adopted by the Council and its partners to enable it to achieve the overall vision of the Playing Pitch Strategy and Sport England's requirements.

Aim 1

To **protect** the existing supply of playing pitches where it is needed for meeting current and future needs

Aim 2

To **enhance** playing fields, pitches and ancillary facilities through improving quality and management of sites

Aim 3

To **provide** new playing pitches where there is current or future demand to do so

Figure 1: Sport England planning objectives - Protect, Enhance and Provide



Source: Sport England 2017

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PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

50. In order to help develop the recommendations/actions and to understand their potential impact a number of relevant scenario questions are tested against the key issues in this section for the playing pitch sports resulting in the sport specific recommendations.

Football – grass pitches

51. **Summary**

- ✦ The audit identifies a total of 95 grass football pitches within Wyre Forest across 32 sites. Of these, 83 are available, at some level, for community use across 24 sites.
- ✦ Many youth 11v11 teams (39) are playing on adult pitches, which may in part be due to a lack of youth 11v11 pitches rather than a preference for adult pitches. It may also be due to the Council not differentiating between adult and youth 11v11 pitches on its sites, allowing greater flexibility in relation to seasonal lettings.
- ✦ Of the pitches available for community use, two pitches are assessed as good quality, 64 as standard quality and 17 are deemed to be poor quality.
- ✦ In Wyre Forest there are number of football pitches overmarked onto other pitch types, whether this be other football pitch types or on cricket outfield. Overmarking of pitches can cause notable damage to the surface quality and lead to overuse beyond recommended capacity.
- ✦ In general, users report that there is an adequate standard of ancillary provision servicing sites in Wyre Forest although some sites do suffer from vandalism, for example, at Lea Castle Drive and at Stourport Swifts FC.
- ✦ No clubs report a concern regarding security of tenure in relation to an existing site or a preferred home venue.
- ✦ Many sites owned by the District Council have been leased to Worcestershire FA which has, in turn, sub-leased or licensed those sites to clubs or leagues. Kidderminster & District Sunday League has a licence on Brown Westhead, Springfield Park and White Wickets.
- ✦ A total of 140 teams were identified as playing within Wyre Forest across 38 clubs. This consists of 32 men's teams, four women's teams, 54 youth boys' teams, eight youth girls' teams, one girl's mini soccer team and 41 mixed mini soccer teams.
- ✦ There are three clubs in Wyre Forest that play within the football pyramid and must adhere to ground requirements set out by the FA; Bewdley Town, Kidderminster Harriers and Stourport Swifts.
- ✦ Applying the Wyre Forest team generation rates predicts growth of six youth boys' teams by 2034. Further to this, clubs report aspirations for future teams amounting to eight match equivalent sessions, the majority of which is identified in the Stourport Analysis Areas (3.5).
- ✦ There is a total of 23.5 match equivalent sessions of actual spare capacity across Wyre Forest with the most expressed on adult pitches and in Rural East Analysis Area.
- ✦ In Wyre Forest, 14 pitches are overplayed across five sites by a total of nine match equivalent sessions.
- ✦ Although there are no overall current shortfalls in Wyre Forest, there are shortfalls in some analysis areas for some pitch types. However, when taking into account future demand there are overall shortfalls on youth 11v11, youth 9v9 and mini 5v5 pitch types.
- ✦ Despite current spare capacity it should be considered that some of the spare capacity exists on school pitches which may not remain secure in the longer term. Despite spare capacity there is still a need to improve pitch quality, particularly where assessed as poor.

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Scenarios

Improving pitch quality

52. Improving pitch quality on overplayed pitches (i.e. through increased maintenance or drainage improvements) to either standard or good quality will increase pitch capacity and therefore help to accommodate expressed overplay.
53. In Wyre Forest, 14 pitches are overplayed across five sites by a total of nine match equivalent sessions. Of these, ten are assessed as poor quality across three sites, accounting for seven match equivalent sessions.
54. Six of the match equivalent sessions of overplay are one pitches at Birmingham Metropolitan College (Centre of Sporting Excellence), with these pitches being poor quality with significant drainage issues. Increasing the quality of pitches at the site, to a standard quality will address overplay, however, pitches would still be played to capacity. In order to build future capacity at the site addressing drainage issues and increasing pitch maintenance, all to a good standard would create 14 match sessions of spare capacity.
55. As the remaining pitches are less overplayed, small improvements to quality (mostly in relation to increasing maintenance) or if this is unachievable, transferring play to sites with spare capacity would address all overplay identified in Wyre Forest.

Table 4.1: Summary of overplay and quality

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Quality	Capacity rating
7	Bewdley Town Football Club	Rural West	Adult	2	Poor	0.5
14	Chester Road Cricket Ground	Kidderminster	Mini 7v7	2	Poor	0.5
16	Cookley Playing Fields	Rural East	Adult	2	Standard	1.5
20	Habberley Sports Field	Kidderminster	Adult	2	Standard	0.5

56. Given the costs of improving pitch quality, however, alternatives need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of 3G pitches for competitive matches.
57. Further to this, improving the quality of other poor quality pitches will build enough future capacity/strategic reserve to consider the value of continuing to provide smaller, low value sites for football.

Reducing over marked pitches

58. Over marking of pitches can cause notable damage to the surface quality and lead to overuse beyond recommended capacity. In some cases, mini pitches may be marked onto senior pitches or mini matches may be played widthways across adult or youth pitches. This can lead to targeted areas of surface damage due to a large amount of play focused on high traffic areas, particularly the middle third of the pitch. Over marking of pitches not only influences available capacity, it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time.

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59. In Wyre Forest, 39 youth 11v11 (u13-u16) teams currently use adult pitches and the following sites contain adult pitches that are used solely by youth 11v11 teams. These sites can therefore provide a starting point to increase youth 11v11 provision as no adult teams would be adversely affected by a pitch re-configuration:

- ◀ Bewdley Leisure Centre
- ◀ Habberley Sports Field

60. **Recommendations**

- ◀ Protect existing quantity of pitches (unless replacement provision is provided).
- ◀ Where pitches are overplayed, and assessed as poor or standard quality, prioritise investment and review maintenance regimes to ensure it is of an appropriate standard to sustain use and improve quality.
- ◀ Seek transfer of play from sites that remain overplayed to alternative sites with spare capacity or to sites which are not currently available for community use.
- ◀ Work to provide security of tenure for all clubs using educational sites through community use agreements.
- ◀ Further develop partnerships and/or lease arrangements/asset transfer options with large, sustainable, development minded clubs to manage their own sites.
- ◀ Seek to support clubs in applying for funding to improve ancillary facilities.
- ◀ In the longer term, explore opportunities for access to additional 3G pitches to cater for grass pitch shortfalls and explore transfer of match play onto 3G.

Football – 3G pitches

61. **Summary**

- ◀ There are two, standard quality, full size 3G pitches within Wyre Forest, both of which are available to the community, floodlit and FIFA approved.
- ◀ There are also seven smaller size 3G pitches in the District.
- ◀ Both full size 3G pitches currently servicing Wyre Forest are reported as operating at or close to capacity.
- ◀ In order to satisfy current and future training demand, there is a need for four full size 3G pitches.
- ◀ Moving all competitive mini and 9v9 football matches from grass pitches to 3G pitches would require four full size 3G pitches.

Scenarios

Moving match play demand to 3G pitches

62. Moving match play to 3G pitches is supported by the FA, with it particularly keen to work with local authorities to understand the potential demand for full size floodlit 3G pitches should all competitive matches be transferred.

Table 4.2: Number of mini and 9v9 teams playing competitively

Pitch type	Pitch size	Peak period	No. of teams
Youth	9v9	Saturday AM	22
Mini	7v7	Saturday AM	22
Mini	5v5	Saturday AM	20
Total			64

This is then translated in to the number of 3G pitches required:

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Table 4.3: Number of 3G AGPs that may be required

Format	No Teams per time (x)	No matches at PEAK TIME (y)= x/2	3G units per match (z)	Total units required formats (A)=(y)*(z)	3G pitches required B= (A)/64
5v5	20	10	4	40	0.6
7v7	22	11	8	88	1.4
9v9	22	11	10	110	1.7
Total:					3.7

63. In order to accommodate all of the mini and 9v9 match play on 3G pitches there would be a need for **four AGPs** across the District. There is currently two.

64. **Recommendations**

- ✦ Identify feasible sites to increase provision of full size 3G pitches to meet training and competitive demand.
- ✦ Encourage providers to have a sinking fund in place to ensure the long term sustainability of pitches.
- ✦ Carry out consultation with leagues/clubs to gauge acceptance of moving competitive play to 3G pitches in the future.

Rugby union pitches

65. **Summary**

- ✦ Within Wyre Forest there are nine sites containing 11 senior and four mini rugby union pitches. Of these, ten senior and all mini pitches are available for community use.
- ✦ Of the pitches available to the community four are assessed as standard quality and ten are assessed as poor quality.
- ✦ Three rugby union clubs play within Wyre Forest, consisting of seven senior men's, seven junior boys' and 14 (mixed) mini teams.
- ✦ Kidderminster Carolians RFC accesses its floodlit for at least four match equivalent sessions per week for training purposes, whilst Stourport RFC access a floodlit pitch and Chaddesley Corbett RFC access a partially floodlit pitch; both for one match equivalent session per week for training purposes.
- ✦ It is predicted that future population increases (2034) will not generate additional teams. Participation increases will be absorbed in to existing teams.
- ✦ All clubs, in conjunction with the RFU, have set participation targets. In addition to these all three clubs want to create an additional mini team at the youngest age group each season. Kidderminster Carolians RFC also hopes to establish a junior girls' section although the exact extent of this was not identified by the Club.
- ✦ Four pitches are over played in Wyre Forest, three senior size and one mini, amounting to five match equivalent sessions.
- ✦ Although there is limited current community use on most education sites the unsecure nature of these pitches mean that they cannot be relied upon to provide sufficient capacity.
- ✦ Priority should therefore be placed on protecting and improving the existing stock of club pitches, as well as alleviating overplay to help accommodate future demand expressed by the clubs.
- ✦ Given the poor quality of many of the pitches in Wyre Forest emphasis should be placed on improving both maintenance and drainage systems of pitches, particularly those servicing community club use. Installing additional floodlighting across all community

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club sites should also be considered to allow increased dispersion of training demand and the option for evening fixtures.

Scenarios

Addressing overplay and poor quality

66. In most instances improving drainage alone will not sufficiently address overplay at sites in Wyre Forest. Four rugby pitches are overplayed in Wyre Forest; three senior and one mini; accumulating to five match equivalent sessions. The floodlit pitches at all club sites are overplayed, mainly as a result of accommodating clubs' training demand.
67. As clubs are generally reluctant to hire secondary venues, it is not as simple as to transfer play away from club home venues to a site with actual spare capacity. Instead, shortfalls should be reduced first and foremost through improving pitch quality. Clubs are reluctant for a number of key reasons including; cost, guaranteed access at peak times, transport and loss of income by moving training away from club venues.
68. Pitches at Kidderminster Carolians RFC are considered to be standard quality and as such the best option to address overplay and build future capacity is to secure access to additional pitches. Since the assessment took place, an additional rugby pitch has recently been provided at White Wickets by the District Council and leased to the Club. Once play is fully established and improvements to pitch quality made (increasing to good quality and secure from dog walkers and subsequent dog fouling) this will address overplay at the Club site (three match sessions). However, in order to build future capacity, there is a need to consider further floodlit training access.
69. Pitches at Chaddesley Corbett Sports Ground (Chaddesley Corbett RFC) are assessed as poor quality with the junior pitch being slightly overplayed. With significant improvements to maintenance programme, this would improve quality, address overplay and build future capacity. As the Club has poor match and training facilities, it is a high priority to obtain full pitch floodlighting which would allow hosting of training and evening matches and subsequently allow the Club to expand and grow. As this is likely to increase pressure put onto pitch, consideration should also be given to improving drainage capacity through new drainage systems. Further to this, the site is also serviced by poor ancillary facilities.
70. The pitches at Stourport RFC are overplayed and all pitches have a poor level of drainage and are located on a floodplain. On the same site there are plans for a third cricket square to be created, which will then mean the installation of pipe drainage for the rugby union pitches; improving pitch quality and capacity. Floodlighting (training facilities) is also poor at this site and strong consideration should be given to installing a full set of quality floodlights. Further to this, the site is also serviced by poor ancillary facilities.
71. **Recommendations**
 - ✦ Protect and improve the existing stock of pitches at club sites, as well as alleviating overplay at club sites through improving pitch quality (both drainage and maintenance) in order to address shortfalls and build future capacity (see action plan for site by site recommendations).
 - ✦ As a priority, improve access to floodlit pitches including for example, increasing the number of floodlit pitches at Kidderminster Carolians RFC and installing full floodlighting at Chaddesley Corbett RFC and Stourport RFC.
 - ✦ Work to ensure security of tenure for rugby clubs playing in Wyre Forest (minimum 25 year lease so that clubs are able to attract grant and/or loan funding to support capital improvements).

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- ◀ Explore opportunities for a World Rugby compliant surface linked to future proposals for full size 3G pitches in the Area.
- ◀ Improve ancillary facilities at Stourport RUFC and CC RUFC to aide recruitment and retention of participants.

Cricket pitches

72. **Summary**

- ◀ In total, there are 11 fine turf cricket squares identified in Wyre Forest. All 11 fine turf cricket squares in Wyre Forest which are available for community use in some capacity with none at school sites.
- ◀ The Rural East Area has the most pitches overall (55%) with the Rural West Area having no fine turf pitches.
- ◀ There are 15 NTPs located across 12 sites, of which, three are located at school sites. In total there are 13 NTPs available for community use in some capacity, with the two unavailable both located at school sites.
- ◀ Pitch quality ratings show two fine turf squares (18%) to be of good quality and nine (82%) to be of standard quality. No fine turf squares were deemed to be poor quality.
- ◀ Four clubs are considered to have security of tenure at their home venues, as a result of either owning or having a long term lease of the site.
- ◀ There are 65 affiliated cricket teams playing competitive matches in Wyre Forest made up of 38 senior men's cricket teams, one senior women's team and 26 junior teams.
- ◀ Future demand projections from TGRs predicts an increase of one junior boy's teams, whilst club future demand projections represent a total requirement for a further 35 senior match sessions and 20 junior match sessions.
- ◀ There is a high demand locally for midweek fixtures, whilst nationally there has been an increase of participation in shorter format games, often played midweek. If the national trend continues, then peak time for senior men's matches may change from Saturday afternoon to midweek.
- ◀ Of those sites with existing community use, there are six which show potential spare capacity on senior grass squares in Wyre Forest, totalling 180 match sessions per season. Only 5 are available at senior peak time (Saturday afternoon) when there are 3.5 match sessions available allowing for a further 120 matches per season between them.
- ◀ Only the fine turf square at Bewdley Cricket Ground is considered to be overplayed by a total of four matches per season. The fine turf pitches at Stourport are deemed to be at capacity.
- ◀ Overall there is sufficient supply of cricket pitches at present to cater for demand from clubs within Wyre Forest at peak times. However, in order to accommodate the level of future demand expressed, new senior teams would have to play outside the peak period i.e. Sunday or midweek.

Scenarios

Improving quality

73. The audit of cricket squares in Wyre Forest found the majority to be of a standard quality (nine squares). Maintaining high square quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and squares, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the square meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. The report identifies surface

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issues and suggests options for remediation together with likely costs. For further guidance on this, please contact the ECB.

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Accommodating future demand

74. Ensuring appropriate high level maintenance at Bewdley Cricket Ground will allow the square to continue accommodating minimal overplay (four match sessions per season). However, in order to build future capacity (and accommodated displaced demand), the Club has been searching for an appropriate second venue from which it can build capacity for future growth. The Club hopes that once a venue is located and a pitch is established to an appropriate standard then any overplay that currently exists at its home venue will be relocated to the new venue, along with some junior play, creating future capacity on both pitches.
75. Stourport CC recently obtained matched funding from Sport England to establish a new eight wicket fine turf square between existing rugby union pitches. The Club reports that the commencement of the project will be in Spring 2017. It suggests that the establishment of a new square will help alleviate play on existing pitches whilst also enabling it to build future capacity.
76. **Recommendations**
- ✦ Work with clubs and groundsmen to review quality issues on those pitches assessed as poor and standard to ensure appropriate quality is achieved and sustained.
 - ✦ Consider use of equipment banks to assist clubs that manage their own maintenance regime or have a desire to do so.
 - ✦ Support club growth and ensure future demand can be adequately accommodated.
 - ✦ Work to increase participation in order to maximise use of sites, particularly at smaller clubs by working to establish junior sections and greater informal use of village pitches.
 - ✦ Address overplay at Bewdley Cricket Ground through ensuring high quality maintenance.
 - ✦ Ensure tenure remains secure for all clubs.
 - ✦ Work to improve the quality of changing facilities, particularly those identified as poor quality.
 - ✦ Ensure sufficient access to training facilities of the required quality.

Hockey pitches (sand/water-based AGPs)

77. **Summary**
- ✦ There are three full size, sand-based AGPs in Wyre Forest, all of which are available to the community and floodlit, all located at Stourport Sports Club.
 - ✦ All full size AGPs are readily available to the community during the peak period, as identified by Sport England's Facilities Planning Model (FPM).
 - ✦ Stourport and Kidderminster hockey clubs are both based at Stourport Sports Club, where all three pitches are accessed, although there is some spare capacity for further hockey.
 - ✦ Further to the hockey use, the pitches are also heavily used for football training.
 - ✦ Two of the three pitches were either established or resurfaced in the last ten years (2013 and 2015 respectively). The third pitch is deemed poor quality and has not been resurfaced since it was first established in 2000.
 - ✦ Stourport HC has aspirations to increase the number of junior teams representing the Club and is undertaking outreach programmes at local primary schools to achieve this.
 - ✦ Kidderminster HC expects the recent trend of a decreasing number of teams will continue and that the Club will fold within the next 12 months.

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Scenarios

Accommodating current and future demand

78. Based on teams playing alternate home and away fixtures and based on a floodlit pitch being able to accommodate a maximum of four matches on one day, as suggested by England Hockey, there is sufficient supply to meet the current levels of demand. Additionally neither club report any issues regarding access for matches or training.
79. Priority should be focused on ensuring that all three pitches at Stourport Sports Club remain fit for purposes and that they are protected for hockey usage. It should be noted that as the only venue with hockey appropriate pitch provision all pitches should be retained.
80. Kidderminster HC is concerned that it will fold within the next 12 months with existing members either joining Stourport HC or ceasing to participate in the sport. It feels that the relocation away from Kidderminster has been a contributing factor to the reduced playing numbers. It is for this reason that neither of the two teams currently trains during the week as the distance from the players' locations to the currently used site.
81. **Recommendations**
 - ◆ Ensure that all three sand AGPs at Stourport Sports Club remain fit for purpose and that they are protected for hockey usage.
 - ◆ Ensure sinking funds are in place for long term sustainability.
 - ◆ Look to support Kidderminster HC to build future capacity and ensure participation levels are sustained.

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PART 5: STRATEGIC RECOMMENDATIONS

82. The strategic recommendations for the Strategy have been developed from the key issues cutting across all playing pitch sports and categorised under each of the Strategy Aims. They reflect overarching and common areas to be addressed which apply across outdoor sports facilities and may not be specific to just one sport.

Aim 1

To **protect** the existing supply of playing pitch facilities where it is needed for meeting current or future needs

Recommendations:

- a. Protect playing field sites through local planning policy
- b. Secure tenure and access to sites for high quality, development minded clubs, through a range of solutions and partnership agreements.
- c. Maximise community use of education facilities where there is a need to do so.

Recommendation a – Protect playing field sites through local planning policy

83. The PPS Assessment shows that all currently used playing field sites require protection and therefore cannot be deemed surplus to requirements because of shortfalls now and in the future. Therefore, based on the outcomes of the PPS, local planning policy should reflect this situation.
84. Paragraph 74 of the Framework states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:
- ◀ An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
 - ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
 - ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.
85. **Lapsed and disused** – playing field sites that formerly accommodated playing pitches but are no longer used for formal or informal sports use within the last five years (disused) or longer (lapsed).
86. The PPS Assessment shows that currently used playing field sites require protection and therefore cannot be deemed surplus to requirements because of shortfalls now and in the future. In respect of lapsed and disused playing fields the following priority order of options should apply:
- ◀ Retain/allocate site as strategic reserve.
 - ◀ Explore feasibility to bring back into use.
 - ◀ Use as open space to meet local needs.
 - ◀ Redevelop site and use developer contributions to improve other playing pitch sites (quantity and/or quality).

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87. **New housing development** - where proposed housing development is located within access of a high quality playing pitch, this does not necessarily mean that there is no need for further pitch provision or improvements to existing pitches in that area in order to accommodate additional demand arising from that development.
88. Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from new developments are secured to provide for the sporting needs arising from the residents of that development.
89. The PPS should be used to help determine what impact the new development will have on the demand and capacity of existing sites in the area, and whether there is a need for improvements to increase capacity or if new provision is required. Housing Growth scenarios have been provided in Part 7 to estimate the additional demand generated by housing by sport and pitch type.
90. The exact nature and location of provision associated with these developments should be fully determined through the local planning process and in partnership with each specific NGB, which may, for example, include off site contributions in the form of upgrading pitches at existing sites where appropriate.
91. Experience shows that only housing sites with 600 dwellings or more are likely to generate demand in their own right; however, the cumulative impact of housing across the local authority clearly shows that there will be significant demand generated during the Local Plan period.
92. The Council could consider using CIL (if adopted) to obtain contributions to priority sites, or pooling S106 contributions from major housing schemes to invest in priority sites. In either case, the PPS Action Plan (Part 6) and future consultation with NGBs should inform the playing fields that most require investment.
93. **Development management** - the PPS should be used to help inform Development Management decisions that affect existing or new playing fields, pitches and ancillary facilities. All applications are assessed by the Local Planning Authority on a case by case basis taking into account site specific factors. In addition, Sport England as statutory consultee on planning applications that affect or prejudice the use of playing field will use the PPS to help assess that planning application against paragraph 74 of the National Planning Policy Framework (NPPF) and their Playing Fields Policy.
94. Sport England's playing field policy exception E1 only allows for development of lapsed or disused playing fields if a PPS shows a clear excess in the quantity of playing pitch provision at present and in the future across all playing pitch sports types and sizes.

Policy Exception E1:

95. 'A carefully quantified and documented assessment of current and future needs has demonstrated to the satisfaction of Sport England that there is an excess of playing field provision in the catchment, and the site has no special significance to the interests of sport'.
96. Where the PPS cannot demonstrate the site, or part of a site, is clearly surplus to requirements then replacement of the site, or part of a site, will be required to comply with Sport England policy exception E4.

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Policy Exception E4:

97. 'The playing field or fields to be lost as a result of the proposed development would be replaced, prior to the commencement of development, by a new playing field site or sites:
- ◀ of equivalent or better quality and
 - ◀ of equivalent or greater quantity;
 - ◀ in a suitable location and
 - ◀ subject to equivalent or better management arrangements.
98. Further to this, all playing fields should be protected or replaced up until the point where all satisfied demand has been met within the study area or each individual sports catchment areas within a sub area.
99. Local authorities wanting to dispose of school playing field land need consent under Section 77 of the Schools Standards and Framework Act 1998, but consent is now also required for disposal of any land used by a school or academy under Schedule 1 to the Academies Act 2010.
100. It should be noted that consent under Section 77 of the Schools Standards and Framework Act does not necessarily mean subsequent planning approval will be granted. Therefore, any application for planning permission must meet the requirements of the relevant policy, in this case paragraph 74 of Framework, Local Plan Policy and Sport England policy. Indeed, applicants are advised to engage Sport England before submitting applications. Robust implementation of the statutory obligation will ensure protection of school playing fields for use by pupils (and sometimes the community as a whole) to ensure receipt is ploughed back into sports education.

Recommendation b – Secure tenure and access to sites for high quality, development minded clubs through a range of solutions and partnership agreements

101. A number of school sites are being used in Wyre Forest for competitive play, predominately for football. In all cases use of pitches has not been classified as unsecure, however, use is not necessarily formalised and further work should be carried out to ensure an appropriate Community Use Agreement (CUA) is in place (including access to changing provision where required).
102. NGBs can often help to negotiate and engage with schools where the local authority may not have direct influence.
103. Sport England has also produced guidance, online resources and toolkits to help open up and retain school sites for community use and can be found at:
<http://www.sportengland.org/facilities-planning/use-our-school/>
104. Local sports clubs should be supported by partners including the Council, NGBs or the County Sports Partnership (CSP) to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership working. For example, support club development and encourage clubs to develop evidence of business and sports development plans to generate an income through their facilities. All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)⁸. Clubs should also be encouraged to work with partners locally whether volunteer support agencies or linking with local businesses.

⁸ <http://www.cascinfo.co.uk/cascbenefits>

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Community involvement

105. Given the increasing financial pressures faced by the District Council, consider if and how community involvement of managing facilities is a viable option.
106. As well as improving the quality of well-used, local authority sites, there are a number of sites which have poor quality (or no) ancillary facilities. **The District Council should further explore opportunities where security of tenure could be granted to the clubs playing on these sites so the clubs are in a position to apply for external funding to improve the facilities.**
107. Further to this there could be examples in Wyre Forest where long term leases could be put into place for the continued use of a site. Each club should be required to meet service and/or strategic recommendations. However, an additional set of criteria should be considered, which takes into account the quality of the club, aligned to its long term development objectives and sustainability.
108. In the context of the Comprehensive Spending Review, which announced public spending cuts, it is increasingly important for the District Council to work with voluntary sector organisations in order that they may be able to take greater levels of ownership and support the wider development and maintenance of facilities.
109. To facilitate this, the Council should support and enable clubs to generate sufficient funds to allow this.
110. Recommended criteria for lease of sport sites to clubs/organisations is below. This should be amended if required in order to better suit the needs of Wyre Forest.

Table 5.1: Leasing criteria

Club	Site
<p>Clubs should have Clubmark/FA Charter Standard accreditation award.</p> <p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers.</p> <p>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</p> <p>Clubs have processes in place to ensure capacity to maintain sites to the existing, or better, standards.</p>	<p>Sites should be those identified as 'Club Sites' (recommendation d) for new clubs (i.e. not those with a Districtwide significance) but which offer development potential. For established clubs which have proven success in terms of self-management 'Key Centres' are also appropriate.</p> <p>As a priority, sites should acquire capital investment to improve (which can be attributed to the presence of a Clubmark/Charter Standard club).</p> <p>Sites should be leased with the intention that investment can be sourced to contribute towards improvement of the site.</p>

111. The District Council can further recognise the value of NGB club accreditation by adopting a policy of prioritising the clubs that are to have access to these better quality facilities. This may be achieved by inviting clubs to apply for season long leases on a particular site as an initial trial.

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112. A series of core outcomes could be established to derive from clubs taking on a lease arrangement to ensure that the most appropriate clubs are assigned to sites. As an example outcome may include:
- ◀ Increasing participation.
 - ◀ Supporting the development of coaches and volunteers.
 - ◀ Commitment to quality standards.
 - ◀ Improvements (where required) to facilities, or as a minimum retaining existing standards.
113. In addition, clubs should be made fully aware of the associated responsibilities/liabilities when considering leases of multi-use public playing fields.
114. The District Council should continue to work towards adopting a policy which supports community management and ownership of assets to local clubs, community groups and trusts. This presents sports clubs and national governing bodies with opportunities to take ownership of their own facilities; it may also provide non-asset owning sports clubs with their first chance to take on a building.
115. The Sport England Community Sport Asset Transfer Toolkit is a bespoke, interactive web based tool that provides a step by step guide through each stage of the asset transfer process: <http://www.sportengland.org/facilities-planning/tools-guidance/asset-transfer/>

Recommendation c – Maximise community use of education sites where there is a need to do so

116. Given the mix of provider in Wyre Forest, there is a need for the District Council and NGBs to work with other partners, for example, town and parish councils to help maximise use of outdoor sports facilities and in particular grass pitches.
117. In order to maximise community use of educational facilities it is recommended to establish a more coherent, structured relationship with schools. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. In Wyre Forest pricing policies at facilities can be barrier to access at some of the education sites but physical access and resistance from schools to open up provision is also an issue.
118. A number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the school/college and the local clubs. The District Council and other key partners must work with schools and colleges to develop an understanding of the issues that restrict or affect community access. Support should be provided, where appropriate, to address underlying problems.
119. Where appropriate, it will be important for schools to negotiate and sign formal and long-term agreements that secure community use.
120. It is not uncommon for school pitch stock not to be fully maximised for community use. Even on established community use sites, access to grass pitches for community use is limited.
121. In some instances grass pitches are unavailable for community use due to poor quality and therefore remedial works will be required before community use can be established.

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122. As detailed earlier, Sport England has also produced guidance, online resources and toolkits to help open up and retain school sites for community use and can be found at:
123. Community use: <http://www.sportengland.org/facilities-planning/accessing-schools/>
Use our schools toolkit: <http://www.sportengland.org/facilities-planning/use-our-school/>

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Aim 2

To **enhance** playing fields, pitches and ancillary facilities through improving quality and management of sites

Recommendation:

- d. Improve quality
- e. Adopt a tiered approach (hierarchy of provision) for the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding

Recommendation d – Improve quality

124. There are a number of ways in which it is possible to increase pitch quality and these are explored below. One way for improving quality on football sites is via the FA's pitch improvement programme.

The FA Pitch Improvement Programme (PIP)

125. The key principles behind the service are to provide football clubs with advice/practical solutions on a number of areas and discounts on machinery and materials to support improving the clubs' playing surface. The programme should be utilised in order to help any clubs that take on the management and maintenance of sites or which are currently managing and maintaining their own pitch site.
126. The PIP is an essential toolkit in supporting self-management/maintenance of sites, particularly on adult sites that have historically been maintained by councils.

Addressing quality issues

127. Generally, where pitches are assessed as standard or poor quality and/or overplayed, review/improve maintenance regimes to ensure it is of an appropriate standard to sustain/improve pitch quality. Ensuring existing maintenance of good quality pitches continues is also important.
128. Based on an achievable target using existing quality scoring to provide a baseline, a standard should be used to identify deficiencies and investment should be focused on those sites which fail to meet the proposed quality standard (using the site audit database, provided in electronic format). The Strategy approach to these outdoor sports facilities achieving these standards should be to enhance quality and therefore the planning system should seek to protect them.
129. For the purposes of the Quality Assessments, this Strategy will refer to pitches and ancillary facilities separately as Good, Standard or Poor quality. In Wyre Forest, for example, some good quality sites have poor quality elements i.e. changing rooms or a specific pitch.

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130. Good quality refers to pitches that have, for example, a good maintenance regime coupled with good grass cover, an even surface, are free from vandalism, litter etc. In terms of ancillary facilities, good quality refers to access for disabled people, sufficient provision for referees, juniors/women/girls and appropriate provision of showers, toilets and car parking. For rugby union, a good pitch is also pipe and/or slit drained.
131. Standard quality refers to pitches that have, for example, an adequate maintenance regime coupled with adequate grass cover, minimal signs of wear and tear, goalposts may be secure but in need of minor repair. In terms of ancillary facilities, standard quality refers to adequately sized changing rooms, storage provision and provision of toilets. For rugby union, drainage is natural and adequate.
132. Poor quality refers to pitches that have, for example, poor levels of maintenance coupled with inadequate grass cover, uneven surface and damage. In terms of ancillary facilities, poor quality refers to inappropriate size of changing rooms, no showers, no running water and old dated interior. For rugby union, drainage is natural and inadequate.
133. Please refer to the Sport England/NGB quality assessments. Sites played beyond capacity may require remedial action to help reduce this.
134. Without appropriate, fit for purpose ancillary facilities, good quality pitches may be underutilised. Changing facilities form the most essential part of this offer and therefore key sites such as those mentioned above should be given priority for improvement.
135. In order to prioritise investment into key sites **it is recommended that the steering group works up a list of criteria, relevant to the Area, to provide a steer on future investment.**
136. For improvement/replacement of AGPs refer to Sport England and the NGBs 'Selecting the Right Artificial Surface for Hockey, Football, Rugby League and Rugby Union' document for a guide as to suitable AGP surfaces:

www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/

Addressing overplay

137. In order to improve the overall quality of the playing pitches stock; it is necessary to ensure that pitches are not overplayed beyond recommended weekly carrying capacity. This is determined by assessing pitch quality (via a non-technical site assessment) and allocating a weekly match limit to each. Each NGB recommends a number of matches that a good quality grass pitch should take:

Table 5.2: Capacity by pitch type

Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week

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Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Rugby union*	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	N/A	N/A
	One synthetic wicket	60 per season		

138. * Please note that the RFU believes that it is most appropriate to base the calculation of pitch capacity upon an assessment of the drainage system and maintenance programme afforded to a site.
139. There are also a number of sites that are poor quality but are not overplayed. These sites should not be overlooked as often poor quality sites have less demand than other sites but demand could increase if the quality was to increase. Improving pitch quality should not be considered in isolation from maintenance regimes.
140. Whilst it works both ways in so much as poor pitch condition is a symptom of pitches being over played, potential improvements may make sites more attractive and therefore more popular.
141. There is also a need to balance pitch improvements alongside the transfer of play to alternative pitch sites. Therefore, work with clubs to ensure that sites are not played beyond their capacity and encourage play, where possible, to be transferred to alternative venues which are not operating at capacity.

Increasing pitch maintenance

142. Standard or poor grass pitch quality may not just be a result of poor drainage. In some instances ensuring there is an appropriate maintenance for the level/standard of play can help to improve quality and therefore increase pitch capacity. Each NGB can provide assistance with reviewing pitch maintenance regimes.
143. For example, the FA, ECB and RFL in partnership have recently introduced a Pitch Advisor Scheme and have been working in partnership with Institute of Groundsmanship (IOG) to develop a Grass Pitch Maintenance service that can be utilised by grassroots football clubs with the simple aim of improving the quality of grass pitches. The key principles behind the service are to provide football clubs with advice/practical solutions on a number of areas, with the simple aim of improving the club's playing surface.
144. In relation to cricket, maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. The ECB recommends full technical assessments of wickets and pitches available through a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether the pitch meets the Performance Quality Standards that are benchmarked by the Institute of Groundsmanship. Please note that PQS assessments are also available for other sports.

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Recommendation e – Adopt a tiered approach (hierarchy of provision) for the management and improvement of sites

145. To allow for facility developments to be programmed within a phased approach tiered approach to the management and improvement of playing pitch sites and associated facilities should be used. Please refer to Part 6: Action Plan for the proposed hierarchy.

Recommendation f – Work in partnership with stakeholders to secure funding

146. Partners, led by the District Council, should ensure that appropriate funding secured for improved sports provision is directed to areas of need, underpinned by a robust strategy for improvement in playing pitch facilities.
147. In order to address the community's needs, to target priority areas and to reduce duplication of provision, there should be a coordinated approach to strategic investment. In delivering this recommendation the District Council should maintain a regular dialogue with local partners and through the Playing Pitch Steering Group.
148. Some investment in new provision will not be made by the District Council directly, it is important, however, that it therefore seeks to direct and lead a strategic and co-ordinated approach to facility development by education sites, NGBs, sports clubs and the commercial sector to address community needs whilst avoiding duplication of provision.
149. Please refer to Appendix Two for further funding information which includes details of the current opportunities, likely funding requirements and indicative project costs.
150. Sport and physical activity can have a profound effect on peoples' lives, and plays a crucial role in improving community cohesion, educational attainment and self-confidence. However, one of sport's greatest contributions is its positive impact on public health. It is therefore important to lever in investment from other sectors such as health and wellbeing for example.

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Aim 3

To **provide** new outdoor sports facilities where there is current or future demand to do so

Recommendations:

- g. Rectify quantitative shortfalls in the current pitch stock.
- h. Identify opportunities to add to the overall stock to accommodate both current and future demand.

Recommendation g - Rectify quantitative shortfalls in the current pitch stock

151. The District Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the Assessment Report and the sport by sport specific recommendations.
152. It is important that the current levels of grass pitch provision are protected, maintained and enhanced to secure provision now and in the future. For most sports the future demand for provision identified in Wyre Forest can be overcome through maximising use of existing pitches through a combination of:
 - ◀ Improving pitch quality in order to improve the capacity of pitches to accommodate more matches.
 - ◀ The re-designation of pitches for which there is an oversupply.
 - ◀ Securing long term community use at school sites.
 - ◀ Working with commercial and private providers to increase usage.
153. There may be an opportunity to use some senior pitches to provide senior, junior or mini pitches (through different line markings/coning areas of the pitch). However, further work should be undertaken on this as an action for the District Council/NGBs. Furthermore, the re-designation of adult pitches that are not currently used may lead to a deficiency of adult pitches in the medium to longer term as younger players move up the ages. It is likely that for some sports, particularly football, that the provision of new pitches and facilities will be required in the future to support the predicted future demand.
154. Unmet demand, changes in sport participation and trends, and proposed housing growth should be recognised and factored into future facility planning. Assuming an increase in participation and housing growth occurs, it will impact on the future need for certain types of sports facilities. Sports development work also approximates unmet demand which cannot currently be quantified (i.e., it is not being suppressed by a lack of facilities) but is likely to occur. The following table highlights the main development trends in each sport and their likely impact on facilities. However, it is important to note that these may be subject to change.
155. Furthermore, retaining some spare capacity allows some pitches to be rested to protect overall pitch quality in the long term. Therefore, whilst in some instances it may be appropriate to re-designate a senior pitch where there is low demand identified a holistic approach should be taken to re-designation for the reasons cited. The site-by-site action planning will seek to provide further clarification on where re-designation is suitable.

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Table 5.3: Likely future sport-by-sport demand trends

Sport	Future development trend	Strategy impact
Football	Demand for adult football is likely to be sustained with the FA focusing on retention. There is also likely to be some continued movement towards small sided football for adults.	Additional need for 3G pitches. Sustain current pitch stock but give consideration to pitch reconfiguration to accommodate youth 11v11 football. Qualitative improvements.
	Demand for mini and youth football is likely to increase based on TGRs and the FA has a key objective to deliver 50% of mini and youth football on 3G AGP's.	Sustain current stock and consideration given to reconfigure pitches if required. Qualitative improvements. Where possible utilise new or existing 3G pitches to further accommodate this demand and ensure FA testing.
Cricket	Demand is likely to remain static for grass wickets for adult participation.	Isolated pockets of demand for access to additional facilities where pitches are overplayed.
	Women's and girls' cricket is a national priority and there is a target to establish two girls' and one women's team in every local authority over the next five years.	Support clubs to ensure access to segregated changing and toilet provision and access to good quality cricket pitches to support growth.
Rugby union	Locally, the RFU wants to ensure access to pitches that satisfies existing demand and predicted growth. It is also an aim to protect and improve pitch quality, as well as ancillary facilities including changing rooms and floodlights.	Clubs are likely to field more teams in the future. It is important, therefore, to work with the clubs to maintain the current pitch stock, and increase where possible support facility development where appropriate and increase the number of floodlit pitches where necessary.
	The RFU investment strategy into AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. To achieve this, the RFU is keen to work locally with partners such as the Council and the FA to look at sites of mutual interest.	Consider requirement for a World Rugby compliant 3G pitch given shortfalls identified on grass pitches and level of training demand on grass pitches.
Hockey	Potential increase of participation particularly junior teams.	Sinking funds in place to improve quality and ensure continued use of provision for current and future hockey demand.
	High profile events (Hockey World Cup 2018)	These high profile events aim to raise the profile of the game within England and there will be community events in the build-up within clubs and a promotional programme through clubs and local schools. This will inevitably raise the profile of the game with the aim to increase participation.
	Play Hockey	The launch of the Play Hockey website ensures that those wishing to play the game are able to find their local facility and club.

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Recommendation h - Identify opportunities to add to the overall pitch stock to accommodate both current and future demand

156. The District Council should use, and regularly update, the Action Plan within this Strategy for improvements to its own pitches whilst recognising the need to support partners. The Action Plan lists improvements to be made to each site focused upon both qualitative and quantitative improvements as appropriate for each area.
157. Furthermore any potential school sites which become redundant over the lifetime of the Strategy may offer potential for meeting community needs on a localised basis. Where schools are closed their playing fields may be converted to dedicated community use to help address any unmet community needs.
158. Some sites (or adjacent land) in Wyre Forest may also have the potential to accommodate more pitches which may be a solution to meeting shortfalls identified.

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PART 6: ACTION PLAN

Introduction

159. The site-by-site action plan list seeks to address key issues identified in the accompanying Assessment Report. It provides recommendations based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement.
160. It should be reviewed in the light of staff and financial resources in order to prioritise support for strategically significant provision and provision that other providers are less likely to make. Recommendation e below explains the hierarchy of priorities on the list. It is imperative that action plans for priority projects should be developed through the implementation of the strategy.
161. It should be a high priority to work with NGBs and other partners to comprise a priority list of actions based on local priorities, NGB priorities and available funding.

Recommendation E - Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites

162. To allow for facility developments to be prioritised and programmed within a phased approach a tiered model to for the improvement of playing pitch sites and associated facilities is useful.
163. The identification of sites is based on their strategic importance in a District-wide context i.e. they accommodate the majority of demand or the recommended action has the greatest impact on addressing shortfalls identified either on a sport by sport basis or across the District as a whole.
164. **NB:** Where education sites are identified as hub sites or key centres, further investigation and clarification on accessibility, security of tenure and community use agreements will be required as part of the wider 'access to schools' recommendation. Where community use of a site is not guaranteed the education site should be reclassified within the hierarchy.

Table 6.1: Recommended tiered site criteria

Hub sites	Key centres	Local sites	Reserve sites
Strategically located. Priority sites for NGB.	Strategically located within the analysis area.	Serves the local community. Likely to include education sites.	Serves the local community.
Accommodates three or more good quality grass pitches. Including provision of at least one AGP.	Accommodates two or more good quality grass pitches.	Accommodates more than one pitch.	Likely to be single-pitch site.
Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.	Supports informal demand and/ or training etc.
Maintenance regime aligns with NGB guidelines.	Maintenance regime aligns with NGB guidelines.	Standard maintenance regime either by the club or in house maintenance contract.	Basic level of maintenance i.e. grass cutting.

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Hub sites	Key centres	Local sites	Reserve sites
Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Appropriate access changing to accommodate both senior and junior use concurrently (if required).	No requirement for access changing to accommodation.

165. **Hub sites** are of District wide importance where users are willing to travel to access the range and high quality of facilities offered and are likely to be multi-sport. These have been identified on the basis of high impact on addressing the issues identified in the assessment.
166. The financial, social and sporting benefits which can be achieved through development of strategic sites (also known as hub sites) are significant. Sport England provides further guidance on the development of community sports hubs at:
- http://www.sportengland.org/facilities_planning/planning_tools_and_guidance/sports_hubs.aspx
167. **Where development of Hub sites includes provision of 3G pitches for football it is recommended that further modelling/feasibility work is carried out to ensure sustainability of new 3G pitches to accommodate competitive fixtures.** However, as a priority consultation should be carried out with leagues/clubs to gauge acceptance/buy in of moving competitive play to 3G pitches in the future.
168. **Key centres** although these sites are more community focused, some are still likely to service a wider analysis area (or slightly wider). However, there may be more of a focus on a specific sport i.e. a dedicated site.
169. It is considered that some financial investment will be necessary to improve the ancillary facilities at both Hub sites and Key Centres to complement the pitches in terms of access, flexibility (i.e. single-sex changing if necessary), quality and that they meet the rules and regulations of local competitions.
170. **Local sites** refer to those sites which are generally one and two pitch sites and may be Council owned hired to clubs for a season or are sites which have been leased on a long-term basis. However, they are also likely to be private club sites serving one particular sport.
171. The level of priority attached to them for Council-generated investment may be relatively low and consideration should be given, on a site-by-site basis, to the feasibility of a club taking a long-term lease on the site (if not already present), in order that external funding can be sought.
172. It is possible that sites could be included in this tier which are not currently hired or leased to a club, but have the potential to be leased to a suitable club. NGBs would expect the facility to be transferred in adequate condition that the club can maintain. In the longer term, the Club should be in a position to source external funding to improve/extend the facilities.
173. **Reserve sites** could be used as overspill for neighbouring sites and/or for summer matches/competitions, training or informal play. They are most likely to be single-pitch sites with no ancillary facilities or school sites where there is no current demand for community use.

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Management and development

174. The following issues should be considered when undertaking sports related site development or enhancement:

- ✦ Financial viability.
- ✦ Security of tenure.
- ✦ Planning permission requirements and any foreseen difficulties in securing permission.
- ✦ Adequacy of existing finances to maintain existing sites.
- ✦ Business Plan/Masterplan – including financial package for creation of new provision where need has been identified.
- ✦ Analysis of the possibility of shared site management opportunities.
- ✦ The availability of opportunities to lease sites to external organisations.
- ✦ Options to assist community groups to gain funding to enhance existing provision.
- ✦ Negotiation with landowners to increase access to private strategic sites.
- ✦ Availability of funding for hub site development.
- ✦ Impact on all sports that use a site regardless of the sport that is the subject of enhancements.

Action plan columns

Partners

175. The column indicating Partners refers to the main organisation that the District Council should liaise with in helping to deliver the actions. The next stage in the development of the action plan will be to agree a Lead Partner to help deliver the actions.

Site hierarchy tier and priority level

176. Although **Hub sites** are mostly likely to have a high priority level as they have District wide importance, high priority sites have been identified on the basis of the impact that the site will have on addressing the key issues identified in the assessment and therefore some Key Centres are also identified as having a high priority level. It is these projects/sites which should generally be addressed within the short term (1-2 years).
177. It is recommended that as the Steering Group reviews and updates the action plan that medium and low priority sites are then identified as the next level of sites for attention. As a guide it is recommended that:
178. **Key centres** are a medium priority and have analysis area importance and have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment. Where there are no Hub sites are identified within the analysis area, the prioritisation of these sites is further increased.
179. Low priority sites are club or education sites with **local** specific importance and have been identified on a site by site basis as issues appertaining to individual sites but that may also contribute to addressing the issues identified in the assessment

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Costs

180. The strategic actions have also been ranked as low, medium or high based on cost. The brackets in which these sit are:
181. (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above. These are based on Sport England's estimated facility costs which can be found at <http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/cost-guidance/>

Timescales

182. The action plan has been created to be delivered over a ten year period. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur. The timescales relate to delivery times and are not priority based:

Timescales: (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

Aim

183. Each action seeks to meet at least one of the three aims of the Strategy; **Enhance, Provide, Protect.**

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BEWDLEY ANALYSIS AREA

Table 6.2: Bewdley Area summary

Sport	Analysis area	Current picture	Future demand (2033) ⁹
Football (grass pitches)	Bewdley	Current demand is being met	Future demand is being met
Football (3G pitches for training) ¹⁰	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Bewdley	Current demand is being met	No spare capacity for future demand
Rugby union	Bewdley	Current demand is being met	Future demand is being met
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

⁹ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹⁰ Based on accommodating 42 teams to one full size pitch for training.

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Table 6.3: Bewdley action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹¹	Timescales	Aim
5	Bewdley Cricket Ground	Cricket	Sports Club	A standard quality cricket square which is overplayed by four match sessions per season. There is also an NTP alongside the grass square, accommodating training and some midweek demand. In order to build future capacity (and accommodated displaced demand), the Club has been searching for an appropriate second venue from which it can build capacity for future growth.	Seek to improve pitch quality through an improved maintenance regime to continue accommodating minimal overplay. Support the Club as appropriate to identify options for access to a second venue.	ECB	Local	L	S	Protect Enhance Provide
6	Bewdley Leisure Centre	Cricket	Leisure Trust	A poor quality, standalone NTP which is available for community use but currently unused.	Explore whether local demand exists for the continued presence of the NTP on the site. If so, seek to improve quality.	Trust ECB	Key Centre	L	S	Protect Enhance
		Football		Two adult pitches, both of standard quality. One pitch is overmarked with a youth 9v9 pitch. The adult pitches are only used by youth teams and have 1.5 match equivalent sessions of actual spare capacity. The youth 9v9 pitch has no actual spare capacity. Also used by neighbouring school Bewdley School & Sixth Form Centre.	Consider remarking the two adult pitches as youth 11v11 pitches to better accommodate demand. Seek to improve pitch maintenance. Ensure secured community use for users.	Trust FA		L	S	
		Rugby union		A standard quality senior pitch which is available for community use but is unused. Used by neighbouring school Bewdley School & Sixth Form Centre.	Explore whether local demand exists to establish community use.	Trust RFU		M	M	
28	St Annes C.E. Primary School	Football	School	A mini 7v7 pitch and a youth 9v9 pitch, both of which are standard quality. The pitches are subject to curriculum use but are also available for community use and solely used by Bewdley Town Youth FC. The youth 9v9 pitch is at capacity whilst the mini 7v7 pitch has 0.5 match equivalent sessions of actual spare capacity.	Seek to improve pitch quality through an improved maintenance regime. Ensure community use is secured through a community use agreement.	FA	Local	L	S	Protect Enhance
46	Bewdley School and Sixth Form Centre	Cricket	School	One standard quality, standalone NTP which is subject to curriculum use and unavailable for community use.	Explore whether local demand exists to establish community use.	ECB	Local	L	S	Protect
		Football		Two standard quality adult pitches which are available for community use but currently unused. The pitches are subject to curricular and extra-curricular activity.	Explore whether local demand exists to establish community use. Seek to increase pitch capacity through an improved maintenance regime.	FA		L	S	

¹¹ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

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KIDDERMINSTER ANALYSIS AREA

Table 6.4: Kidderminster Area summary

Sport	Analysis area	Current picture	Future demand (2033) ¹²
Football (grass pitches)	Kidderminster	Shortfall of 0.5 mini 7v7 match sessions	Shortfall of 0.5 mini 7v7 match sessions
Football (3G pitches for training) ¹³	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Kidderminster	Current demand is being met	Future demand is being met
Rugby union	Kidderminster	Shortfall of 2.5 match equivalent sessions on senior pitches.	Shortfall of 3 match equivalent sessions on senior pitches.
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

¹² Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹³ Based on accommodating 42 teams to one full size pitch for training.

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Table 6.5: Kidderminster action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
1	Aggborough Stadium	Football	Sports Club	One standard quality adult pitch which has one match equivalent session of actual spare capacity at peak time. The site is the home venue of Kidderminster Harriers FC that competes at Step 2 of the football pyramid and therefore must comply with league ground requirements.	Seek to improve pitch quality where possible through an improved maintenance programme. Ensure that the site continues to meet league ground requirements as the Club progresses through the league system.	FA	Local	L	L	Enhance
4	Baxter Business and Enterprise College	Cricket	School	A standalone, standard quality NTP which is not available for community use but is subject to curricular and extra-curricular activity during the week.	Retain the pitches for educational purposes. Explore local demand for community use.	ECB	Key Centre	L	S	Enhance Protect
		Football		A mini 7v7 pitch which is standard quality but not available for community use. However, the pitch does receive curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	FA		L	S	
		3G AGP		A standard quality, medium pile 3G pitch which is FIFA approved. The pitch is floodlit and is available for community use. The accompanying changing facilities are of an adequate quality.	Maximise use to accommodate competitive football at weekends. Ensure that a sinking fund is in place for future refurbishment and resurfacing.	FA		M	M	
		Rugby union		A standard quality senior pitch that is unavailable for community use but is subject to curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	RFU		L	S	
14	Chester Road Cricket Ground	Cricket	Sports Club	One good quality square consisting of 14 grass wickets; a standard quality square consisting of nine natural grass wickets alongside an NTP; and a good quality, standalone NTP which is used by junior teams. Mini and youth football pitches are marked on cricket outfields. The site has capacity for an additional 50 match sessions per season and 0.5 match equivalent sessions during the peak period. The site is a multi-sport site and has poor quality ancillaries. The venue is home of Kidderminster CC.	Retain good quality wickets by continuing with existing maintenance programme. Seek to improve standard quality pitches where possible. Ensure that the outfield is not adversely affected by football pitches being marked during the cricket off-season. Seek to improve the ancillary facilities to allow the Club to develop.	ECB Club	Local	M	M	Enhance & Protect
		Football		Two poor quality mini 7v7 pitches and two poor quality youth 9v9 pitches, marked on cricket outfields. The mini pitches are overplayed by a combined 0.5 match equivalent sessions whilst the youth 9v9 pitches have no actual spare capacity. Ancillary facilities on site are poor quality and require improvement.	Seek to improve pitch quality through an increased maintenance programme. Seek to improve the ancillary facilities to allow the Club to develop.	FA Club		M	M	
19	Franch Primary School	Cricket	School	A standard quality NTP which is available for community use but is currently unused. The pitches do receive curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	ECB	Local	L	S	Enhance & Protect
		Football		Two mini 5v5; two mini 7v7; and two youth 9v9 pitches, all of which are available for community use but currently unused; and standard quality. Each pitch receives curriculum use throughout the week.	Retain the pitches for educational purposes. Explore local demand for community use.	FA		L	S	
		Rugby		Two poor quality mini pitches which are available	Retain the pitches for educational	RFU		L	S	

¹⁴ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
		union		for community use but unused. The pitches do receive curriculum use throughout the week.	purposes. Explore local demand for community use.					
20	Habberley Sports Field	Football	Sports Club	The site is leased by Kidderminster Athletic FC. Two adult pitches over marked with youth 9v9 pitches. Two youth 9v9 pitches which are overmarked with mini 7v7 pitches; an additional mini 7v7 pitch and three mini 5v5 pitches. All pitches are of standard quality. The adult pitches are overplayed by 0.5 match equivalent sessions and are exclusively used by youth teams, whilst the youth 9v9 pitches have two match equivalent sessions of actual spare capacity at peak time. The mini pitches do not have any actual spare capacity. Adequate changing facilities on site but communal showers and toilets.	Seek to improve pitch quality through an increased maintenance programme. Consider reallocating the adult pitches as dedicated youth pitches to accommodate demand. Explore whether reallocating the pitches to eliminate overmarking is a possibility. Consider improving the ancillary facilities to allow the Club to continue to develop.	Kidderminster Athletic FC FA WFDC	Local	M	M	Enhance
22	Kidderminster Carolians RFC	Rugby union	Sports Club	One mini and three senior size pitches, all of standard quality. One of the senior pitches is floodlit and receives all of the Club's midweek training demand. This senior pitch and the mini pitch are both overplayed, whilst one of the remaining senior pitches is at capacity and the other has minimal spare capacity. The ancillary facilities on site are of a good quality and will allow the Club to continue to develop. Tenure of the site is secure with a long term lease in place. Since the assessment took place, an additional rugby pitch has recently been provided at White Wickets by the District Council and leased to the Club.	In order to build future capacity, there is a need to consider further floodlit training access and improvements to pitch quality (both maintenance and drainage). Transfer senior overplay (three match sessions) to new White Wickets pitch, ensuring pitch quality is sustained at a good level.	RFU	Key Centre	M	M	Enhance & Provide
23	King Charles I Secondary School	Football	School	One good quality adult pitch which is unavailable for community use but is subject to curricular and extra-curricular use.	Retain the pitches for educational purposes.	FA	Local	L	S	Protect Enhance
		3G AGP		A full size, medium pile 3G pitch which is FIFA approved and standard quality. The pitch is used for community use and receives educational demand throughout the week. This pitch is only available until 8pm due to a noise abatement order, limiting pitch capacity.	Maximise use to accommodate competitive football at weekends. Ensure that a sinking fund is in place for future refurbishment and resurfacing. Explore the possibility of having the noise abatement order removed, increasing pitch capacity.	FA		M	S	
24	King Charles I Secondary School (Lower Site)	Football	School	One adult pitch and a youth 9v9 pitch, both good quality and subject to curriculum use. Neither pitch is available for community use.	Retain pitch quality by continuing with the existing maintenance programme. Explore local demand for community use, provided that pitch quality does not deteriorate and adversely affect curriculum use.	FA WFDC	Local	L	S	Protect

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
27	Springfield Park	Football	Football League	Two adult pitches, transferred from the Local Authority to Worcestershire FA, which in turn leased the site to Kidderminster & District Football League. The pitches are standard quality and have a combined two match equivalent sessions of actual spare capacity during the peak period. The changing facilities on site are adequate.	Seek to improve pitch quality through increased maintenance and maximise use. Retain ancillary quality by continuing with current maintenance.	FA WFDC	Local	L	S	Enhance & Protect
40	White Wickets Sports Field	Football	Football League	Two adult pitches, transferred from the Local Authority to Worcestershire FA, which in turn leases pitches to Kidderminster & District Football League. One pitch is standard quality but unused by the League, whilst the other pitch is poor quality and unusable, however, drainage work is progress which will make the pitch usable from Sept 2017.	Ensure adequate pitch quality through an increased maintenance regime. Work with the League to maximise use of the pitches.	FA WFDC	Key Centre	M	S	Enhance Protect
		Rugby union	Sports Club	One adult pitch recently provided and leased to Kidderminster Carolians RFC. The pitch is not currently subject to regular use by the Club but will be used frequently from the start of the 2017/18 season.	Pitch will require investment to improve quality and to secure it from dog walkers/dog excrement (this needs to be addressed to ensure safety of players). Once achieved, maximise use of the pitch to accommodate overplay from the Club's home venue (three match sessions).	RFU WFDC		L	S	
47	Lea Castle Drive	Football	Sports Club	Three standard quality adult pitches which have three match equivalent sessions of actual spare capacity during the peak period. The third adult pitch is in close proximity to the first therefore those two pitches cannot be used concurrently. Ancillary facilities on site are poor quality and without electricity, gas and water The site has been subject to a high amount of vandalism with maintenance equipment also being stolen.	Seek to improve pitch quality by increasing the maintenance programme and seek to maximise use. Seek to improve the ancillary facilities, establishing utilities within the facility. Consider investing in increased security of the site to reduce vandalism and theft.	FA	Local	M	M	Enhance, Provide & Protect
48	Cookley Seabright Primary School	Football	School	One mini 7v7 pitch which is standard quality, unavailable for community use and subject to curriculum demand.	Retain the pitch for educational use.	FA	Local	L	L	Enhance & Protect
49	St Catherine's Primary School	Football	School	A mini 7v7 pitch that is standard quality and available for community use but is unused. However, the pitch is subject to curriculum use.	Retain the pitches for educational purposes. Explore local demand for community use.	FA	Local	L	S	Enhance & Protect
		Rugby union		A poor quality mini pitch which is subject to curriculum use and available to the community. The pitch is used by Kidderminster Carolians RFC mini teams and is at capacity. The Club use the site in exchange for the School utilising space on the adjacent club site.	Work with the Club and seek to improve pitch quality through an increased maintenance programme.	RFU		L	S	
50	St John's CE Primary School	Football	School	One youth 9v9 pitch which is standard quality, unavailable for community use and subject to curriculum demand.	Retain the pitch for educational use.	FA	Local	L	L	Protect Enhance
52	Wyre Forest Leisure Centre	3G AGP	Leisure Trust	Six medium pile 3G pitches that are all floodlit. Five of the pitches are 5v5 size and one is 7v7 size. All pitches are standard quality; available for community use are used for training purposes by clubs in addition to ad-hoc social use.	Ensure adequate pitch quality through an increased maintenance programme. Ensure sinking fund is in place for future refurbishment/replacement.	Trust	Local	M	M	Enhance
53	Sutton Park Community	Football	School	One mini 7v7 pitch which is standard quality, unavailable for community use and subject to	Retain the pitch for educational use.	FA	Local	L	L	Protect Enhance

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁴	Timescales	Aim
	Primary School			curriculum demand.						
54	Hartlebury C of E Primary School	Football	School	One mini 5v5 pitch which is standard quality, unavailable for community use and subject to curriculum use.	Retain the pitch for educational use.	FA	Local	L	L	Protect Enhance

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RURAL EAST ANALYSIS AREA

Table 6.6: Rural East Area summary

Sport	Analysis area	Current picture	Future demand (2033) ¹⁵
Football (grass pitches)	Rural East	Current demand is being met	Shortfall of 1 youth 11v11 and 2 mini 5v5 match session
Football (3G pitches for training) ¹⁶	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Rural East	Current demand is being met	Future demand is being met
Rugby union	Rural East	Current demand is being met	Future demand is being met
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

¹⁵ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹⁶ Based on accommodating 42 teams to one full size pitch for training.

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Table 6.7: Rural East action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁷	Timescales	Aim
3	Arley Sports & Social Club	Cricket	Sports Club	A natural grass square consisting of six standard quality grass wickets. The pitch has capacity for an additional 18 match sessions per season and one match equivalent session of actual spare capacity. The ancillary facilities on site are of a good quality.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained.	ECB	Local	L	S	Protect Enhance
12	Brown Westhead	Cricket	Local Authority	Three standard quality NTPs which are all standalone. The pitches are available for community use but are currently unused.	Work with ECB to establish future demand to provide NTPs. Explore opportunities for ECB initiatives to be delivered at the site.	WFDC ECB	Key Centre	L	S	Protect Enhance
		Football	Football League	Six standard quality adult pitches, two of which are overmarked with youth 9v9 pitches. There is also a mini 7v7 pitch of good quality. One match equivalent sessions of actual spare capacity exists on the mini pitch with 2.5 and 0.5 existing on other pitch types. The site is leased to Worcestershire FA from the Local Authority which in turn licences the site to Kidderminster & District Football League.	Seek to improve pitch quality through an increased maintenance regime and maximise use. Explore whether the two overmarked pitches could be reappointed as dedicated youth pitches, ensuring that remaining adult pitches do not become overplayed.	FA WFDC		L	S	
13	Chaddesley Corbett Sports Ground	Cricket	Sports Club	Two standard quality squares consisting of 12 and seven natural grass wickets. The square with 12 grass wickets also has a standard quality NTP alongside. On site there is potential capacity for 35 additional match sessions per season and 0.5 match equivalent sessions of actual spare capacity. Ancillary facilities are deemed adequate and the site is used by Chaddesley Corbett, West Hagley and Waterfront cricket clubs.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained. Explore options of accommodating some junior play on the NTP to prevent potential overplay of natural grass wickets. Consider options to improve the ancillary facilities to appropriately accommodate the multi-sport aspect of the site.	ECB	Key Centre	M	M	Protect Enhance
		Football		An adult pitch which overlaps a cricket outfield. The pitch is standard quality and has one match equivalent session of actual spare capacity. Changing facilities are adequate and are shared with rugby union and cricket clubs.	Seek to improve pitch quality by improving the maintenance programme. Consider options to improve the ancillary facilities to appropriately accommodate the multi-sport aspect of the site.	FA		M	M	
		Rugby union		A poor quality senior pitch and a poor quality junior pitch which is partially floodlit and receives all training demand from Chaddesley Corbett RFC. No actual spare capacity exists on the site and the junior pitch is overplayed by one match equivalent session. Therefore anticipated growth cannot be accommodated. Some mini rugby union takes place on an area in front of the clubhouse, with pitches marked by cones. Ancillary facilities are shared with cricket and football clubs and are deemed standard quality.	As the Club has poor match and training facilities, it is a high priority to obtain full pitch floodlighting which would allow hosting of training and evening matches and subsequently allow the Club to expand and grow. Seek to improve pitch quality by improving the maintenance programme. In the longer term, consider installing a formal drainage system. Formalise a mini pitch in the area currently used by mini teams in front of the clubhouse. Consider options to improve the ancillary facilities to appropriately accommodate the multi-sport aspect of the site.	RFU		M	M	
15	Churchill & Blakedown Sports Centre	Cricket	Local Authority	A standard quality natural grass square which has seven wickets and a standard quality NTP alongside. The pitch has capacity for an additional 30 match sessions per season and is the home venue of Gas CC.	Work with club to review quality issues to ensure appropriate quality is achieved and sustained. Consider options for long term lease of the site to the Club.	WFDC ECB	Local	L	S	Protect Enhance

¹⁷ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ¹⁷	Timescales	Aim
16	Cookley Playing Fields	Cricket	Sports Club	One cricket square consisting of 12 natural grass wickets and an NTP. All wickets are standard quality. The pitch has capacity for an additional 30 match sessions per season, however, no actual spare capacity exists during the peak period for senior cricket. Ancillary facilities are deemed good quality and the site is the home venue for Cookley CC.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained.	ECB	Key Centre	L	S	Protect Enhance
		Football		Two adult pitches, two mini 7v7 pitches and one youth 9v9 pitch; all standard quality and all marked on a cricket outfield. The adult pitches are overplayed by 1.5 match equivalent sessions whilst actual spare capacity only exists on the mini 7v7 pitches, amounting to 0.5 match equivalent sessions. The ancillary facilities on site are good quality and the venue is the home of Cookley Sports FC.	Seek to improve pitch quality through an improved maintenance programme; increasing capacity and reducing current overplay. Explore options to reduce overplay by relocating some matches away from the site. Retain varying pitch types to accommodate diverse formats of the game.	FA		L	S	
21	Heathfield School	Football	School	One mini 7v7, two youth 11v11 and a youth 9v9 pitch. All are of standard quality, unavailable for community use and subject to curriculum demand.	Retain the pitches for educational purposes.	FA	Local	L	S	Protect Enhance
32	Stone Cricket Club	Cricket	Sports Club	One standard quality natural grass square with ten wickets. The pitch has capacity for an additional 17 match sessions per season. The outfield is uneven but this does not significantly affect overall pitch quality. Stone CC has a lease on the site which has five years remaining. The ancillary facilities require significant improvement to allow the Club to progress.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained. Work to ensure long term lease agreement remains in place. Consider funding options to replace the current ancillary facilities with a purpose built structure to enable club growth.	ECB	Local	H	L	Protect Enhance
43	Wolverley CE Secondary School	Cricket	School	One standard quality, standalone NTP which is available for community use but currently unused.	Retain the pitch for educational use.	School	Local	L	S	Protect Enhance
		Football		One adult and two mini 7v7 pitches, all of standard quality and used for community use. The mini pitches have a combined two match equivalent sessions of actual spare capacity. The pitches are also used for curricular use.	Seek to improve pitch quality through and increased maintenance regime. Ensure community use is secured through a community use agreement.	FA		L	S	
		Sand AGP		A sand dressed AGP which is half size and not floodlit. The pitch is available for community use. The School has applied for floodlighting for the pitch and is awaiting a decision. Should floodlighting be granted then this pitch would be able to accommodate some training demand.	Retain pitch quality by continuing with the current maintenance regime. Ensure sinking fund is in place for future refurbishment. Continue to explore whether floodlighting can be installed to enable the pitch to be used by the community in the evenings throughout the football season.	EH WFDC		M	M	
		Rugby union		A poor quality senior pitch which is available for community use but is currently unused.	Retain the pitch for educational use.	RFU		M	M	
44	Wolverley Playing Fields	Football	Sports Club	Two adult pitches of standard quality. One of those pitches is overmarked with a youth 9v9 pitch on which there is currently no play and one match equivalent session of actual spare capacity exists.	Seek to improve pitch quality where possible through an improved maintenance regime. Consider whether there is demand for a youth 9v9 pitch to be marked on the site.	FA	Local	L	S	Protect Enhance

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

RURAL WEST ANALYSIS AREA

Table 6.8: Rural West Area summary

Sport	Analysis area	Current picture	Future demand (2033) ¹⁸
Football (grass pitches)	Rural West	Shortfall of 0.5 adult match sessions	Shortfall of 0.5 adult and 0.5 youth 9v9 match sessions
Football (3G pitches for training) ¹⁹	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Rural West	Current demand is being met	No spare capacity for future demand
Rugby union	Rural West	Shortfall of 1 match equivalent session	Shortfall of 2 match equivalent sessions
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

¹⁸ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

¹⁹ Based on accommodating 42 teams to one full size pitch for training.

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Table 6.9: Rural West action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ²⁰	Timescales	Aim
7	Bewdley Town Football Club	Football	Sports Club	Two poor quality adult pitches which are overplayed by a combined 0.5 match equivalent sessions. The pitches are the home venue of Bewdley Town which competes at Step 6 of the football pyramid and must adhere to league ground requirements. The ancillary facilities at the Club are deemed good quality.	Seek to improve pitch quality through an increased maintenance regime. Consider installing a more drainage to aid the current system, as this is the main issue for the pitches. Ensure that the site continues to meet league requirements should the Club be promoted up the football pyramid.	FA	Local	M	M	Protect Enhance
17	Far Forest Society Pavilion and Sports Ground	Football	Trust	Two poor quality adult pitches from which actual spare capacity has been discounted due to it exceeding potential spare capacity. One pitch is also overmarked with a mini 7v7 pitch. The mini 7v7 pitch is available for community use but is currently unused.	Seek to improve pitch quality through an improved maintenance regime. Explore whether local demand exists for the continued overmarking of a mini 7v7 pitch on an adult pitch. Consider whether one pitch should be reallocated to an alternative format to accommodate current and future demand.	FA	Local	L	S	Protect Enhance

²⁰ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

STOURPORT ANALYSIS AREA

Table 6.10: Stourport Area summary

Sport	Analysis area	Current picture	Future demand (2033) ²¹
Football (grass pitches)	Stourport	Shortfall of 2 adult and 0.5 youth 9v9 match sessions	Shortfall of 2.5 adult, 0.5 youth 11v11 and 1.5 youth 9v9 match sessions
Football (3G pitches for training) ²²	Wyre Forest	Shortfall of 2 full size 3G pitches to meet current and future demand for training and to accommodate all mini and 9v9 match play.	
Cricket	Stourport	Current demand is being met	No spare capacity for future demand
Rugby union	Stourport	Current demand is being met	Shortfall of 1 match equivalent session
Hockey (Sand AGPs)	Wyre Forest	Current demand is being met	Future demand is being met

²¹ Future demand based on ONS calculations and club consultation which also includes latent and displaced demand identified.

²² Based on accommodating 42 teams to one full size pitch for training.

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Table 6.11: Stourport action plan

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ²³	Timescales	Aim
2	Areley Kings Sports Ground	Football	Sports Club	Two adult; one mini 5v5; one mini 7v7; and a youth 9v9 pitch which are all standard quality. None of the pitches are floodlit and only the adult pitches have actual spare capacity amounting to 0.5 match equivalent sessions.	Seek to increase pitch capacity by improving the current maintenance programme. Continue to make the pitches available for community use, ensuring that pitch quality does not deteriorate through overplay.	FA	Local	L	S	Protect Enhance
9	Birmingham Metropolitan College (Centre of Sporting Excellence)	Football	School	Four adult pitches, overplayed by 4.5 match equivalent sessions; two youth 9v9 pitches which are overplayed by 1.5 match equivalent sessions; and a mini 7v7 pitch which is at capacity. The site is the home venue of Kidderminster Harriers Development Club and Kidderminster Harriers FC women's team. Classrooms being used as ancillary facilities, with no showers or formal changing rooms on site. The car parking is also inadequate. Utilities work on site will result in the removal and resupply of three adult pitches on the site. Once this work has been completed these three pitches will be re-established, resulting in an overall increase of three adult pitches.	Improve pitch quality with a more through maintenance programme. Consider installing a formal drainage system to aid pitch improvement. Establish formal ancillary facilities on-site, removing the need to utilise classroom space. Explore options of relocating some teams away from the site, to reduce overplay, until pitch quality improves, increasing capacity. Ensure that resupplied pitches are of an good quality, enabling the current amount of use to be accommodated.	FA WFDC	Key Centre	H	M	Provide Enhance
26	Morgan Advanced Ceramics Ltd	Football	Commercial	A poor quality adult pitch for which actual spare capacity has been discounted due to it exceeding potential spare capacity. The site is the home venue of Bewdley Arches FC.	Seek to improve pitch quality by increasing the maintenance regime. Explore enhancing security of tenure for both the pitch and the Club.	FA	Local	L	S	Protect Enhance
33	Stourport High School	Cricket	School	A standard quality NTP which is available for community use but unused and subject to curricular use.	Retain for educational use.	ECB	Local	L	S	Protect Enhance
		Football		Two youth 11v11 pitches, of standard quality. Both are used for community use and have a combined 1.5 match equivalent sessions of actual spare capacity. The pitches are also subject to curricular use.	Seek to improve pitch quality through an increased maintenance regime. Ensure community use agreement is in place.	FA		L	S	
34	Stourport Rugby Football Club	Rugby union	Sports Club	Two poor quality senior pitches which are not floodlit and have minimal spare capacity. An additional senior pitch (also poor quality) is partially floodlit receives all midweek training demand and is overplayed. The site is shared with Stourport CC which has plans to install an additional square, meaning that the floodlit pitch will move and have pipe drainage installed, improving quality and increasing capacity. Poor changing facilities which are shared with Stourport CC.	Seek to improve pitch quality and explore funding to install a formal drainage system on all pitches to improve pitch quality and increase capacity. Strong consideration should be given to installing a full set of quality floodlights. To cater for training and mid-week evening match play demand. Seek to improve the ancillary facilities to allow both rugby union and cricket clubs to utilise the site simultaneously.	RFU ECB Sport England	Key Centre	H	M	Protect Provide Enhance

²³ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

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Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Hierarchy tier	Cost ²⁴	Timescales	Aim
38	Stourport Cricket Club	Cricket	Sports Club	Two fine turf cricket squares with eight and four wickets respectively. Combined the pitches are at capacity. The pitch with eight wickets is good quality whilst the square with four wickets is standard quality. There are plans to establish a third cricket square on site which will require relocating a rugby union pitch and installing drainage. The changing facilities on site will need updating to support this increased capacity; they are also of poor quality and are shared with Stourport RFC.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained. Consider installing an NTP on site to accommodate training demand and some junior play. Seek to improve the changing facilities to enable all cricket pitches to be used simultaneously, as well as rugby union and cricket teams using the facility concurrently.	ECB		M	M	
36	Stourport Swifts FC	Football	Sports Club	One standard quality adult pitch which has one match equivalent sessions of actual spare capacity. Home venue of Stourport Swifts FC which competes at Step 5 of the football pyramid. The ancillary facilities on the site are of standard quality but have been subject to vandalism.	Seek to improve pitch quality through an increased maintenance programme. Ensure that the ground continues to meet minimum league requirements as the Club progresses through the leagues. Seek to improve security on the site to reduce incidents of vandalism.	FA		M	S	
35	Stourport Sports Club	Sand AGP	Sports Club	Two good quality sand based pitches and an additional poor quality sand dressed pitch. The poor quality pitch was last resurfaced in 2000 and therefore is due refurbishment. The site is the home venue of both Stourport HC, which leases the site as part of Stourport Sports Club; and Kidderminster HC which rents pitches on a match-by-match basis. The pitches are used by Stourport High School for curriculum use during the school day. Ancillary facilities on the site are of good quality.	Retain all three pitches for hockey and seek to improve the poor quality pitch through resurfacing. Ensure sinking fund is in place for future refurbishment/replacement.	EH	Hub	M	M	Protect Enhance
41	Wilden Top	Cricket	Sports Club	One standalone NTP of standard quality. The outfield is subject to a high amount of unofficial use, dog fouling and litter. The ancillary facilities on the site are good quality. Home venue of Wilden Village CC.	Work with club and groundsman to review quality issues to ensure appropriate quality is achieved and sustained.	ECB	Local	L	S	Protect Provide
		Football		One adult pitch which is overmarked with a youth 9v9 pitch; and a mini 7v7 pitch. All are standard quality, with the adult and youth pitch both having one match session of actual spare capacity.	Retain some spare capacity to ensure that pitch quality does not deteriorate. Seek to improve pitch quality with an increased maintenance regime.	FA		L	S	
51	Burlish Park Primary School	Football	School	A mini 5v5 pitch and a mini 7v7 pitch, both of standard quality, available for community use but both unused. The pitches are subject to curriculum use.	Retain the pitches for educational purposes. Explore local demand for community use.	FA	Local	L	S	Protect Enhance

²⁴ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above.

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PART 7: HOUSING GROWTH SCENARIOS

184. The PPS provides an estimate of demand for pitch sport based on population forecasts and club consultation to 2034 (in with the Local Plan). This future demand is translated into teams likely to be generated, rather than actual pitch provision required. The Playing Pitch Demand Calculator adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved by taking the current demand/team generation rates (TGRs) and population in the Assessment Report to determine how many new teams would be generated from an increase in population derived from housing growth and gives the associated costs of supplying the increased pitch provision.
185. The scenarios below show the additional demand for pitch sports generated from housing growth. Please note that the scenarios can be updated as required over the Local Plan period and throughout the lifespan of the PPS to reflect population projections, TGRs and change in the average household size.

Housing growth scenarios

186. The current resident population of Wyre Forest District is 99,503 (based on the 2015 MYE)²⁵. Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from all new developments are secured to provide for the sporting needs arising from the residents of that development. The anticipated number of new homes for each of the Preferred Options is set out below²⁶:

Table 7.1: Dwellings/population by scenario

Scenario	Number of dwellings	Total population ²⁷
Dwellings common to Option A and B	4,570	10,240
Total dwellings under Option A	5,950 (4,570 + 1,380)	13,330
Total dwellings under Option B	5,920 (4,570 + 1,340)	13,250

NB Data has been rounded so may not perfectly add up

Table 7.2: Dwellings/population by area for each scenario

Scenario	Kidderminster		Stourport		Bewdley/Rural West	
	Number of dwellings	Total population	Number of dwellings	Total population	Number of dwellings	Total population
Dwellings common to Option A and B	3,400	7,620	880	1,960	300	660
Total dwellings under Option A	4,780	10,710	880	1,960	300	660

²⁵ Source: ONS 2015 Mid-Year Estimates

²⁶ The data in this section was correct at the time of preparation of this report. However, as a consequence of the ongoing refinement of the Preferred Options by WFDC until the date of publication the precise numbers may vary slightly but the essential volume and spatial distribution will not be different.

²⁷ Based on an occupancy rate of 2.24 persons per household taken from the Wyre Forest Objective Assessment of Housing Need. Please note that this figure is for 2016 which is estimated to drop to 2.16 by 2034.

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Scenario	Kidderminster		Stourport		Bewdley/Rural West	
	Number of dwellings	Total population	Number of dwellings	Total population	Number of dwellings	Total population
Total dwellings under Option B	3,940	8,820	1,580	3,530	410	910

NB Data has been rounded so may not perfectly add up

187. Using team generation rates²⁸ from the PPS Assessment Report it is possible to estimate the likely minimum level of provision to be generated from developments in each area:

Table 7.3: Scenario 1 Dwellings common to Option A and B

Area	Pitch type	Requirement
Kidderminster	Adult football	1.53 pitches
	Youth football	2.22 pitches
	Mini football	0.67 pitches
	Rugby union	0.67 pitches
	Hockey	0.25 artificial grass pitches
	Cricket	1.03 pitches
<i>Total capital cost of £788,477, total life cycle cost (per annum) of £144,382</i>		
Stourport	Adult football	0.39 pitches
	Youth football	0.57 pitches
	Mini football	0.41 pitches
	Rugby union	0.17 pitches
	Hockey	0.06 artificial grass pitches
	Cricket	0.27 pitches
<i>Total capital cost of £203,071 total life cycle cost (per annum) of £37,185</i>		
Bewdley/Rural West	Adult football	0.13 pitches
	Youth football	0.19 pitches
	Mini football	0.14 pitches
	Rugby union	0.06 pitches
	Hockey	0.02 artificial grass pitches
	Cricket	0.09 pitches
<i>Total capital cost of £68,415 total life cycle cost (per annum) of £12,528</i>		
Total	Adult football	2.06 pitches
	Youth football	2.98 pitches
	Mini football	2.16 pitches
	Rugby union	0.90 pitches
	Hockey	0.33 artificial grass pitches
	Cricket	1.39 pitches
<i>Total capital cost of £1,059,962 total life cycle cost (per annum) of £194,095</i>		

²⁸ District wide team generation rates, not Analysis Area level

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Table 7.4 Scenario 2 Total dwellings under Option A

Area	Pitch type	Requirement
Kidderminster	Adult football	2.15 pitches
	Youth football	3.12 pitches
	Mini football	2.26 pitches
	Rugby union	0.94 pitches
	Hockey	0.35 artificial grass pitches
	Cricket	1.45 pitches
<i>Total capital cost of £1,108,401, total life cycle cost (per annum) of £202,964</i>		
Stourport	Adult football	0.39 pitches
	Youth football	0.57 pitches
	Mini football	0.41 pitches
	Rugby union	0.17 pitches
	Hockey	0.06 artificial grass pitches
	Cricket	0.27 pitches
<i>Total capital cost of £203,071 total life cycle cost (per annum) of £37,185</i>		
Bewdley/Rural West	Adult football	0.13 pitches
	Youth football	0.19 pitches
	Mini football	0.14 pitches
	Rugby union	0.06 pitches
	Hockey	0.02 artificial grass pitches
	Cricket	0.09 pitches
<i>Total capital cost of £68,415 total life cycle cost (per annum) of £12,528</i>		
Total	Adult football	2.68 pitches
	Youth football	3.89 pitches
	Mini football	2.81 pitches
	Rugby union	1.17 pitches
	Hockey	0.44 artificial grass pitches
	Cricket	1.8 pitches
<i>Total capital cost of £1,378,886 total life cycle cost (per annum) of £252,677</i>		

Table 7.5: Scenario 3 Total dwellings under Option B

Area	Pitch type	Requirement
Kidderminster	Adult football	1.77 pitches
	Youth football	2.57 pitches
	Mini football	1.86 pitches
	Rugby union	0.78 pitches
	Hockey	0.29 artificial grass pitches
	Cricket	1.19 pitches
<i>Total capital cost of £912,576, total life cycle cost (per annum) of £167,106</i>		
Stourport	Adult football	0.71 pitches
	Youth football	1.03 pitches
	Mini football	0.74 pitches
	Rugby union	0.31 pitches
	Hockey	0.12 artificial grass pitches
	Cricket	0.48 pitches
<i>Total capital cost of £365,154, total life cycle cost (per annum) of £66,865</i>		

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Area	Pitch type	Requirement
Bewdley/Rural West	Adult football	0.18 pitches
	Youth football	0.26 pitches
	Mini football	0.19 pitches
	Rugby union	0.08 pitches
	Hockey	0.03 artificial grass pitches
	Cricket	0.12 pitches
<i>Total capital cost of £93,876, total life cycle cost (per annum) of £17,190</i>		
Total	Adult football	2.66 pitches
	Youth football	3.86 pitches
	Mini football	2.80 pitches
	Rugby union	1.17 pitches
	Hockey	0.43 artificial grass pitches
	Cricket	1.79 pitches
<i>Total capital cost of £1,371,606 total life cycle cost (per annum) of £251,161</i>		

Scenario 4: Kidderminster East Urban Extension

188. Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the largest of these proposed in Wyre Forest under Option A as follows:

Scenario	Number of dwellings	Total population
Kidderminster East Urban Extension ²⁹	1,330	2,980

189. Using team generation rates from the PPS Assessment Report it is also possible to estimate the likely minimum level of provision to be generated from each development:

Table 7.6: Kidderminster East Urban Extension

Pitch sport	Requirement
Adult football	0.6 pitches
Youth football	0.87 pitches
Mini soccer	0.63 pitches
Rugby union	0.26 pitches
Hockey	0.1 artificial grass pitches
Cricket	0.4 pitches
<i>Total capital cost of £308,332 total life cycle cost (per annum) of £56,460</i>	

190. The proposed level of contribution identified above should also be supplemented by seeking to address the following actions identified against nearest sites:

191. Stone Cricket Club (ID:32)

- ✦ Review quality issues to ensure appropriate quality is achieved and sustained.
- ✦ Consider funding options to replace the current ancillary facilities with a purpose-built structure to enable club growth.
- ✦ Indicative cost: £250k and above.

²⁹ Includes Land at Stone Hill (south), Land off Stanklyn Lane and Land r/o Spennells & Easter Park

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King Charles I Secondary School (ID:24:)

192. The school has two sites, with the lower school site containing one adult and one youth 9v9 football pitch, is the closest to the development site. Although the pitches are not currently available for community use there is an opportunity to explore this further which may require pitch improvements. Indicative cost: less than £50k.
193. Further to this, Kidderminster East Urban Extension predominately falls within Kidderminster Analysis Area (although some of it also falls within Rural East Analysis Area). Two sites are identified as Key Centres in Kidderminster Analysis Area; White Wickets Sports Field (ID:40) and Baxter Business and Enterprise College (ID:4) meaning that they have analysis area importance and have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment. Consideration should also be given to making contributions to these sites as identified within the action plan.

Scenario 5: North Kidderminster Urban Extension

194. Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the next largest of these proposed in Wyre Forest which is common to options A and B as follows:

Scenario	Number of dwellings	Total population
North Kidderminster urban extension (at the Lea Castle Hospital site)	600	1,344

195. Using team generation rates from the PPS Assessment Report it is also possible to estimate the likely minimum level of provision to be generated from each development:

Table 7.7: North Kidderminster Urban Extension

Pitch sport	Requirement
Adult football	0.27 pitches
Youth football	0.39 pitches
Mini soccer	0.28 pitches
Rugby union	0.12 pitches
Hockey	0.04 artificial grass pitches
Cricket	0.18 pitches
Total capital cost of £139,210 total life cycle cost (per annum) of £25,491	

196. The proposed level of contributions identified above should be supplemented by seeking to address the following actions identified against nearest sites:
197. **Lea Castle Drive (ID:47)**
- ◀ Seek options to improve pitch quality.
 - ◀ Seek options to improve the ancillary facilities, establishing utilities within the facility. Consider investing in increased security of the site to reduce vandalism and theft.
 - ◀ Indicative cost: £50k-£250k.

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198. Further to this, North Kidderminster urban extension falls within Kidderminster Analysis Area where two sites are identified as Key Centres: White Wickets Sports Field (ID:40) and Baxter Business and Enterprise College (ID:4) meaning that they have analysis area importance and have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment. Consideration should also be given to making contributions to these sites as identified within the action plan.

Playing pitch requirements for individual development sites

199. The housing growth scenarios above consist of individual development sites. The specific open space requirements for each individual development site is set out overleaf.
200. The exact nature and location of provision associated with these developments should be fully determined through the local planning process and in partnership with each specific NGB, which may, for example, include off site contributions in the form of upgrading pitches at existing sites where appropriate. In the table above we have sought to identify potential existing playing pitch sites located nearby for investment which additional demand is likely to migrate to.
201. Experience shows that only housing sites with 600 dwellings or more are likely to generate demand in their own right; however, the cumulative impact of housing across the local authority clearly shows that there will be significant demand generated during the Local Plan period. The table overleaf also details the nearest playing pitch sites which should be considered for offsite contributions for investment.
202. The Council could consider using CIL (if adopted) to obtain contributions to priority sites, or pooling S106 contributions from major housing schemes to invest in priority sites. In either case, the preceding Action Plan and future consultation with NGBs should inform the playing fields that most require investment.
203. It is important that the Council secures appropriate contributions from new developments to provide for the sporting needs arising from the residents of that development.

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Table 7.8: Playing pitch requirements for individual development sites

Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement									Potential nearest playing pitch sites for investment (if required)
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)		
Bewdley														
Stourport Road (triangle), Bewdley	WA/BE/1	A & B	80	180	0.04	0.05	0.04	0.02	0.02	0.01	£18,630	£3,411	6: Bewdley Leisure Centre 5: Bewdley Cricket Ground	
Land off Highclere	BR/BE/6	A & B	60	135	0.03	0.04	0.03	0.01	0.02	-	£13,973	£2,559	28: St Anne's Primary School 5: Bewdley Cricket Ground	
Land South of Habberley Road, Bewdley (The Gardens)	WA/BE/5	A & B	70	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	6: Bewdley Leisure Centre 5: Bewdley Cricket Ground	
Catchems End, Bewdley	WA/BE/3	B	90	200	0.04	0.06	0.04	0.02	0.03	0.01	£20,700	£3,791	5: Bewdley Cricket Ground	
Kidderminster														
Land rear of Spennells / Easter Park	AS/10	A	200	450	0.09	0.13	0.09	0.04	0.06	0.01	£46,576	£8,529	24: King Charles I Secondary School 32: Stone Cricket Club	
Former Lea Street School Site	AS/6	A & B	24	55	0.01	0.02	0.01	-	0.01	-	£5,693	£1,042	14: Chester Road Cricket Ground	
Comberton Place	AS/1	A & B	28	65	0.01	0.02	0.01	0.01	0.01	-	£6,728	£1,232	1: Aggborough Stadium	
Oasis Factory, Goldthorn Road, Kidderminster	FPH/6	A & B	91	205	0.04	0.06	0.04	0.02	0.03	0.01	£21,218	£3,885	52: Wyre Forest Leisure Centre	
Land rear of Baldwin Road, Kidderminster	OC/4	A & B	75	170	0.03	0.05	0.04	0.01	0.02	0.01	£17,595	£3,222	47: Lea Castle Drive 14: Chester Road Cricket Ground	
Captains and The Lodge, Bromsgrove Road, Stone	WFR/ST/1	A & B	135	300	0.06	0.09	0.06	0.03	0.04	0.01	£31,051	£5,686	23: King Charles I Secondary School 14: Chester Road Cricket Ground	
Victoria Carpets Sports Ground, Spennells Valley Road, Kidderminster	AS/5	A & B	45	100	0.02	0.03	0.02	0.01	0.01	-	£10,350	£1,895	1: Aggborough Stadium 23: King Charles I Secondary School	
County Buildings and Blakebrook School Bewdley Road, Kidderminster	BHS/18	A & B	50	110	0.02	0.03	0.02	0.01	0.01	-	£11,385	£2,085	50: St John's CE Primary School	
Sladen School, Hurcott Road, Kidderminster	BW/3	A & B	72	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	27: Springfield Park 14: Chester Road Cricket Ground	
Stourminster School, Comberton Road, Kidderminster	OC/11	A & B	56	125	0.03	0.04	0.03	0.01	0.02	-	£12,938	£2,369	23: King Charles I Secondary School 14: Chester Road Cricket Ground	
Lea Castle Hospital	WFR/WC/15	A & B	600	1,345	0.27	0.39	0.28	0.12	0.18	0.04	£139,210	£25,491	47: Lea Castle Drive	
Naylor's Field	FPH/18	A & B	35	80	0.02	0.02	0.02	0.01	0.01	-	£8,280	£1,516	53: Sutton Park Primary School	
Dowles Road Community Centre	FPH/17	A & B	11	25	0.01	0.01	0.01	-	-	-	£2,588	£474	53: Sutton Park Primary School	
Land Adjacent Hodge Hill Farm	OC/5	A & B	40	90	0.02	0.03	0.02	0.01	0.01	-	£9315	£1,706	14: Chester Road Cricket Ground	

³⁰ <https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement									Potential nearest playing pitch sites for investment (if required)
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)		
British Sugar Site Phase 2	FPH/10	A & B	70	155	0.03	0.05	0.03	0.01	0.02	0.01	£16,043	£2,938	52: Wyre Forest Leisure Centre	
Comberton Lodge Nursery, Comberton Road, Kidderminster	OC/12	A & B	10	20	No requirement for contribution									
Hurcott ADR	BW/4	A & B	200	450	0.09	0.13	0.09	0.04	0.06	0.01	£46,576	£8,529	47: Lea Castle Drive 27: Springfield Park	
Churchfields Business Park	BW/1	A & B	230	515	0.10	0.15	0.11	0.05	0.07	0.02	£53,303	£9,761	14: Chester Road Cricket Ground 27: Springfield Park	
Land North of Stone Hill,	WFR/ST/3	A & B	70	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	24: King Charles I Secondary School 32: Stone Cricket Club	
Sion Hill School	WFR/WC/18	A & B	46	105	0.02	0.03	0.02	0.01	0.01	-	£10,868	£1,990	21: Heathfield School 27: Springfield Park	
Limekiln Bridge	BW/2	A & B	150	335	0.07	0.10	0.07	0.03	0.05	0.01	£34,673	£6,349	14: Chester Road Cricket Ground	
Coopers Arms. Kidderminster	BHS/26	A & B	10	22	No requirement for contribution									
Yew Tree Inn, Chester Road North, Kidderminster	BW/6	A & B	10	22	No requirement for contribution									
78 Mill Street, Kidderminster	FHN/9	A & B	13	30	0.01	0.01	0.01	-	-	-	£3,105	£569	22: Kidderminster Carolians RFC 50: St John's CE Primary School	
Park Lane Canalside	BHS/16	A & B	55	125	0.03	0.04	0.03	0.01	0.01	-	£12,938	£2,369	50: St John's CE Primary School	
Land at Stone Hill (North)	OC/13	A & B	1200	2,690	0.54	0.78	0.57	0.24	0.36	0.09	£278,420	£50,983	24: King Charles I Secondary School 1: Aggborough Stadium	
Bromsgrove Street Area	BHS/2	A & B	75	170	0.03	0.05	0.04	0.01	0.02	0.01	£17,595	£3,222	23: King Charles I Secondary School 1: Aggborough Stadium	
Land rear of Baldwin Road (East part of site), Kidderminster	OC/4	B	75	170	0.03	0.05	0.04	0.01	0.02	0.01	£17,595	£3,222	47: Lea Castle Drive 14: Chester Road Cricket Ground	
Former British Sugar Settling Ponds, Wilden Lane, Kidderminster	FPH/1	B	100	225	0.05	0.07	0.05	0.02	0.03	0.01	£23,288	£4,264	1: Aggborough Stadium 41: Wilden Top	
Rural East														
Land south of Wolverley Road and Park Gate Lane, Kidderminster	WFR/WC/16	A	50	110	0.02	0.03	0.02	0.01	0.01	-	£11,385	£2,085	47: Lea Castle Drive 27: Springfield Park	
Land off Stanklyn Lane	WFR/ST/2	A	330	740	0.15	0.22	0.16	0.07	0.10	0.02	£76,591	£14,025	24: King Charles I Secondary School 32: Stone Cricket Club	
Land at Stone Hill (South)	OC/13	A	800	1,790	0.36	0.52	0.38	0.16	0.24	0.06	£185,268	£33,925	24: King Charles I Secondary School 32: Stone Cricket Club	
East of Lea Castle	WFR/WC/32	B	360	805	0.16	0.23	0.17	0.07	0.11	0.03	£83,319	£15,257	47: Lea Castle Drive 21: Heathfield School	
Rural West														
Allotments, Upper Arley	WA/UA/4	A & B	10	20	No requirement for contribution									

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement								Potential nearest playing pitch sites for investment (if required)
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)	
New Road, Far Forest (South)	BR/RO/7	A & B	20	45	0.01	0.01	0.01	-	0.01	-	£4,658	£853	17: Far Forest Society Pavilion and Sports Ground
Clows Top	BR/RO/1	A & B	30	65	0.01	0.02	0.01	0.01	0.01	0.01	£6,728	£1,232	17: Far Forest Society Pavilion and Sports Ground
Land behind Orchard House, Far Forest	BR/RO/6	A & B	15	35	0.01	0.01	0.01	-	-	-	£3,623	£663	17: Far Forest Society Pavilion and Sports Ground
Land adjacent Tolland bungalow, Far Forest	BR/RO/4	A & B	5	10	No requirement for contribution								
Land to rear of Walnut Cottage	BR/RO/26	A & B	5	10	No requirement for contribution								
New Road, Far Forest (North)	BR/RO/7	B	20	45	0.01	0.01	0.01	-	0.01	-	£4,658	£853	17: Far Forest Society Pavilion and Sports Ground
Stourport													
County Buildings, Stourport	MI/1	A & B	40	90	0.02	0.03	0.02	0.01	0.01	0.01	£9315	£1,706	51: Burlish Park Primary School
Bridge Street Basins	AKR/1	A & B	27	60	0.01	0.02	0.01	-	0.01	-	£6,210	£1,137	36: Stourport Swifts FC 38: Stourport-On-Severn Cricket Club 34: Stourport Rugby Football Club
Swan Hotel and Working Men's Club	AKR/7	A & B	20	45	0.01	0.01	0.01	-	0.01	-	£4,658	£853	34: Stourport Rugby Football Club 36: Stourport Swifts FC
Cheapside	AKR/2	A & B	72	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	34: Stourport Rugby Football Club 36: Stourport Swifts FC
Parsons Chain	MI/3	A & B	114	255	0.05	0.07	0.05	0.02	0.03	0.01	£26,393	£4,833	34: Stourport Rugby Football Club 51: Burlish Park Primary School
Baldwin Road	MI/5	A & B	52	115	0.02	0.03	0.02	0.01	0.02	-	£11,903	£2,180	51: Burlish Park Primary School 33: Stourport High School
Steatite Way, Stourport	MI/6	A & B	106	240	0.05	0.07	0.05	0.02	0.03	0.01	£24,840	£4,549	26: Morgan Advanced Ceramics Ltd
Land at Lickhill Road North (Bradley Paddocks and Field adjacent 17 Lickhill Road)	LI/6/7/8	A & B	152	340	0.07	0.10	0.07	0.03	0.05	0.01	£35,191	£6,444	26: Morgan Advanced Ceramics Ltd 51: Burlish Park Primary School
Wyre Forest Golf Club	LI/2	A & B	80	180	0.04	0.05	0.04	0.02	0.02	0.01	£18,630	£3,411	26: Morgan Advanced Ceramics Ltd 33: Stourport High School
Carpets of Worth, Stourport on Severn	AKR/20	A & B	170	380	0.08	0.11	0.08	0.03	0.05	0.01	£39,331	£7,202	34: Stourport Rugby Football Club 51: Burlish Park Primary School
35 Mitton Street, Stourport	MI/28	A & B	15	35	0.01	0.01	0.01	-	-	-	£3,623	£663	51: Burlish Park Primary School
Chichester Caravans, Vale Road, Stourport on Severn	MI/29	A & B	28	65	0.01	0.02	0.01	0.01	0.01	0.01	£6,728	£1,232	34: Stourport Rugby Football Club 36: Stourport Swifts FC
Land Rear of Stourport Manor	MI17	B	72	160	0.03	0.05	0.03	0.01	0.02	0.01	£16,560	£3,032	41: Wilden Top 54: Hartlebury C of E Primary School
Land at Burlish Crossing	LI/5	B	157	350	0.07	0.10	0.07	0.03	0.05	0.01	£36,226	£6,633	26: Morgan Advanced Ceramics Ltd 51: Burlish Park Primary School

WYRE FOREST PLAYING PITCH STRATEGY
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Location	Ref	Option	Total housing capacity	Population	Playing Pitch Requirement								
					Adult football pitches	Youth football pitches	Mini soccer pitches	Rugby union pitches	Cricket pitches	Hockey pitches (AGPs)	Total capital cost ³⁰	Total life cycle cost (per annum)	Potential nearest playing pitch sites for investment (if required)
Pearl Lane, Areley Kings	AKR14	B	340	760	0.15	0.22	0.16	0.07	0.10	0.02	£78,661	£14,404	36: Stourport Swifts FC 38: Stourport-On-Severn Cricket Club
Rectory Lane, Areley Kings	AKR/15	B	130	290	0.06	0.08	0.06	0.03	0.04	0.01	£30,016	£5,496	36: Stourport Swifts FC 38: Stourport-On-Severn Cricket Club

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PART 8: KEEP THE STRATEGY ROBUST AND UP TO DATE

Delivery

204. The Playing Pitch Strategy seeks to provide guidance for maintenance/management decisions and investment made across Wyre Forest. By addressing the issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of Wyre Forest can be satisfied. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.
205. It is important that this document is used in a practical manner, is engaged with partners and encourages partnerships to be developed, to ensure that outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.
206. The production of this Strategy should be regarded as the beginning of the planning process. The success of this Strategy and the benefits that are gained are dependent upon regular engagement between all partners involved and the adoption of a strategic approach.
207. Each member of the steering group should take the lead to ensure the PPS is used and applied appropriately within their area of work and influence. The role of the steering group should not end with the completion of the PPS document.
208. To help ensure the PPS is well used it should be regarded as the key document within the study area guiding the improvement and protection of playing pitch provision. It needs to be the document people regularly turn to for information on how the current demand is met and what actions are required to improve the situation and meet future demand. In order for this to be achieved the steering group need to have a clear understanding of how the PPS can be applied and therefore delivered. Key uses for the PPS include evidence for supporting funding bids, guidance to inform planning decisions and planning applications and decision making for capital investment.
209. The process of developing the PPS will hopefully have already resulted in a number of benefits that will help with its application and delivery. These may include enhanced partnership working across different agendas and organisations, pooling of resources along with strengthening relationships and understanding between different stakeholders and between members of the steering group and the sporting community. The drivers behind the PPS and the work to develop the recommendations and action plan will have also highlighted, and helped the steering group to understand, the key areas to which it can be applied and how it can be delivered.

Monitoring and updating

210. It is important that there is regular annual monitoring and review against the actions identified in the Strategy. This monitoring should be led by the local authority and supported by the Steering Group. Understanding and learning lessons from how the PPS has been applied should also form a key component of monitoring its delivery. This should form an on-going role of the steering group. It is possible that in the interim between annual reviews the steering group could operate as a 'virtual' group; prepared to comment on suggestions and updates electronically when relevant.

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211. As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off by the Steering Group, then Sport England and the NGBs would consider the PPS and the information on which it is based to be out of date. If the PPS is used as a 'live' document, and kept up to date, the time frame can be extended to five years.
212. Furthermore, the process of refreshing the PPS would be much less resource intensive if changes and updates have been made throughout the five years. If there are no updates to the document within the period the nature of the supply and in particular the demand for playing pitches is likely to have changed. Therefore, without any form of review and update within this time period it would be difficult to make the case that the supply and demand information and assessment work is sufficiently robust.
213. The PPS should be reviewed on an annual basis from the date it is formally signed off by the Steering Group. This will help to maintain the momentum and commitment that would have been built up when developing the PPS. Taking into account the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.
214. An annual review should not be regarded as a particularly resource intensive task. However, it should highlight:
- ✦ How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others)
 - ✦ How the PPS has been applied and the lessons learnt
 - ✦ Any changes to particularly important sites and/or clubs in the area (e.g. the most used or high quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues
 - ✦ Any development of a specific sport or particular format of a sport
 - ✦ Any new or emerging issues and opportunities.
215. Once the PPS is complete the role of the steering group should evolve so that it:
- ✦ Acts as a focal point for promoting the value and importance of the PPS and playing pitch provision in the area
 - ✦ Monitors, evaluates and reviews progress with the delivery of the recommendations and action plan
 - ✦ Shares lessons learnt from how the PPS has been used and how it has been applied to a variety of circumstances
 - ✦ Ensures the PPS is used effectively to input into any new opportunities to secure improved provision and influence relevant programmes and initiatives
 - ✦ Maintains links between all relevant parties with an interest in playing pitch provision in the area;
 - ✦ Reviews the need to update the PPS along with the supply and demand information and assessment work on which it is based. Further to review the group should either:
 - ✦ Provide a short annual progress and update paper;
 - ✦ Provide a partial review focussing on particular sport, pitch type and/or sub area; or
 - ✦ Lead a full review and update of the PPS document (including the supply and demand information and assessment details).

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216. Alongside the regular steering group meetings it is recommended that Wyre Forest District Council holds annual sport specific meetings with the pitch sport NGBs and other relevant organisations. These meetings should look to update the key supply and demand information, if necessary amend the assessment work, track progress with implementing the recommendations and action plan and highlight any new issues and opportunities. Things to consider include formation of new teams or loss of teams, any new formats of the sports that would impact on facilities, changes in quality or creation of new facilities.
217. These meetings could be timed to fit with the annual affiliation process undertaken by the NGBs which would help to capture any changes in the number and nature of sports clubs in the area. Other information that is already collected on a regular basis such as pitch booking records for local authority and other sites could be fed into these meetings. The NGBs will also be able to indicate any further performance quality assessments that have been undertaken within the study area. Discussion with the league secretaries may also indicate annual league meetings which it may be useful to attend to pick up any specific issues and/or enable a review of the relevant club details to be undertaken.
218. The steering group should regularly review and refresh area by area plans taking account of any improvements in pitch quality (and hence increases in pitch capacity) and also any new negotiations for community use of education or other private sites in the future. Updating the action plans will make the task of updating the PPS much easier.
219. It is important that the Council maintains the data contained with the accompanying Playing Pitch Database. This will enable it to refresh and update area by area plans on a regular basis. The accompanying databases are intended to be refreshed on a season by season basis and it is important that there is cross-departmental working, including for example, grounds maintenance and sports, to ensure that this is achieved and that results are used to inform subsequent annual sports facility development plans. Results should be shared with partners via a consultative mechanism.

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Checklist

220. To help ensure the PPS is delivered and is kept robust and up to date, the steering group can refer to the new methodology Stage E Checklist: Deliver the strategy and keep it robust and up to date:

<http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/>

Stage E: Deliver the strategy and keep it robust and up to date	Tick 	
	Yes	Requires Attention
Step 9: Apply and deliver the strategy		
1. Are steering group members clear on how the PPS can be applied across a range of relevant areas?		
2. Is each member of the steering group committed to taking the lead to help ensure the PPS is used and applied appropriately within their area of work and influence?		
3. Has a process been put in place to ensure regular monitoring of how the recommendations and action plan are being delivered and the PPS is being applied?		
Step 10: Keep the strategy robust and up to date		
1. Has a process been put in place to ensure the PPS is kept robust and up to date?		
2. Does the process involve an annual update of the PPS?		
3. Is the steering group to be maintained and is it clear of its on-going role?		
4. Is regular liaison with the NGBs and other parties planned?		
5. Has all the supply and demand information been collated and presented in a format (i.e. single document that can be filtered accordingly) that will help people to review it and highlight any changes?		
6. Have any changes made to the Active Places Power data been fed back to Sport England?		

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APPENDIX ONE: STRATEGIC CONTEXT

The recommendations within this Strategy have been developed via the combination of information gathered during consultation, site visits and analysis. They reflect key areas to be addressed over its lifetime. However, implementation must be considered in the context of financial implications and the need for some proposals to also meet planning considerations.

National context

The provision of high quality and accessible community outdoor sports facilities at a local level is a key requirement for achieving the targets set out by the Government and Sport England. It is vital that this strategy is cognisant of and works towards these targets in addition to local priorities and plans.

Department of Media Culture and Sport Sporting Future: A New Strategy for an Active Nation (2015)

The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
- ◀ More people volunteering in sport.
- ◀ More people experiencing live sport.
- ◀ Maximising international sporting success.
- ◀ Maximising domestic sporting success.
- ◀ Maximising domestic sporting success.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

Sport England: Towards an Active Nation (2016-2021)

Sport England has recently released its new five year strategy 'Towards an Active Nation'. The aim is to target the 28% of people who do less than 30 minutes of exercise each week and will focus on the least active groups; typically women, the disabled and people from lower socio-economic backgrounds.

Sport England will invest up to £30m on a plan to increase the number of volunteers in grassroots sport. Emphasis will be on working with a larger range of partners with less money being directed towards National Governing Bodies.

The Strategy will help deliver against the five health, social and economic outcomes set out in the Government's Sporting Future strategy.

- ◀ Physical Wellbeing
- ◀ Mental Wellbeing
- ◀ Individual Development

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- ◀ Social & Community Development
- ◀ Economic Development

National Planning Policy Framework

The National Planning Policy Framework (the Framework) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The Framework states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the Framework sets out that Local Plans should meet objectively assessed needs.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

As a prerequisite the Framework states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

- ◀ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities.

The FA National Game Strategy (2015 – 2019)

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

- ◀ Sustain and Increase Participation.
- ◀ Ensure access to education sites to accommodate the game.
- ◀ Help players to be the best that they can be and provide opportunities for them to progress from grassroots to elite.
- ◀ Recruit, retain and develop a network of qualified referees
- ◀ Support clubs, leagues and other competition providers to develop a safe, inclusive and positive football experience for everyone.
- ◀ Support Clubs and Leagues to become sustainable businesses, understanding and serving the needs of players and customers.
- ◀ Improve grass pitches through the pitch improvement programme to improve existing facilities and changing rooms.

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- ✦ Deliver new and improved facilities including new Football Turf Pitches.
- ✦ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

England and Wales Cricket Board (ECB) Champion Counties Strategic Plan 2014 – 2017

The England and Wales Cricket Board unveiled a new strategic plan in 2013 which seeks to deliver successful England teams at all levels, to produce a vibrant domestic game as well as increasing participation during the period 2014-17. It builds on the 2005 plan, Building Partnerships and the subsequent 2009 initiative, Grounds to Play.

The plan will take advantage of local partnerships developed in earlier plans and support local delivery of priorities through the County network. It targets operational excellence to make maximum use of scarce resources and facilities during a time of economic austerity.

Among the targets set under the four pillars of Effective Governance, Vibrant Domestic Game, Enthusiating Participation and Successful England teams, which are relevant to the playing pitch strategy, are:

- ✦ An increase in participation as measured by Sport England's Active People Survey from 183,400 to 197,500
- ✦ Expand the number of clubs participating in NatWest CricketForce from 2,000 to 2,200
- ✦ Increase the number of cricket's volunteers to 80,000 by 2017
- ✦ Expand the number of participants in women's and disabilities cricket by 10% by 2017
- ✦ To increase the number of TwelfthMan members from 220,000 to 250,000 by 2017
- ✦ Complete an approved Community Engagement programme with all 18 First Class Counties and MCC
- ✦ For each £1 provided in facility grants through the 'Sport England Whole Sport Plan Grant Programme' ensure a multiplier of three with other funding partners
- ✦ Provide a fund of £8.1m of capital investment to enhance floodlights, sightscreens, replay screens, power sub-stations and broadcasting facilities at First Class County venues
- ✦ Provide an interest-free loan fund to community clubs of £10 million
- ✦ Qualify and engage 50 Level 4 coaches to support the development of professional cricketers
- ✦ Expand the number of coaches who have received teacher level 1, 2 or 3 qualifications to 50,000
- ✦ Provide a fund of £2 million for community clubs to combat the impact of climate change
- ✦ Introduce a youth T20 competition engaging 500 teams by 2017

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

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

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This plan therefore influences 'Grounds to Play' in the areas of facilities and coaches, which is where ECB investment will be focussed. Partnership funding and support will play a key role in the delivery of actions and maintaining the strength of the pillars.

The Rugby Football Union National Facilities Strategy (2013-2017)

The RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners.

It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

In summary the priorities for investment which have met the needs of the game for the Previous period remain valid:

- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs
- ◀ Improve the quality and quantity of fine turf pitches and floodlighting
- ◀ Increase the provision of artificial grass pitches that deliver wider game development

It is also a high priority for the RFU to target investment in the following:

- ◀ Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment

England Hockey (EH) - A Nation Where Hockey Matters (2013-2017)

EH have a clear vision, a powerful philosophy and five core objectives that all those who have a role in advancing Hockey can unite behind. With UK Sport and Sport England's investment, and growing commercial revenues, EH are ambitious about how they can take the sport forward in Olympic cycles and beyond.

"The vision is for England to be a 'Nation Where Hockey Matters'. A nation where hockey is talked about at dinner tables, playgrounds and public houses, up and down the country. A nation where the sport is on the back pages of our newspapers, where children dream of scoring a goal for England's senior hockey team, and where the performance stirs up emotion amongst the many, not the few"

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

England Hockey aspires to deepen the passion of those who play, deliver and follow sport by providing the best possible environments and the best possible experiences. Whilst reaching out to new audiences by making the sport more visible, available and relevant and through the many advocates of hockey.

Underpinning all this is the infrastructure which makes the sport function. EH understand the importance of volunteers, coaches, officials, clubs and facilities. The more inspirational people can be, the more progressive Hockey can be and the more befitting the facilities can be, the more EH will achieve. The core objectives are as follows:

- ◀ Grow our Participation
- ◀ Deliver International Success
- ◀ Increase our Visibility
- ◀ Enhance our Infrastructure
- ◀ Be a strong and respected Governing Body

England Hockey has a Capital Investment Programme (CIP), that is planned to lever £5.6 million investment into hockey facilities over the next four years, underpinned by £2m million from the National Governing Body. With over 500 pitches due for refurbishment in the next 4-8 years, there will be a large focus placed on these projects through this funding stream. The current level of pitches available for hockey is believed to be sufficient for the medium term needs, however in some areas, pitches may not be in the right places in order to maximise playing opportunities

‘The right pitches in the right places’³¹

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

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

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<http://englandhockey.co.uk/page.asp?section=1143andsectionTitle=The+Right+Pitches+in+the+Right+Places>

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

APPENDIX TWO: FUNDING PLAN

Funding opportunities³²

In order to deliver much of the Action Plan it is recognised that external partner funding will need to be sought. Although seeking developer contributions in applicable situations and other local funding/community schemes could go some way towards meeting deficiencies and/or improving provision, other potential/match sources of funding should be investigated. Below is a list of current funding sources that are relevant for community improvement projects involving sports facilities.

Awarding body	Description
Big Lottery Fund http://www.biglotteryfund.org.uk/	Big invests in community groups and to projects that improve health, education and the environment. For example, Awards for All which is for small Lottery grants of between £300 and £10,000.
Sport England The current funding streams will change throughout 2016/17 so refer to the website for the latest information: http://funding.sportengland.org/funding/our-different-funds/	Sport England is keen to marry funding with other organisations that provide financial support to create and strengthen the best sports projects. Applicants are encouraged to maximise the levels of other sources of funding, and projects that secure higher levels of partnership funding are more likely to be successful.
Football Foundation http://www.footballfoundation.org.uk/funding-schemes/	This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.
Rugby Football Foundation http://www.rugbyfootballfoundation.org/index.php?option=com_content&view=article&id=14&Itemid=113	The Grant Match Scheme in particular provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a 'match funding' 50:50 basis to support a proposed project. Projects eligible for funding include: 1. Pitch Facilities – Playing surface improvement, pitch improvement, rugby posts, floodlights. 2. Club House Facilities – Changing rooms, shower facilities, washroom/lavatory, and measures to facilitate segregation (e.g. women, juniors). 3. Equipment – Large capital equipment, pitch maintenance capital equipment (e.g. mowers). Other loan schemes are also available.
The England and Wales Cricket Trust https://www.ecb.co.uk/be-involved/club-support/club-funding	Interest Free Loan Scheme provides finance to clubs for capital projects and the Small Grant Scheme is also open to applications from affiliated cricket clubs.
EU Life Fund http://ec.europa.eu/environment/funding/intro_en.htm	LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU.
National Hockey Foundation http://www.thenationalhockeyfoundation.com/	The Foundation primarily makes grants to a wide range of organisations that meet one of the areas of focus: Young people and hockey, Enabling the development of hockey at youth or community level.

³² Up to date as of April 2017.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Funder's requirements

Below is a list of funding requirements that can typically be expected to be provided as part of a funding bid, some of which will fall directly out of the Playing Pitch Strategy:

- ◀ Identify need (i.e., why the Project is needed) and how the Project will address it.
- ◀ Articulate what difference the Project will make.
- ◀ Identify benefits, value for money and/or added value.
- ◀ Provide baseline information (i.e., the current situation).
- ◀ Articulate how the Project is consistent with local, regional and national policy.
- ◀ Financial need and project cost.
- ◀ Funding profile (i.e., Who's providing what? Unit and overall costs).
- ◀ Technical information and requirements (e.g., planning permission).
- ◀ Targets, outputs and/or outcomes (i.e., the situation after the Project/what the Project will achieve)
- ◀ Evidence of support from partners and stakeholders.
- ◀ Background/essential documentation (e.g., community use agreement).
- ◀ Assessment of risk.

Indicative costs

The indicative costs of implementing key elements of the Action Plan can be found on the Sport England website:

<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

The costs are for the development of community sports facilities and are based on providing good quality sports facility based on the last quarter. The Facilities Costs are updated on the Sport England website every quarter. These rounded costs are based on schemes most recently funded through the Lottery (and therefore based on economies of scale), updated to reflect current forecast price indices provided by the Building Cost Information Service (BCIS), prepared by Technical Team Lead of Sport England.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

APPENDIX THREE: GLOSSARY

Displaced demand generally relates to play by teams or other users of playing pitches from within the study area (i.e. from residents of the study area) which takes place outside of the area. This may be due to issues with the provision of pitches and ancillary facilities in the study area, just reflective of how the sports are played (e.g. at a central venue for the wider area) or due to the most convenient site for the respective users just falling outside of the local authority/study area.

Unmet demand is demand that is known to exist but unable to be accommodated on current supply of pitches. This could be in the form of a team with access to a pitch for matches but nowhere to train or vice versa. This could also be due to the poor quality and therefore limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement. League secretaries may be aware of some unmet demand as they may have declined applications from teams wishing to enter their competitions due to a lack of pitch provision which in turn is hindering the growth of the league.

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. This could include feedback from a sports club who may feel that they could set up and run an additional team if they had access to better provision.

Future demand is an informed estimate made of the likely future demand for pitches in the study area. This is generally based on the most appropriate current and future population projections for the relevant age and gender groupings for each sport. Key trends, local objectives and targets and consultation also inform this figure.

Casual use or other use could take place on natural grass pitches or AGPs and include:

- ◀ Regular play from non-sports club sources (e.g. companies, schools, fitness classes)
- ◀ Infrequent informal/friendly matches
- ◀ Informal training sessions
- ◀ More casual forms of a particular sport organised by sports clubs or other parties
- ◀ Significant public use and informal play, particularly where pitches are located in parks/recreation grounds.

Carrying capacity is the amount of play a site can regularly accommodate (in the relevant comparable unit) for community use without adversely affecting its quality and use. This is typically outlined by the NGB

Overplay is when a pitch is used over the amount that the carrying capacity will allow, (i.e. more than the site can accommodate). Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected.

Spare capacity is the amount of additional play that a pitch could potentially accommodate in addition to current activity. There may be reasons why this potential to accommodate additional play should not automatically be regarded as actual spare capacity, for example, a site may be managed to regularly operate slightly below its carrying capacity to ensure that it can cater for a number of friendly matches and training activity. This needs to be investigated before the capacity is deemed **actual spare capacity**.

WYRE FOREST PLAYING PITCH STRATEGY STRATEGY & ACTION PLAN

Match equivalent sessions is an appropriate comparable unit for pitch usage. For football, rugby union and rugby league, pitches should relate to a typical week within the season and one match = one match equivalent session if it occurs every week or 0.5 match equivalent sessions if it occurs every other week (i.e. reflecting home and away fixtures). For cricket pitches it is appropriate to look at the number of match equivalent sessions over the course of a season and one match = one match equivalent session.



WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

APRIL 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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WYRE FOREST DISTRICT COUNCIL
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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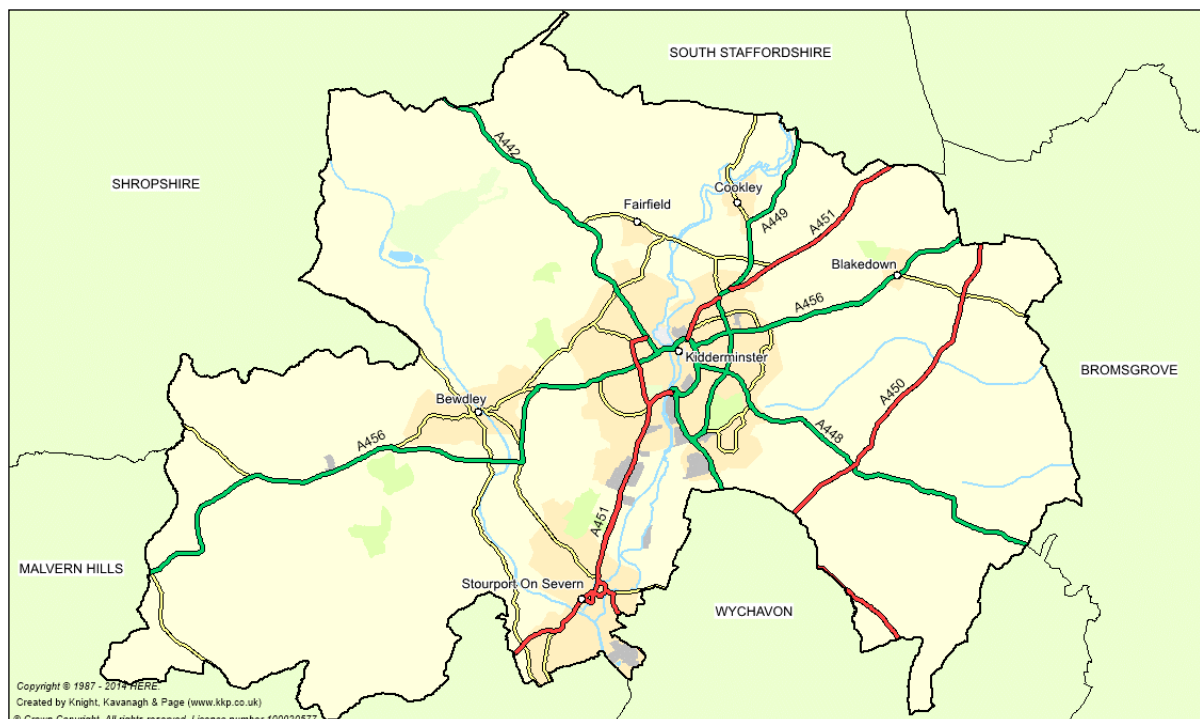
WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 1: INTRODUCTION

1.1 Background

1. Knight, Kavanagh & Page (KKP) was appointed by Wyre Forest District Council (WFDC) to undertake an assessment of opens spaces, playing pitches and formal indoor and outdoor sports facility needs in the District to assist it to strategically plan for the future. This report thus provides a detailed assessment of current provision of indoor and outdoor built sports facilities, identifying needs and gaps in provision.
2. WFDC is a local government district in the county of Worcestershire and consists of the following areas:
 - ◆ The strategic centre of Kidderminster,
 - ◆ Market towns of Stourport and Bewdley
 - ◆ Villages of Blakedown, Chaddesley Corbett, Cookley, Fairfield, Wolverley, Upper Arley and Far Forest
3. The River Severn flows north to south dissecting the town of Bewdley and there are significant tourist attractions in the District, including the West Midland Safari Park and Severn Valley Railway. The district consists of 15 parish councils and five secondary schools, one of which is an independent school.
4. The main transport links include the A456 which provides an east-west link across the district and is the main link between Kidderminster and Birmingham. The A451 provides a north-south access and connects Kidderminster to Worcester.

Figure 1.1: Main towns and transport links – Wyre Forest District Council



WYRE FOREST DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

1.2 Scope of the project

5. The report provides details as to what exists in the District, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities and sports covered include: sports halls, swimming pools, health and fitness, indoor bowls, gymnastics centres and other specialist sports.
6. In delivering this report KKP has:
 - ✦ Individually audited identified, sports halls (conventional i.e. 3+ court halls as per Sport England definitions), outdoor tennis courts, rowing boat houses, cycling tracks, bowling greens, swimming pools, health and fitness facilities (including, within reason, dance studios), squash courts, athletics tracks and sport specific indoor facilities (e.g. gymnastics centres/netball domes).
 - ✦ Analysed the supply and demand of facilities to identify gaps in provision and opportunities for improved provision.
 - ✦ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
 - ✦ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.
7. This factual report provides a quantitative and qualitative audit based assessment of the facilities identified above. It provides a robust, up-to-date assessment of need for sports halls, health and fitness and specialist facilities and examines opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. The specific objectives of this audit and assessment are to:
 - ✦ Identify local needs and quantify levels of demand
 - ✦ Audit existing facility provision.
8. The specific tasks addressed within the study include:
 - ✦ A review of relevant Council strategies, plans, reports, corporate objectives.
 - ✦ A review of the local, regional and national strategic context.
 - ✦ Analysis of the demographics of the local population.
 - ✦ Consideration of potential participation rates and modelling of likely demand.
 - ✦ Audit of agreed facilities provided by public, private, voluntary and education sectors.
 - ✦ Supply and demand analysis.
 - ✦ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over-provision.
 - ✦ Identification of key issues to address in the future provision of indoor and built sports facilities.

1.3 Report structure

9. The Royal Town Planning Institute (RTPI) in a new report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:
 - ✦ Have focus
 - ✦ Be genuinely strategic
 - ✦ Be spatial
 - ✦ Be collaborative
 - ✦ Have strong leadership and
 - ✦ Be accountable to local electorates.

WYRE FOREST DISTRICT COUNCIL

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10. In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as detailed overleaf:
- ◆ Section 2 - a review of background policy documentation at national, regional and local levels and a profile of the population and socio-demographic characteristics of the District.
 - ◆ Section 3 - description of methodology employed to review indoor provision.
 - ◆ Section 4 - review of sports hall provision.
 - ◆ Section 5 - review of swimming pool provision.
 - ◆ Section 6 - review of health and fitness provision.
 - ◆ Section 7 - review of outdoor bowls
 - ◆ Section 8- review of gymnastics.
 - ◆ Section 9 - review of tennis.
 - ◆ Section 10 - review of rowing.
 - ◆ Section 11 - review of squash.
 - ◆ Section 12 - review of other sports.
 - ◆ Section 13 - identification of strengths, weaknesses, opportunities and threats (SWOT)

WYRE FOREST DISTRICT COUNCIL

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SECTION 2: BACKGROUND

2.1 National context

National Planning Policy Framework 2012

11. The NPPF sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development and identifies the need to focus on three themes of sustainable development:
 - ◀ Economic
 - ◀ Social
 - ◀ Environmental
12. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF states that local plans should meet objectively assessed needs. It is clear about the role that sport plays in delivering sustainable communities via the promotion of health and well-being. Sport England, working with the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust, up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.
13. The 'promoting healthy communities' theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

Sporting Future: A new strategy for an active nation

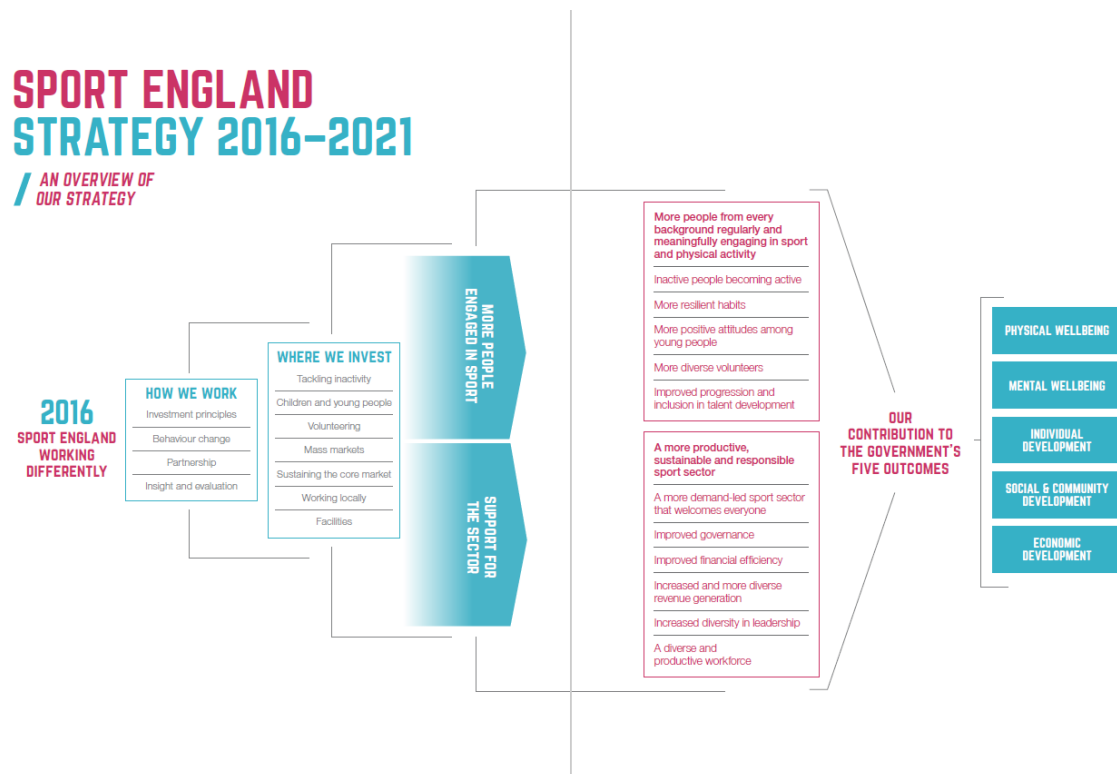
14. A new Government strategy for sport was released in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:
 - ◀ More people taking part in sport and physical activity.
 - ◀ More people volunteering in sport.
 - ◀ More people experiencing live sport.
 - ◀ Maximising international sporting success.
 - ◀ Maximising domestic sporting success.
 - ◀ Maximising the impact of Major Events.
 - ◀ A more productive sport sector.
 - ◀ A more financially and organisationally sustainable sport sector.
 - ◀ A more responsible sport sector.

WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

15. In response to the Government's strategy, Sport England has since produced its new strategy 'Towards an Active Nation'.

Sport England: Towards an Active Nation

Figure 2.1 Sport England Strategy 2016-2021



16. The main emphasis of the strategy is around reducing inactivity and focuses on under representative groups, which include:

- ❖ Women and girls
- ❖ People with disabilities
- ❖ Older people
- ❖ People from lower social economic groups

17. To active this, Sport England has identified that it will invest in the following:

- ❖ Tackling inactivity
- ❖ Children and young people
- ❖ Volunteering – a dual benefit
- ❖ Taking sport and activity into the mass market
- ❖ Supporting sport's core market
- ❖ Local delivery
- ❖ Facilities

18. Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This draft assessment report has been produced for the District Council applying the principles and tools identified in the Sport England Guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 2.2: ANOG model



Strategic Planning: Effective Cooperation for Planning Across Boundaries, RTPI, February 2015

19. Drawn from best practice this report identifies six general principles for strategic planning:
- ✦ Have focus – being efficient in the use of resources and clear about its purpose.
 - ✦ Be genuinely strategic – dealing only with matters which require resolution across boundaries.
 - ✦ Be spatial – make strategic choices between places, not establish general criteria decision making.
 - ✦ Be collaborative.
 - ✦ Have strong leadership.
 - ✦ Be accountable to local electorates.
20. The key finding is that top-down strategic planning tends to be less successful. Locally designed and enacted approaches that emphasise collaboration and co-operation between local authorities bring major benefits to all the local authorities in a given area.

Economic value of sport to the nation

21. Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy; 1.9% of the England total. The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.
22. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.
23. Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and to the individual and wider society through volunteering. Consumption of sport benefits include the well-being/ happiness of spectators, and the national pride/feel good factor derived from sporting success/ achievement.

WYRE FOREST DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

24. Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly among young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce. In summary, sport provides a range of economic and health benefits to the West Midlands region, Wyre Forest and its local resident population and helps to provide jobs and opportunities to spectate and participate in physical activity.

Public Health England: Everybody Active, Everyday

25. In October 2014 Public Health England (PHE) produced its plan to tackle low activity levels across the country. Along with making the case for physical activity, this identifies four areas where measures need to be taken at a national and local level:
- ✦ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
 - ✦ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
 - ✦ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
 - ✦ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

Investment in school sport

26. The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Supported by the Government's Education, Health and DCMS departments, funds went directly into the hands of primary school head teachers for them to spend on sport. Its four objectives were to:
- ✦ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.
 - ✦ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence
 - ✦ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
 - ✦ Ensure that schools understand and value the benefits of high quality PE and sport, including its use as a tool for whole school improvement.
27. In 2015-16 schools with 16 or fewer eligible pupils receive £500 per pupil while those with 17 or more receive £8,000 plus a payment of £5 per head. Research into Primary Sport Premium Fund spending has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form it appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level moving forward.

Priority School Building Programme (PSBP)

28. This is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through it, 261 schools will be re-built between 2014 and 2017.

WYRE FOREST DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Summary of national context

29. Engaging all residents in physically activity is a high priority. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system and is in line with national policy recommendations.

2.2 Local context

Wyre Forest District Council: Core Strategy (2006-2026)

30. Wyre Forest's Core Strategy identifies the type of place the District will be in 2026. To achieve this, the strategy lists 13 key development objectives, which are listed below.

Table 2.1: WFDC's key development objectives

Number	Objective
1	To provide a range of high-quality, highly energy efficient, and affordable housing options for residents of all ages and needs to achieve sustainable communities.
2	To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3	Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
4	Support the viability of the District's villages and rural areas and assist in opportunities for diversification.
5	Safeguard and enhance the District's unique landscape character, Green Belt, natural environment and green infrastructure.
6	To conserve and enhance the District's heritage assets.
7	Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
8	Safeguard and replenish the District's rich and varied biodiversity and geodiversity, including that within the three town centres.
9	Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
10	Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
11	Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.
12	Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both the urban and rural areas
13	Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved health care and education across the District for the benefit of all residents.

31. To help foster healthy lifestyles, the District Council will resist the loss of any community services and facilities, including leisure facilities, unless an appropriate alternative is provided or, evidence is presented that the facility is no longer required and suitable alternative uses have been considered. Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.

WYRE FOREST DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Worcestershire Health and Wellbeing Board: Joint Health & Wellbeing Strategy 2016-21

32. The strategy's vision is to ensure Worcestershire residents are healthier, live longer, and have a better quality of life, especially those communities and groups whose health is currently the poorest. To achieve this vision, the key priorities are as follows:
- ✦ Good mental health and well-being throughout life
 - ✦ Being active at every age
 - ✦ Reducing harm from alcohol at all ages
33. To achieve the priority of being active at every age, the strategy lists the key performance indicators:
- ✦ Reduce the number of children aged 4 - 5 classified as overweight or obese.
 - ✦ Reduce the number of children aged 10 – 11 classified as overweight or obese.
 - ✦ Increase cycling and walking travel measures for adults
 - ✦ Increase the number of adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer (CMO) recommended guidelines on physical activity.
 - ✦ Develop programmes for older people taking up Strength and Balance training.
 - ✦ Enhance the numbers of people, including volunteers, taking part in health walks.

Development and housing growth numbers anticipated

34. Notwithstanding ONS figures on population growth, it is recommended that regard is given to Wyre Forest's housing need, which is listed in Wyre Forest District Core strategy (Policy DS05). The Local Authority plan to deliver 4,000 net additional dwellings for the period covering 2006 – 2026.

During 2009 the Council undertook a Strategic Housing Land Availability Assessment (SHLAA) to assess the indicative capacity for potential residential sites within the District and to inform the production of the Local Development Framework. The sites identified through the SHLAA process have also been subject to an independent viability appraisal. Based on this evidence provided and reflecting the principle to provide the majority of new housing development within the main towns of Kidderminster and Stourport-on-Severn, the table below sets out the level of housing that could be delivered within each five year phasing period.

Table 2.2: Anticipated level of housing delivery that could occur within the District's settlements.

Location	2006-2011	2011-2016	2016-2021	2021-2016
Kidderminster	630	780	660	400
Stourport	330	680	160	70
Bewdley	100	80	-	-
Rural areas	140	90	160	-
Total	1200	1630	980	470

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Summary of local context

35. The core message running through local strategies is the requirement to ensure that:
- ◀ Promoting healthy lifestyles is a key development objective in Wyre Forest which is supported by need to have high quality, attractive sports facilities.
 - ◀ There is a strong County Sports Partnership which supports the development of Sport in Wyre Forest. Their priority is in line with the current Sport England strategy, which is to target the inactive through the delivery of programmes and incentives.
 - ◀ There is need to consider the housing growth and population increases in Kidderminster and Stourport and the impact this will have on the demand for local services.
 - ◀ Increase the number of dwellings by 4,000 net. This is to support the increase in population in the District. The largest increases of dwellings will be in Kidderminster and Stourport.
36. To ensure above key points are achieved, it is essential that all sports facilities are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

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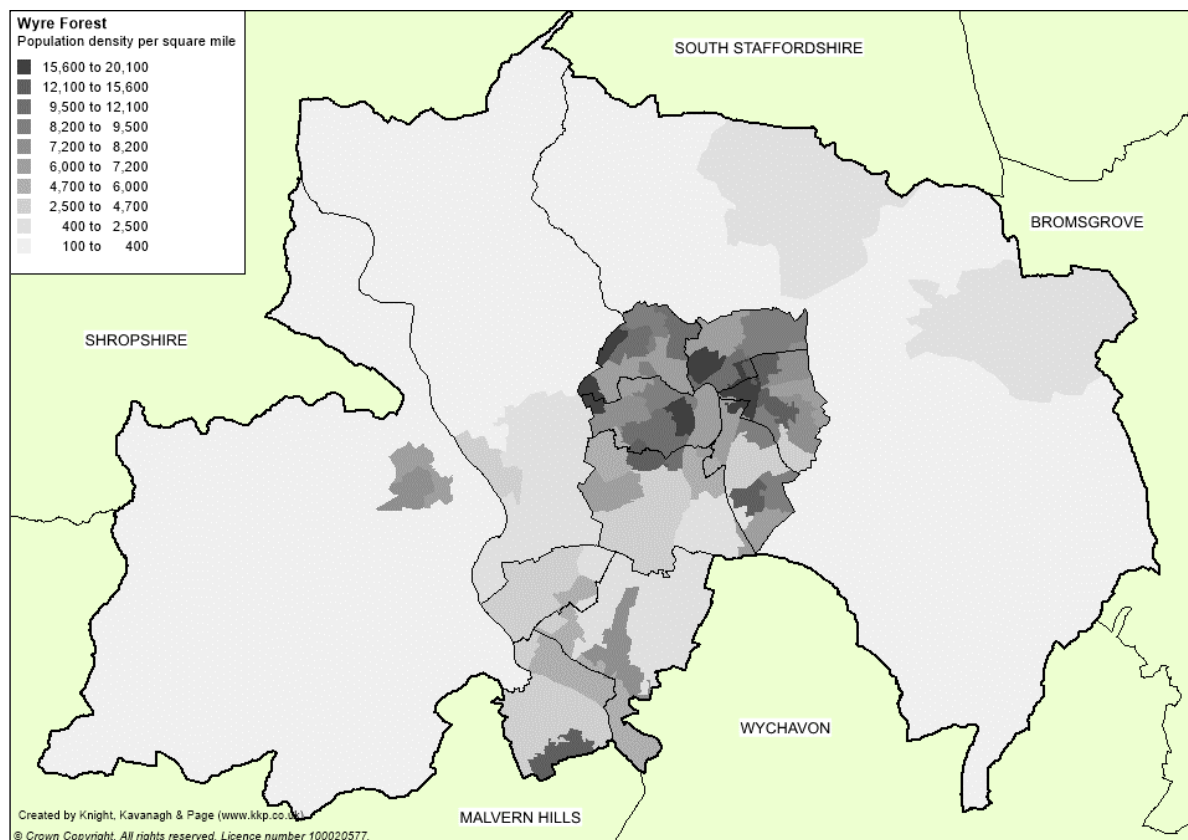
2.3 Demographic profile

37. The following overview briefly summarises key facts about Wyre Forest's population. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly, often at different intervals. The data is supported by graphs and maps.

Population and distribution

38. The total population, from the 2015 Mid-Year Estimates in Wyre Forest was 99,503¹ with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest (18%) compared to the West Midlands (15.9%). This age group will increase in size over the coming years as people live longer. These residents are likely to be retired, with a need to be as physically active as possible in order to remain independent. As a combination of factors, it suggests careful consideration should be given to the development of sport and physical activity offers within the area.
39. Figure 2.3 presents the distribution of population in Wyre Forest. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

Figure 2.3: Population density (2015 MYE): Wyre Forest



¹ Source: ONS 2015 Mid Year Estimate

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Ethnicity (data source: 2011 census of population, ONS)

40. Wyre Forest's ethnic composition differs from that of England. According to the 2011 Census, the District is predominately white (97.2%), compared to the rest of England (85.4%). Other ethnicities include Asian (1.4%) and Mixed (1%). These are lower than the national equivalent of 7.8% and 2.3% respectively.

Income and benefits dependency

41. The median figure for full-time earnings (2014) in Wyre Forest is £26,010. The comparative rate for the West Midlands is £25,610 (-1.5%) and for Great Britain is £27,539 (5.8%). However, the Core Strategy also recognises the need to diversify and grow the District's economy through the development of the service sector, high tech industry and sustainable tourism. This reflects the decline in the areas main manufacturing base which was carpet related industries.

Deprivation (Data Source: 2015 indices of deprivation)

42. In spite of the higher than regional median figure for full-time earnings, nearly 23% of Wyre Forest's population live in the bottom 20% most deprived LSOAs in England. These are located in and around the towns of Kidderminster, Bewdley and Stourport. Consequently, the District also has 11% of residents living in the top 20% least deprived LSOAs. These are located in the eastern and western fringes of the District. A similar geographical pattern, to that seen for the multi deprivation, is seen in relation to health. Figures 2.4 and 2.5 display this information.

Figure 2.4 Index of multiple deprivation

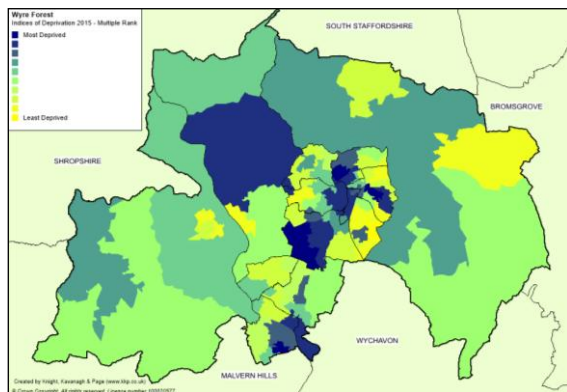
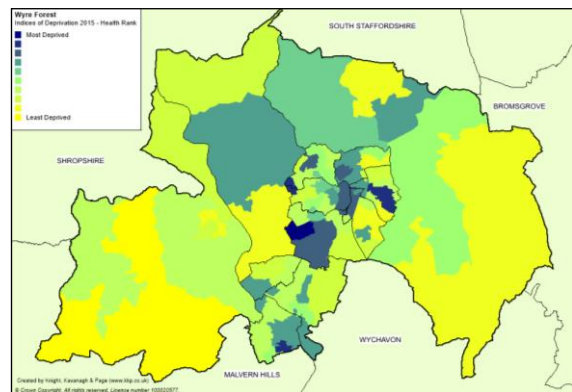


Figure 2.5: IMD Health domain



Weight and obesity

43. Both child and adult obesity rates in Wyre Forest are above the national and regional averages. Nearly 22% of all children aged 0- 11 and 26.2% of all adults are classed as obese. Child rates also increase significantly between reception and Year 6, by which time more than one third of children (34.2%) are either overweight or obese. These figures support the need to generate more interest and participation in physical activity within the District.

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Health costs of physical inactivity

44. The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers to be attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England.
45. The annual cost to the NHS of physical activity in Wyre Forest is estimated at £1.8m². When compared to regional and national costs per 100,000, Wyre Forest is 1.3% above the national and 4.3% below the regional respective averages.

Population projections

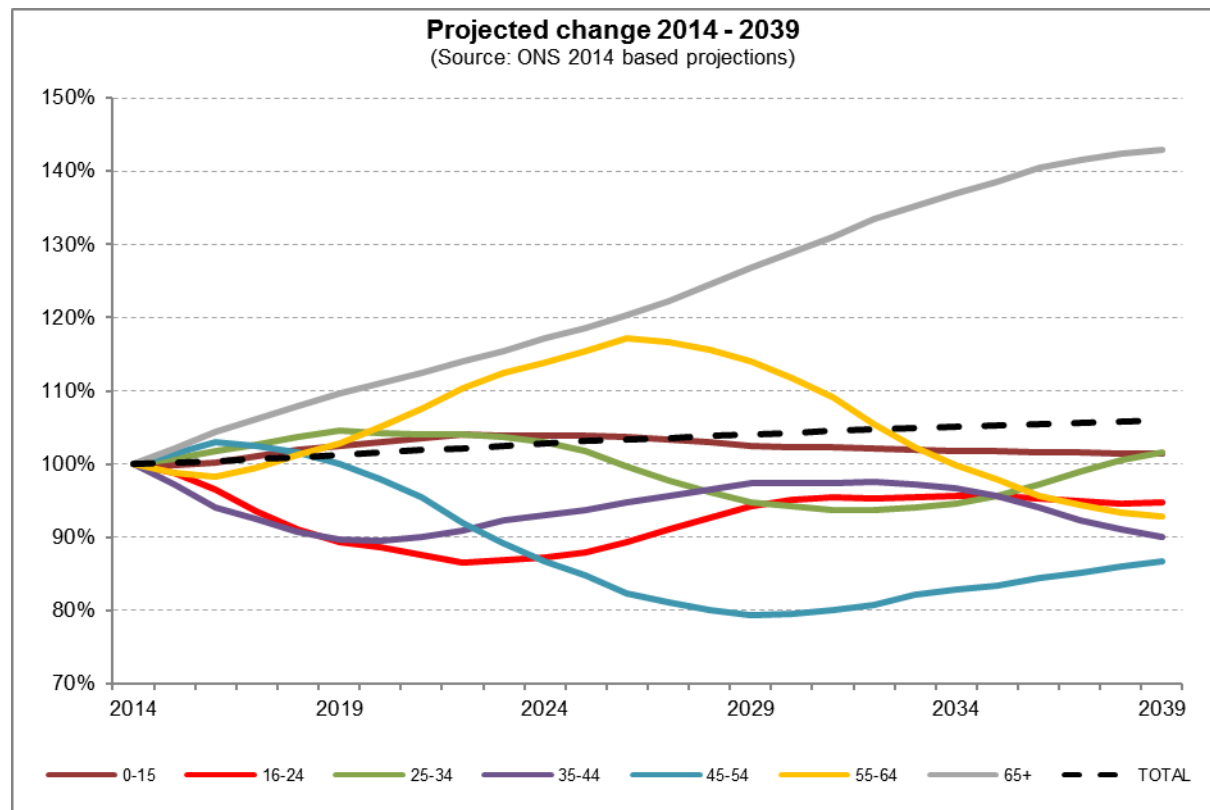
Strategic planning: Change over 25 years (2014 to 2039)

46. At strategic and operational levels plans to increase levels of physical activity cannot be set in stone; they need to be flexible and respond to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 5.9% in Wyre Forest population (+5,880) over the 25 years from 2014 to 2039. Over this extended timeframe fluctuations are seen at different points across the majority of age groups with population change acting more like a wave than a straight line (see figure 2.6). For example, the number of 16-24 year olds falls by c.8.9% between 2014 and 2027 before rising again to 3.7% less than its 2014 baseline by 2039. Key points are outlined below:
 - ◀ There is a predicted decline in the number of 16-24 year olds, -8.9% in the first period (-833) followed by growth back to -3.7% (-344) in the second period. Consequently Sport England's target of '*increasing the number of 14-25 year olds playing sport once a week*' may prove difficult during the first period in which numerical stasis would represent a marginal increase in participation rates.
 - ◀ The 35-44 year olds follow a similar decline and then increase over the period.
 - ◀ There is a continuous increase in the number of people aged 65+ and a need to consider varying sports offers for this group. This represents an increase of +22.3% (+5,169) in the first period continuing to rise by a further +20.7% (+4,774) between 2027 and 2039. While the age group represented 23.4% of Wyre Forest's population in 2014 it is projected to be 31.6% of the total by 2039 - this is just under a third of the population.
 - ◀ The 0-15 year olds are fairly static over the period with minimal increases due to any specific rise in childbirth throughout the period.

² Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for LAs by TBR

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Figure 2.6: Projected population change (2014 -2039)



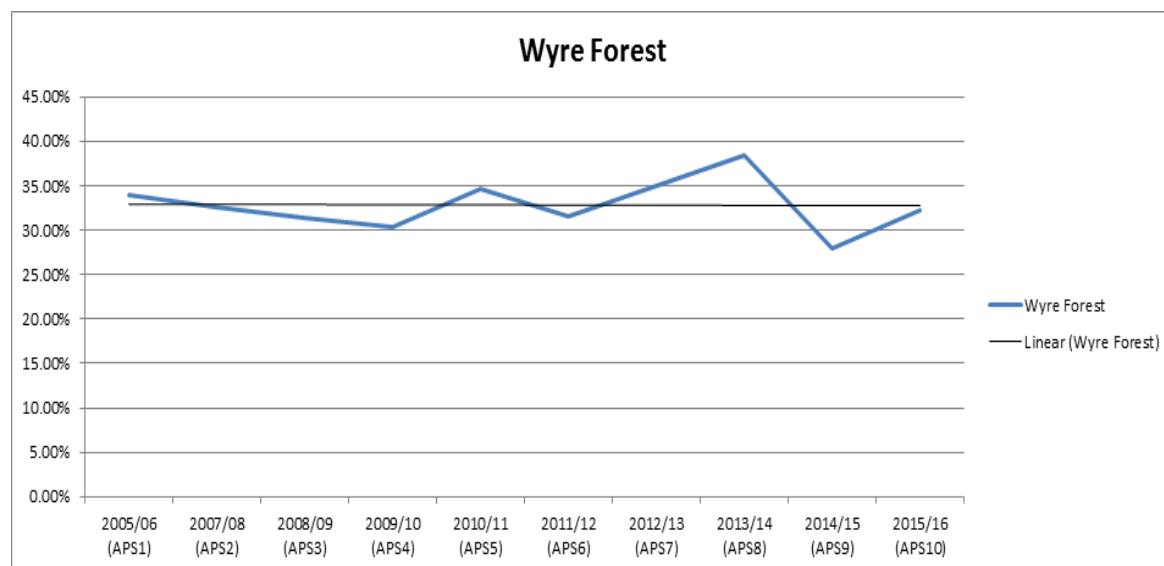
Activity levels

Active People Survey

47. Active People was the largest survey of sport and active recreation in Europe and ran annually for nine years culminating with APS10 December 2016). APS collected data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covered volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. In respect of APS 10 for Wyre Forest. Key findings include:
- ▶ Participation – over a third (32.2%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was slightly below both the national (36.1%) and regional averages (33.8%).
 - ▶ Sports club membership - (22.7%) are members of a sports club, based on the four weeks prior to the AP survey. This is slightly above both the national (22.2%) and regional rates (21.4%).
 - ▶ Sports tuition - (10.8%) of adults received sports tuition during the 12 months prior to the AP survey. This was below both the regional (15.3%) and national averages (15.6%).
48. It is also useful to analyse trends between different surveys. Figure 7 presents data from all APS's in Wyre Forest, which was undertaken from 2005 to 2016 (incorporating APS10). Data shows there has been fluctuations over the last 10 years, however there was a significant drop between 2013 and 2014. Participation rates then increased to normal levels.

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Figure 2.7: Active Survey – Wyre Forest (APS1-9)



Active Lives Survey

49. Active Lives is the successor survey to Active People undertaken from mid-November 2015 to mid-November 2016 and incorporates a broader definition of Sport & Physical Activity including walking, cycling for travel and dance. It also reports on behaviours over a twelve month rather than four week period. Active Lives includes a measure of inactivity which identifies that 19.8% of adults aged 16+ in Wyre Forest are doing less than 30 minutes moderate intensity activity per week. On this measure Wyre Forest is performing better than the regional (24.1%) and national (22%) averages. Meanwhile 70.1% of adults were recorded as being 'active' or undertaking more than 150 minutes of moderate intensity activity per week meaning that Wyre Forest is again performing better than regional (62.8%) and national (64.5%) levels.

The most popular sports

50. The Active People survey and SE segmentation also makes it possible to identify the top sports within Wyre Forest. As with many other areas, swimming and cycling are among the most popular activities and are known to cut across age groups and gender; around one in eleven adults in the District go swimming at least once a month (on average). The next most popular activity is cycling; which 8.0% of adults do on a relatively regular basis. Both sports are above the regional averages, however they are below the national average. This data is presented in the table below.

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Table 2.3: Most popular sports in Wyre Forest (Source: SE Area Profiles)

Sport	Wyre Forest		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.1	8.8 %	371.4	8.2 %	4,132.7	9.5 %
Cycling	6.4	8.0 %	351.6	7.7 %	3,771.8	8.7 %

Sporting segmentation (Data source: Market segmentation, Sport England)

51. Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Wyre Forest indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 10.1% (8,041) compared to a national average 8.6%. Their favourite sports are cycling, visiting the gym and swimming.
52. The second largest segment is Early Retired Couples which constitutes 9.3% of the population. This is above both the regional (6.47%) and the national rates (6.77%). Again, their favourite sports are visiting the gym, swimming and cycling. Table 2.5 lists the top three Sport England Segments.

Table 2.4: Wyre Forest's Sport England Segmentation Data

Segment, description and its top three sports nationally				
Comfortable Mid-Life Males	Philip		8,041	Wyre Forest
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.			10.08%	
			8.67%	West Midlands
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%	England
Early Retirement Couples	Roger & Joy		7,474	Wyre Forest
Free-time couples nearing the end of their careers (aged 56-65).			9.37%	
			6.47%	West Midlands
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.77%	England
Retirement Home Singles	Elsie & Arnold		7,086	Wyre Forest
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.			8.88%	
			9.05%	West Midlands
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	7.97%	England

Summary of District Profile

53. Wyre Forest has a total population of 99,503 (2015 mid-year estimate) with the majority of the population living in the main towns of Kidderminster and Stourport. 23% of the District's population live in the 20% most deprived areas in England.
54. The District will see its population increase by approximately 6% over the next 25 years. However, more importantly than the population increase is the change in population profile which will see a 43% increase in residents aged 65+.
55. Wyre Forest also needs to address its poor participation levels in sport and physical activity (which is below the national and regional averages) and contributes to its relatively higher costs of physical inactivity, which is currently costing the NHS £1.8 million per annum.

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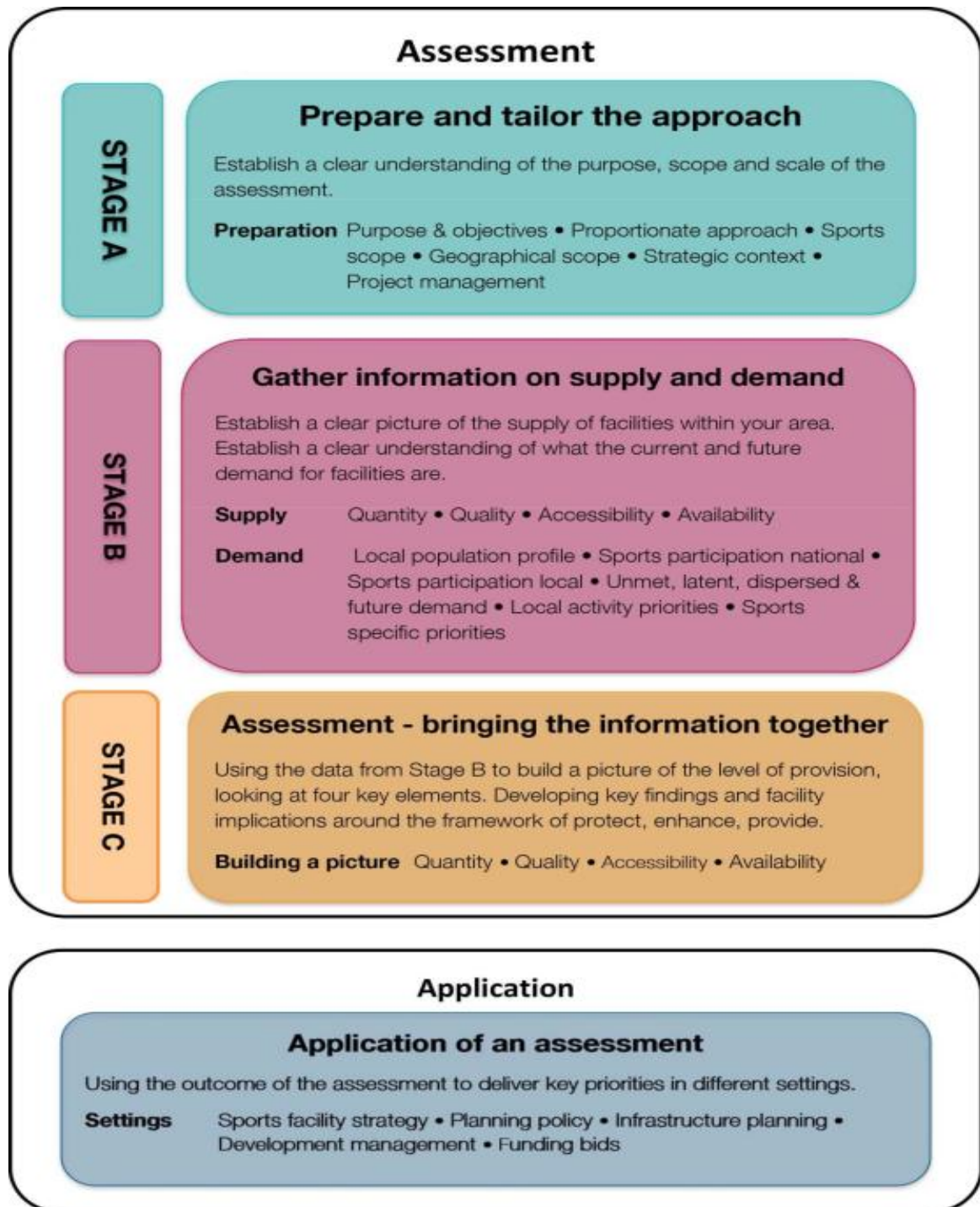
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1 Methodology

56. The assessment of provision is based on the Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities

Figure 3.1: Recommended approach



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57. This provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has primarily been produced to help (local authorities) meet the requirements of the Government's NPPF, which states that:
58. *'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.'* (NPPF, Paragraph 73)
59. The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, so as to enable it to be assessed for adequacy. Demand background, data and consultation is variable, depending upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and get some very detailed local information. This is evident within the demand section.
60. The report considers the distribution of and interrelationship between facility types in the District and provides a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

Catchment areas

61. Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. This problem has been overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (and is a model used by Sport England). This, coupled with KKP's experience of working with leisure facilities and having completed such assessments for similar local authorities, has enabled the identification of catchment areas for sports halls as follows:

Table 3.1: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minute walk/ 20 minute drive
Swimming pools	20 minute walk/ 20 minute drive
Indoor bowls centre	20 minute drive
Indoor tennis centres	20 minute drive

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3.2 Site visits

62. Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This adds value as it not only enables access to be gained to all areas of a venue, but also allows more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is, in essence, a 'snapshot' visit) gathers accurate insight into the general user experience.
63. Site visits to key indoor facilities, those operated by other partners and the voluntary sector were undertaken. Through the audit and via informal interviews with facility managers, a 'relevance' and 'condition' register was compiled which describes (e.g.):
- ◀ Facility and scale
 - ◀ Usage/local market
 - ◀ Ownership, management and access arrangements (plus, where available, facility owner aspirations)
 - ◀ Management, programming, catchments, user groups, gaps
 - ◀ Location (urban/rural), access and accessibility
 - ◀ Condition, maintenance, existing improvement plans, facility 'investment status' (lifespan in the short, medium and long term)
 - ◀ Existing/ planned adjacent facilities
64. Assessment forms capture quantity and quality data on a site by site basis and feed directly into the main database allowing information to be stored and analysed. Quality assessments undertaken are rated in the following categories. These ratings are applied throughout the report, regardless of facility type.

Table 3.2: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
Good	Facility is assessed as being new or recently invested, up to date, well maintained, clean and well-presented and generally no older than ten years. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. The facility is well lit with a modern feel. Ancillary facilities are welcoming, new or well maintained, fit for purpose, modern and attractive to use.
Above average	Facility is in reasonable condition, well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but may show signs of age and some wear and tear.
Below average	Facility is older and showing signs of age and poor quality. Fixtures, fittings, equipment and sports surfaces are showing signs of wear and tear. The facility is usable but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
Poor	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

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65. Ratings are based on a non-technical visual assessment carried out by a KKP assessor. Assessments take into account the age of the facility and condition of surfaces, tiles and walls. Line markings and safety equipment are rated, any problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at all sites with main sports facilities, such as a three court or larger sports hall.

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SECTION 4: SPORTS HALLS

66. Indoor multi-purpose sports halls are one of the prime sports facilities for community sport as they provide venues suitable to allow a range of sport and recreational activities to be played. The standard methodology for measuring sports halls is the number of badminton courts contained within the floor area.
67. Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also has sufficient length to accommodate indoor cricket nets and indoor athletics, as such offering greater sports development flexibility than its 3-court counterpart.
68. Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day needs. They may also provide the option for more than one pitch/court which increases flexibility for both training and competition and, for example, enable the hosting of indoor central venue leagues for sports such as netball. This assessment considers all facilities in Wyre Forest that comprise 3+ badminton courts in line with Sport England's ANOG. Halls that function as specialist venues, such as dance studios are excluded.

4.1 Supply

Quantity

69. The audit and quality assessments identify that there are 23 sports halls with the equivalent of 51 badminton courts (when considering **all** sports halls in Wyre Forest i.e. they have at least one badminton court). Of these, 10 have three courts or more. A list of all the sports halls (and the number of courts) can be found in Table 4.1 overleaf.
70. As Figure 4.1 illustrates, there is a spread of sports halls throughout the District with both the more densely populated and rural areas well serviced. There are six sites located in and around Kidderminster Town Centre. Within the rural communities, Wolverley CE Secondary School serves as the main sports hall which serves the northern rural community, and Chaddesley Corbett and Winterfold House Schools serve the rural eastern areas. However, it would appear that the southern part of the District (i.e. Stourport area) is less well served by sports hall provision.

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Figure 4.1: All sports halls in Wyre Forest

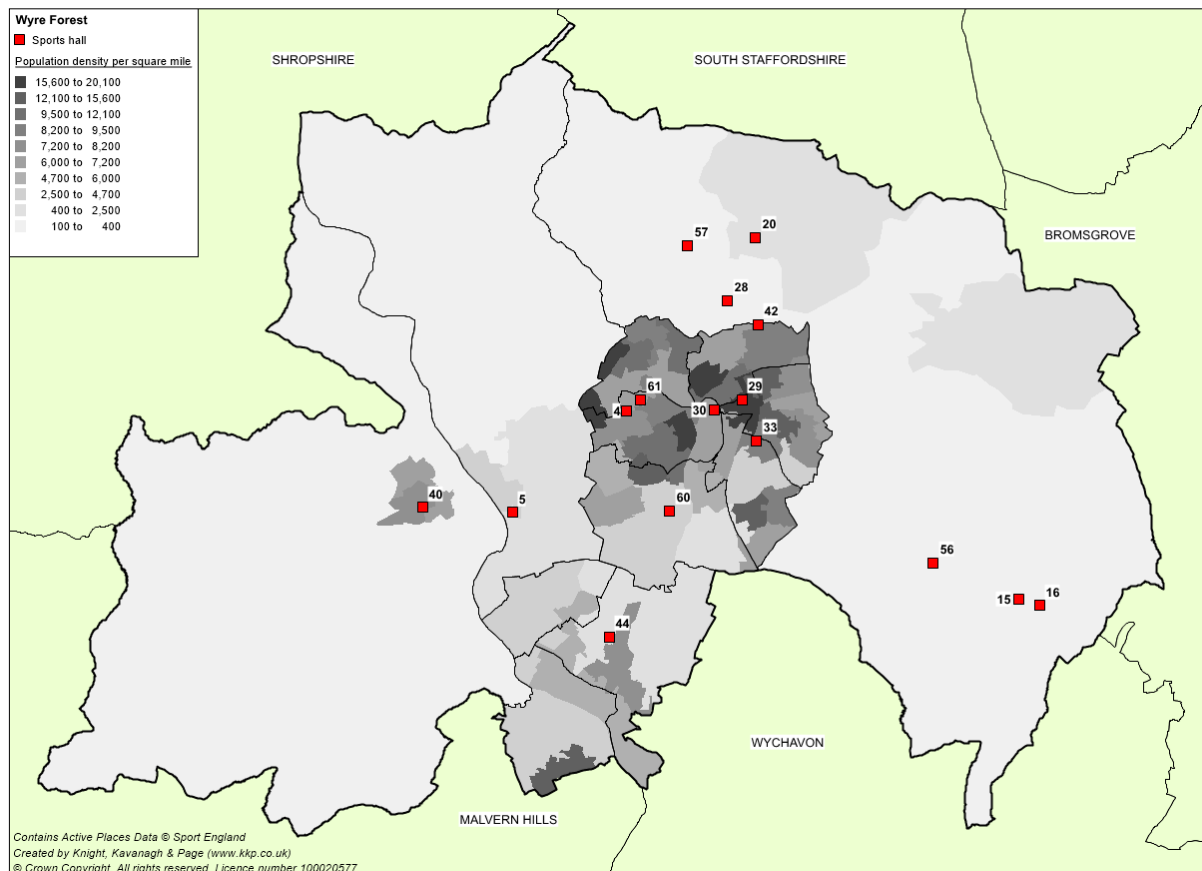


Table 4.1: All Sports halls in Wyre Forest, including the number of courts

Site ID	Site name	No. of courts	Community use?	Condition	Changing condition
4	Baxter Business & Enterprise College	4	Yes	Poor	Poor
4	Baxter Business & Enterprise College	1	Yes	Above average	Poor
5	Bewdley Leisure Centre	3	Yes	Below average	Below average
15	Chaddesley Corbett Endowed Primary School	1	Yes	Above average	Above average
16	Chaddesley Corbett Endowed Primary School	4	Yes	Above average	Above average
20	Cookley Playing Fields	1	No	Not assessed	Not Assessed
28	Heathfield School	3	No	Poor	Poor
29	Holy Trinity School	1	NA	Not assessed	Not Assessed
29	Holy Trinity School	1	NA	Not assessed	Not Assessed
30	Kidderminster & District Youth House	4	Yes	Below average	Below average
33	King Charles I Secondary School	4	Yes	Below average	Below average

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Site ID	Site name	No. of courts	Community use?	Condition	Changing condition
33	King Charles I Secondary School	1	Yes	Below average	Below average
33	King Charles I Secondary School	0	Yes	Below average	Below average
40	St Annes C.E. Primary School	1	No	Not assessed	Not Assessed
42	St Oswalds C.E. Primary School & Nursery	1	No	Not assessed	Not Assessed
44	Stourport High School	1	Yes	Good	Good
44	Stourport High School	1	Yes	Good	Good
44	Stourport High School	4	Yes	Good	Good
56	Winterfold House School	4	Yes	Below average	Below average
57	Wolverley CE Secondary School	4	Yes	Below average	Below average
57	Wolverley CE Secondary School	1	Yes	Below average	Below average
60	Wyre Forest Leisure Centre	6	Yes	Good	Good
61	Wyre Forest Special School	0	NA	Not assessed	Not Assessed
Total number of courts		51			

**this table identifies all known spaces prior to their exclusion once the ANOG methodology is applied where only 3 court spaces and above are considered.*

Quality

71. In complying with the ANOG methodology, a quality assessment was carried out at all 3+ court (available sites). Centres to which the assessment applies are shown overleaf. Heathfield School was also removed from the assessment as it does not provide community use.
72. The majority of the sports hall stock in Wyre Forest is either below average or poor. Of the ten sites with 3+ court sports halls, three are classed as poor and five are classed as below average. The low scoring may reflect the age of the sports halls and the high utilisation rates within each facility. Only Stourport High School and the new Wyre Forest Leisure Centre are rated as good quality.
73. Given that the majority of poor and below average sports halls are located on education sites it is recommended that Wyre Forest District Council and Worcestershire County Council to work in partnership with respective academies to ensure that the quality of sports halls are improved in the longer term not only for pupils but also the community.
74. Wyre Forest Leisure Centre is a new facility, following the closure of both Stourport Sports Centre and Wyre Forest Glades Leisure Centre. The Leisure Centre opened in July 2016 at a cost of £11.9 million, with support from Sport England of £2 million. The new facility comprises a six-court sports hall, six lane 25m swimming pool, teaching pool with moveable floor, fitness suite, dance studios, climbing wall and small-sided outdoor pitches. It also has a cafe with viewing areas, a double height children's adventure play area, a health suite with sauna and steam rooms and free parking.

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75. Given that Wyre Forest Leisure Centre replaced two facilities, its location seeks to serve both the Kidderminster and Stourport communities and as such is not located within the heart of either key population centre. Therefore, residents of each town are required to travel to access the facility.

Figure 4.2: Sports halls – 3+ courts, community use only, by condition (10 in total)

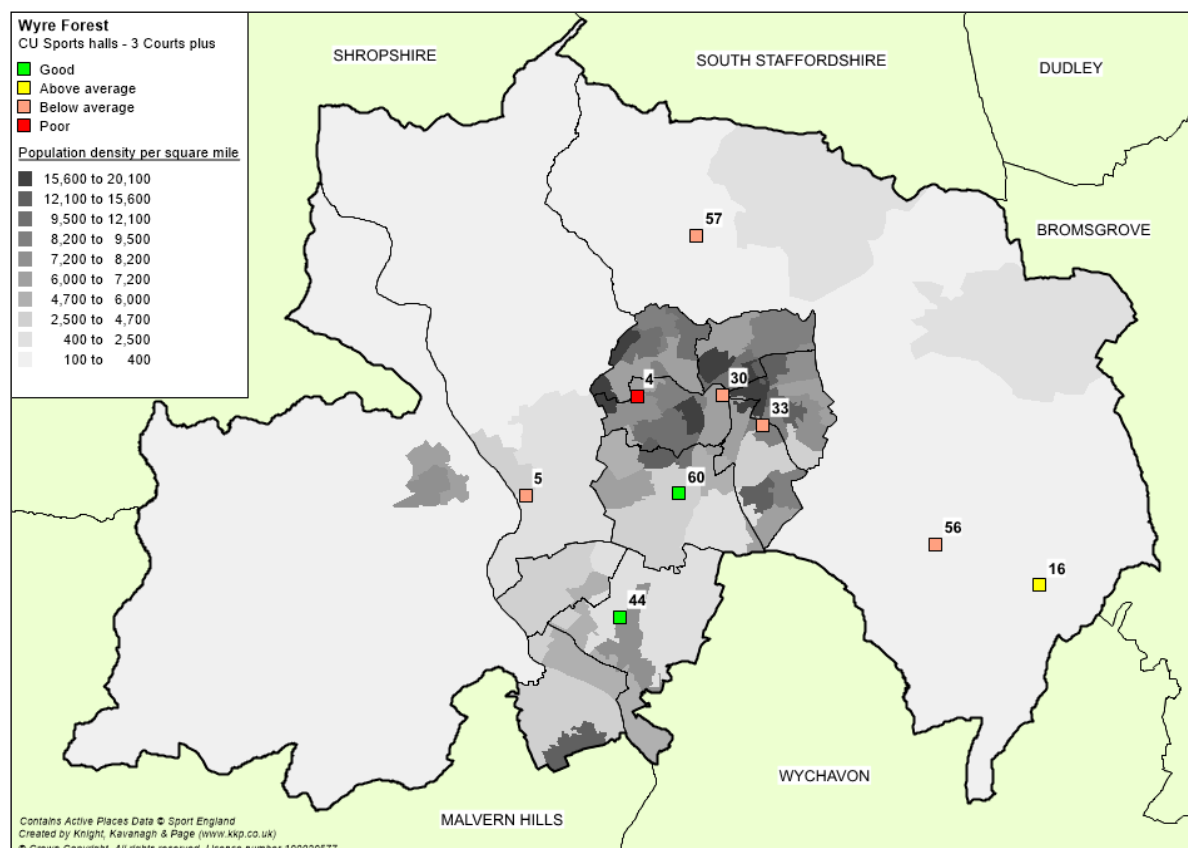


Table 4.2: Sports halls – 3+ courts, community use only, by condition (five in total)

Site ID	Site name	No. of courts	Community use	Condition	Changing condition
4	Baxter Business & Enterprise College	4	Yes	Poor	Poor
5	Bewdley Leisure Centre	3	Yes	Below average	Below average
16	Chaddesley Corbett Endowed Primary School	4	Yes	Above average	Above average
30	Kidderminster & District Youth House	4	Yes	Below average	Below average
33	King Charles I Secondary School	4	Yes	Below average	Below average
44	Stourport High School	4	Yes	Good	Good
56	Winterfold House School	4	Yes	Below average	Below average
57	Wolverley CE Secondary School	4	Yes	Below average	Below average
60	Wyre Forest Leisure Centre	6	Yes	Good	Good
Total number of courts		37			

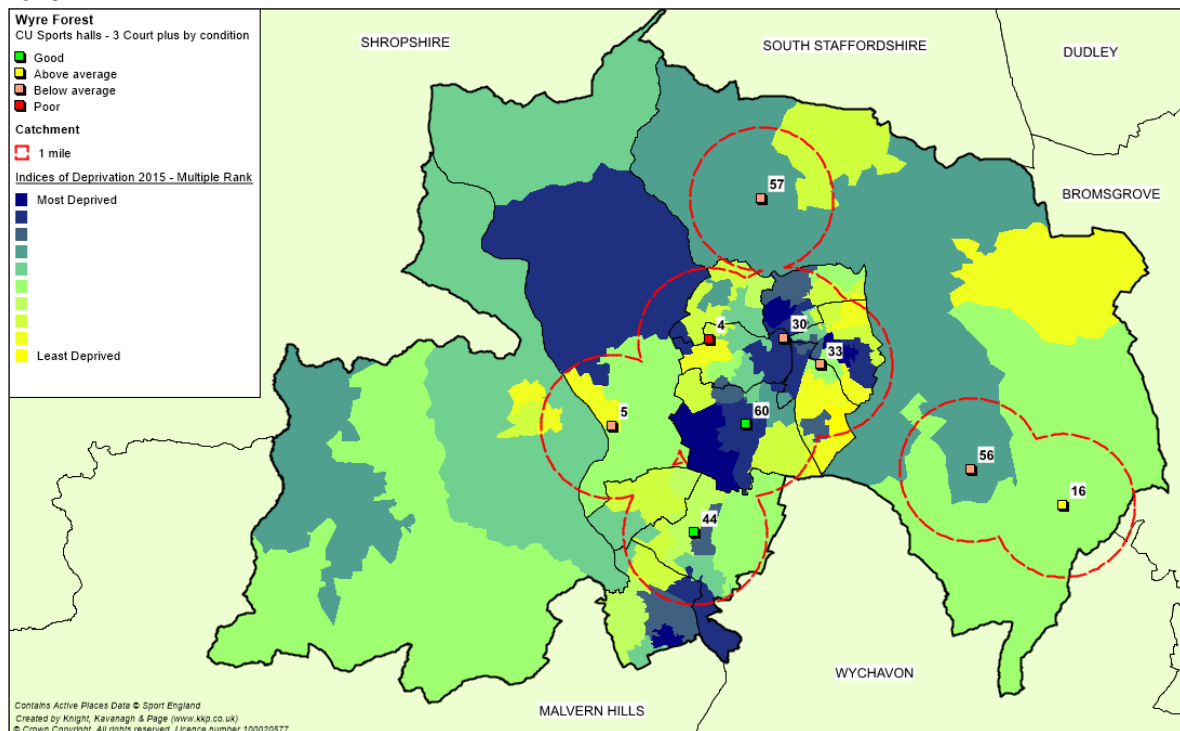
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Accessibility

76. Figure 4.3 and Table 4.3 (below) indicate that 70% of the population lives within a 20 minute walk of a 3+ court sports hall. Residents who reside in the outer fringes, particularly in the south of the District, do not live within a one mile catchment of 3+ court sports hall. It is also clear from figure 4.3 that this is also a key area of deprivation within the District.
77. Over one in five (22.6%) of the population of Wyre Forest live within the most deprived areas of the country. Of this cohort, almost 20% reside outside a one mile radial catchment of a sports hall. It is clear that this relates to residents living in the south of Stourport.

Figure 4.3: 3+ court sports hall within one mile radial catchment with condition using IMD 2015



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Table 4.3: IMD analysis by 20 min walk time catchment of 3+ courts

IMD 2015 10% bands	Wyre Forest		Sports Hall (3 Court+) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	7,865	8.0%	6,422	6.5%	1,443	1.5%
10.1 - 20	14,357	14.6%	11,548	11.8%	2,809	2.9%
20.1 - 30	9,109	9.3%	7,560	7.7%	1,549	1.6%
30.1 - 40	8,721	8.9%	4,213	4.3%	4,508	4.6%
40.1 - 50	13,790	14.1%	8,536	8.7%	5,254	5.4%
50.1 - 60	11,011	11.2%	6,964	7.1%	4,047	4.1%
60.1 - 70	4,417	4.5%	2,862	2.9%	1,555	1.6%
70.1 - 80	18,129	18.5%	14,479	14.8%	3,650	3.7%
80.1 - 90	9,379	9.6%	5,704	5.8%	3,675	3.7%
90.1 - 100	1,296	1.3%	1,127	1.1%	169	0.2%
Total	98,074	100.0%	69,415	70.8%	28,659	29.2%

Availability and facility management

78. The audit identifies a range of organisations managing Wyre Forest's sports hall facilities. A full list of facility management is listed below:
- ✦ Wyre Forest Leisure Centre and Bewdley Leisure Centre- Places for People Leisure Ltd
 - ✦ Stourport High School- Del Sports (Private Company)
 - ✦ Baxter Business & Enterprise College- In house
 - ✦ Chaddesley Corbett Endowed Primary School- In house
 - ✦ Kidderminster & District Youth House- In house
 - ✦ King Charles I Secondary School- In house
 - ✦ Winterfold House School- In house
 - ✦ Wolverley CE Secondary School- In house
79. All educational sites are available in the evenings and weekends. Wyre Forest LC and Kidderminster and District Youth House provide over 60 hours per week of available community use. The Youth House has a remote access system which allows 24h hour access and has a positive relationship with BME community, particularly those who work in the restaurant/taxi industry. It is not uncommon for the Bangladeshi community to be playing badminton in the Youth House at 2am which does allow participation in a community which is sometimes difficult to engage with.
80. Chaddesley Corbett Endowed Primary School does allow community access, however, due to its rural location the school struggles to attract local clubs/groups wishing to hire its facilities.

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Table 4.4: 3+ sports halls with community use and the sports offered at each venue

Community use hours	Site	Number of courts	Main sports played
30 hours+	Baxter Business & Enterprise College	4	Badminton, indoor football.
	Bewdley Leisure Centre	3	Badminton, indoor football
	Chaddesley Corbett Endowed PS	4	No sports played
	King Charles I Secondary School	4	Football, indoor cricket
	Stourport High School	4	Gymnastics, Indoor football, Indoor cricket, Archery, Badminton, Table Tennis
	Winterfold House School	4	Badminton, Archery, Fencing, Indoor football
	Wolverley CE Secondary School	4	Indoor football, Indoor cricket, Indoor rugby
40 hours+	Wyre Forest Leisure Centre	6	Badminton, Indoor cricket, taekwondo, disability gymnastics, indoor bowls, boccia, curling, and box hockey, GP active referral programme, various others.
	Kidderminster & District Youth House	4	Basketball, badminton, indoor football.

Neighbouring facilities

81. Accessibility is also influenced by facilities located outside the local authority boundary. Three 4+ court sports halls are located within two miles of Wyre Forest's border, one in Malvern Hills, one in South Staffordshire and two in Bromsgrove.
82. Consultation identified that a number of clubs from Wyre Forest use both the Haybridge Sports Centre (Haybridge High School) and Hagley Catholic High School for their activity. These include the Roberts Badminton Club (Blakedown) and Blakedown Football; therefore, it is recognised that these sites are important to residents in Wyre Forest. During consultation, both Sports halls were visited and are classed as above average and provide community use on a dual use basis.

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Figure 4.4: 3+ court sports halls within Wyre Forest and 4+ court sports halls within two miles of Wyre Forest

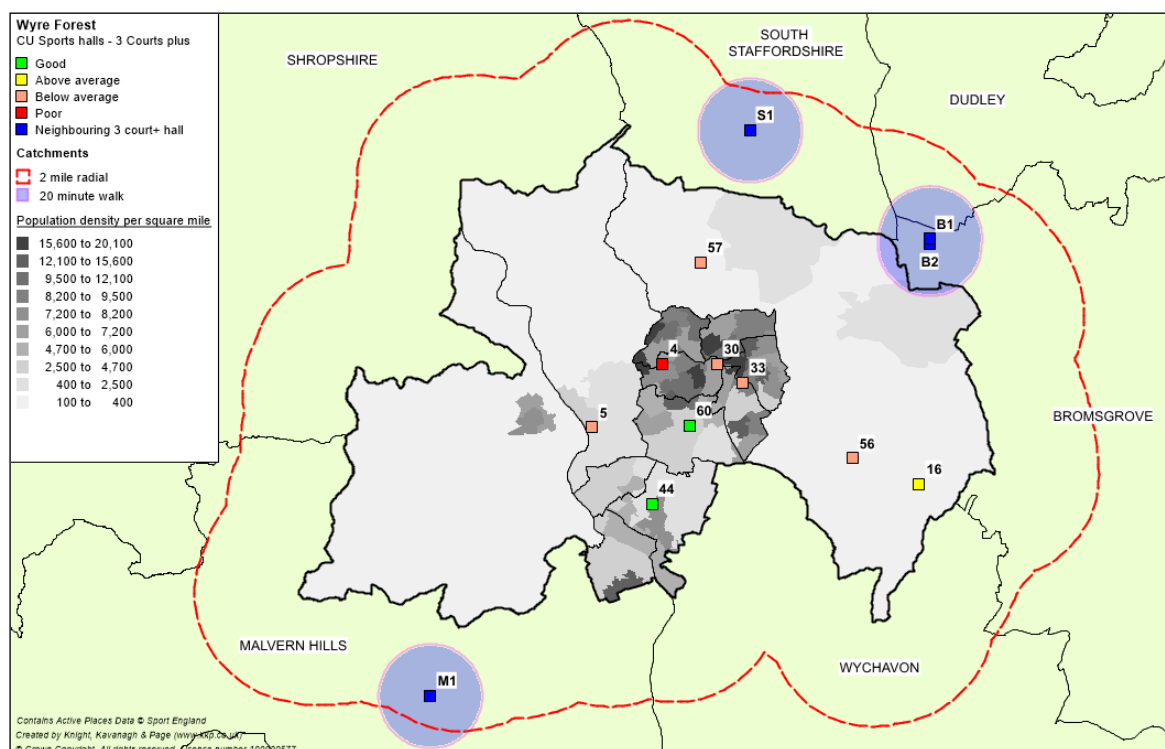


Table 4.5: Indoor sports halls (3+ courts) within two mile boundary of Wyre Forest

Map ID	Active Places site name	Number of courts	Access type	Local authority
B1	Haybridge Sports Centre	4	Pay and Play	Bromsgrove
B2	Hagley Catholic High School	4	Sports Club / Community Association	Bromsgrove
M1	Abberley Hall School	3	Sports Club / Community Association	Malvern Hills
S1	Kinver High School	4	Sports Club / Community Association	South Staffordshire

Future supply and potential developments

83. There are currently no plans to increase the capacity of indoor and built sports facilities in the District, however, Kidderminster & District Youth House has an aspiration to double its sports hall provision to an eight court hall. It should be noted that this is an aspiration at this stage and no feasibility study has been undertaken or funding secured for the project. The organisation realises, however, this would need to be self-financed, and is currently investigating financing options.
84. The proposed housing developments (identified in the Local Plan) and associated population growth (highlighted in the Infrastructure Plan) will put pressure on existing facilities.

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Summary of supply

85. The majority of the leisure centre stock in Wyre Forest is either below average or poor, with two sites classed as good and one classed as above average. Therefore, the quality of the supply is a significant challenge for both District and County Councils (and respective academy schools) in relation to education and community use.
86. It is appropriate to note that all sports halls in the District are available for community use, with the only facility not reporting any utilisation being Chaddesley Corbett Endowed Primary School. This is solely down to the school's rural location and limited demand rather than the school not being willing to make the facilities available.
87. It must also be noted that (at the time of writing), the Wyre Forest Leisure Centre has only recently opened and Places for People Leisure Ltd is still in negotiation with a number of sports clubs to establish regular use at the facility.
88. It is also noted that there is unused space at Bewdley Leisure Centre (i.e. a former youth club) which could be brought into use for sport and physical activity purposes.

4.2 Demand

89. APS 9 suggests that, in Wyre Forest, 28% of the population undertook some kind of sport once a week, every week, with swimming the most popular sport identified by Sport England. Just over 8% of the population swim once a week. APS data consistently demonstrates that, in Wyre Forest, adults over the age of 55 are the largest two cohorts of participants in physical activity. Market Segmentation data identifies these groups as: Phillip (10.1%) and Roger and Joy (9.3%) who are predisposed to taking part in health and fitness, swimming and cycling.

Table 4.6: Most popular sports in Wyre Forest (Source: SE Area Profiles)

Sport	Wyre Forest		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.1	8.8 %	371.4	8.2 %	4,132.7	9.5 %
Cycling	6.4	8.0 %	351.6	7.7 %	3,771.8	8.7 %

90. It is also worth noting that in developing the new Wyre Forest Leisure Centre the Council and Sport England undertook a range of Facilities Planning Model runs and scenario tests to determine that the specification and facility mix for the new facility was sufficient to meet local demand. It also enabled the Council to rationalise two facilities and to develop the new facility knowing that (according to the FPM) it was providing sufficient facilities for the resident population.

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NGB and Club Consultation

Badminton

91. Badminton England is in the process of developing its new National Facilities Strategy, however the 2012-2016 vision is 'that everyone in England should have access to a badminton court that enables them to play at the right level - for them'. APS data indicates that Badminton participation (once a week participation: 1x30 minutes for ages 16+) has fallen by c. 10% to 490,200 nationally in the last two years. Badminton England works within a framework to try and increase participation through the following programmes:
- ✦ **Play Badminton:** working with leisure operators to increase casual badminton participation, increase court usage and increase income. Supported by BE staff and national marketing and encompasses several ways to play using an audit process to identify appropriate sites and operators to work with across the regions.
 - ✦ **No Strings Badminton:** social play and play weekly sessions - ideal for casual players of all abilities (ages 16+), led by a friendly, welcoming session co-ordinator.
 - ✦ **Essentials:** beginners coaching courses. Learn all the badminton basics at a relaxed pace with beginners coaching sessions over 6-8 weeks, led by BE qualified coaches.
 - ✦ **Battle Badminton:** casual competition leader boards; find new players (ages 18+) to play socially in matches where you pick the venue, set the rules and record your results online to earn points and rise the ranks in local and national leader-boards.
 - ✦ **SmashUp!** badminton for young people. Court time for 12-16 year olds where they can get involved with fun, big hitting badminton challenges with music and mates.
92. To support these programmes, Badminton England has developed Community Badminton Network areas (CBN). This is a network of clubs, education establishments, local authorities, leisure sites, county sports partnerships and county badminton associations that are supported by Badminton England to drive up participation. There is an expectation that participation in these areas would be higher on average. Badminton England's Facilities Strategy proposes that Wyre Forest will be a CBN, with a performance centre located within the district, however there is no timescale to indicate when this will happen or which facilities will be the focus for badminton activity. Currently the nearest performance centres are in Worcester and Birmingham.
93. Local consultation indicated that badminton is well supported in the District. There are currently two clubs, both affiliated to Badminton England. These are Kidderminster Badminton Club (KBC) and Wolverley Badminton Club (WBC). Both clubs compete in the Worcester and Cradley Leagues. KBC is the larger of the two clubs with c. 40 members and currently has 10 competitive teams. The club trains at Baxter College two nights a week, which it is satisfied with.
94. Wolverley Badminton Club used to train at Wolverley C of E Secondary School; however, due to increasing hall hire costs the club was forced to move to Winterfold School. WBC has c. 30 members and four competitive teams. Bewdley Colts is the junior badminton club in the District. The club trains at Bewdley Leisure Centre with the aim of developing talent. The club is run by a number of volunteers with the main aim of identifying talent and progressing individuals to local senior clubs or the performance centre in Worcester. The club works closely with Bewdley Secondary School providing a positive school-club link.

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95. Although there is a positive structure in place for the delivery of the sport in the District, all clubs would like to see a performance centre located within the District which is dedicated to Badminton. The nearest ones are either in Birmingham or in Worcester. This is also recommended in the Hereford and Worcester Sports Facilities Framework.

Table 4.7: Market segmentation – badminton and likely target audiences

Badminton	
♦	2.2% (1,760) of people currently play badminton and a further 1.9% (1,533) indicate that they would like to, giving an overall total of 4.1% (3,294).
♦	4.5% of Ben's play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.
♦	The groups with the largest of the local population playing badminton are the Tim's (15.5%) and Philip's (14.4%).
♦	The groups with the most people who would like to play are Philip (12.5%) and Tim (11.2%).
♦	The main group to target, for additional players due to size and interest is, therefore Philip.

Basketball

96. British Basketball (BB) latest strategy; Transforming Basketball in Britain Together 2016-2028 aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball communities.
97. It understands the sport's dependence on the availability of affordable indoor facilities and equipment. For it to maintain and grow both formal and informal participation, it needs ongoing development of a comprehensive network of indoor facilities. It is, therefore, working alongside partners to create affordable, accessible and suitable indoor facilities to meet the demand for court-time to play and to practice, thereby increasing participation and improving performance. Accessing indoor basketball courts remains one of the biggest challenges in BB's efforts to develop the sport at all levels.
98. Affiliated clubs are important in delivering regular participation opportunity and play a part in both participation and talent programmes. Accordingly, increased club access to indoor basketball facilities (with multiple courts) will be required to deliver its planned outcomes for participation via programmes including, satellite clubs, Premier league 4 Sport and Talent Development.
99. Access to secondary school indoor basketball facilities is of prime importance as BE seeks to take advantage of Sport England's commitment to open up school facilities for local community use. The recent State of the Nation Report on sports halls from Sport England showed that 76% are located on educational sites. As well as improving access to existing indoor sports facilities BE is continuing to develop capital projects, building facilities with multiple basketball courts for use by clubs to boost participation and drive talent outcomes.
100. The only basketball club in the District is Kidderminster Flames Basketball Club. It currently trains at Kidderminster House Youth Service once a week and competes in the West Midlands League. The club currently has 12 full time members and is struggling to generate further interest in the sport as all members work full time and struggle to dedicate additional time to the club.

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101. The Club acknowledges it needs to undertake a number of outreach programmes to generate interest, particularly in schools, however, it does require assistance to generate funding for equipment and kit.

Table 4.8: Market Segmentation- basketball and likely target audiences

Basketball	
◀	0.6% (458) of people currently play basketball and a further 0.4% (300) indicate that they would like to, giving an overall total of 1.0% (759).
◀	3.4% of Ben's play basketball, which is the largest proportion of any group playing basketball, closely followed by the Jamie segment at 2.7%.
◀	The groups with the largest of the local population playing basketball are the Ben's (26.2%) and Jamie's (17.7%).
◀	The groups with the most people who would like to play are Jamie (24.0%) and Tim (21.3%).
◀	The main group to target, for additional players due to size and interest is, therefore Jamie.

Disability sports

102. Disability sports play an important role in the District's sports offer. The District Council offers a number of different programmes during the week to support adults with disabilities. These include short mat bowls, inclusive dancing, multi sports and swimming. All sessions are run from Wyre Forest Leisure Centre. Wheels for All events also take place at Stourport Sports Club throughout the year
103. Kidderminster Harriers also use the Leisure Centre to deliver training sessions for people with disabilities. It has been successful in gaining a grant from Children in Need to deliver programmes focusing on those who are Visually Impaired or have Cerebral Palsy.

Future demand

104. As outlined in the context to the study, it is projected that the overall population of Wyre Forest will rise by 5.9% (+5,880) over the 25 years from 2014 to 2039. It is also clear that there are significant population changes throughout this period with the main change being the 43% increase in 65+ year olds.
105. Wyre Forest District Council and Sport England undertook a range of Facilities Planning Model runs and scenario tests to determine that the specification and facility mix for the new Wyre Forest Leisure Centre to ensure that the facility was sufficient to meet local demand.
106. It is important to note that population change is likely to play a more significant role in future demand for sports halls rather than the population increase. The older age groups are less likely to require access to sports halls than other age groups given the range of activities generally programmed in the space. Therefore, given the previous FPM analysis undertaken and the population change it is clear that Wyre Forest has sufficient sports halls to meet any potential future demand. However, this is on the assumption that participation levels in key sports remain at a similar level and that there is capacity and willingness locally to accommodate fluctuations and specialist requirements.

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Summary of demand

107. District participation rates are below both the regional and national averages with cycling and swimming the two most popular sports undertaken. In spite of this, club consultation indicates a thriving community use offer with a variety of different sports available. These include badminton and basketball, with two affiliated badminton clubs and one affiliated basketball club. Archery, indoor bowls and indoor football are also popular sports within the network of indoor sports halls in the area.
108. Demand for disability sports is also high within the area with the District Council and Kidderminster Harriers both providing a range of sessions for disabled people.
109. Consultation with clubs and NGBs did not highlight any specific issues of latent or unmet demand for facilities/

4.3 Supply and demand analysis

110. Taking into account the current supply of facilities and the current and future levels of demand it can be ascertained that Wyre Forest has a sufficient supply of sports halls to meet current and future demand levels. This is on the basis that there are good levels of availability within all sports halls across the area and that there are no reports of clubs and organisations not being able to access facilities.
111. However, the current supply falls short in relation to quality, with the majority of sports halls being identified as below average or poor. This not only affects the quality of experience for community users, but also from an educational perspective.
112. Although there will be an increase of 5.9% in the population over the next 25 years the change in population profile is likely to counteract this increase in demand. There will be a 43% increase in 65+ year olds who make less demand on sports halls than other types of facilities. However, it is also worth noting that the population change will result in Wyre Forest having more residents who are retired. That is, they will be able to access facilities during off peak hours.
113. The key area where the Districts most deprived communities are not within 1 mile radial catchment of a sports hall is within the south of Stourport.

Conclusion

114. Wyre Forest has a sufficient supply of sports halls to meet current and future demand. However, the quality of facilities is generally poor or below average; therefore there will be a need for the Council and its partners to address the ongoing quality of facilities in future.
115. Bewdley Leisure Centre is located adjacent to the High School. The age and recent maintenance history of the centre suggests that there will be need for increased investment over the coming years to ensure that it remains fit for purpose and continues to attract current throughput levels (small refurbishment investment planned for summer 2017). The building previously had a youth facility annexed to the centre which is now closed. This could be used to extend the sport and physical activity offer at the centre.

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116. Community use of facilities is good, with a range of sports being offered. Badminton has a positive sports development structure in the District, with two clubs affiliated to Badminton England and a feeder system operating at Baxter College. In addition, there is a strong disability sports offer provided through Kidderminster Harriers blind football sessions and the WFDC sports development activity programme. Both of these are delivered at the Wyre Forest Leisure Centre.

4.5 Summary of key facts and issues

- ▶ The District has nine sports halls which offer community use. Although there are two halls which are classed as good, the quality rating of the majority are either below average or poor.
- ▶ Management of the halls vary. All educational sites are managed in house apart from Stourport High School, which is managed by a private company. Places for People Leisure, manage two of the main facilities in the District.
- ▶ Wyre Forrest Leisure Centre has the largest sports hall, with six courts. This facility is new, following the closure of two sites (Wyre Forest Glades and Stourport Sports Centre).
- ▶ Kidderminster and District Youth House provides a very flexible approach to community use, with some keyholders being able to access the facility throughout the night. This is particularly important to the BME community.
- ▶ 70% of the population resides within a 20 minute walk time of a sports hall.
- ▶ 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country. Of this cohort 80% reside within 20 minutes' walk of a sports hall. The key area where people reside outside of this catchment is in the south of Stourport.
- ▶ The community use of sports halls is good, with a varied range of clubs and bookings, including badminton, basketball, indoor football and archery.
- ▶ There is a good development structure for the sport of badminton within the District. Two clubs are supported by a strong junior section which operates out of Bewdley Leisure Centre.
- ▶ Disability sports play a prominent role in the District. There are a number of programmes available, including blind football, short mat bowls and multi sports.

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SECTION 5: SWIMMING POOLS

117. A swimming pool can be defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.
118. Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.
119. The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England
120. This assessment is concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, pools that are shorter than 20 metres in length and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation and are excluded from the assessment.

5.1 Supply of swimming pools

Quantity

121. The audit identifies 11 pools at nine sites in Wyre Forest.
122. It should be noted that prior to July 2016 the District had two stand-alone community accessible pools at Wyre Forest Glades and Stourport Sports Centre. These pools were closed with the opening of the new Wyre Forest Leisure Centre. The Council and Sport England undertook extensive Facilities Planning Modelling to determine if the new provision was sufficient to meet current demands. The key outcome of this was that in order for both to be closed, access to Holy Trinity and King Charles School pools needed to be retained.
123. Wyre Forest Leisure Centre is the only pool considered to be fully accessible for community use due to its size, mixed programme and extensive opening hours compared to the limited availability of the other venues. Pools at both King Charles and Holy Trinity, whilst smaller than those normally assessed under ANOG, are also included as they are used extensively by clubs (mainly for swimming teaching). The Feel Good Health Club pool is removed as it does not allow for community use, as it is part of a hotel health complex and only available to residents of the hotel.

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Table 5.1: All identified swimming pools in Wyre Forest

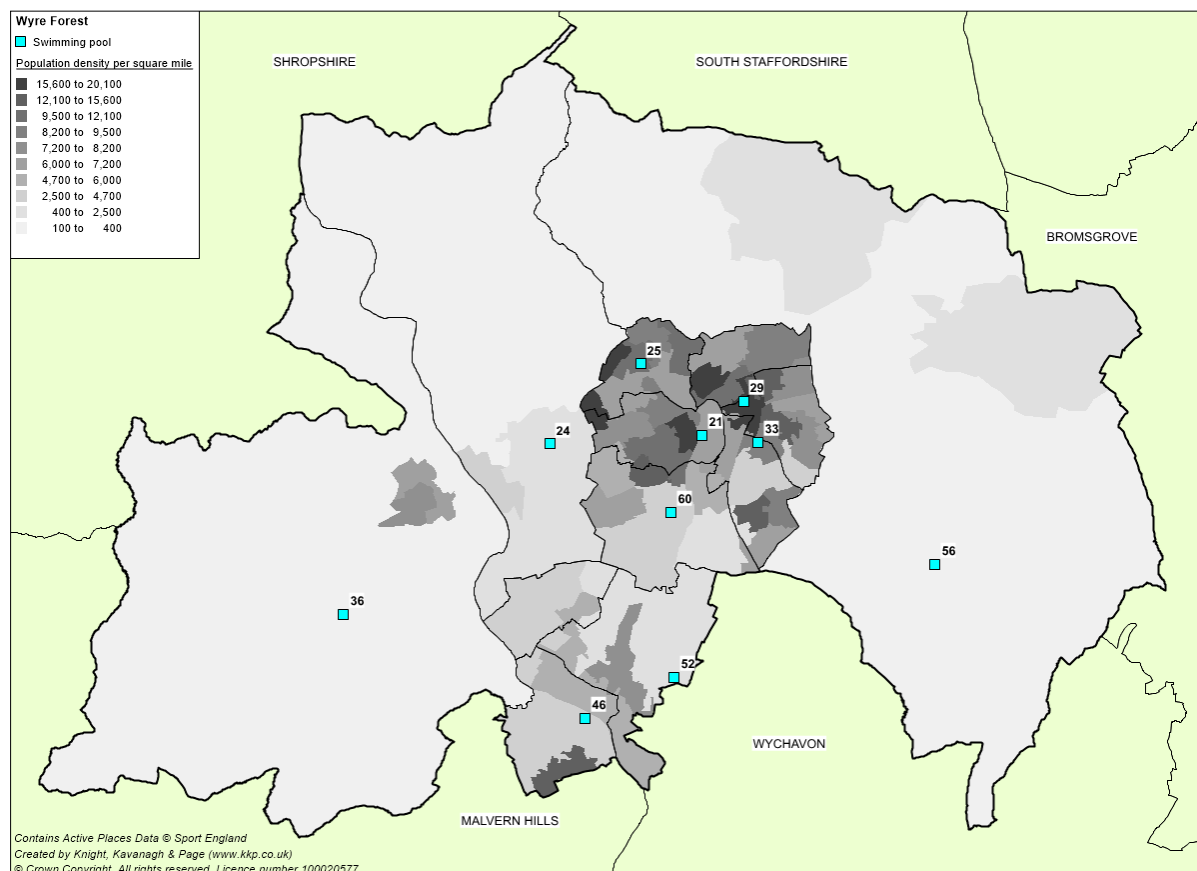


Figure 5.1: All identified swimming pools in Wyre Forest

Site ID	Site	Type	Lanes	Length
21	DW Sports Fitness (Kidderminster)	Main/General	2	20
24	Feel Good Health Club	Main/General	5	25
24	Feel Good Health Club	Learner	0	4
25	Franche Primary School	Main/General	0	15
29	Holy Trinity School	Main/General	4	23
33	King Charles I Secondary School	Main/General	4	17
36	Little Lakes Golf Club	Lido	0	20
52	Waves Health & Leisure Club	Learner	0	12.5
56	Winterfold House School	Lido	0	14
60	Wyre Forest Leisure Centre	Main/General	6	25
60	Wyre Forest Leisure Centre	Learner	5	15

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Quality

124. As part of the assessment, KKP visited main swimming pools and completed non-technical visual assessments. It is necessary to include an assessment of changing provision as this can also play a significant role in influencing and attracting users (especially the elderly, women and some BME communities). The quality ratings of the venues which allow for community use are shown in Table 5.2.

Table 5.2 Community accessible pools within Wyre Forest (set alongside quality)

Map ID	Site name	Type	Lanes	Length	Condition	
					Pool	Changing
29	Holy Trinity School*	Main	4	23	Not assessed	Not assessed
33	King Charles I Secondary School	Main/	4	17	Below average	Below average
60	Wyre Forest Leisure Centre	Main/	6	25	Good	Good
60	Wyre Forest Leisure Centre	Learner	5	15	Good	Good

**Holy Trinity school did not engage in the study and allow access to its facilities.*

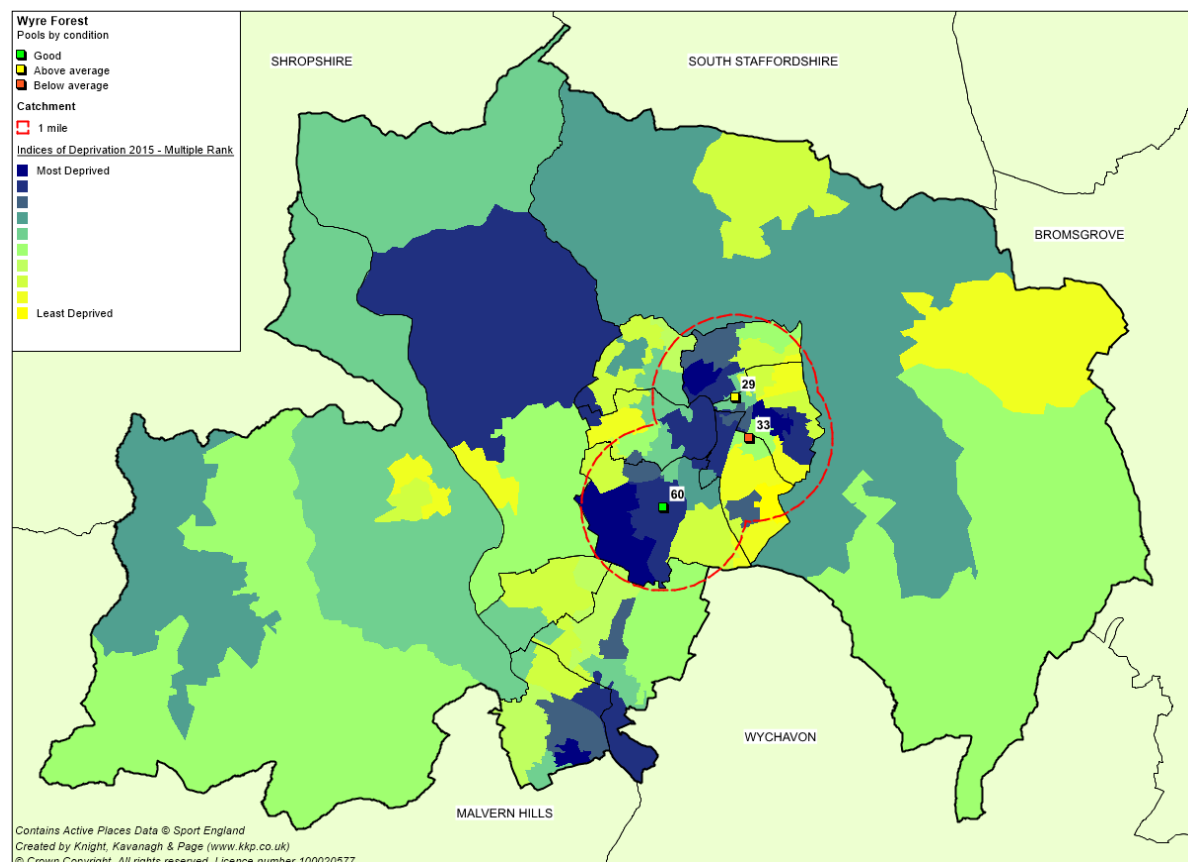
125. Both swimming pool and changing quality at Wyre Forest Leisure Centre is classed as good. As mentioned previously, the facility was opened in July 2016 following the closure of two local pools. The learner pool has a movable floor to provide for a variety of different activities, including swimming lessons and exercise classes, disabled activities, etc.
126. The quality of King Charles I Secondary School pool is below average and this will need to be resolved in future years given the elevated role it plays in the overall supply of pools across the District.

Accessibility

127. Swimming pool accessibility is influenced by physical (i.e. built environment) and human (i.e. management) elements. Appropriate walk and drive-time accessibility standards are applied to swimming facilities to determine provision deficiencies or surpluses. The normal acceptable standard is a 20 minute walk time (one mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

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Figure 5.2: Community accessible swimming pools - one mile radial catchment, IMD 2015



128. Figure 5.2 and table 5.3 identify that 44% of the Wyre Forest population lives within a 20 minute walk of a community accessible pool. However, a significant proportion of these reside within the catchment of the two school pools (i.e. King Charles I Secondary School and Holy Trinity). This leaves 56% who do not. 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 68% live within 20 minutes' walk of a swimming pool. The main deprived community living outside of this catchment is located in the south of Stourport.

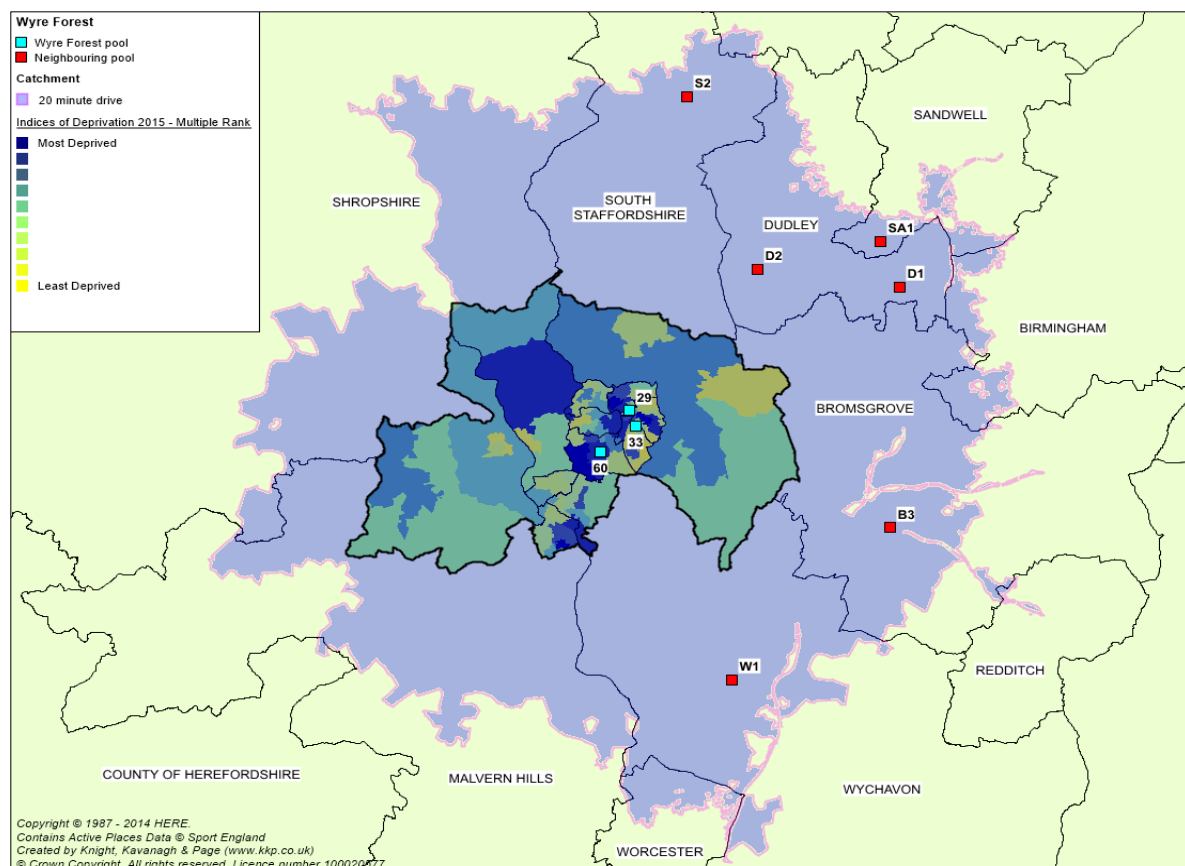
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Table 5.3: 20 minute walk time of community accessible swimming pools in Wyre Forest

IMD 2015 10% bands	Wyre Forest		Swimming pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	7,865	8.0%	6,367	6.5%	1,498	1.5%
10.1 - 20	14,357	14.6%	8,825	9.0%	5,532	5.6%
20.1 - 30	9,109	9.3%	6,304	6.4%	2,805	2.9%
30.1 - 40	8,721	8.9%	1,425	1.5%	7,296	7.4%
40.1 - 50	13,790	14.1%	4,809	4.9%	8,981	9.2%
50.1 - 60	11,011	11.2%	4,394	4.5%	6,617	6.7%
60.1 - 70	4,417	4.5%	1,081	1.1%	3,336	3.4%
70.1 - 80	18,129	18.5%	6,153	6.3%	11,976	12.2%
80.1 - 90	9,379	9.6%	2,589	2.6%	6,790	6.9%
90.1 - 100	1,296	1.3%	1,127	1.1%	169	0.2%
Total	98,074	100.0%	43,074	43.9%	55,000	56.1%

129. However, if we apply a 20 minute drive time analysis to the current accessible swimming pool provision it is clear that all residents live within 20 minutes of a community accessible swimming pool; and furthermore all residents live within 20 minutes drive of the new Wyre Forest Leisure Centre.

Figure 5.3: Community accessible pools including neighbouring facilities (20 minutes' drive)



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Management accessibility

130. Wyre Forest Leisure Centre is managed by Places for People Leisure. The site offers a comprehensive swimming lesson programme for the local community, which attracts high numbers. Pools at King Charles and Holy Trinity are managed by the individual schools. The local swimming club accesses the pools on a key holder basis and delivers a range of swimming lessons and squad training from each site. Due to the demand for swimming lessons in the District, both the club and Places for People offer swimming lessons. To ensure talented swimmers are developed from both sets of lessons, there is an understanding between all parties that swimmers are channelled into the swimming club to continue their development.
131. Wyre Forest Swimming Club committee was consulted throughout the Leisure Centre development and construction and was part of the consultative process to develop the initial programme for the pool. Since the facility has been built, the Swimming Club Committee has changed, its requirements and aspirations have grown and as such they would like to increase their current programme time. This will be an ongoing challenge for the operator and Council as there is a need to balance the needs of all users of the facility.

Neighbouring facilities

132. Accessibility is also influenced by facilities located outside the local authority boundary. The assessment usually identifies pools within a two mile radial boundary of District's boundaries, however, analysis shows that there are no swimming pools using this calculation. As an alternative, the table below identifies pools which are 20 minute drive from the facilities in Wyre Forest. These are shown in figure 5.3 and table 5.4.

Table 5.4: Neighbouring local authority pay and play swimming pools within 20 minute drive-time of WFDC

Site Ref	Site name	Lanes	Length	Local authority
B3	The Dolphin Leisure Centre	6	25	Bromsgrove
D1	Halesowen Leisure Centre	6	33.3	Dudley
D2	Crystal Leisure Centre	4	25	Dudley
S2	Wombourne Leisure Centre	6	25	South Staffordshire
SA1	Haden Hill Leisure Centre	4	25	Sandwell
W1	Droitwich Spa Leisure Centre	6	25	Wychavon

5.2 Demand

133. Consultation identified that there is high demand for both recreational and club swimming at the new Leisure Centre, and there is a need to accommodate all users through an inclusive pool programme. In addition, regular consultation and an organic flexible approach is required to ensure all pools users are satisfied with access.
134. As outlined in the context to the study, it is projected that the overall population of Wyre Forest will rise by 5.9% (+5,880) over the 25 years from 2014 to 2039. It is also clear that there are significant population changes throughout this period with the main change being the 43% increase in 65+ year olds.

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135. Wyre Forest District Council and Sport England undertook a range of Facilities Planning Model runs and scenario tests to determine that the specification and size of swimming pool for the new Wyre Forest Leisure Centre to ensure that the facility was sufficient to meet local demand.
136. It is important to note that population change is likely to play a more significant role in future demand for swimming pools rather than the population increase. Swimming is a key activity for older age groups; however, this age group is unlikely to increase demand during peak time. They are retired and the majority of this age group's demand will be during off peak times. Taking this into account the challenge in future years will be to balance daytime school use with the needs of older residents.
137. Therefore, given the previous FPM analysis undertaken and the population change it is clear that Wyre Forest has sufficient swimming pools to meet any potential future demand. However, this is on the assumption that participation levels in key sports remain at a similar level and that the two school pools remain open and available for community use.

NGB and club consultation

138. Swim England's latest strategy, Towards a nation swimming: A strategic plan for swimming in England 2017–21 in which its aims to create a society where everyone has the opportunity to learn how to swim. The strategy highlights six key priorities:
 - ◆ Substantially increase the number of people able to swim
 - ◆ Provide strong leadership and be the recognised authority for swimming
 - ◆ Significantly grow the number and diversity of people enjoying and benefitting from regular swimming
 - ◆ Deliver a high quality, diverse and motivated workforce within swimming
 - ◆ Create a world leading talent system for all our aquatic disciplines
 - ◆ Strengthen our organisational sustainability for future generations
139. Swim England considers all usable swimming pools to be important for the sport and this is no different in Wyre Forest. Local authority pools are of particular importance to the ASA given their ability to support its key objectives of increasing participation and also the talent base (club usage). It should be noted that there is no capital funding available from the ASA, however, by working closely with Sport England the NGB aims to target funding on projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.
140. Consultation was also undertaken with Wyre Forest Swimming Club. The club is the only swimming club in the district with approximately c. 300 members. It has very strong junior and masters sections, which competes in regional and national leagues, including the National Arena Swimming League. The club currently use three swimming pools: Wyre Forest LC, King Charles Swimming Pool and Holy Trinity School. The club delivers swimming lessons at King Charles and undertake squad training at the other two sites.

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141. The Club is happy with the provision of pools in the District, however, it has an issue with access times, particularly at Wyre Forest LC. As this is the only 25m pool in the District, the majority of squad training is delivered here. The Club currently has 10 hours of pool time at the leisure centre, which was agreed when the pool opened; however, with the change of Committee the club's needs have changed and slots at different times have recently been requested. There is a need for ongoing dialogue between the Club, Places for People and the District Council regarding the Club's needs or requirements.
142. Programming of swimming pools should not be set in stone and there should be scope to manipulate programmes in order that a solution can be identified. Regular consultation between partners is often required to ensure that the needs of all users are taken on board. As an example, this may also mean that the Club needs to consider how it uses other pools inside and outside of the district in order to meet its squad training needs.
143. The Club has expressed its aspiration to develop a new training pool within the area and reports that it has engaged a consultant to look at this. However, from experience, unless it has the capital funding to deliver this and the revenue capacity to operate it, it is unlikely to come to fruition.

Table 5.5: Market segmentation – Swimming and likely target audiences

Swimming	
▶	13.9% (11,079) of people currently swim and a further 13.7% (10,952) indicate that they would like to, giving an overall total of 27.6% (22,032).
▶	25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.
▶	The groups with the largest of the local population swimming are the Tim's (9.4%) and Elaine's (9.0%).
▶	The groups with the most people who would like to swim are Jackie (9.5%) and Elaine (9.3%).
▶	The main group to target, for additional players due to size and interest is, therefore Jackie.

Summary of demand

144. It is clear that there is extensive demand for swimming across Wyre Forest and that this is accommodated by the current supply of pools in the District. The area has a strong swimming lesson and club swimming base. The challenge at present appears to be in developing a swimming pool programme which is appropriate to meet the needs of all residents.
145. As the population increases and gets older, there will be a need to develop a range of daytime programmes to accommodate a larger, ageing population who are retired.
146. Consultation with operators, clubs and NGBs did not highlight any specific issues of latent or unmet demand for facilities.

5.3 Supply and demand analysis

147. Taking into account the current supply of facilities and the current and future levels of demand it can be ascertained that Wyre Forest has a sufficient supply of swimming pools to meet current and future demand levels. This is on the basis that the Council has developed its flagship facility for the District which is supported by two school pools which accommodate a range of club and swimming lesson programmes. All residents in Wyre Forest reside within 20 minutes drive of the new Wyre Forest LC.

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148. However, in spite of the new Wyre Forest LC there are challenges in relation to the quality of school swimming pools. This not only affects the quality of experience for community users, but also from an educational perspective.
149. It is important to note that population change is likely to play a more significant role in future demand for swimming pools rather than the population increase. Swimming is a key activity for older age groups; however, this age group is unlikely to increase demand during peak time. They are retired and the majority of this age group's demand will be during off peak times. Taking this into account the challenge in future years will be to balance daytime school use with the needs of older residents.

Conclusion

150. Wyre Forest has a sufficient supply of swimming pools to meet current and future demand. However, the quality of school pools is generally below average; therefore there will be a need for the Council and its partners to address the ongoing quality of facilities in future. Pool programming is also an important issue within the District and there is a need to have a flexible and organic approach to ensure the 'business' of swimming is maximised.
151. Wyre Forest Swimming Club has identified an aspiration to develop a new pool; however, given the cost and recent investment in the area this is unlikely to achieve external grant funding.
152. All residents in Wyre Forest reside within 20 minutes drive of the new Wyre Forest LC.

5.4 Summary of key facts

153. In summary, the above consultation and analysis would indicate that Wyre Forest is in the following position with regards to its swimming pool provision:

- ◀ This assessment identifies three community accessible swimming sites.
- ◀ The pools at Wyre Forest Leisure Centre are classed as good.
- ◀ Management of the pools vary, with Places for People managing the pools at Wyre Forest Leisure Centre, and the schools managing their own respective pools.
- ◀ There are, however, other privately managed swimming facilities including hotel sites and fitness centres.
- ◀ There will be a need for long term investment for the two school pools to ensure these continue to provide for the community and support clubs.
- ◀ Catchment analysis indicates that 44% of the population resides within one mile of an accessible swimming pool in Wyre Forest.
- ◀ 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 68% live within 20 minutes' walk of a swimming pool. The main deprived community living outside of this catchment is located in the south of Stourport.
- ◀ All residents in Wyre Forest reside within 20 minutes' drive of the new Wyre Forest LC.
- ◀ There is a range of swimming pools within 20 minutes' drive time of Wyre Forest District - mainly to the east of the District. There are no pools within a two mile radius of the District.
- ◀ A flexible, organic approach to pool programming is important to ensuring the 'business' of swimming is maximised at the new Leisure Centre.
- ◀ There is one swimming club in the District, Wyre Forest Swimming Club. The club is very successful and competes at a national level. There is a need for ongoing dialogue between the Council, club and Places for People to ensure the needs of all users are taken on board within the development of the pool programme.

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SECTION 6: HEALTH AND FITNESS SUITES

154. Health and fitness facilities are normally defined and assessed using a base scale of a minimum of 20 stations. A station is a piece of static fitness equipment and larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.
155. The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high end market), trusts, schools and local authority operators. Within the UK the private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 6% in the number of members. Further, all parts of the country have seen an increase in the number of clubs, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.
156. According to State of the UK Fitness Industry Report (2015) there are 319 low cost clubs within the private sector in England. This represents a 24% (62 clubs) increase over the last 12 months. Their membership has passed the one million mark for the first time (41% increase) and the total market value has increased by 43% to under just £300million. The low cost sector continues to be the fastest growing segment of the private health and fitness market.
157. There are now 25 private low cost chains across the UK with Pure Gym the market leaders for the third year in a row with 92 clubs, having opened 27 in the last 12 months.
158. Due to commercial sensitivities, private and commercial health and fitness suites are not usually assessed. It is generally acknowledged that they provide good or above average quality facilities.

6.1: Supply

Quantity

159. Research undertaken for the assessment report identifies 10 health and fitness suites in Wyre Forest with 20 stations or more. This equates to 609 fitness stations. Of these, only the 100 stations at Wyre Forest Leisure Centre are considered to offer a pay as you go option to the community. All others require some form of membership payment. Figure 6.1 overleaf illustrates that health and fitness facilities are generally located in and around the town of Kidderminster.

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Figure 6.1: Health & Fitness suites (20+ stations) in Wyre Forest on IMD

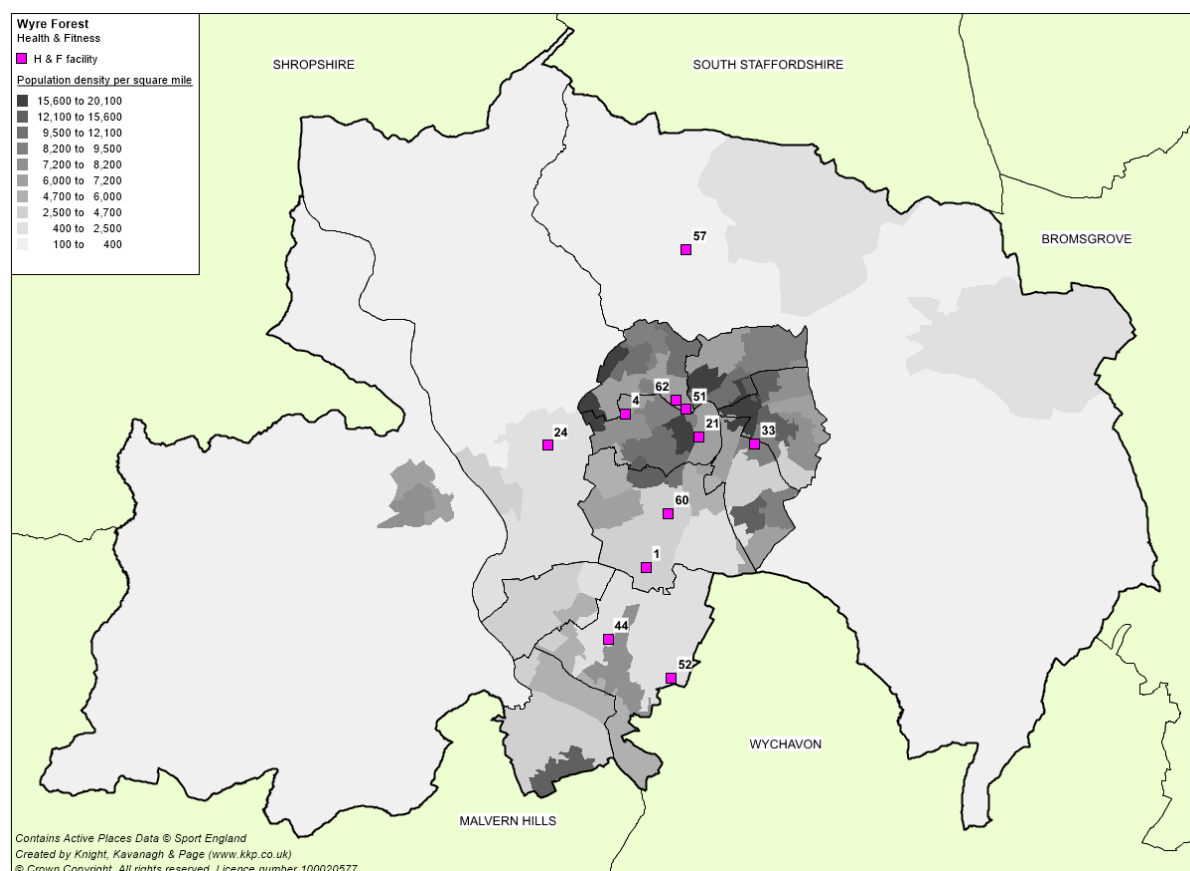


Table 6.1: All health and fitness suites (20 + stations) in suites in Wyre Forest

Site ref	Site name	Number of stations
1	24/7 Fitness (Kidderminster)	160
4	Baxter Business & Enterprise College	25
21	DW Sports Fitness (Kidderminster)	100
24	Feel Good Health Club	42
33	King Charles I Secondary School	23
44	Stourport High School	45
51	Unique Fitness	40
52	Waves Health & Leisure Club	24
60	Wyre Forest Leisure Centre	100
62	Anytime Fitness	50
Total		609

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Quality

Site assessments

160. Wyre Forest has 10 health and fitness suites of which nine were available for non-technical quality assessments. Kidderminster is well served with 24/7 Fitness (160), DW Sports Fitness (100) and Wyre Forest Leisure Centre (100) located in the town. No facilities are rated as poor and are assessed as follows:

Table 6.2: Health and fitness suites (c.20+ stations) in Wyre Forest with a quality rating

Site ref	Site name	Stations	Condition	Community use
1	24/7 Fitness (Kidderminster)	160	Good	Reg. membership
4	Baxter Business & Enterprise College	25	Above average	Private use
21	DW Sports Fitness (Kidderminster)	100	Good	Reg. membership
24	Feel Good Health Club	42	Above average	Reg. membership
33	King Charles I Secondary School	23	Below average	Private use
44	Stourport High School	45	Good	Reg. membership
51	Unique Fitness	40	Not assessed	Reg. membership
52	Waves Health & Leisure Club	24	Above average	Reg. membership
60	Wyre Forest Leisure Centre	100	Good	Community use
62	Anytime Fitness	50	Good	Reg. Membership
Total		561		

Table 6.3 Quality rating of health and fitness suites in Wyre Forest

Quality rating of assessed health and fitness suites				
Good	Above average	Below average	Poor	Not assessed
5	3	1	0	1

Accessibility and availability

161. Sport England's classification of access type defines registered membership use facilities as being publicly accessible; this generally means that people pay a monthly membership fee which can vary considerably. Two sites, Baxter College and King Charles I Secondary School do not allow community access which leaves eight accessible facilities with a total of 513 stations.
162. Figure 6.3 and table 6.4 identify that 60% of the Wyre Forest population lives within a 20 minute walk of a community accessible health and fitness facility. 22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 73% live within 20 minutes' walk of a health and fitness facility. The main deprived community living outside of this catchment is located in the south of Stourport.

WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.2: Health and fitness suites with 20 minute walk/one mile radial catchments in Wyre Forest

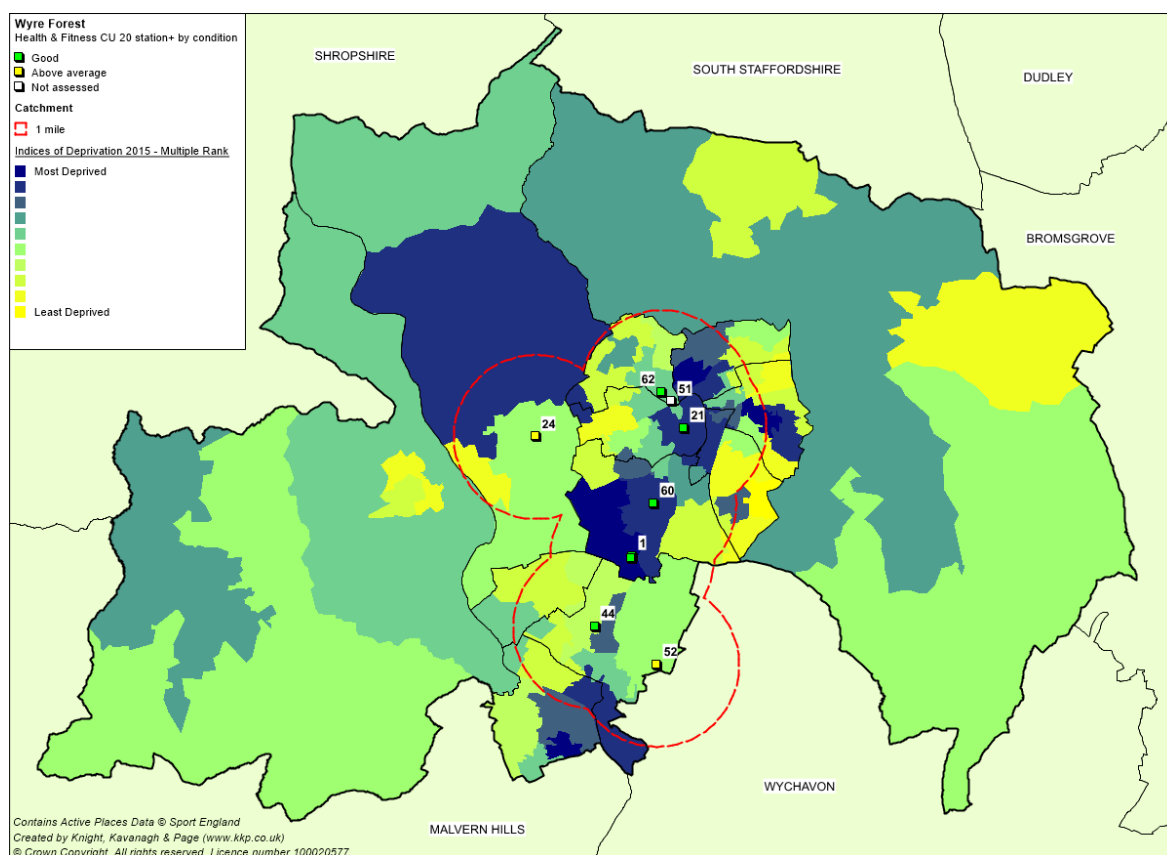


Table 6.4: accessibility of health and fitness suites set against IMD

IMD 2015 10% bands	Wyre Forest		Health & Fitness (20+ stations) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside %	Persons outside catchment	Population outside (%)
0 - 10	7,865	8.0%	5,870	6.0%	1,995	2.0%
10.1 - 20	14,357	14.6%	10,571	10.6%	3,786	4.0%
20.1 - 30	9,109	9.3%	6,796	6.9%	2,313	2.4%
30.1 - 40	8,721	8.9%	2,906	3.0%	5,815	5.9%
40.1 - 50	13,790	14.1%	8,328	8.5%	5,462	5.6%
50.1 - 60	11,011	11.2%	6,255	6.4%	4,756	4.8%
60.1 - 70	4,417	4.5%	2,999	3.1%	1,418	1.4%
70.1 - 80	18,129	18.5%	11,485	11.7%	6,644	6.8%
80.1 - 90	9,379	9.6%	3,679	3.8%	5,700	5.8%
90.1 - 100	1,296	1.3%	0	0.0%	1,296	1.3%
Total	98,074	100.0%	58,889	60.0%	39,185	40.0%

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Neighbouring facilities

163. There are two health and fitness suites within two miles of the District border. Both are relatively small facilities, with the Severn Centre offering 26 stations compared to Haybridge which offers 20. Both have community access through a membership option. These facilities are geographically presented below in Figure 6.4 and listed in Table 6.5.

Figure 6.4: Neighbouring health and fitness facilities within a two mile catchment of South Wyre Forest

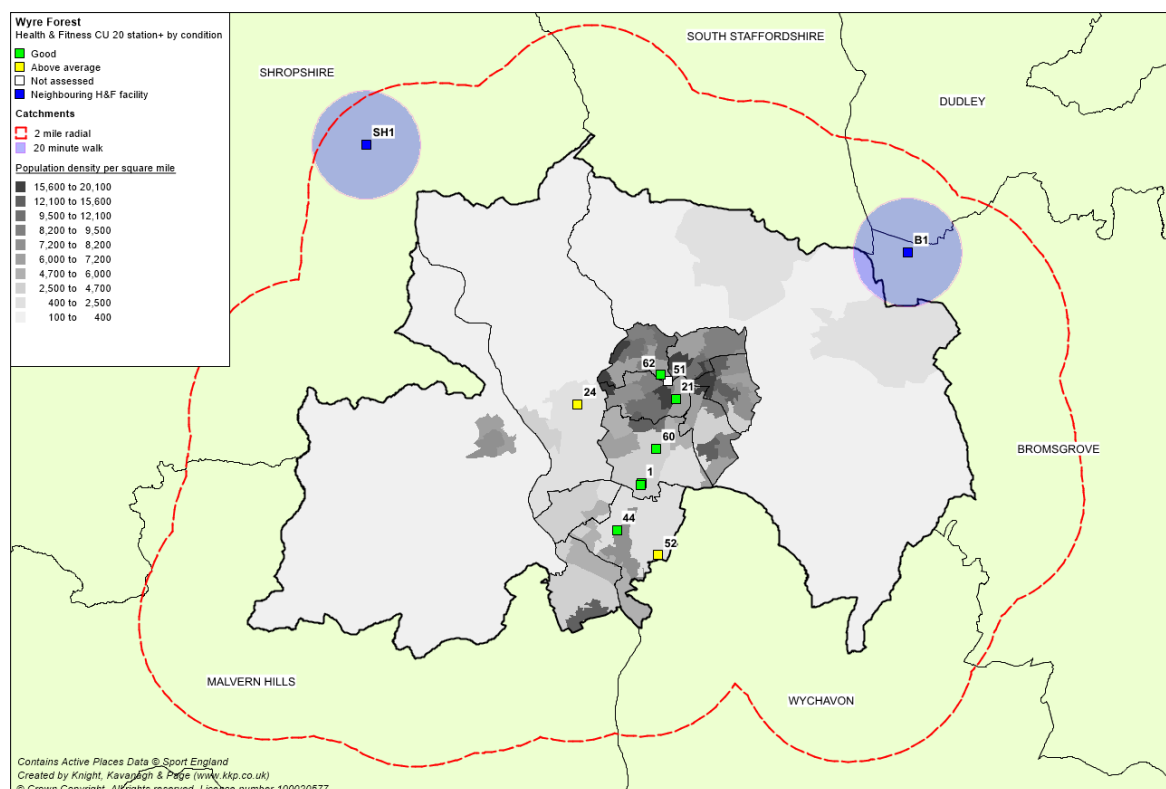


Table 6.5: Neighbouring health and fitness facilities within a 2 mile catchment of Wyre Forest

	Active Places site name	Stations	Access type	Local authority
B1	Haybridge Sports Centre	20	Pay and Play	Bromsgrove
SH1	Severn Centre	26	Pay and Play	Shropshire

6.2: Demand

164. Health and fitness via exercising in a gym or class environment is a highly popular form of exercise in Wyre Forest, appealing to men and women across a range of age groups.
165. To identify the adequacy of provision a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

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Table 6.6: UK penetration rates for health and fitness suites in Wyre Forest (ONS data)

	Curent (2014)	Future (2024)	Future (2037)
Adult population	98,960	102,527	104,840
UK penetration rate	12%	13%	14%
Number of potential members	11,878	13,329	14,678
Number of visits per week (1.75/member)	20,787	23,326	25,687
% of visits in peak time	65	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	346	389	428

The model identifies 1.75 visits per week by members and 65% usage during 39 weeks of the year. (All figures rounded up/down)

166. According to UK penetration rates there is a current need for 346 stations across Wyre Forest (indicating an oversupply of 167). This is expected to grow to 389 by 2024 and to 428 by 2037. This is based on the theory of one station is equal to one visit, and all visitors are fully active at all times in a fitness suite. However, the above calculation does not include a comfort factor to accommodate high demand at peak times; which can be as much as 50% of the supply. Therefore, taking this into account the current level of provision is in line with what is required to meet current demand, but that this will need to increase in line with population growth.

6.3: Supply and demand analysis

167. Health and fitness facilities are seen as an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming.
168. Wyre Forest has a total of 609 fitness stations across 11 sites, of which 513 are considered to be housed at facilities accessible to the community. The challenge remains as to whether these facilities will provide opportunity for those in the most disadvantaged areas.

6.4 Summary of key facts and issues

There are 11 health and fitness suites identified in Wyre Forest, all of which have 20 or more stations.

Two sites are not available to the public. These are located on education sites. This results in a total of 513 stations in the District available to the public.

The range of provision is good and includes a combination of commercial, budget and local authority provision.

The quality rating of the health and fitness stock in the District is positive, with five sites classed as good. No site is classed as poor.

The more densely populated areas of Wyre Forest appear to be well catered for; people who reside in the more sparsely populated areas must travel to use facilities.

22.6% of Wyre Forest's residents live within the 20% most deprived communities in the country; of this cohort 73% live within 20 minutes' walk of a health and fitness facility. The main deprived community living outside of this catchment is located in the south of Stourport.

The current level of health and fitness provision is in line with what is required to meet current demand, but that this will need to increase in line with population growth.

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SECTION 7: OUTDOOR BOWLS

7.1: Introduction

169. All bowling greens in Wyre Forest are flat greens. Bowls England is the National Governing Body for flat green bowls with overall responsibility for ensuring effective governance of flat green bowls.

7.2 Flat green bowls

Consultation

170. There are 11 flat green bowls clubs identified that access greens in Wyre Forest. Of these, the following responded to an online survey

- ✦ Chester Road Bowling Club
- ✦ Franche Bowling Club
- ✦ Stourport Bowling Club
- ✦ Gilt Edge Bowling Club
- ✦ Oldlington Bowling Club
- ✦ Cookley Social Club

7.3 Supply

Quantity

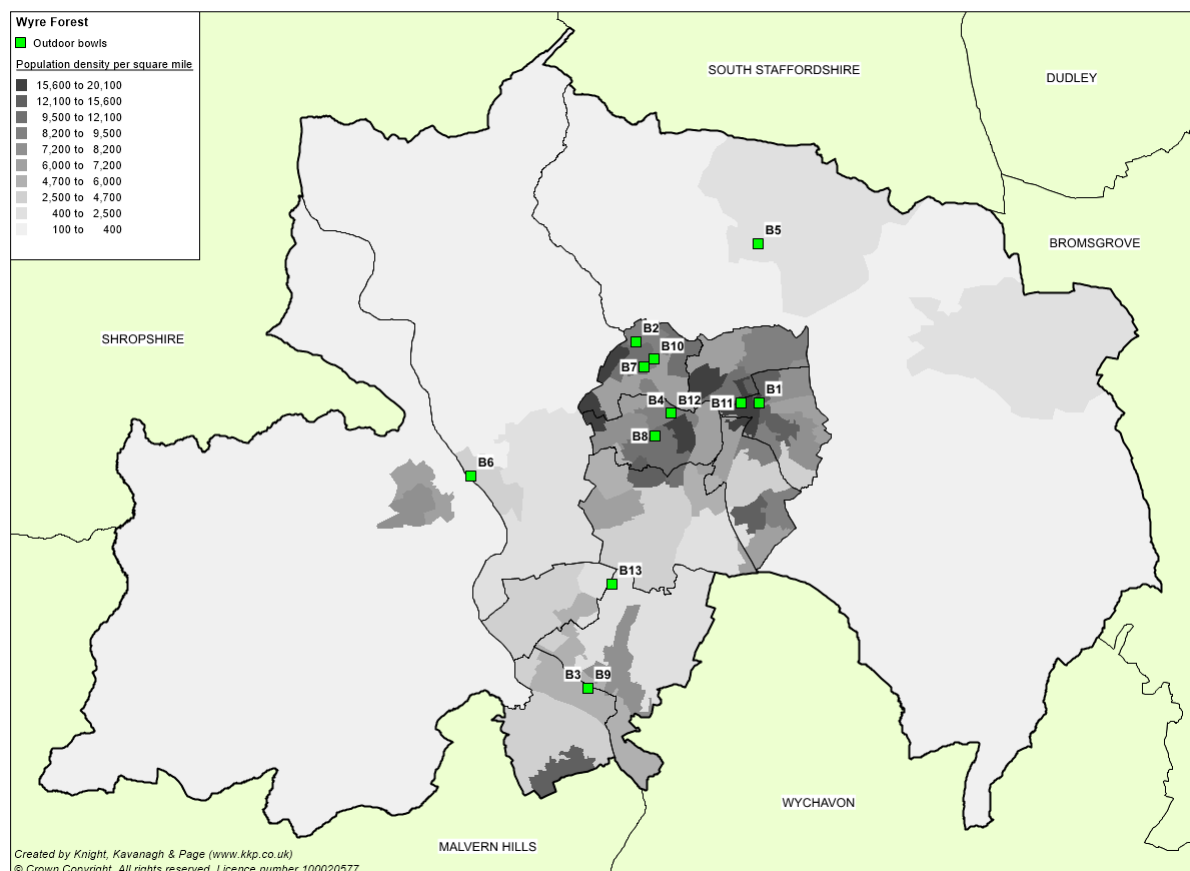
171. There are 13 flat greens across sites in Wyre Forest. Mapping (as seen overleaf) demonstrates that areas of greatest population density are generally well served by bowls facilities.

Table 7.1: Summary of the number of greens by analysis area

Site ID	Analysis area	Number of greens
B1	Chester Road Bowling Club	1
B2	Franche Bowling Club	1
B3	Stourport Bowling Club	1
B4	Gilt Edge Social Club	1
B5	Cookley Social Club	1
B6	Bewdley Bowling Club	1
B7	White Wickets Park (this green is no longer fit for purpose	1
B8	Weary Traveller Public House	1
B9	Stourport Working Men's Club	1
B10	Kidderminster Carolins Bowling Club	1
B11	St Ambrose Bowling Club	1
B12	St John's Social Club	1
B13	Oldlington Bowling Club	1
	Total	13

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Figure 7.1: Bowling facilities in Wyre Forest



Quality

172. In terms of quality, bowling greens are rated on the three-point scale below.

Table 7.2: Bowls green quality scale

Good	Average	Poor

173. Following a non technical assessment of greens that were accessible, the vast majority (twelve) are assessed as good quality and one as average quality (White Wickets Park). The table below summarises the quality of bowling greens in Wyre Forest site by site.

Table 7.3: Bowling greens in Wyre Forest

Site ID	Site name	Number of greens	Quality of green
B1	Chester Road Bowling Club	1	Good
B2	Franch Bowling Club	1	Good
B3	Stourport Bowling Club	1	Good
B4	Gilt Edge Bowling Club	1	Good
B5	Cookley Social Club	1	Good
B6	Bewdley Bowling Club	1	Good
B7	White Wickets Park	1	Average

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Site ID	Site name	Number of greens	Quality of green
B8	Weary Traveller Public House	1	Good
B9	Stourport Working Men's Club	1	Good
B10	Kidderminster Carolians Bowling Club	1	Good
B11	St Ambrose Bowling Club	1	Good
B12	St John's Social Club	1	Good
B13	Oldlington Bowling Club	1	Good

Maintenance

174. All greens are managed by the respective clubs with the exception of White Wickets and the Weary Traveller. The Weary Traveller is a private green, maintained by the pub owners and provides non-competitive, social participation. White Wickets is managed by Kidderminster Carolians RFC (although this is now no longer fit for purpose).

Accessibility

175. All clubs consulted state that most players travel up to two miles to access facilities and the majority of the members reside within Wyre Forest.

Ownership/management

176. All clubs own their own facilities apart from Oldlington Bowling Club and Gilt Edge Bowling Club. Oldlington rent its facility from Kidderminster Harriers Football Club and Gilt Edge Bowling Club rent its facility from Gilt Edge Social Club. White Wicket Park is owned by the District Council and it is unknown if a club competes at this site.

Ancillary facilities

177. All clubs access a clubhouse/pavilion on site and all sites offer some form of spectator seating i.e. benches around the green. Car parking is a reported issue at Gilt Edge Bowling Club and Oldlington Bowling Club.

Floodlights

178. All clubs have floodlights, providing additional opportunity to access courts for training and matches during the evenings. Floodlit provision is a requirement to play in the Kidderminster and District Bowling League.

Club challenges

179. Within the District there are 11 clubs which compete in regional leagues. Consultation was undertaken with participating clubs, either through a telephone consultation or an online survey. Clubs highlights a small number of challenges that some clubs face. These are listed by club overleaf.

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Table 7.4: Current club issues

Club name and site	Issue to be resolved
Chester Road Bowling Club	The Club recently had the roof upgraded through a BIFFA grant and is currently satisfied with its facility. Membership is constant, however, it would like to increase the number of junior members. The Club understands that a good outreach programme is required to attract members.
Franch Bowling Club	The Club reports that the social club will need to be upgraded in the next year or so in order for it to preserve bowling usage. This includes upgrading of toilets and changing facilities. Currently applying for lottery funding to develop spectator and wheelchair access.
Stourport Bowling Club	The Club is well run with a good committee and a good number of volunteers. It highlights that there is a need to recruit junior members, as it currently doesn't have any.
Gilt Edge Bowling Club	The Club rents facilities from Gilt Edge Social Club on a 99 year lease and is happy with the arrangement. A key issue is increasing membership through regular outreach programmes.
Cookley Bowling Club	The bowling club is part of Cookley Sports Club and is keen to drive up membership and to ensure more teams are competing for the 2017 season.
Oldlington Bowling Club	The Club rents its facilities from Kidderminster Harriers FC and would like to buy the facility off the football club. Owning the facility would allow it to develop a kitchen and bar. It would also like to further develop onsite parking.

7.4: Demand

Current demand

180. In Wyre Forest District Council, there is currently 11 outdoor bowling clubs. Below summarises all membership data from the clubs which responded to the consultation. Clubs demonstrate that membership numbers are generally high and have remained static over the last few years.

Table 7.5: Current club membership for bowls clubs in Wyre Forest which responded to the online survey

Club name	Current			
	Senior male	Senior female	Junior	Total
Chester Road Bowling Club	58	29	3	90
Franch Bowling Club	48	23	1	72
Stourport Bowling Club	23	16	0	39
Gilt Edge Bowling Club	60	39	2	101
Cookley Bowling club	40	25	5	70
Oldlington Bowling Club	47	31	2	80

181. Clubs enter teams in a variety of the following leagues:

- ◆ Kidderminster and District League
- ◆ Kidderminster League
- ◆ Redditch League

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Future demand

182. Using ONS projections (2012-based projections 2012-2037 released May 2014), the number of persons aged 65 and over is likely to increase continuously from 23,136 in 2014, to 33,079 in 2039, representing an increase of 43% and will account for 31.6% of Wyre Forest's future population (compared to 23.4% currently). Due to this age band being the most likely to play bowls, demand for bowling green's is likely to increase or at least remain static.
183. All clubs consulted would like to increase their membership, particularly targeting those under the age of 65. Most clubs now undertake regular outreach programmes to address this, including Gilt Edge Bowling Club which has weekly social mornings and Chester Road Bowling Club, which has recently launched a Facebook site in an attempt to attract younger members.

Latent demand

184. No clubs have identified latent demand, and conversely are always looking for new members. Further to this, no clubs have any reported waiting lists and can accommodate all teams.

7.5 Supply and demand analysis

185. Based on England Bowls guidelines, a rink provides capacity for up to 60 members. Using this calculation in Wyre Forest, the table below shows the estimated spare capacity or overplay at current club sites.
186. Analysis demonstrates that all greens are potentially overplayed based on reported club membership data. However, these figures could include non-participating members which artificially increases the membership numbers provided. Consequently, a good barometer would be to conclude overplay but that the levels of overplay can comfortably be accommodated on existing provision as no latent/unmet demand is reported.

Table 7.6: Supply and demand analysis

Club name	Analysis		
	Estimated capacity (in members)	No. of members	Potential spare capacity/overplay
Chester Road Bowling Club	60	90	Overplay
Franché Bowling Club	60	72	Overplay
Stourport Bowling Club	60	39	Spare capacity
Gilt Edge Bowling Club	60	101	Overplay
Cookley Bowling club	60	70	Overplay
Oldlington Bowling Club	60	80	Overplay

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Indoor provision

187. Whilst there is a strong outdoor club presence in Wyre Forest, there is currently no indoor bowls provision in the District. The nearest provision is in Bromsgrove (Bromsgrove and District Bowling Centre). Chester Road Bowling Club did attempt to develop a facility three years ago, with a proposal to sell its current site for houses and use the revenue to build a new indoor facility, however, the proposal wasn't approved.
188. As part of this work, the Club undertook an online survey with the participants across the District, with 500 individuals agreeing a facility would be beneficial for the community. Having this facility would allow participation in the sport all year round, and not just restrict it to a summer sport.

Table 7.7: Market segmentation – Bowls and likely target audiences

Bowls	
◆	1.1% (880) of people currently play bowls and a further 0.3% (200) indicate that they would like to, giving an overall total of 1.4% (1,081).
◆	5.5% of Frank's play bowls, which is the largest proportion of any group playing bowls, closely followed by the Ralph & Phyllis segment at 3.8%.
◆	The groups with the largest of the local population playing bowls are the Frank's (25.8%) and Elsie & Arnold's (24.0%).
◆	The groups with the most people who would like to play are Frank (21.5%) and Roger & Joy (19.0%).
◆	The main group to target, for additional players due to size and interest is, therefore Frank.

Bowls summary	
◆	The District accommodates 13 outdoor flat green bowling greens and no indoor bowls provision.
◆	There are currently 11 clubs competing across three different leagues
◆	The majority of participants are over 65. With a proposed increase of 43% in this age bracket, demand for facilities is therefore at least likely to remain static, if not increase slightly.
◆	All clubs consulted report a healthy number of members. Although most clubs appear to be operating over capacity according to England Bowls guidance, these levels of overplay can be accommodated on existing provision as no club reports waiting lists or related issues.
◆	There is no indoor bowls provision servicing Wyre Forest although evidence of demand exists from previous proposals for this to be considered again in the future should the opportunity arise. Short mat bowls is provided

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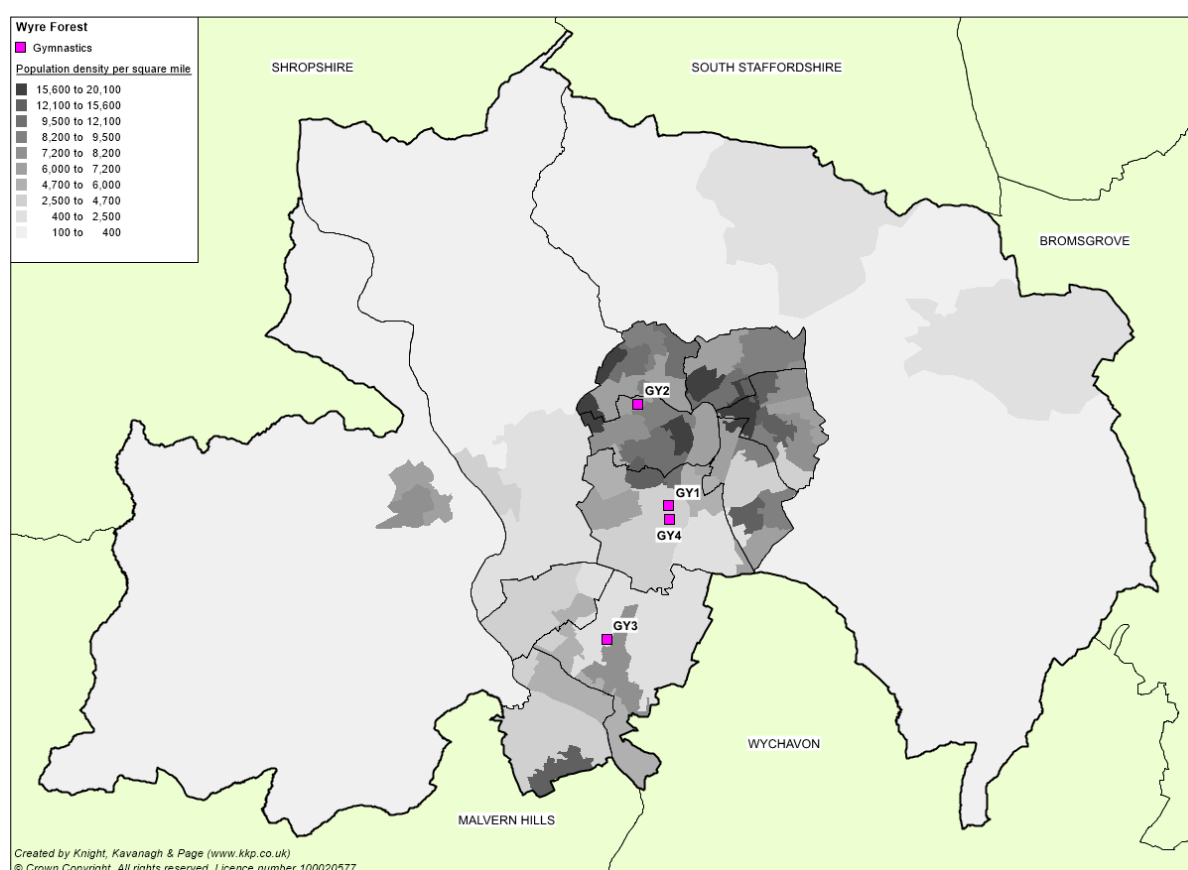
SECTION 8: GYMNASTICS

189. British Gymnastics (BG) lists four clubs in Wyre Forest and the facilities they currently use. These are listed in Table 8.1 and mapped in Figure 8.1:

Table 8.1: List of all Gymnastics clubs in Wyre Forest and their location

Map ID	Club name	Location
GY1	Blakebrook Kidderminster	Former Blakebrook School building
GY2	Wyre Forest Gymnastics School	Kidderminster (own site @ Lisle Avenue)
GY3	Worcestershire Special Olympics	Wyre Forest Leisure Centre
GY4	Sourport Sports Centre Gymnastics Club	Stourport High School Sports Centre

Figure 8.1: Geographical Positioning of all Gymnastics Clubs in Wyre Forest



190. BG acknowledges there is a large demand for more gymnastics opportunities in the District and reports that clubs all have large waiting lists. A key part of BG's strategy is to increase participation by supporting clubs to move into their own dedicated facility, offering more time and space for classes. BG is currently working specifically with Wyre Forest Gymnastics School to assist them with a move into a larger unit when their lease expires in the next 18 months. The club is looking at various options but has yet to identify a suitable site/unit. BG is also expanding its workforce development programme in the County to support clubs with developing coaches and volunteers. This is one of the key factors which prevents clubs from growing and accommodating latent demand.

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191. Consultation was also undertaken with Wyre Forest Gymnastics School which currently operates out of its own facility on an industrial unit in Kidderminster. The club confirmed that it is currently working with BG to source a larger venue to cope with demand, however this will be a long term project and no new venue has been identified. The club currently has circa 500 members, with a waiting list of approximately 120. It provides sessions every day of the week and accommodates girls ranging from 3 to 18 years of age. The club has no male participants simply because there is no capacity for additional sessions.
192. The key challenge for the club is to maintain the number of coaches and volunteers at the club and to continue to work with BG to seek an alternative site. Moving to a larger venue will allow the club to accommodate more participants, including males, and to offer an advanced programme for gifted and talented gymnasts. The club cannot currently offer advanced programmes, which results in gymnasts having to travel to Birmingham (Birmingham City Gymnastics Club) to continue their development.

Table 8.2: Market segmentation – Gymnastics and likely target audiences

Gymnastics and trampolining	
<ul style="list-style-type: none"> ◆ 0.2% (161) of people currently play gymnastics and trampolining and a further 0.2% (120) indicate that they would like to, giving an overall total of 0.4% (282). ◆ 0.7% of Chloe's play gymnastics and trampolining, which is the largest proportion of any group playing gymnastics and trampolining, closely followed by the Leanne segment at 0.4%. ◆ The groups with the largest of the local population playing gymnastics and trampolining are the Chloe's (13.7%) and Ben's (8.7%). ◆ The groups with the most people who would like to play are Chloe (17.5%) and Jackie (12.5%). ◆ The main group to target, for additional players due to size and interest is, therefore Chloe. 	

193. In summary, it is clear that there is unmet demand for gymnastics in Wyre Forest. In order for this to be satisfied there is a need for Wyre Forest Gymnastics School to relocate into larger premises and to develop additional coaches and volunteers to expand its programme.

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SECTION 9: TENNIS

9.1: Introduction

194. The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally in Wyre Forest. There six LTA tennis clubs in Wyre Forest. These are;

- ✦ Bewdley Tennis Club
- ✦ Stourport Tennis Club
- ✦ Kidderminster Tennis club
- ✦ Blakedown Tennis Club
- ✦ Wolverley Tennis Club
- ✦ Far Forest Tennis Club

195. The LTA was also consulted as part of this study. Wyre Forest is not currently a priority area; locally the focus is on larger areas of population and growth potential, such as Worcester and Birmingham.

9.2: Supply

Quantity

196. There is a total of 31 tennis courts in Wyre Forest, located across nine sites. All offer community use. A list of the sites is provided below in Table 9.1 and mapped overleaf.

197. Please note that for the purposes of this report, being available for community use refers to courts in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire by individuals, teams or clubs. Although certain educational sites had tennis courts present on site, none allowed for community access and therefore, not listed below.

Table 9.1: Summary of the number of tennis courts by analysis area

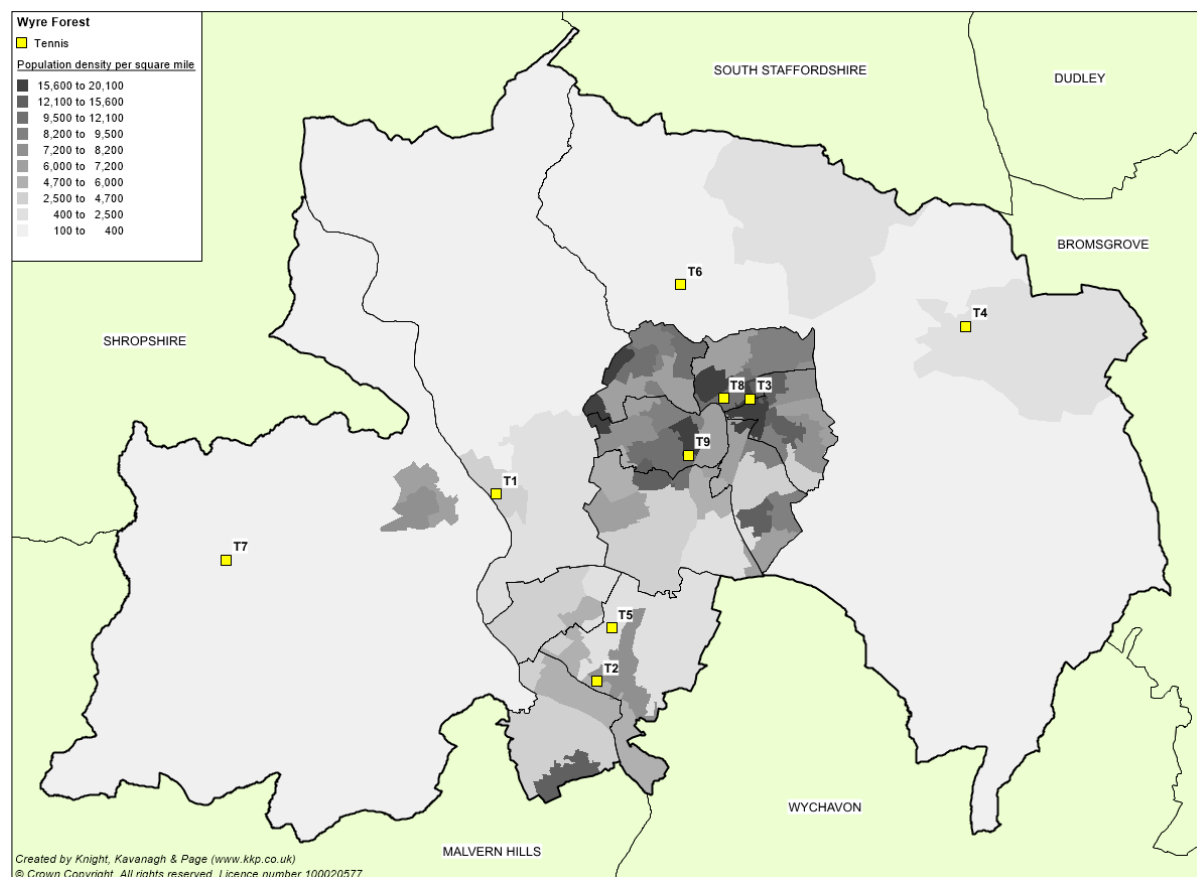
Site ID	Site name	Ownership	Community use?	No. of courts	Floodlit?	Court type
T1	Bewdley Tennis Club	Sports Club	Yes	7	Yes	4- Macadam 3-Clay
T2	Stourport Tennis Club	Sports Club	Yes	6	Yes	4- Macadam 2- All Weather
T3	Kidderminster Tennis Club (Baxter Gardens)	Sports Club	Yes	2	Yes	2- Macadam
T4	Blakedown Tennis Club	Sports Club	Yes	3	2-floodlit	3- Macadam
T5	Wolverley Tennis Club	Sports Club	Yes	2	Yes	2- Cinder
T6	Far Forest Tennis Club	Sports Club	Yes	4	Yes	4- Macadam
T7	St. Georges Park	Local Authority	Yes	1	No	1- Macadam
T8	Brinton Park	Local Authority	Yes	2	No	2- Macadam

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Site ID	Site name	Ownership	Community use?	No. of courts	Floodlit?	Court type
T9	Stourport Sports Club	Sports Club	Yes	4*	2 x indoor 2 x un-floodlit	4- Macadam
Total				31	24	

*Stourport Sports Club's tennis courts are on a multi use site which shares the space with netball, athletics and available at set times

Figure 9.1: Location map of all tennis sites in Wyre Forest



Indoor facilities

198. There are two indoor courts in Wyre Forest. These are located at Stourport Sports Club as part of a multi use facility in the Netball Dome. Tennis is available throughout the week during designated slots through advanced booking only. No tennis club operates from this facility.

Quality

199. Quality assessments were undertaken at all accessible courts, including both community and membership courts. Courts were assessed using the criteria listed overleaf. We were unable to access Blakedown Tennis Club and Far Forest Tennis Club and neither club responded to consultation requests.

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200. Quality criteria used:

- ✦ Evidence of moss/lichen (all surfaces)
- ✦ Loose gravel (macadam surface)
- ✦ Damage to surface (macadam, art. grass or polymeric surfaces)
- ✦ Grip underfoot
- ✦ Line markings - quality
- ✦ Fencing?
- ✦ Surrounding fencing
- ✦ Size of courts
- ✦ Adequate safety margins
- ✦ Slope of courts
- ✦ Access for disabled players - i.e. ramps onto courts, width of gates

201. In terms of quality, tennis courts are rated on the three point scale shown in Table 10.2.

202. The table below displays the quality ratings. These were assessed using a non technical site assessment pro forma and also takes account of user comments. Of those assessed, seven courts are deemed to be good quality, nine average and three poor. Good quality courts are located at Bewdley, Kidderminster and Stourport tennis clubs. The courts at Wolverley Tennis Club are on a cinder surface and has poor drainage.

203. It is worthy of note that courts provided at the District Council sites are generally assessed to be of poorer quality than the club sites. However, please note that this is not uncommon as park courts are usually provided for a different user and purpose and tend to be of a lower standard than those provided for club competition. Both St. Georges Park and Brinton Park have metal nets, poor lining and the surface has a low grip resistance.

Table 9.2: Summary of the quality of courts in Wyre Forest

Site	Good	Average	Poor
Bewdley Tennis Club	7		
Stourport Tennis Club	6		
Kidderminster Tennis Club	2		
Wolverley Tennis Club			2
St. Georges Park			2
Brinton Park			1
Stourport Sports Club		4	
Total	15	4	5

Maintenance

204. All tennis clubs own their own courts and are responsible for the upkeep/maintenance. The District Council is responsible for the courts at both St Georges Park and Brinton Park.

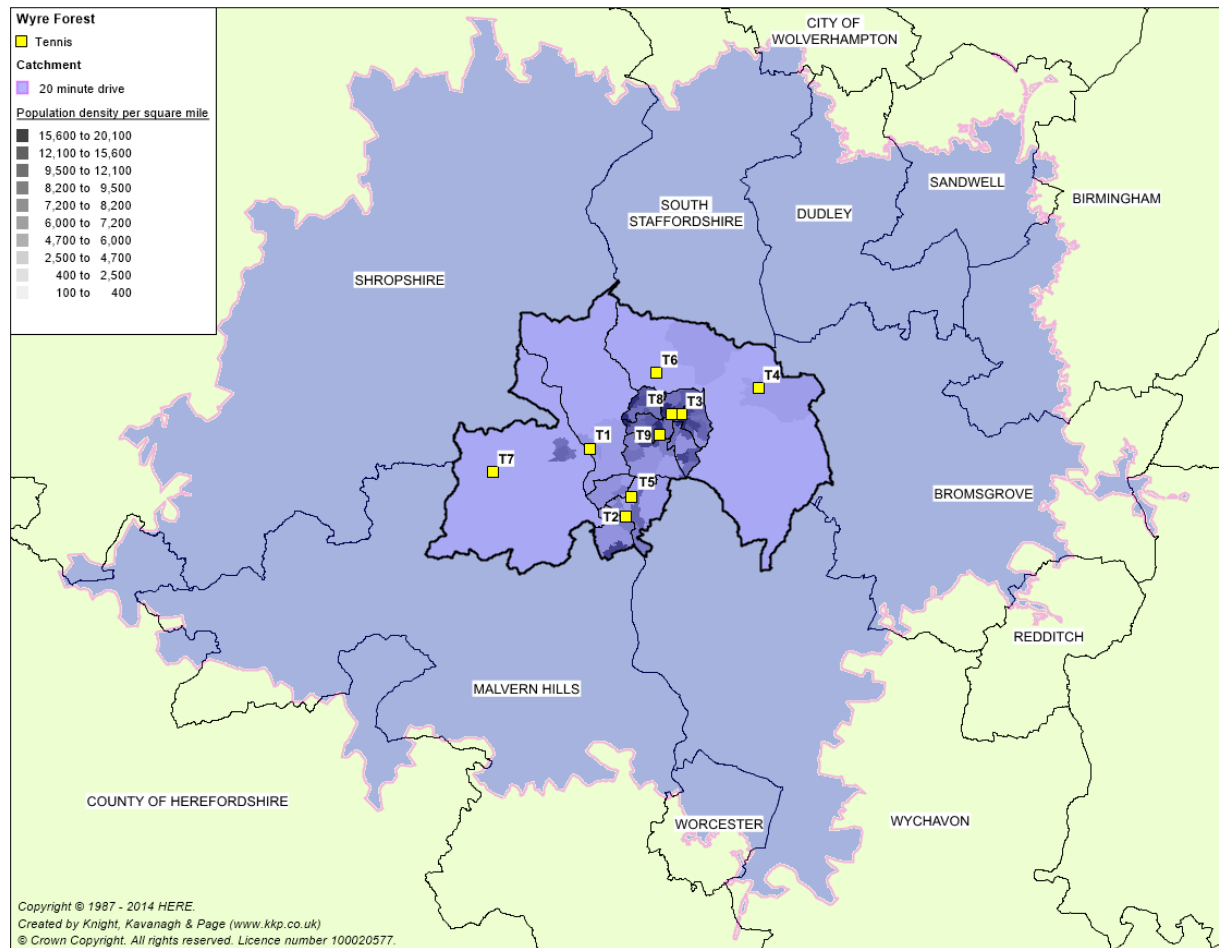
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Accessibility

205. The figure below shows that all residents in the District are within a 20 minute drive time radial catchment of a tennis court in Wyre Forest.

Figure 9.1: Tennis courts with 20 minute drive time radial catchment



9.3: Demand

Current demand

Competitive tennis

206. All clubs in Wyre Forest are private members clubs, with the biggest being Bewdley Tennis Club. This is reflective of the number of courts available to members. Bewdley and Stourport compete in the Hereford and Worcester League and the AEGON National league. Kidderminster and Wolverley compete in the Kidderminster League only, as the other leagues require a minimum of three courts to field teams.

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Table 9.3: Summary of club membership following consultation in Wyre Forest

Club	Number of members	
	Seniors	Juniors
Bewdley Tennis Club	150	40
Stourport Tennis Club	120	20
Kidderminster Tennis Club	120	50
Wolverley Tennis Club	50	0
Total	440	110

Future demand

207. Bewdley Tennis Club has expressed a desire to increase membership and is working with Bewdley Secondary School to attract more junior members. Kidderminster Tennis Club cannot expand their membership, due to the lack of courts, although it has plans to extend to 3 courts.
208. The LTA do not report any current initiatives targeting Wyre Forest to increase participation at this time, however, recognise that the District is a potential area for community tennis growth.

Latent demand

209. Kidderminster Tennis Club is keen to expand its facilities. Currently the Club has two courts which are located in Baxter Gardens and has submitted (for a second time) a planning application to provide a third court.
210. The Club reports that it cannot accommodate all members currently without the expansion and would aspire to compete in additional leagues (which require a minimum of three courts). Initial conversations have been held between the Club and Stourport Sports Club about the possibility of moving there, however, no plans are yet in place for this to happen.
211. All other clubs consulted did not report any concerns with current capacity.

Informal tennis

212. The two community facilities available in St. Georges Park and Brinton Park are both left open for community use as required.
213. Stourport Sports Club offers informal tennis; however, booking is required in advance as this is the only indoor provision the District.
214. No education sites report any regular demand from the community for informal tennis participation.

9.4: Supply and demand analysis

215. Based on LTA guidelines, a floodlit court provides capacity for up to 60 members and a non-floodlit court provides capacity for up to 40 members. Using this calculation in Wyre Forest, the table overleaf shows the estimated spare capacity at current club sites. Kidderminster Tennis club is over capacity, whereas all other clubs have spare capacity. These statements are mirrored with the club consultation.

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Table 9.4: Club Capacity in Wyre Forest

Club	No. of courts		Estimated capacity	Members	Potential spare capacity/overplay
	Flood-lit Courts	No flood-lights?			
Bewdley Tennis Club	7	0	420	190	Spare capacity
Stourport Tennis Club	4	0	240	140	Spare capacity
Kidderminster Tennis Club	2	0	120	170	Overplay
Wolverley Tennis Club	2	0	120	50	Spare capacity

Table 9.5 Market segmentation – tennis and likely target audiences

Tennis
<ul style="list-style-type: none"> 2.1% (1,704) of people currently play tennis and a further 2.3% (1,864) indicate that they would like to, giving an overall total of 4.5% (3,569). 6.3% of Ben's play tennis, which is the largest proportion of any group playing tennis, closely followed by the Tim segment at 3.7%. The groups with the largest of the local population playing tennis are the Tim's (14.6%) and Philip's (13.4%). The groups with the most people who would like to play are Tim (11.7%) and Philip (9.2%). The main group to target, for additional players due to size and interest is, therefore Tim.

Tennis summary

- There is a total of 31 tennis courts across nine sites identified in Wyre Forest with all categorised as being available for community use.
- Of the provision that is available for community use, 15 courts are rated as good quality, four courts are rated as average and five courts are rated poor.
- There are five community accessible courts available across two District Council sites; however, the quality of the courts is assessed as poor.
- There are six LTA accredited tennis clubs in the District, with Bewdley being the largest with nearly 200 members.
- Both Bewdley and Stourport Tennis club compete in AEGON national tennis league.
- Kidderminster Tennis Club has recently submitted a planning application for a third court, to allow the club to expand.
- No education sites which are available for community use report any regular demand from the community.
- Based on LTA guidelines, Kidderminster Tennis Club is operating over capacity and its membership levels could sustain additional provision.

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SECTION 10: ROWING

216. The river Severn, which runs north to south through the western side of the authority provides the perfect opportunity to develop the sport of rowing in the District. Consequently, there are two british rowing affiliated clubs within the District. A location map identifies the club house locations and the table lists the clubs which reside at these venues.

Figure 10.1: Location map of the key rowing clubs in Wyre Forest

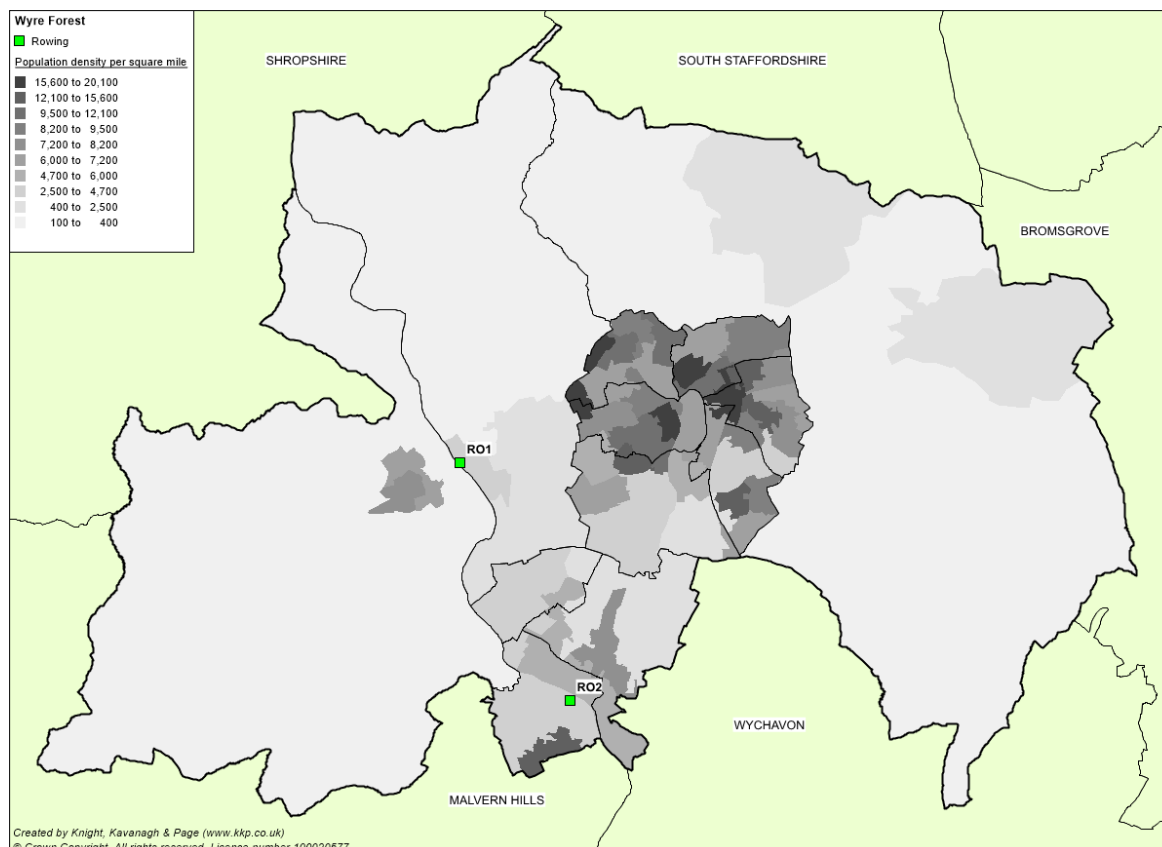


Table 10.1: Rowing clubs in Wyre Forest

Map ID	Site name	Postcode
RO1	Bewdley Rowing Club	DY12 1AB
RO2	Stourport Rowing Club	DY13 0AA

217. Consultation was undertaken with both clubs. Stourport Rowing Club is the largest club in the District with c. 400 members. The club has teams across all spectrums, with the men's team regually qualifying for the Henley Royal Regatta, the highest performance level for men's rowing. The club has monthly open days to increase membership, and is finacially supported through the hire of it's facilities for community functions.

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218. Bewdley Rowing Club has c.300 members, which consist mainly of juniors aged 11-16. The club has close links with Bewdley Secondary School and hosts two main regattas per year. The biggest challenge for the club is attracting funding to develop its facilities and expand the club. The club would like to improve access from the main road (B4190) to the club house, through signage and a new surfaced road. It would also like to expand its stock of boats to accommodate new members.
219. This study attempted to undertake consultation with British Rowing to understand its priorities for the region, however no response was gained.

Table 10.2: Market segmentation – rowing and likely target audiences

Rowing	
◀	0.2% (185) of people currently row and a further 0.1% (108) indicate that they would like to, giving an overall total of 0.4% (294).
◀	0.7% of Ben's row, which is the largest proportion of any group rowing, closely followed by the Jamie segment at 0.5%.
◀	The groups with the largest of the local population rowing are the Tim's (16.8%) and Philip's (16.2%).
◀	The groups with the most people who would like row are Ben (20.4%) and Philip (17.6%).
◀	The main group to target, for additional players due to size and interest is, therefore Ben.

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SECTION 11: SQUASH

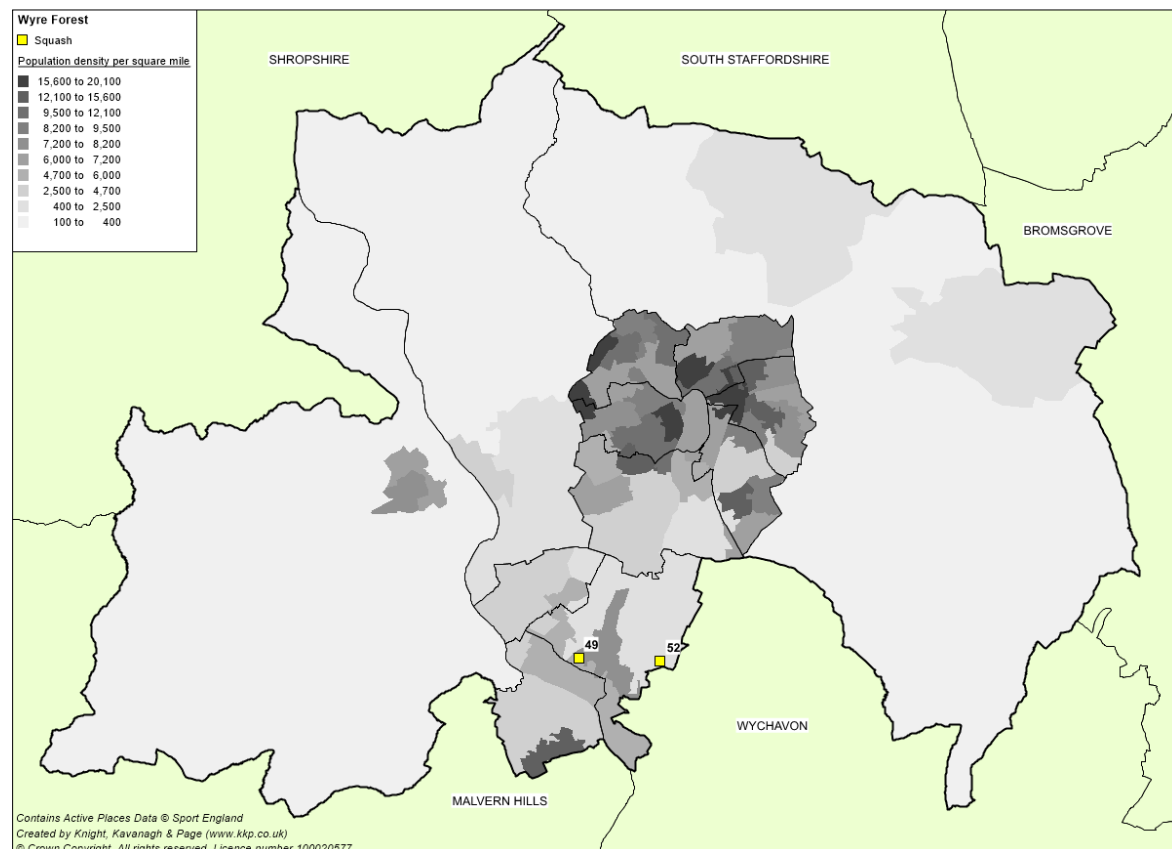
220. England Squash's Participation Strategy (2015-2017) presents a fundamental change in its approach to sustaining and growing the game. Over the past five years, there has been a decline in participation of around 5% per year. The strategy highlights two main targets:
- Reverse the decline in participation and sustain playing numbers within 12 months.
 - By 2017, it will deliver a 5% increase in participation levels with an ambition of increasing participation by 10%. Using the latest APS data, there will be a net gain of 11,000 weekly participants.
221. With so few courts available in the District, unfortunately England Squash is limited in developing the sport. With the new leisure centre not accommodating any courts and other facilities reserved for members, England Squash priority is to support the only affiliated club in the District, Stourport Tennis & Squash Club.

Supply

Quantity and accessibility

222. The audit identifies two facilities offering five squash courts in Wyre Forest, both in the south of the district. All courts are part of private sports clubs, and there is no pay and play options for the community.

Table 11.1: All squash courts in Wyre Forest



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Figure 11.1: All squash courts in Wyre Forest

Map ID	Site name	Access policy	No. of courts	Condition
49	Stourport Tennis & Squash Club	Sports Club	4	Above average
52	Waves Health & Leisure Club	Registered Membership	1	Poor

Consultation

223. Stourport Tennis & Squash Club is the only affiliated England Squash club in the District. The club has c.20 members and competes in the Hereford and Worcester Squash league. New members are always welcome and the facility has four glass backed courts which are all rated above average. The court at Waves Health & Leisure Club is in poor condition. It is only available to members of the club with no known club competing out of the facility.

Table 11.2: Market segmentation – squash and likely target audiences

Squash and racketball	
<ul style="list-style-type: none"> ▶ 1.2% (920) of people currently play squash and racketball and a further 0.7% (591) indicate that they would like to, giving an overall total of 1.9% (1,512). ▶ 3.9% of Ben's play squash and racketball, which is the largest proportion of any group playing squash and racketball, closely followed by the Tim segment at 3.4%. ▶ The groups with the largest of the local population playing squash and racketball are the Tim's (24.8%) and Philip's (20.4%). ▶ The groups with the most people who would like to play are Tim (20.1%) and Philip (20.1%). ▶ The main group to target, for additional players due to size and interest is, therefore Tim. 	

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SECTION 12: OTHER SPORTS

12.1 Athletics

224. There is a purpose built athletics track as part of the Stourport Sports Club. The track, a tartan synthetic track, was part of the original development. Due to the track's age, it will need to be replaced in the next five to ten years. Although the track has a competition licence, the lines are fading and lane one is worn. There are two main clubs which use the track, these are:

- ◆ Kidderminster and Stourport Athletics Club
- ◆ Kidderminster Triathlon Club

Consultation

225. England Athletics' (EA) current strategy: *Athletics & Running: For Everyone, Forever* aims to grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential. Its key priorities are:

- ◆ To expand the capacity of the sport by supporting and developing its volunteers and other workforce.
- ◆ To sustain and increase participation and performance levels in our sport
- ◆ To influence participation in the wider athletics market.

226. EA is very active in the District and works closely with the Wyre Forest School Sport Partnership to promote sports hall athletics in schools. EA also identifies Stourport Athletics Track as a key facility in the development of the sport in the region. The site regularly hosts regional championship meetings for the West Midlands and also delivers coach education courses at the site.

227. Kidderminster and Stourport Athletics Club is the main athletics club user of the facility. It has circa 180 active members with a mixture of juniors and seniors. During the summer, the Club competes in the Midland Counties Track & Field League and in the winter it competes in Birmingham Cross Country League. It is a well-run club, with membership currently rising particularly in the junior section. Although there is a healthy number of coaches, it would always welcome more coaches.

Table 12.1: Market segmentation – Athletics and likely target audiences

Athletics	
◆	6.1% (4,892) of people currently take part in athletics and a further 2.7% (2,160) indicate that they would like to, giving an overall total of 8.8% (7,052).
◆	15.1% of Ben's take part in athletics, which is the largest proportion of any group taking part, closely followed by the Chloe segment at 13.6%.
◆	The groups with the largest of the local population taking part in athletics are the Tim's (18.3%) and Philip's (12.0%).
◆	The groups with the most people who would like to take part are Tim (13.3%) and Philip (10.4%).
◆	The main group to target, for additional participants due to size and interest is, therefore Tim.

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12.2 Cycling

228. Stourport Sports Club also provides a purpose built road cycle circuit. The floodlit closed road circuit is 1.5km long and 6m wide. It is used for all year-round racing, training and leisure riding. The layout of the circuit incorporates shallow but long climbs and descents with technical elements as well as flat sections which collectively tests the strength and skills of those using the circuit. It was built in 2009 to expand the sporting provision at the centre and it is used by a number of cycling clubs and the school. Wyre Forest Racing Cycling Club is the resident club at the centre. In addition there are also a further c. 20 clubs which hire the track at regular slots during the year. There are opportunities for other sports to use the facility too, with walking groups and roller skating organisations delivering sessions at the site.
229. A site inspection concluded that the track is good quality and is well maintained. It is open for general public access during certain times of the week, where members of the public can just turn up and ride. Stourport High School has access to the circuit during the day, with clubs and the public able to use the track during the evening and at weekends.

Consultation

230. British Cycling (BC) identifies the cycle track as a key facility within the West Midlands region. The NGB directly delivers and supports a number of programmes at the site to generate participation. These include:
- ▶ Weekly Cluster Coaching Sessions. This are weekly sessions run by BC coaches for advanced club riders who require further coaching to support individual development.
 - ▶ Coach education courses.
 - ▶ Supporting a positive competition programme, catering for all ages and abilities.
 - ▶ Delivering the GO-RIDE Programme to support youth development in the region. This includes outreach with the local high school, Stourport High School and the Wyre Forest Cycle Racing Club to offer coaching services to increase awareness of the facility and drive up participation.
231. The main club which uses the facility is Wyre Forest Cycle Racing Club. The Club currently has 280 members, which is the highest it has ever been. It is well run, with an effective club committee. Due to the high numbers, the key challenge is to sustain the number of club volunteers and coaches to support the increasing membership. The Club also works in partnership with BC to support the NGB's GO RIDE programme and facilitates a number of regional competitions at the track.
232. The track is used by other clubs, however, these are used on a block booking basis during specific times of the year. There has also been a large increase in the number of triathlon clubs hiring the track, demonstrating the popularity of the sport in the region.
233. Due to the popularity of the track and the potential for conflicting demands at key times of the year there is a need to ensure that appropriate governance structures continue to be in place to ensure that clubs across the various sports develop in an effective and cohesive manner.

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Table 12.2: Market segmentation – cycling and likely target audiences

Cycling	
<ul style="list-style-type: none"> ▶ 9.4% (7,509) of people currently cycle and a further 5.5% (4,420) indicate that they would like to, giving an overall total of 14.9% (11,930). ▶ 21.2% of Tim's cycle, which is the largest proportion of any group cycling, closely followed by the Ben segment at 17.7%. ▶ The groups with the largest of the local population cycling are the Tim's (19.0%) and Philip's (17.3%). ▶ The groups with the most people who would like to cycle are Philip (18.3%) and Tim (17.4%). ▶ The main group to target, for additional players due to size and interest is, therefore Philip. 	

12.3 Netball

234. All netball within the District of Wyre Forest is played at Stourport Sports Club. The facility has two indoor netball courts (within a netball dome) and three outdoor courts. The list of clubs which play at the facility is displayed below.

- ▶ Kidderminster Carolians Netball Club
- ▶ Alphabets Netball Club
- ▶ Bluebirds Netball Club

NGB Consultation

235. England Netball is working to deliver a wide range of netball products to achieve its 10:1:1 vision and the county of Worcestershire is a priority area. To date, a number of successful programmes have been delivered including nine Back to Netball and over 10 Walking Netball programmes. The NGB also has an excellent relationship with the clubs with over 30 clubs operating in the county. England Netball identifies Stourport Netball Dome is a key strategic site for District as the Dome plays host to the Kidderminster & District Netball League. The league provides competition on a Saturday during the winter and on a Thursday during the summer.
236. All clubs in the District currently train and compete in Stourport Netball Dome, with Carolinas the largest club with over 100 members. With club participation levels rising the demand for court time is at a premium, however it would appear that all clubs want the same evening slots which puts pressure on the programming of the facility.
237. Consultation with Stourport Sports Club indicates that condensation is an issue but it doesn't prevent utilisation of the facility and it is impossible to prevent. Regular maintenance programmes look to address this, which include the cleaning of the back boards. The facility was designed to national competition standard, which didn't include heating and there is no plans to install this. The Sports Club also reports there is spare capacity at the site.
238. It must be noted that the new Leisure Centre has capacity to host netball fixtures and events, with a court marked out at the facility, however, no clubs have approached the management company (Places for People Leisure) to seek additional court time.

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Table 12.3: Market segmentation – netball and likely target audiences

Netball	
◀	0.4% (325) of people currently play netball and a further 0.4% (297) indicate that they would like to, giving an overall total of 0.8% (623).
◀	2.2% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%.
◀	The groups with the largest of the local population playing netball are the Chloe's (19.7%) and Leanne's (16.6%).
◀	The groups with the most people who would like to play are Chloe (20.2%) and Leanne (17.5%).
◀	The main group to target, for additional players due to size and interest is, therefore Chloe.

12.4 Judo

239. Samurai Judo Club is the only club in the District and is the third largest club within the West Midlands. The club is affiliated to British Judo and competes regionally, nationally and internationally. Training is delivered in a building owned by the club, located on Zortech Ave in Stourport.
240. The club has c. 138 members which is rising constantly. It also boasts a positive women's section with over 50 female members. It is proactive within the community through a number of outreach programmes, including advertising in local press and working with local primary schools.
241. The club is well managed and has produced many international athletes which have represented the country in the sport. It has also won the Wyre Forest 'Club of the Year' award for the past six years. The club has also been boosted with the National Performance Centre locating to Walsall, where athletes and coaches can share best practice in the West Midlands area.

12.5 Mixed Martial Arts

242. There is a plethora of mixed martial arts clubs in Kidderminster, ranging from karate to aikido. The market of these types of clubs is unregulated, with no national governing body, which can result in individuals setting up clubs for profit rather than focusing on developing the sport. According to 'Martial Arts Near You' website, there are six organisations delivering mixed martial arts in the District. These use mainly schools sites, however Verve Martial Arts use Wyre Forest Leisure Centre.
243. Judo and mixed martial arts play an important part in the District. It is pleasing to see how outward facing Samurai Judo Club is to encouraging the community into the sport, particularly female participants.
244. It must be noted that this study could not locate an official England Boxing affiliated boxing club within the District. There is currently a boxing gym (Mikey's Boxing Gym and Personal Training Centre) which spans 8,000-square feet and boasts an 18ft-ring and 20 punch bags. It is uncertain if the gym facilitates a club as consultation was unsuccessful with the venue. There is also a dedicated boxing gym at Kidderminster and district Youth House.

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SECTION 13: SWOT ANALYSIS

245. The following SWOT analysis identifies key issues for discussion;

13.1 Strengths

- ◀ WFDC recognises the importance of its leisure facility stock and future planning needs.
- ◀ There is a productive relationship between WFDC and the Places for People, working in partnership to try and develop a range of programmes across the District to increase physical activity levels, including hard to reach groups.
- ◀ The District has a flagship new leisure centre, which has a number of facilities including; an eight court sports hall and a six lane swimming pool.
- ◀ Wyre Forest Leisure Centre is situated to the south of Kidderminster and is within 20 minutes' drive time of all residents in the District.
- ◀ In addition, there are eight other sports halls and two swimming pools in the District with clear community access.
- ◀ Kidderminster and District Youth House works positively with the District's BME community to ensure access to facilities are available at suitable times.
- ◀ Stourport Sports Club is another hub of sport and accommodates hockey, football, tennis, netball, cycling and athletics. The Centre is owned by the principle clubs which participate at the facility.
- ◀ 70% of the District's population live within one mile of a community accessible sports hall.
- ◀ A good range of health and fitness facilities is available in the District (from locations offering 20 stations or more).
- ◀ Programming across the sports halls appears to offer a good breadth of sports/activities.
- ◀ The District has a very strong sports club network, with several clubs competing at a national standard. These include Wyre Forest Swimming Club, Bewdley Tennis Club, Samurai Judo Club and Kidderminster and Stourport Athletics Club.
- ◀ Gymnastics and Judo also report strong participating numbers within their respective clubs.
- ◀ The District hosts the county netball league.
- ◀ There is a strong disability sport offer, with opportunities available in blind football and boccia.
- ◀ A good badminton development network is in place in the District, ensuring talented juniors have options continue at senior level.
- ◀ There is a strong outdoor bowl provision with 11 clubs competing. Of those who were consulted with, all reported positive membership numbers.
- ◀ There are examples of schools and sports development working together through the Wyre Forest School Sports Partnership).

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13.2: Weaknesses

- ◀ Places for People Leisure only manages two sports hall and one swimming pool in the authority which limits its potential development influence (on behalf of the Council).
- ◀ The fabric of both Bewdley and Baxter College sports halls are showing their age and the facility is considered to be coming to the end of its lifespan.
- ◀ Following club consultation it would appear that netball clubs are competing for the same times at Stourport Sports Club, which may restrict club development.
- ◀ Wyre Forest Gymnastics School cannot accommodate any additional members due to the limited size and scale of its facilities.
- ◀ The only community accessible pool which provides regular public access is Wyre Forest Leisure Centre. There are two other community accessible pools, however these are only used by Wyre Forest Swimming Club and do not provide regular public access.
- ◀ The rising age profile of the population is likely to lead to increased demand for facilities during the daytime (when much of the education stock is out of action for the public).
- ◀ The fragmented nature of management arrangements at sports halls means that no single organisation takes a lead on activity programming.
- ◀ Kidderminster Tennis Club cannot expand due to the lack of current provision. It is currently seeking approval for a third court.
- ◀ There is no indoor bowls provision in the District. This does not allow the sport to be enjoyed all year round, restricting bowling in the District to a summer sport.
- ◀ The athletics track at Stourport Sports Club is coming to the end of its life, and should be replaced over the next five years.

13.3 Opportunities

- ◀ This is an opportune time for WFDC to review how it intends to offer facilities in the future, the communities it wishes to serve and its links with the wider health and wellbeing, obesity and social care agendas. This must, of course, take account of the increasing financial constraints within which it has to work. This is specifically relevant given the health challenges faced by an ageing population.
- ◀ WFDC in partnership with Places for People Leisure, continue to grow its health and wellbeing programme to maximise physical activity opportunities in the District.
- ◀ WFDC and Places for People Leisure continue to work cohesively with Wyre Forest Swimming Club to ensure there is a good competitive and learn to swim offer across the District.
- ◀ Stourport Sports Club should investigate funding opportunities to resurface the athletics track, to maintain the centre as a regional athletics base.
- ◀ The District should support a number of sports to allow them to expand. These include; Wyre Forest Gymnastics School, bowls clubs, netball and badminton clubs especially. In some instances this will include the support for new facilities and in others access to improved facilities or additional time.
- ◀ Increased housing growth presents an opportunity for the Council to work with developers to generate increased funding for sport and physical activity facilities.

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13.4: Threats

- ▶ The continued cuts to public sector funding will put increasing pressure on the provision of sport and physical activity facilities in the District.
- ▶ There is a threat that the poor quality sports facilities currently available in schools could see Head Teachers and Governors reducing access to the community in order to protect the quality of facilities for schools.
- ▶ The projected increase in number of residents will place an increasing strain on the current stock of facilities, especially during off peak times.
- ▶ The limited sports development resources within the Council presents a threat to the ongoing support required for the network of sports clubs in the District.

13.5: Strategic recommendations

246. The following strategic recommendation will be developed further within the Strategy document.

- ▶ WFDC and Places for People Leisure to continue to work in partnership to ensure that the new leisure centre benefits the whole community through reflective programming, targeted interventions and outreach.
- ▶ Explore funding possibilities with Stourport Sports Club to finance the replacement of the athletics track at the site (possibly through planning gain – either through SIL or Section 106).
- ▶ Support club developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District (e.g. tennis, swimming, netball).
- ▶ Work with Wyre Forest Gymnastics School to identify a suitable facility for the club to develop and to increase the number and range of gymnasts it can accommodate.
- ▶ Work with the County Council and individual schools (academies) to improve the quality of school sports halls for both pupils and the community.
- ▶ Work with Kidderminster and District Youth House to investigate funding options to expand the size of the sports hall.
- ▶ Work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.

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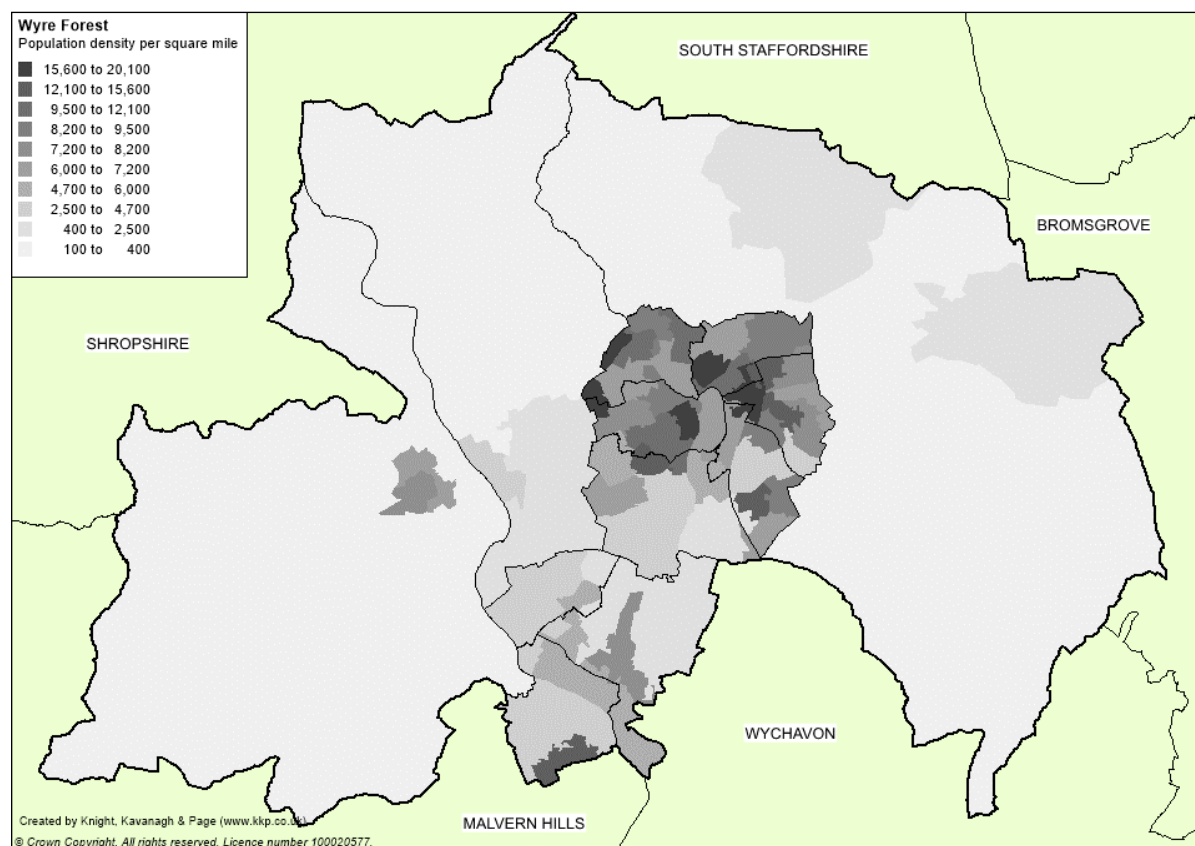
APPENDIX 1: WYRE FOREST DISTRICT PROFILE

The following overview briefly summarises key facts about Wyre Forest's population. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian. Wherever possible it represents the most up to date information available at the time of the report's preparation. New data is, however, published regularly, often at different intervals. The data is supported by graphs and maps.

Population and distribution

The total population of the District is 99,503³. As shown in Figure A1 the population is densest towards the centre and south of the Authority.

Figure A1: Population density (2015 MYE): Wyre Forest and surrounding districts



The surrounding districts have little or no densely populated areas adjoining Wyre Forest, apart from Dudley and Bromsgrove to the north east.

³ Source: ONS 2015 Mid Year Estimate

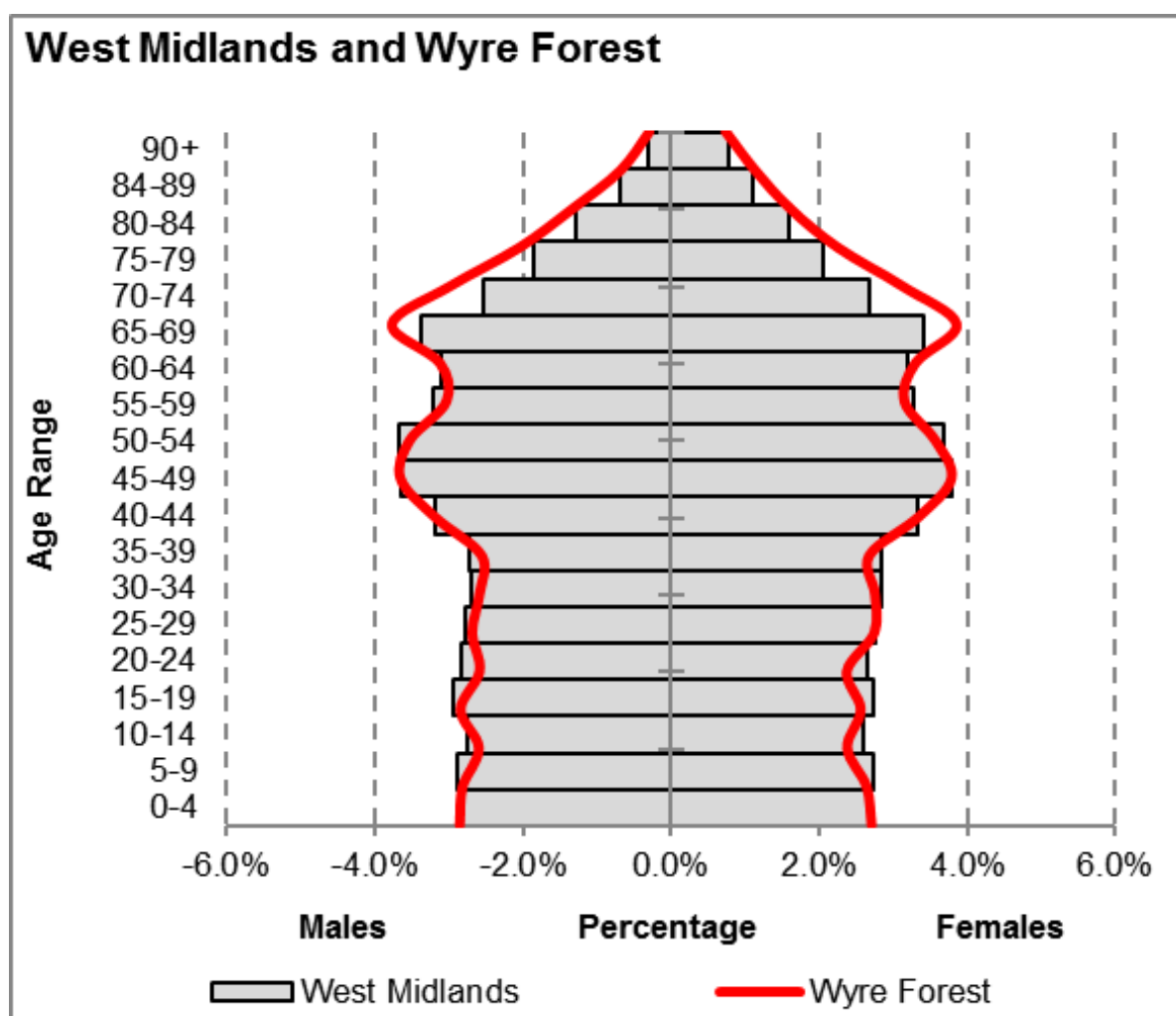
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Age structure and ethnicity

There is relatively little difference in the age structure of Wyre Forest's population from that of the region, the main differences being:

- Higher proportions of older people (65 to 79 year olds – Wyre Forest = 18.0%, West Midlands = 15.9%)
- Slightly lower proportions of younger people (0 to 24 year olds – Wyre Forest = 26.4%, West Midlands = 27.6%).
- Ethnic composition – 97.2% White, 1.4% Asian and 1.0% Mixed compared to 85.4%, 7.8% and 2.3% nationally.

Figure A2: Comparative age/gender pyramid for Wyre Forest and the West Midlands



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Table A1: Ethnic composition – Wyre Forest and England (2011 Census)

Ethnicity	Wyre Forest		England	
White	95,273	97.2%	45,281,142	85.4%
Mixed	998	1.0%	1,192,879	2.3%
Asian	1,390	1.4%	4,143,403	7.8%
Black	214	0.2%	1,846,614	3.5%
Other	100	0.1%	548,418	1.0%
Total	97,975	100.0%	53,012,456	100.0%

Projected population

There will be the following anticipated projected population changes:

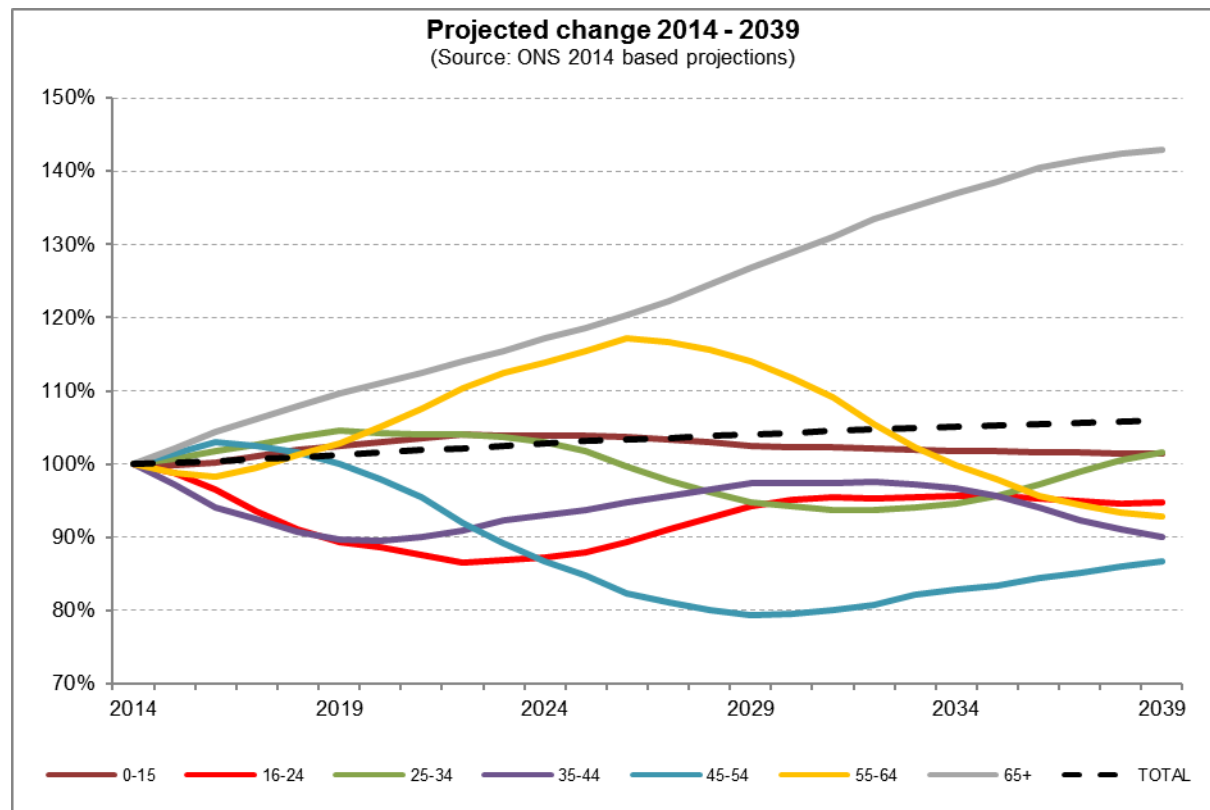
- 2014- 2027- there will be an increase of 3,567 (3.6%), including an increase of 572 (3.4%) 0-15 year olds, however there will be a fall of 833 (-8.9%) 16-24 year olds.
- 2014-2039 – will see an increase of 5,880 (5.9%), including a 43.0% rise in the numbers aged 65+ to become around one in three of the population.

Table A2: Wyre Forest - ONS projected population (2014 to 2039)

Age (years)	Number			Age structure %			Change 2014 - 2039		
	2014	2027	2039	2014	2027	2039	2014	2027	2039
0-15	16,905	17,477	17,150	17.1%	17.0%	16.4%	100.0%	103.4%	101.5%
16-24	9,338	8,505	8,849	9.4%	8.3%	8.4%	100.0%	91.1%	94.8%
25-34	10,632	10,384	10,805	10.7%	10.1%	10.3%	100.0%	97.7%	101.6%
35-44	11,999	11,472	10,803	12.1%	11.2%	10.3%	100.0%	95.6%	90.0%
45-54	14,257	11,577	12,374	14.4%	11.3%	11.8%	100.0%	81.2%	86.8%
55-64	12,693	14,806	11,781	12.8%	14.4%	11.2%	100.0%	116.6%	92.8%
65+	23,136	28,305	33,079	23.4%	27.6%	31.6%	100.0%	122.3%	143.0%
Total	98,960	102,527	104,840	100.0%	100.0%	100.0%	100.0%	103.6%	105.9%

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Figure A3: Projected population change (2014 -2039)



Deprivation and ill health

- Deprivation – 31.9% of the population fall within the most deprived 30% nationally. Conversely, however, 29.4% are within the three least deprived groups (nationally this is 30%).
- Health problems - appear to be less widespread throughout Wyre Forest's communities, when compared to national averages. The IoD4 points towards lower health deprivation with 17.1% falling in the most deprived (three worst) cohorts based on health measures when a national equivalent would be 30%. Like the overall measure of deprivation, 29.4% of the population is in the best three cohorts for health. The lower incidence of health deprivation is most easily seen by comparing the lighter areas in figures 5 and 6.
- Adult obesity (26.6%) is above the national (24.0%) and regional (26.1%) average.
- Child obesity rates (21.7%) are also above the national (19.1%) and regional (21.2%) rates. Child rates also increase significantly between reception and Year 6, by which time more than one third of children (34.2%) are either overweight or obese.
- Avoidable ill health cost to the NHS in Wyre Forest (due to physical inactivity) is estimated to be £1.8m; this is 1.3% above the respective national and 4.3% below the regional averages (per 100,000).
- The economic value/benefit of sports participation (as opposed to the avoidable ill health cost of inactivity) has been calculated by SE to be £28.2m.

⁴ Index of Deprivation 2015 (Department for Communities & Local Government)

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Figure A4: Adult and child obesity rates (2015)

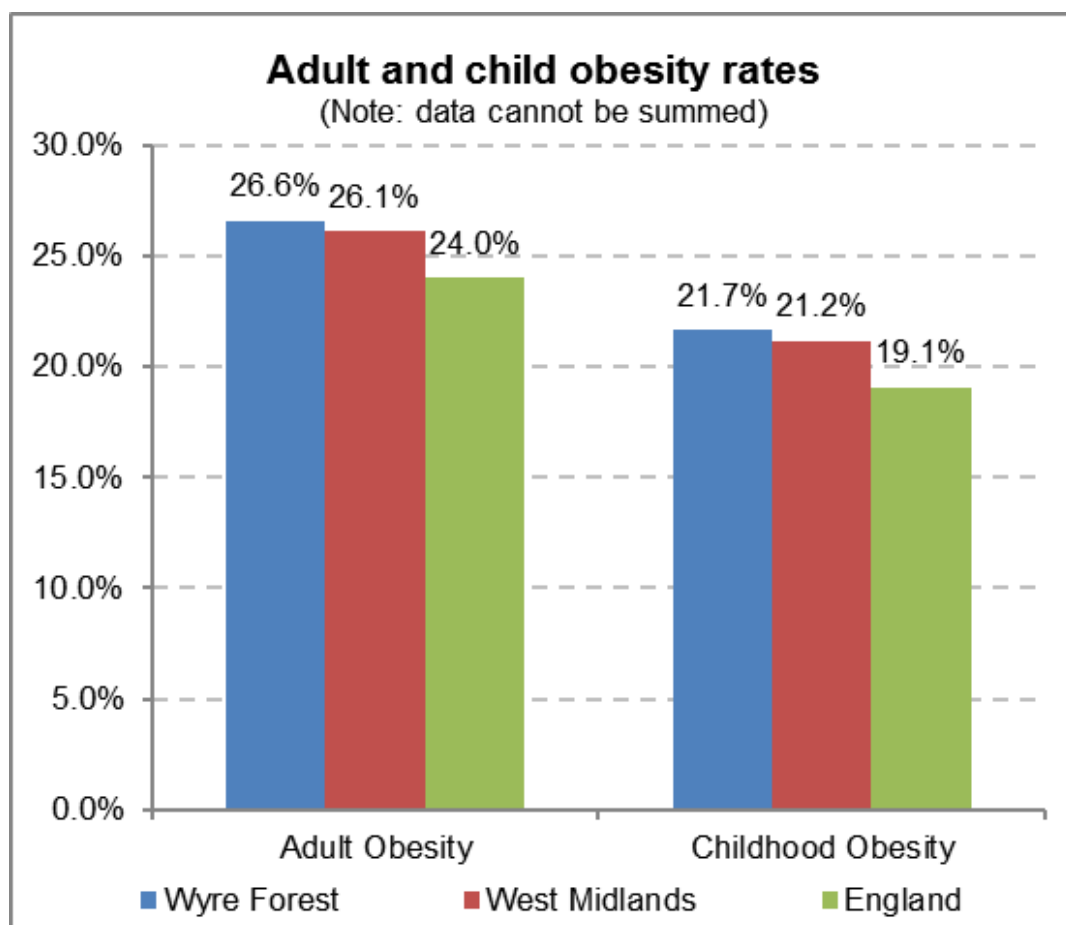


Table A3: IMD cohorts – Wyre Forest

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	7,865	8.0%	8.0%	1,614	1.6%	1.6%
	20.0	14,357	14.6%	22.7%	6,145	6.3%	7.9%
	30.0	9,109	9.3%	31.9%	9,012	9.2%	17.1%
	40.0	8,721	8.9%	40.8%	18,463	18.8%	35.9%
	50.0	13,790	14.1%	54.9%	5,304	5.4%	41.3%
	60.0	11,011	11.2%	66.1%	10,056	10.3%	51.6%
Least deprived	70.0	4,417	4.5%	70.6%	18,595	19.0%	70.5%
	80.0	18,129	18.5%	89.1%	14,836	15.1%	85.7%
	90.0	9,379	9.6%	98.7%	12,826	13.1%	98.8%
	100.0	1,296	1.3%	100.0%	1,223	1.2%	100.0%

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Figure A5: Index of multiple deprivation

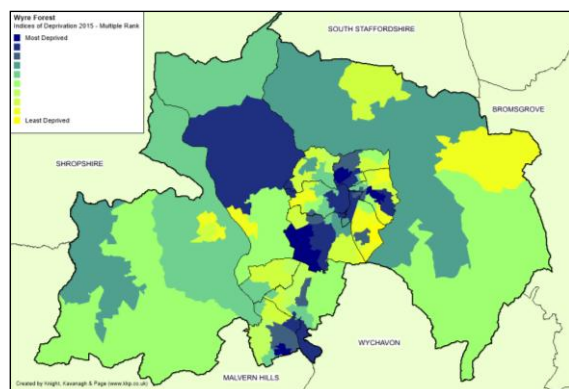
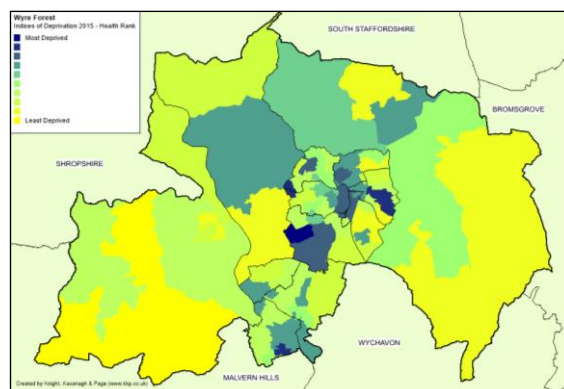


Figure A6: IMD Health domain



General socio economic characteristics

Mosaic (2015) segmentation data indicates that over half (53.1%) of Wyre Forest's population fall into only four Experian 'groups', compared to 30.2% nationally (for the same groups):

- ✦ The 'Senior Security' group (14.7%) is 4.3 times the national rate (3.4%) – it is described as; elderly singles and couples who are still living independently in comfortable homes that they own.
- ✦ The other three are named as:
 - ✦ Suburban Stability (typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home.) at 14.5% this is slightly higher than the national rate (12.6%).
 - ✦ Aspiring Homemakers (younger households who have, often, only recently set up home.) at 13.8% this is 3.2 times the national rate.
 - ✦ Family Basics (families with children who have limited budgets and can struggle to make ends meet.) at 10.1% this is just above the national rate (9.8%).

Table A4: Mosaic – main population segments in Wyre Forest

Mosaic group description	Wyre Forest		National %
	#	%	
1 - Senior Security	14,619	14.7%	3.4%
2 - Suburban Stability	14,375	14.5%	12.6%
3 - Aspiring Homemakers	13,683	13.8%	4.3%
4 - Family Basics	10,026	10.1%	9.8%
5 - Transient Renters	7,102	7.2%	5.9%

- ✦ *Economic activity and earnings (Source = NOMIS):*
 - ✦ Unemployment is below both the national rate and the regional average.
 - ✦ Earnings are 5.6% below the national and 1.6% above the regional averages.

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Table A5: Unemployment and income

	Wyre Forest	West Midlands	England
Unemployment	4.0%	5.9%	5.1%
Income (median)	£26,010	£25,610	£27,539

The following household income data is ONS based and also reflects housing costs:

- Total income** - as an average across each of Wyre Forest's 14 MSOA⁵s, household income ranges from £297 to £1,730. One of the MSOA's is in the lowest income band nationally and none are in the best two groups.
- Income after housing costs** - the upper and lower figures fall to £186 and £984 respectively. There are two MSOA's in the worst two groups.
- Economic impact and value** – sport plays a significant role in the economy both nationally and locally; whether it is via participation, purchasing of sportswear and sports equipment, gambling, volunteering or attending events. SE's economic impact model shows an overall impact of £28.2m (£21.4m participation, £6.8m non-participation related).

Table A6: Economic value of sport (Nov 2015) – Comparative overview

Measure	England		Wyre Forest	
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£8.8m	31.2%
Education and training	£4,630.3m	22.7%	£2.3m	8.2%
Sports equipment	£1,267.2m	6.2%	£2.5m	8.9%
Sports participation	£1,267.2m	6.2%	£0.2m	0.7%
Sportswear	£84.5m	0.4%	£7.6m	26.9%
Sub-total	£11,895.6m	58.3%	£21.4m	75.9%
Non participation impacts				
TV and satellite broadcasting*	£4,646.4m	22.8%	£2.2m	7.8%
Sports equipment	£1,584.0m	7.7%	£3.1m	10.9%
Spectator sports	£1,161.6m	5.7%	£0.8m	2.8%
Sportswear	£422.4m	2.1%	£0.5m	1.8%
Sports related gaming/betting	£690.0m	3.4%	£0.2m	0.7%
Sub-total	£8,504.4m	41.7%	£6.8m	24.1%
Overall total	£20,399.9m	100.0%	£28.2m	100.0%

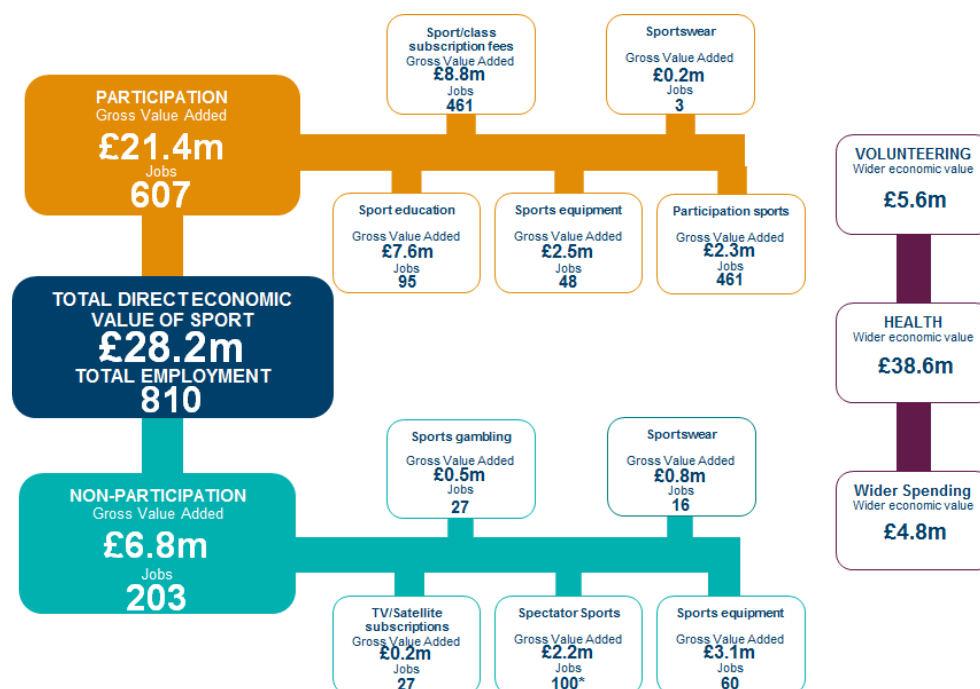
Note: Totals in local authority based figures may differ slightly due to rounding

* This relates GVA to employment connected to broadcasting as opposed to subscriptions by area.

⁵ Medium (sized) super output areas

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Figure A7: Economic impact of sport – Wyre Forest (Source: Sport England 2015)



Active People Survey

Active People is the largest survey of sport and active recreation in Europe and is in its tenth year (APS10 October 2015 – 2016). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

Table 7 shows key indicators from APS 10 for Wyre Forest and compares these to the corresponding rates for the West Midlands, England and statistical 'nearest neighbours' (based on socio-economic indicators such as unemployment rates, tax base per head of population, council tax bands and mortality ratios). Key findings include:

- Participation – Just over one third of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was slightly below both the national (36.1%) and regional averages (33.8%) but within the range of its 'nearest neighbours' which ranged from 30.8% to 37.1%.
- Sports club membership- 22.7% are members of a sports club, based on the four weeks prior to the AP survey. This is in line with both the national (22.2%) and regional rates (21.4%); it is within the range of its 'nearest neighbours'.
- Sports tuition (10.8%) received sports tuition during the 12 months prior to the AP survey. This was below the regional and below national averages. It is also below all of its 'nearest neighbours'.

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Table A7: Active People Survey for all adults – Wyre Forest and nearest neighbours

KPI	National %	West Midlands %	Wyre Forest %	Nearest neighbours			
				Erewash %	Amber Valley %	Newcastle-under-Lyme %	Carlisle %
1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.							
2015/16	36.1%	33.8%	32.2%	30.9%	37.1%	30.8%	35.1%
KPI 2 - At least 1 hour per week volunteering to support sport. *							
2015/16	12.8%	12.3%	*	*	*	*	*
KPI 3 - Club membership in the last 4 weeks.							
2015/16	22.2%	21.4%	22.7%	22.1%	17.1%	21.6 %	22.1%
KPI 4 - Received tuition / coaching in last 12 months.							
2015/16	15.6%	15.3%	10.8%	20.1%	10.4%	18.6%	11.9%
KPI 5 - Taken part in organised competitive sport in last 12 months.							
2015/16	13.3%	13.3%	10.7%	*	13.1%	*	13.1%

* Data unavailable, the question was not asked, or the sample size was insufficient.

Nearest neighbours data shown in table 4 is based on CIPFA Nearest Neighbours 2014/15.

Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. The segmentation profile for Wyre Forest indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 10.1% (8,041) compared to a national average 8.6%.

Knowing which segments are most dominant in the local population is important as it can help direct provision and programming.

The following data indicates that Philip, Roger & Joy and Elsie & Arnold are the three dominant groups, representing 28.3% (22,601) of the adult population, compared to 23.4% nationally.

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Table A8: Sport England market segmentation – Three main groups in Wyre Forest

Segment, description and its top three sports nationally				
Comfortable Mid-Life Males	Philip		8,041	Wyre Forest
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.			10.08%	
			8.67%	West Midlands
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%	England
Early Retirement Couples	Roger & Joy		7,474	Wyre Forest
Free-time couples nearing the end of their careers (aged 56-65).			9.37%	
			6.47%	West Midlands
Keep fit/gym (13%)	Swimming (13%)	Cycling (8%)	6.77%	England
Retirement Home Singles	Elsie & Arnold		7,086	Wyre Forest
Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.			8.88%	
			9.05%	West Midlands
Keep fit/gym (10%)	Swimming (7%)	Bowls (3%)	7.97%	England

Whilst the needs of smaller segments should not be ignored, it is important for Wyre Forest to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The most popular sports

The Active People survey and SE segmentation also makes it possible to identify the top sports within Wyre Forest. As with many other areas, swimming and cycling are among the most popular activities and are known to cut across age groups and gender; around one in eleven adults in the District go swimming at least once a month (on average). The next most popular activity is cycling; which 8.0% of adults do on a relatively regular basis.

Table A9: Most popular sports in Wyre Forest (Source: SE Area Profiles)

Sport	Wyre Forest		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	7.1	8.8 %	371.4	8.2 %	4,132.7	9.5 %
Cycling	6.4	8.0 %	351.6	7.7 %	3,771.8	8.7 %

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Active Places *(Data source: Active Places Power, Sport England)*

The Active Places database contains information on c.60,000 facilities; the artificial grass pitches, sports halls and swimming pools in Wyre Forest are listed and mapped below.

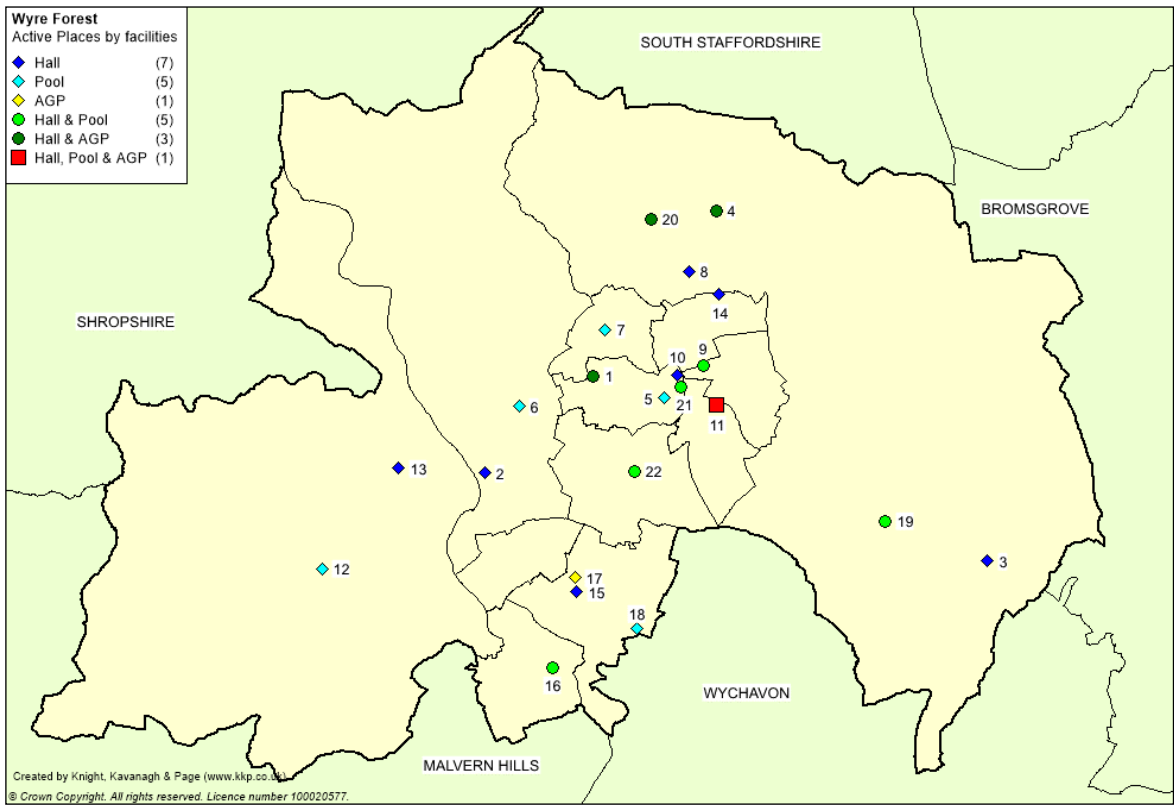
Table A10: Active places and facilities

Map ID	AP Ref	Site	Facilities		
1	6012293	Baxter Business and Enterprise College	Hall		AGP
2	1005246	Bewdley Leisure Centre	Hall		
3	30002445	Chaddesley Corbett Endowed Primary School	Hall		
4	1208689	Cookley Playing Fields	Hall		AGP
5	1008320	DW Sports Fitness (Kidderminster)		Pool	
6	1000168	Feel Good Health Club (Mercure Kidderminster Hotel)		Pool	
7	6013976	Franche Primary School		Pool	
8	1038628	Heathfield School	Hall		
9	1208238	Holy Trinity School	Hall	Pool	
10	1005264	Kidderminster and District Youth House	Hall		
11	1005265	King Charles I Secondary School	Hall	Pool	AGP
12	1101443	Little Lakes Golf Club		Pool	
13	6011968	St Annes C.E. Primary School	Hall		
14	6014144	St Oswalds C.E. Primary School and Nursery	Hall		
15	1103769	Stourport High School	Hall		
16	1045586	Stourport Sports Club			AGP
17	1014561	Waves Health & Leisure Club (Stourport Manor)		Pool	
18	1005284	Winterfold House School	Hall	Pool	
19	1208165	Wolverley CE Secondary School	Hall		AGP
20	30004128	Wyre Forest Leisure Centre	Hall	Pool	

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Figure A8: Active Places in Wyre Forest



Many of the artificial grass pitches (AGP), sports halls and swimming pools shown are either small and/or not available for community access.



WYRE FOREST DISTRICT COUNCIL INDOOR AND BUILT FACILITIES STRATEGY

MAY 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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WYRE FOREST DISTRICT COUNCIL
BUILT FACILITIES STRATEGY

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INTRODUCTION

1. This is the Wyre Forest Indoor Sports Facilities Strategy for the period 2017- 2027. The strategy recommendations are drawn from the Indoor Built Facilities Assessment Report, researched and prepared initially between September and December 2016 by specialist sport and leisure consultancy, Knight Kavanagh and Page Ltd (KKP). The Assessment Report and Strategy have been prepared in accordance with Sport England's ANOG (Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities) guidance and in consultation with Wyre Forest District Council (WFDC), Sport England, national governing bodies of sport, local sports clubs, County Sport Partnership and other key stakeholders. Although Wyre Forest District Council has commissioned the study it is recognised that this is a strategy for sport across all sectors and as such the responsibility for delivering the strategy will rest with a wide range of partners, not just the Council.

Why is the Strategy being developed?

2. To support the current review of the Wyre Forest Local Plan the District Council wishes to prepare a new evidence base in respect of built facilities and other sport, leisure and open space requirements so that:
 - ◀ It can inform the preparation of the Local Plan Review Preferred Option and, in particular, the Pre-Submission version of the Local Plan Review
 - ◀ It is in conformity with recent Sport England guidance;
 - ◀ It assists the Council to prepare a robust and up to date assessment of need to meet all of the requirements of the National Planning Policy Framework, especially paragraph 73 and assist, where appropriate, the implementation of paragraph 74 of the NPPF;
 - ◀ The Council has an up-to-date robust overall assessment of supply/demand, and identification of new playing field and built facility requirements to meet the planned growth to enable the development of appropriate policy within the Local Plan Review;
 - ◀ The Council has an up-to-date robust assessment of informal leisure, open space and other green infrastructure asset requirements to meet the needs of the Local Plan Review;
 - ◀ The Council has a robust evidence base to:
 - ◀ Negotiate and apply provision at the major growth sites that may be proposed in the Local Plan Review.
 - ◀ Inform the negotiation of public open space section 106 contributions with developers.
 - ◀ Inform the infrastructure requirements as part of the preparation by the Council of a revised Infrastructure Delivery Plan and associated work on CIL, should the Council choose to pursue a CIL Charging Schedule.
3. Wyre Forest has an aspiration, and need, to consider its facilities planning particularly in the context of future housing growth needs; changing economic circumstances and the ageing demographic profile of the area. The focus of this Strategy is to provide clear direction to all partners so that together they can plan and develop a more flexible, efficient and sustainable range of community based sport and leisure facilities that Wyre Forest requires. This will ensure residents have the opportunity to be physically active and healthier and where appropriate develop their sporting ambitions within their local community.

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

VISION AND OBJECTIVES

4. This is Wyre Forest District Council's vision for sport and leisure provision in the area that builds on the conclusions identified in the Indoor and Built Facilities Assessment Report. This Strategy sets the vision and objectives for Wyre Forest's physical infrastructure for the period 2017 to 2027. It considers all of the area's community sport and leisure assets required to ensure the Council and its partners serve the people of Wyre Forest through:

- ◀ *Fulfilling its community leadership role well.*
- ◀ *Ensuring quality and value in public services.*
- ◀ *Safeguarding the most vulnerable in society.*

Wyre Forest's vision is:

To create a network of high quality, accessible and sustainable sport and leisure facilities, which offer inclusive services for all; enabling the inactive to become active and more residents to fulfil their potential by participating in sport and physical activity, thus improving their long-term health and well-being.

5. The strategic objectives have been identified to deliver the above vision over the period 2017 – 2027. They provide strategic direction for Wyre Forest District Council, its partners and stakeholders which provide facilities and opportunities for residents to pursue sport and recreation as a means to engage in physical activity. The strategic objectives are as follows and are discussed later in the document in more depth and followed by an action plan:
- ◀ WFDC and Places for People Leisure to continue to work in partnership to ensure that Wyre Forest Leisure Centre benefits the whole community through reflective programming, targeted interventions and outreach.
 - ◀ WFDC to work in its planning role with Worcestershire County Council and individual schools (academies) to improve the quality of school sports halls and swimming pools for both pupils and the community.
 - ◀ Wyre Forest community stakeholders to pursue capital facility developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District.
 - ◀ WFDC and community stakeholders to work together to enable district facility stock to be better utilised by inactive residents.
 - ◀ WFDC to work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.
 - ◀ In respect of Wyre Forest's housing and population growth, WFDC to protect the existing supply of sports facilities where they are needed to meet current or future needs and maximise potential sports facility development opportunities.

RESEARCH FINDINGS

Sports Halls:

6. In supply terms Wyre Forest is generally well provided for with its 23 hall sites being distributed quite evenly across the district. **Wyre Forest Leisure Centre** provides a new, high quality six court hall strategically located between the two main population centres of Kidderminster and Stourport. In terms of usage the new centre has seen a high level of footfall since opening with an average of 35,000 visits per month reported. Wyre Forest DC should maintain regular reviews with Places for People Leisure to ensure a balanced programme is provided here given the importance of the facility within the district.
7. Elsewhere, the consultation recorded a good level of availability generally in terms of four court sports halls with programmed community accessible opening hours, however with the exception of Stourport High School these are of below average or poor quality. There is nevertheless reasonably strong demand from community clubs to access sports halls, particularly in respect of badminton and a good amount of community use reported on school sites with various badminton clubs having programmed use.
8. With only nine of the fifty-one badminton courts falling within the leisure contract (three of which are below average condition at Bewdley LC), Wyre Forest DC has relatively little control over access, availability and programming of the district's sports hall stock. Consequently, there is a reliance on the education sector to deliver a large proportion of community use in what are for the large part below average quality sports halls. Stourport High School is the exception, containing a good quality four court sports hall.
9. Given the above, it may be possible to explore some joint co-ordination of programming with the various school and community providers; for example, limiting the amount of football played indoors in order that sports hall sports can flourish and grow. Additionally, there may be an opportunity to identify opportunities for increased use of school sites. This should be accompanied by consideration of how quality issues may be addressed in the longer term. This will require some advocacy work on behalf of the council using resources such as Sport England's 'Use our School' toolkit.
10. **Bewdley LC** is a dual use leisure centre with a three court sports hall within the Council's leisure management contract. Built in 1990 the facility is now in a below average condition, but will be subject to some investment in 2017 to improve its quality. The centre provides a home to Bewdley Colts badminton club and contains a strong disability sport offer. With a view to sustaining curricular and community use in the long term, there may be an opportunity to remodel the redundant space in the centre's former youth facility in order to provide a health and fitness or group fitness activity space.
11. **Kidderminster and District Youth House** is an important provider of sport & physical activity opportunities in the town, providing a home for the district's only basketball team. The facility has flexible access arrangements (i.e. 24 hour) to its four court sports hall and it is not uncommon for the Bangladeshi community to be playing badminton at 2am; enabling participation in a community which is sometimes difficult to engage with. Delivering the organisation's aspiration to expand to an eight-court sports hall may be ambitious; however, any feasibility work should take into account the effect of housing growth in the Kidderminster area. Irrespective of this, consideration should be given to improving the quality of the facility (i.e. sports hall floor, changing facilities) to ensure the long-term sustainability of the facility.

Small halls, village halls & informal spaces

12. Research supporting Sport England's 'Towards an Active Nation' strategy emphasises the role that more informal facilities such as village halls and community spaces can play in engaging inactive groups, particularly older people. Whilst the consultation in Wyre Forest did not cover small indoor halls, there may already be some activity such as fitness classes, yoga and pilates taking place in community centres and the three primary school halls that were not picked up in the assessment. Such provision could play a vital role in the future, picking up demand from some of the more disparate rural or semi - rural housing developments that are planned in the district. Moreover, given that there is a prevalence of inactivity in the district¹, Wyre Forest District Council should explore further whether there is an opportunity to support these organisations to market such classes more widely. Similarly, village halls are likely to be providing services for more rurally isolated communities and may have a need for improvements such as toilets, flooring & lighting that could be addressed through Sport England's Community Asset Fund.

Swimming Pools:

13. In respect of swimming provision, the Wyre Forest district stock has undergone recent rationalisation with the closure of Wyre Forest Glades LC and Stourport Sports Centre. These have been replaced by the new six lane, 25m pool and teaching pool at **Wyre Forest Leisure Centre** which opened in 2016. Informed by a Facilities Planning Model study, the new facility is strategically located to pick up demand from the main areas of population and there are several pools in neighbouring authorities within an accessible drive time of Wyre Forest residents. Wyre Forest LC is nevertheless the only pool within the district which is of good quality and fully accessible for community use. The pool has been well used since it opened. As well as being popular with residents it also hosts a strong and thriving swimming club (Wyre Forest Swimming Club); therefore there will be a need to sensitively programme the pool in order to ensure the Council's corporate priorities around health & well-being are achieved whilst also satisfying demand for club swimming.
14. With the district's ageing population also a key driver, there is a role for Places for People Leisure in tandem with the Council in designing a physical activity and sport offer at its main leisure facility that can start to address the challenge of inactivity in the area. Given that Wyre Forest LC is the only pool available for open access community use, there will be a need for the Council and Places for People Leisure to monitor usage profiles to ensure that residents living on the fringes of the district (e.g. South Stourport) are using the facility.
15. Elsewhere the remaining two swimming pools in Wyre Forest are both on school sites and, whilst providing a vital role in catering for club usage, both were built over fifty years ago and their quality ratings reflect this. **King Charles I School** is rated as below average, meanwhile **Holy Trinity School** did not provide access for a site visit. Club use is effectively the only community use at these sites with access gained on a key holder basis. Whilst these sites cannot be relied upon to deliver a broad programme of community use, it remains important that they are sustained in the long term to provide a 'buffer' in terms of capacity for swimming lessons and club training.

¹ Sport England's Active Lives Survey notes current level of inactivity in Wyre Forest at 19.8%.

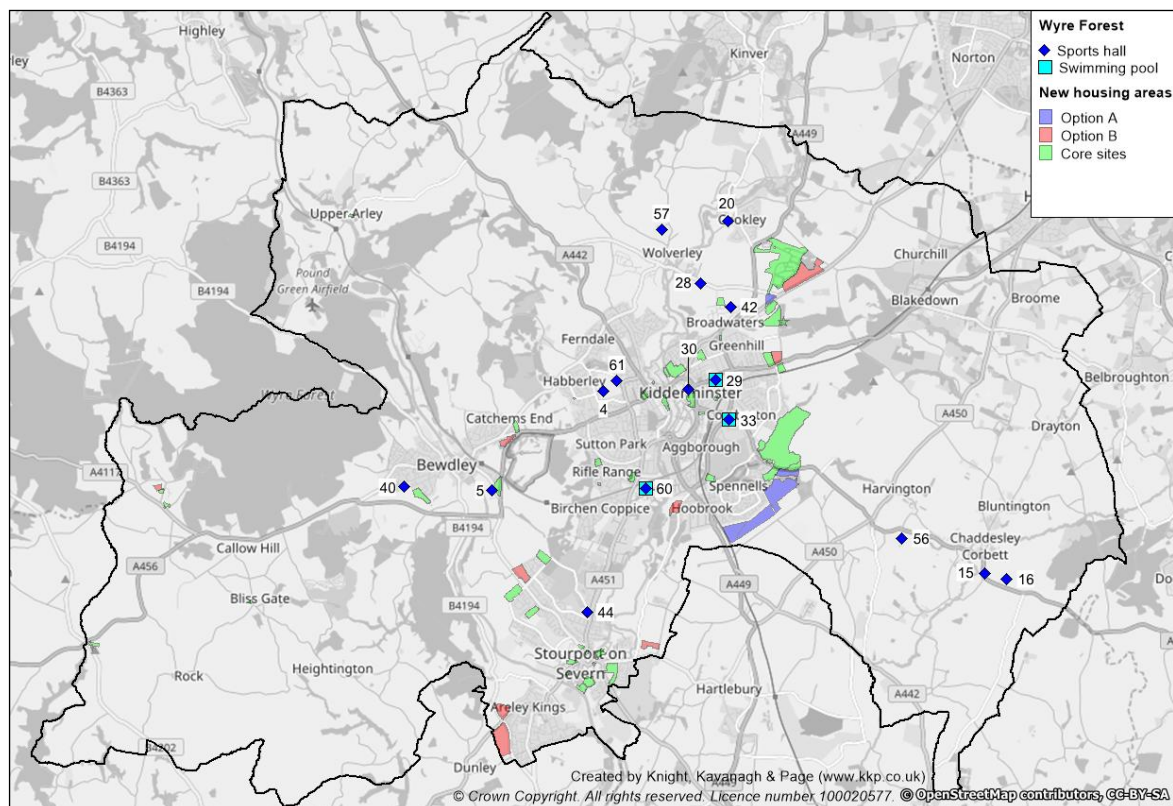
16. **Stourport Sports Club** is Wyre Forest's main outdoor multi sports venue and performs a strategic function for many key sports including athletics, triathlon, cycling, netball, tennis and hockey. The multi sports club offers a wide range of activities for all age groups and is key to delivering wider sports club participation and physical activity opportunities for all residents.

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

HOUSING GROWTH IN WYRE FOREST

17. Wyre Forest District Council has identified two potential options for new dwellings over the period to 2034. A Core element, common to both options, is anticipated to deliver approximately 4,570 dwellings and at the time of the preparation of this report comprised 27 sites in Kidderminster (3,400 dwellings), 14 sites in Stourport (880 dwellings) and nine sites in Bewdley and the rural West of the District (300 dwellings). It is important to note that the sites ultimately consulted upon at the Preferred Options stage may have slightly changed from this anticipated make-up.
18. In addition to the Core sites above, the Council is also considering two options (A and B) which will deliver an additional 1,380 (option A) or 1,340 (option B) dwellings. The map below identifies the confirmed developments in green and options A and B in blue and red respectively. Again there might be some slight changes to these numbers in the version ultimately consulted upon but the sites' essential size and distribution will remain unaltered. Community Sports Hall and Swimming Pool sites have also been plotted on the map in order to provide a basis for discussion of potential S106 / CIL contributions.

Figure 1: Wyre Forest Housing Growth Sites + location of Sports Halls & Swimming Pools



WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Table 1.1: Key to map

KKP Ref	Site	Hall	Pool
4	Baxter Business & Enterprise College	Yes	
5	Bewdley Leisure Centre	Yes	
15	Chaddesley Corbett Endowed Primary School	Yes	
16	Chaddesley Corbett Endowed Primary School	Yes	
20	Cookley Playing Fields	Yes	
28	Heathfield School	Yes	
29	Holy Trinity School	Yes	Yes
30	Kidderminster and District Youth House	Yes	
33	King Charles I Secondary School	Yes	Yes
40	St Annes C.E. Primary School	Yes	
42	St Oswalds C.E. Primary School and Nursery	Yes	
44	Stourport High School	Yes	
56	Winterfold House School	Yes	
57	Wolverley CE Secondary School	Yes	
60	Wyre Forest Leisure Centre	Yes	Yes
61	Wyre Forest Special School	Yes	

19. In respect of swimming provision, the pools at Holy Trinity and King Charles I Secondary Schools, identified in the audit as key for club use are located roughly in a central Kidderminster area, with a significant core housing growth site lying to the North of the town at Lea Castle Hospital, and to the East of the town under the Urban Extension proposal. Wyre Forest Leisure Centre meanwhile, is also located centrally in respect of the key growth sites. Four court sports halls on school sites at Baxter Business & Enterprise College & King Charles I Secondary School and also Kidderminster Youth House, are all identified as below average quality in the audit report and are also centrally located in Kidderminster within the vicinity of the major growth sites.
20. Identified housing growth in Wyre Forest demonstrates the need for the Council to protect its key strategic sites such as WFLC and Bewdley LC within planning policy. Section 106 contributions or CIL (the Community Infrastructure Levy) should be used to improve the quality and scope of existing indoor and built facilities to enable increased capacity and use to be accommodated, enhancing the operator's ability to increase participation at relevant centres. Consideration should also be given to applying such funds to improve the quality of school sports facilities, where they enhance and extend the community use of schools. Specific one-off developments such as those identified in respect of Kidderminster Youth House, Stourport Athletics Club, Wyre Forest Gymnastics Club and Kidderminster Tennis Club could also be linked given the proximity of planned housing sites.

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Housing Scenarios – overall summary

21. The current resident population of Wyre Forest District is 99,503 (based on the 2015 MYE)².

Building on the current housing allocations and options that the Council has identified there will be a need to ensure that contributions from all new developments are secured to provide for the sporting needs arising from the residents of that development. The anticipated number of new homes for each of the Preferred Options is set out below³:

Table 1.2: Dwellings/population by scenario

Scenario	Number of dwellings	Total population ⁴
“Core” Dwellings common to Option A and B	4,570	10,240
Total dwellings under Option A	5,950 (4,570 + 1,380)	13,330
Total dwellings under Option B	5,920 (4,570 + 1,340)	13,250

NB Data has been rounded so may not perfectly add up

22. The proposed number of new homes by area for each scenario is set out below:

Table 1.3: Dwellings/population by area for each scenario

Scenario	Kidderminster		Stourport		Bewdley/Rural West	
	Number of dwellings	Total population	Number of dwellings	Total population	Number of dwellings	Total population
Dwellings common to Option A and B	3,400	7,620	880	1,960	290	660
Total dwellings under Option A	4,780	10,710	880	1,960	300	300
Total dwellings under Option B	3,940	8,820	1,580	3,530	410	910

NB Data has been rounded so may not perfectly add up

² Source: ONS 2015 Mid-Year Estimates

³ The data in this section was correct at the time of preparation of this report. However, as a consequence of the ongoing refinement of the Preferred Options by WFDC until the date of publication the precise numbers may vary slightly but the essential volume and spatial distribution will not be different.

⁴ Based on an occupancy rate of 2.24 persons per household taken from the Wyre Forest Objective Assessment of Housing Need. Please note that this figure is for 2016 which is estimated to drop to 2.16 by 2034.

WYRE FOREST DISTRICT COUNCIL

BUILT FACILITIES STRATEGY

Housing growth scenarios – sports facility requirements

23. Using Sport England's Sports Facility Calculator⁵ it is possible to estimate for each of the Wyre Forest housing growth scenario's, the likely quantity of sports facilities required to meet additional demand generated by new housing sites, and the cost of the additional facilities. In terms of overall new facility requirements⁶ it should be noted that only under Option B below would total demand generated across Wyre Forest equate to the need for an additional new facility in its own right (in this case 4.08 badminton courts). In relation to swimming pools and indoor bowls facilities increased demand is not sufficient to warrant additional provision at this stage.

Scenario 1 – Options A & B

2.73 Badminton Courts
2.04 Swimming Lanes
0.95 Indoor Bowling Rinks

Total capital cost of £3,758,861

Scenario 3 – Option B

4.08 Badminton Courts
3.04 Swimming Lanes
1.51 Indoor Bowling Rinks

Total capital cost £5,470,416

Scenario 2 – Option A

3.39 Badminton Courts
2.61 Swimming Lanes
1.23 Indoor Bowling Rinks

Total capital cost £4,588,500

Scenario 4 – Kidderminster East Urban Extension

0.81 Badminton Courts
0.58 Swimming Lanes
0.26 Indoor Bowling Rinks

Total capital cost £1,025,798

Scenario 5 – Kidderminster North Urban Extension

0.36 Badminton Courts
0.26 Swimming Lanes
0.12 Indoor Bowling Rinks

Total capital cost of £462,641

24. Potential specific facility improvements in the vicinity of the key growth sites have been identified in the strategy action plan. The exact nature and location of provision associated with these developments should be fully determined through the local planning process. In essence, the Council will need to use the evidence base to determine which developments could fund built facility provision and if this is appropriate use of planning gain resources.

⁵ More information on the Sports Facility Calculator can be found here <https://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/sports-facility-calculator/>

⁶ ⁶, (using a four court hall , 25 x 4 lane pool & 6 rink indoor bowling as a minimum)

STRATEGY OBJECTIVES

25. The strategy objectives are now considered in more detail to identify the specific rationale and focus for delivering individual objectives.
26. ***WFDC and Places for People Leisure to continue to work in partnership to ensure that Wyre Forest Leisure Centre benefits the whole community through reflective programming, targeted interventions and outreach***
27. As the newest, most attractive and sole dedicated public facility in the district, it is a reasonable expectation that Wyre Forest Leisure Centre should be made accessible to as wide a portion of the community as possible. In respect of swimming this should be pursued by regularly reviewing the pool programme with Places for People Leisure in order to ensure the Council's corporate priorities around health & well-being are achieved whilst also satisfying demand for club swimming. Similarly, in respect of sports hall programming, similar regular review is necessary to:
 - ✦ Provide capacity for the vibrant district sports club network.
 - ✦ Identify if and where demand for competitive fixtures (e. g netball) can be met.
 - ✦ Ensure appropriate programmed opportunity for a thriving disability sport network in the District.
 - ✦ Ensure appropriate programmes and activities are developed throughout the day to accommodate an increasingly ageing population.
 - ✦ Ensure appropriate programmed opportunity for casual bookings.
28. This will require the Council to have continuous dialogue and review with Places for People Leisure ensuring that there is a clear understanding of who is using the facility, when and if the facility is accessible to and being used by all residents of Wyre Forest.
29. ***WFDC to work in its planning role with Worcestershire County Council and individual schools (academies) to improve the quality of school sports halls and swimming pools for both pupils and the community.***
30. Given that Wyre Forest has a majority of its sports halls and two swimming pools residing on school sites and that all facilities (with the exception of Stourport High School) are assessed to be of below average quality at best, the Council should consider working in its planning role with Worcestershire County Council to:
 - ✦ Protect current facilities within planning policy.
 - ✦ Establish a long term plan for the improvement of school sports hall and pool sites (flooring, size of run-off area, changing provision), ensuring they are 'fit for purpose' (for education and community use) as part of any modernisation programme or new build.
31. Once improvements in quality have been achieved, Sport England's 'Use our School' toolkit and resources provides a useful reference point in helping to make the case for increased community usage of school sites <https://www.sportengland.org/facilities-planning/use-our-school>
32. It is also appropriate to ensure that new/refurbished schools have a community use agreement in place as a planning condition for the development.

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

33. ***Wyre Forest community stakeholders to pursue capital facility developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District***
34. Consultation confirmed that there is a vibrant club & voluntary sector in Wyre Forest. Below are site specific opportunities that came to light during the strategy consultation. In each case, the Council should work with the identified club to determine whether there may be potential to exploit S106 or CIL contributions to deliver their facility ambitions.
35. **Wyre Forest Gymnastics School** has an expressed need for a new expanded facility which would allow the club to cater for people on its waiting list, offer opportunities for male participation and develop an advanced programme for gifted and talented gymnasts. Successful facility development elsewhere of this type has involved sourcing a vacant industrial unit that could be converted and possibly combined with soft play and / or a café facility in order to provide a linked revenue stream. **Typical costs range between £85-250k.** Wyre Forest Gymnastics School should continue to liaise with British Gymnastics and Wyre Forest DC in order to consider potential facility location, design options, facility mix and determine if a suitable industrial unit is available for conversion / re-designation. Case studies of this type can be found here <https://www.british-gymnastics.org/clubs/club-support/facilities>
36. **Kidderminster Tennis Club** expressed a desire to expand facilities within the consultation due to overplay at the clubs existing site. With a planning application having been submitted and given the clubs location in close proximity to identified new housing development, this may present an early opportunity to realise planning gain for sport.
37. **Stourport Athletics Club** track, identified by England Athletics as being key for the development of the sport in the region will be nearing the end of its useful life over the next five to ten years. Towards preparing a business case for track modernisation, the club should follow the UKA Athletics 12 point process in order to establish the clubs long term facility requirements and if appropriate develop a business case for track modernisation. <http://www.britishathletics.org.uk/governance/facilities/facilities-strategy/>
38. In respect of funding options for expansion of its existing four court hall, **Kidderminster and District Youth House** should as a first step identify from where in the community demand exists for the new provision and what type of sports hall activity would be preferred in order to then develop a viable business plan and technical specification. 'Sport England's Developing the Right Sports Hall' guidance may prove helpful at the feasibility stage <https://www.sportengland.org/media/4659/developing-the-right-sports-hall-2012-rev-2.pdf> Sport England's Community Asset Fund may then offer a viable option in terms of funding <https://www.sportengland.org/funding/community-asset-fund/>
39. In respect of **Bowls clubs**, consultation expressed demand for a new indoor facility. Sport England's 2005 guidance note on indoor bowls advises a ratio of 80-100,000 population per six - rink indoor facility and that users are unlikely to drive more than 20 minutes to an indoor bowls facility. Neighbouring indoor rinks to Wyre Forest are on the periphery of this catchment with the nearest six rink facilities around 11 and 15 miles away in Bromsgrove and Worcester respectively. Given Wyre Forest's relatively small population it may be difficult to establish a business case for a stand-alone facility of this type, nevertheless indoor bowling in its short or long mat form could be incorporated into a new build community / village hall on a smaller scale or as part of a multi-activity space.

40. ***WFDC and community stakeholders to work together to enable district facility stock to be better utilised by inactive residents.***
41. With levels of inactivity amongst the Wyre Forest population currently at around 19% according to Sport England's Active Lives survey (See appendix 3 – About Wyre Forest), the Council should consider measures to encourage greater use of facilities in respect of this client group. This should also include consideration of smaller community and village halls. Wyre Forest DC should also liaise with Places for People Leisure to undertake regular postcode analysis to determine the ongoing geographical / demographic reach of its wet and dry offer. Targeted marketing can then be employed alongside outreach activity in respect of those parts of the community not currently being engaged to the degree that they potentially should.
42. ***WFDC to work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.***
43. Wyre Forest district is generally well provided for in terms of indoor facilities; however, as alluded to earlier provision is fragmented in terms of its management and operation with several school operated sports halls, two school swimming pools and voluntary sector facilities such as Stourport Sports Club & Kidderminster Youth House existing alongside the two core WFDC leisure facilities (WFLC and Bewdley LC).
44. A co-ordinated approach to facility provision could take the form of an **operator forum** which would act to -
- ✦ Identify where the Council and partners can engage with specific national governing bodies of sport to identify how growth potential of certain sports can be nurtured and accommodated across the full network of facilities.
 - ✦ Identify programme 'gaps' and opportunities and to consider how clubs and programmes should be 'pushed and pulled' across all facilities to potentially accommodate increased use of Wyre Forest Leisure Centre and other key sites to accommodate activities geared to getting the inactive active.
 - ✦ Maintain an overview of facility quality issues and long term maintenance requirements.
 - ✦ Resolve specific customer issues such as satisfying the long term programme aspirations of clubs (e.g. Wyre Forest Swimming Club).
 - ✦ Identify opportunities to expand the disability sport offering across the District.
 - ✦ Identify opportunities to expand the daytime offer (even on school sites) to accommodate the sport and physical activity needs of an increasingly ageing population.
45. ***In respect of Wyre Forest's housing and population growth, WFDC to protect the existing supply of sports facilities where they are needed to meet current or future needs and maximise potential sports facility development opportunities***

46. As previously identified, there is reasonably significant housing growth planned in Wyre Forest district which is likely to create additional demand for sports facilities. This strategy identifies the overall facility requirement generated by each of the housing growth scenarios based on Sport England's Sports Facility Calculator. Additionally, specific facility development opportunities are identified in the action plan. As a next step, WFDC should now be able to use the strategy evidence in tandem with the Built Facility Needs Assessment in preparation for negotiations with housing developers and to identify exactly where Section 106 and / or CIL contributions may be realised.
47. Local plan policies should also protect existing facilities to safeguard their long - term use for the community. This applies particularly in respect of school facilities such as swimming pools at King Charles I and Holy Trinity and the key hub sites at Wyre Forest Leisure Centre and Bewdley Leisure Centre.

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

WYRE FOREST BUILT FACILITIES STRATEGY ACTION PLAN

48. Building on the above strategy objectives, the plan presented below provides specific actions, assigns priority status and where appropriate gives an indication of outline cost in terms of specific facility development. Sport England's Assessing Needs and Opportunities (ANOG) guide provided the framework within which the Wyre Forest Needs Assessment was delivered and accordingly each action is categorised within the **Protect, Enhance, Provide** typology.

Figure 2: ANOG model



WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

1. WFDC and Places for People Leisure to continue to work in partnership to ensure that Wyre Forest Leisure Centre benefits the whole community through reflective programming, targeted interventions and outreach				
Objective	Description / Rationale	Action	Priority	Classification
(a) Provide a balanced programme at WFLC to a broad range of Wyre Forest residents	Audit identified a broad range of demand for club and casual use of the facility. Effective management of programme required for recreational, club and targeted sessions.	Instigate regular reviews of Sports Hall programming at WFLC between Places for People Leisure & WFDC.	High	Provide
(b) Provide a balanced swimming programme at WFLC to a broad range of Wyre Forest residents.	Effective management of the programme requirements for recreational, club and targeted swimming sessions.	Instigate regular reviews of pool programming at WFLC between Places for People Leisure & WFDC.	High	Provide

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

2. WFDC to work in its planning role with Worcestershire County Council and individual schools (academies) to improve the quality of school sports halls and swimming pools for both pupils and the community.				
Objective	Description / Rationale	Action	Priority	Classification
(a) Improve quality of sports hall provision on school sites.	Audit findings indicated majority of sports halls on school sites are of below average quality	WFDC in its planning role to work together with Worcestershire County Council and individual schools to identify potential S106/CIL developer contributions towards improvement of school sports hall provision.	High	Enhance
(b) Improve quality of swimming pools at Holy Trinity & King Charles I Schools.	Audit identified poor quality provision at King Charles I School. Both pools provide a buffer in terms of capacity and club use outside of WFLC and use should be maintained in the medium / long term via appropriate investment. Key new housing sites are located in the vicinity of both pool sites.	WFDC in its planning role to work together with Worcestershire County Council and individual schools to identify potential S106/CIL developer contributions towards improvement of school pool provision at Holy Trinity & King Charles I Schools.	High	Enhance
(c) Improve the quality of school sports facilities for community use	Audit identified a limited number of community use agreements in place currently.	Ensure any funding or planning permission to improve school sports facilities is accompanied with a planning condition to sign up to a community use agreement.	High	Enhance

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

3. Wyre Forest community sport stakeholders to pursue capital facility developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider District					
Objective	Description	Action(s)	Priority	Classification	Cost
(a) Provide a new facility for Wyre Forest Gymnastics School	Relocation and expansion of existing facility, potentially to involve conversion of industrial unit or similar.	Wyre Forest Gymnastics school to continue to work with British Gymnastics and WFDC to identify suitable sites for relocation and development.	Medium / High	Provide	c£85,000 - £250,000
(b) Determine feasibility for the extension of Kidderminster Youth House Sports hall.	Audit identified potential for expansion in order to cater for current demand. Site is in the vicinity of key housing growth sites.	Kidderminster Youth House to work with relevant NGB's to explore feasibility for extension using Sport England 'Choosing the Right Sports Hall' Guidance.	Medium	Enhance	c£500,000 - £1,000,000
(c) Determine feasibility for the replacement of Stourport Athletics Track	Audit identified Stourport Athletics Track as in need of likely replacement in the next 5 to 10 years	Stourport Athletics Club to work with UK Athletics to prepare feasibility assessment for track replacement.	Medium	Enhance	c£500,000 - £750,000
(d) Modernisation / remodel Bewdley Leisure Centre	Modernisation & remodelling of former youth facility which is identified as being below average quality in the facility audit.	WFDC to work with Places for People Leisure to develop business case & identify appropriate facility mix & funding strategy for modernisation.	Medium / High	Enhance	c£500,000 - £750,000
(e) Deliver additional outdoor court at Kidderminster Tennis Club	Audit identified demand for expansion of current facilities at Kidderminster Tennis Club to provide one additional outdoor court.	Kidderminster Tennis Club to continue work with WFDC in respect of existing planning application in relation to expansion site options and potential to secure developer contributions.	Medium	Enhance	c£30,000

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

4. WFDC and community stakeholders to work together to enable district facility stock to be better utilised by inactive residents.				
Objective	Description / Rationale	Action(s)	Priority	Classification
(a) Development of targeted marketing and outreach activity in respect of current inactive residents.	Active Lives survey identifies current levels of inactivity in Wyre Forest at 19%. WFLC is a new and attractive facility that can be marketed to this client group.	WFDC & Places for People to undertake postcode analysis in order to determine the current geographical / demographic reach of its leisure offer and establish scope for targeted marketing and outreach activity in respect of current inactive residents	High	Provide
(b) Achieve better use of village and community halls for fitness classes and informal activity.	Active Lives survey identifies current levels of inactivity in Wyre Forest at 19%. Village and community halls can often provide accessible opportunities to this client group.	Wyre Forest DC to consult with village hall and community venues to determine the potential for wider marketing by the council of fitness class and physical activity opportunities to Wyre Forest residents	Medium	Provide
(c) Development of new opportunities to play indoor short mat bowls	Audit identified demand for indoor bowls opportunities. A purpose built indoor venue is unlikely to be feasible, however short mat bowls could be delivered in smaller village / community halls.	WFDC to consult with village hall and small community venues to determine a) whether demand for short mat bowls can be accommodated in these facilities and b) to market alongside other physical activity opportunities.	Medium	Provide
(d) Broaden the scope of use of strategic sports sites to develop new outdoor physical activity opportunities.	Stourport Sports Club is a strategic multi sports facility which has the potential to accommodate a wider range of physical activity opportunities.	WFDC and Stourport Sports Club to work in partnership to identify how facilities could be used to accommodate potential physical activity opportunities and interventions for a wide range of residents	Medium	Provide

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

5. WFDC to work with partners to develop a co-ordinated approach to the management, availability and programming of sports facilities across the District.				
Objective	Description / Rationale	Action(s)	Priority	Classification
(a) Achieve a co-ordinated approach to facility provision across Wyre Forest District.	Wyre Forest district facility provision is fragmented in terms of its management and operation. A more co-ordinated approach would provide benefits in respect of programming and satisfying club demand expressed in the audit.	WFDC to liaise with Places for People Leisure, schools and voluntary sector (e.g. Sourport Sports Club) to establish an operator forum in order that programmes can be co-ordinated and opportunities maximised.	Medium	Enhance

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

6. In respect of Wyre Forest's housing and population growth, WFDC to protect the existing supply of sports facilities where they are needed to meet current or future needs and maximise potential sports facility development opportunities				
Objective	Description / Rationale	Action(s)	Priority	Classification
(a) Protect sports hall provision on school sites.	Audit identified good levels of community use of school sports halls, particularly amongst voluntary sports clubs.	WFDC to liaise with Worcestershire County Council in its planning role to protect current facilities within planning policy.	High	Protect
(b) Protect key strategic hub sites at WFLC, Bewdley Leisure Centre and Stourport Sports Club.	Audit identified strong community demand for strategic sites. WFLC is a high quality, well used facility; BLC is also a key school site. Sourport Sports Club is the key multi-sport club in the area and accommodates a wide range of clubs and activities.	WFDC to liaise with Worcestershire County Council in its planning role to protect current facilities within planning policy.	High	Protect
(c) Maximise developer contributions for sports facility improvement linked to key housing growth sites	Strategy identifies overall additional facility requirements based on Sports Facility Calculator. Action plan pt. 3 identifies where potential exists for developer contributions in the vicinity of identified sports facility improvements.	WFDC to utilise strategy evidence as a basis for identifying where Section 106 contributions or CIL (the Community Infrastructure Levy) should be used to improve the quality and scope of existing indoor and built facilities to enable increased capacity and use to be accommodated,	High	Enhance

FUNDING TO IMPLEMENT THE STRATEGY

49. The Strategy has not addressed in detail how proposals and recommendations will be funded. It is anticipated that there will be no single funding source; rather a mix of sources and solutions will be required to deliver the vision and ambitions of the strategy. These solutions will include:
- ◀ Further development and implementation of the Wyre Forest developer contributions process associated with the development of urban extensions.
 - ◀ Use of capital receipts from land disposal, where applicable.
 - ◀ Asset rationalisation and use of revenue saving and/or future liabilities to pay back borrowing aligned to capital investment in other sites.
 - ◀ Prudential borrowing where an 'invest to save' justification can be made, particularly for longer-term proposals which may be considered in light of the Council's future borrowing strategy.
 - ◀ External funding sources aligned to specific facilities and/or sports (e.g. Sport England funding, other charitable grant awards and funding streams).
 - ◀ 3rd party borrowing where a suitable, robust business case exists (although this will be more expensive than prudential borrowing).
50. In general, the majority of new leisure centre developments have been undertaken on the basis of rationalising one or two existing facilities and developing a new larger, better quality facility which is more economical to operate. Furthermore, the new facility mix enables the operator to deliver revenue efficiencies (i.e. operate the facility at zero subsidy or better) which are often used to fund part or all of the capital repayment. Wyre Forest District Council has already undertaken the above successfully in the development of the new Wyre Forest LC, therefore there may be limited opportunities to extend this approach further.
51. It is likely that a combination of funding options will be developed for the range of projects identified in Wyre Forest. This will require a robust approach to business planning to ensure that all investment is financially sound.

MONITORING AND REVIEW

52. The Indoor and Built Facilities Strategy identifies the investment and actions required to deliver and maintain a high quality built facilities infrastructure for Wyre Forest for the period up until 2027
53. It is important that the Strategy is a live document and is used in a practical manner to prioritise investment, develop key work programmes and partnerships, guide planning gain investment and ensure that built sports facilities are a vital component which contribute to the quality of life of Wyre Forest's residents.
54. The production of the Strategy should be regarded as the start of the strategic planning process with a requirement for all partners to engage in ongoing dialogue and review in order to ensure that a strategic approach is adopted throughout the life of the strategy.
55. It will be important for Wyre Forest District Council and its partners to develop a 3 – 5 year action plan based around the Strategy and for this to be monitored and reviewed on an annual basis. This process should not only be a review against the action plan, it should also identify any potential changes in the supply and demand for facilities across the authority. This is on the basis that the Strategy is as much about how facilities are used as ensuring the infrastructure is of a good quality.
56. In particular the annual review process should include:
 - ✦ A review of annual progress on the recommendations and the 3 – 5 year action plan; taking into account any changes required to the priority of each action (e.g. the priority of some may increase following the delivery of others)
 - ✦ Lessons learnt throughout the year.
 - ✦ New facilities that may need to be taken into account.
 - ✦ Any specific changes of use of key sites in the District (e.g. sport specific specialisms of sites, changes in availability, etc.).
 - ✦ Any specific changes in demand at particular facilities and/or clubs in the area (e.g. reduction or increase in club numbers, new housing growth,
 - ✦ New formats of traditional sports that may need to be taken account of.
 - ✦ Any new or emerging issues and opportunities.
57. The outcome of the review will be to develop a new annual and medium term action plan for indoor and built sports facilities across the District.
58. Section 106 contributions or CIL (the Community Infrastructure Levy) should be used to improve the quality and scope of existing indoor and built facilities to enable increased capacity and use to be accommodated, enhancing the operator's ability to increase participation at relevant centres. Consideration should also be given to applying such funds to improve the quality of school sports facilities, where they enhance and extend the community use of schools.
59. Wyre Forest District Council needs to protect the existing supply of sports facilities where they are needed to meet current or future needs. Local plan policies should protect facilities to safeguard their long - term use for the community; this should encompass strategically significant facilities as well as access to school sports facilities.

WYRE FOREST DISTRICT COUNCIL

BUILT FACILITIES STRATEGY

APPENDIX 1: HOUSING GROWTH SCENARIOS

Scenario 1: Dwellings common to Option A and B

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	2.03 Badminton Courts	£1,094,733
	Swimming Pool	1.54 Swimming Lanes	£1,309,916
	Indoor Bowls	0.73 Indoor Bowling Rinks	£216,987
Total capital cost of £2,621,636			
Stourport	Sports Hall	0.52 Badminton Courts	£281,896
	Swimming Pool	0.38 Swimming Lanes	£337,319
	Indoor Bowls	0.17 Indoor Bowling Rinks	£55,900
Total capital cost of £675,115			
Bewdley/Rural West	Sports Hall	0.18 Badminton Courts	£98,734
	Swimming Pool	0.12 Swimming Lanes	£113,517
	Indoor Bowls	0.05 Indoor Bowling Rinks	£18,804
Total capital cost of £231,055			
Total	Sports Hall	2.73 Badminton Courts	£1,706,418
	Swimming Pool	2.04 Swimming Lanes	£1,760,752
	Indoor Bowls	0.95 Indoor Bowling Rinks	£291,691
Total capital cost of £3,758,861			

Scenario 2: Total dwellings under Option A

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	2.15 Badminton Courts	£1,159,129
	Swimming Pool	1.7 Swimming Lanes	£1,386,970
	Indoor Bowls	0.77 Indoor Bowling Rinks	£229,751
Total capital cost of £2,775,850			
Stourport	Sports Hall	0.52 Badminton Courts	£281,896
	Swimming Pool	0.38 Swimming Lanes	£337,319
	Indoor Bowls	0.17 Indoor Bowling Rinks	£55,900
Total capital cost of £675,115			
Bewdley/Rural West	Sports Hall	0.18 Badminton Courts	£95,428
	Swimming Pool	0.12 Swimming Lanes	£113,517
	Indoor Bowls	0.07 Indoor Bowling Rinks	£18,804

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Area	Facility type	Requirement	Cost
<i>Total capital cost of £227,749</i>			
Rural East	Sports Hall	0.54 Badminton Courts	£379,908
	Swimming Pool	0.41 Swimming Lanes	£454,582
	Indoor Bowls	0.22 Indoor Bowling Rinks	£75,302
<i>Total capital cost of £909,792</i>			
Total	Sports Hall	3.39 Badminton Courts	£1,916,361`
	Swimming Pool	2.61 Swimming Lanes	£2,292,388
	Indoor Bowls	1.23 Indoor Bowling Rinks	£379,757
	Total capital cost £4,588,506		

Scenario 3: Total dwellings under Option B

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	2.14 Badminton Courts	£1,151,080
	Swimming Pool	1.61 Swimming Lanes	£1,377,338
	Indoor Bowls	0.85 Indoor Bowling Rinks	£228,155
<i>Total capital cost of £2,756,573</i>			
Stourport	Sports Hall	0.94 Badminton Courts	£506,851
	Swimming Pool	0.69 Swimming Lanes	£606,491
	Indoor Bowls	0.3 Indoor Bowling Rinks	£100,488
<i>Total capital cost of £1,213,830</i>			
Bewdley/Rural West	Sports Hall	0.24 Badminton Courts	£130,932
	Swimming Pool	0.17 Swimming Lanes	£156,000
	Indoor Bowls	0.07 Indoor Bowling Rinks	£25,841
<i>Total capital cost of £312,773</i>			
Rural East	Sports Hall	0.76 Badminton Courts	£495,764
	Swimming Pool	0.57 Swimming Lanes	£593,210
	Indoor Bowls	0.29 Indoor Bowling Rinks	£98,266
<i>Total capital cost of £1,187,240</i>			
Total	Sports Hall	4.08 Badminton Courts	£2,284,627
	Swimming Pool	3.04 Swimming Lanes	£2,733,039
	Indoor Bowls	1.51 Indoor Bowling Rinks	£452,750
	Total capital cost £5,470,416		

Scenario 4: Kidderminster East Urban Extension

Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the largest of these proposed in Wyre Forest under Option A as follows:

Scenario	Number of dwellings	Total population
Kidderminster East Urban Extension ⁷	1,330	2,980

⁷ Includes Land at Stone Hill (south), Land off Stanklyn Lane and Land r/o Spennells & Easter Park

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Area	Facility type	Requirement	Cost
Kidderminster	Sports Hall	0.81 Badminton Courts	£428,349
	Swimming Pool	0.58 Swimming Lanes	£512,546
	Indoor Bowls	0.26 Indoor Bowling Rinks	£84,903
<i>Total capital cost of £1,025,798</i>			

Scenario 5: North Kidderminster Urban Extension

Recognising that for large scale proposals, in particular urban extensions, most of the provision must be delivered on site we have also separated out a scenario for the next largest of these proposed in Wyre Forest which is common to options A and B as follows:

Scenario	Number of dwellings	Total population
North Kidderminster urban extension (at the Lea Castle Hospital site)	600	1,344

Site	Facility type	Requirement	Cost
Lea Castle Hospital	Sports Hall	0.36 Badminton Courts	£193,188
	Swimming Pool	0.26 Swimming Lanes	£231,161
	Indoor Bowls	0.12 Indoor Bowling Rinks	£38,292
<i>Total capital cost of £462,641</i>			

APPENDIX 2: CONTEXT

National strategic context summary

Sporting Future: A new strategy for an active nation

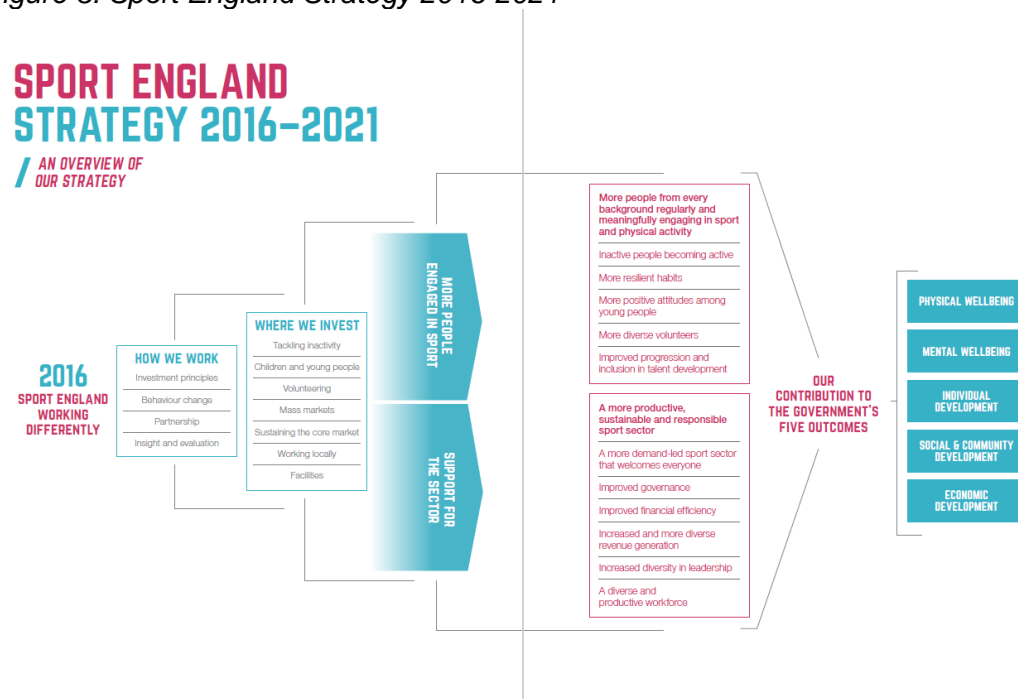
The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ▶ More people taking part in sport and physical activity.
- ▶ More people volunteering in sport.
- ▶ More people experiencing live sport.
- ▶ Maximising international sporting success.
- ▶ Maximising domestic sporting success.
- ▶ Maximising the impact of Major Events.
- ▶ A more productive sport sector.
- ▶ A more financially and organisationally sustainable sport sector.
- ▶ A more responsible sport sector.

Sport England: Towards an Active Nation

Sport England's response to the Government's strategy was to develop Towards an Active Nation:

Figure 3: Sport England Strategy 2016-2021



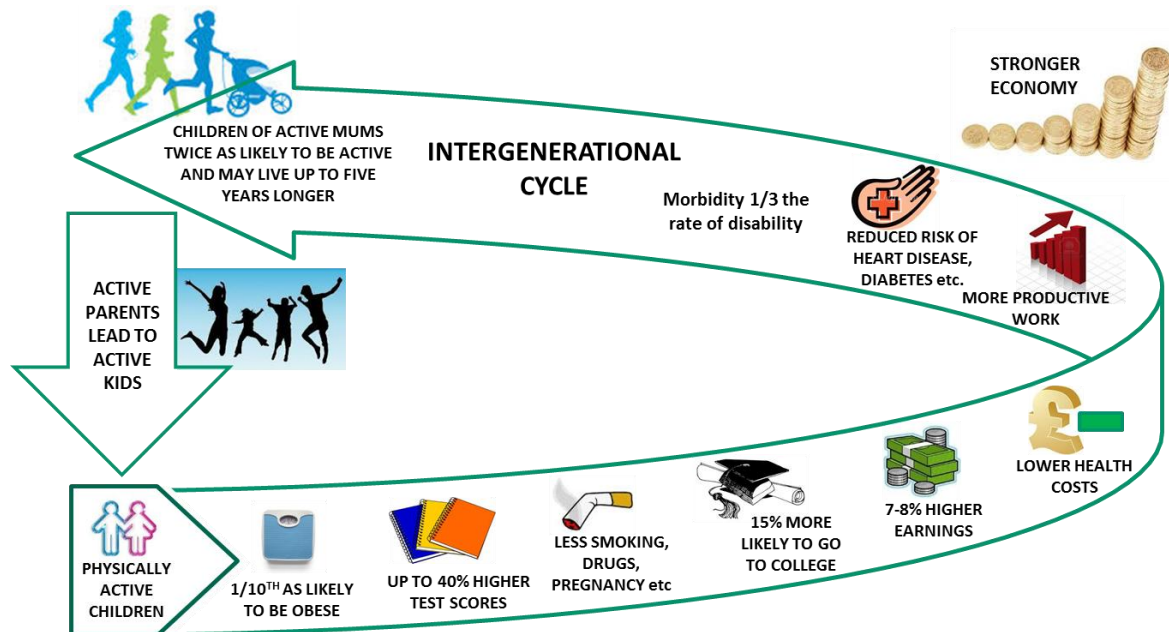
WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

Sport England has identified that it will invest in:

- ✦ Tackling inactivity
- ✦ Children and young people
- ✦ Volunteering – a dual benefit
- ✦ Taking sport and activity into the mass market
- ✦ Supporting sport's core market
- ✦ Local delivery
- ✦ Facilities

It is clear that increasing participation in sport and physical activity and the health and wellbeing benefits that this delivers is the key driver for Wyre Forest District Council and its partners. This is particularly important in the context of getting the inactive to become active and ensuring that interventions are targeted at underrepresented groups. The wider benefits derived from having a more active population are highlighted in the following intergenerational cycle which clearly demonstrates the impact beyond the sports field.

Figure 4: Intergenerational cycle



Based on 'Designed to move' © Nike Inc.

It is clear that having high quality and appropriate 'places to play sport and be physically active' are an integral part of the mix that delivers health and wellbeing benefits as well as wider economic gains to Wyre Forest and as such should be viewed and valued within this context. It is also clear that this links into Sport England's new strategy 'Towards an Active Nation' which sets out the following vision:

'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers'.

Sport England has identified that its highest priority for investment will be tackling inactivity. In addition to this it will continue to invest in facilities, but that there will be a focus on multi-sport and community hubs which bring together other services such as libraries and doctor's surgeries.

Therefore, high quality and appropriate 'places to play sport and be physically active' are important in delivering increased participation in sport and physical activity which is part of the foundation of improving health and wellbeing among Wyre Forest's residents. However, it is not enough just to have the right facilities in the right places, they also need to be programmed and priced appropriately to ensure that activities are tailored for specific target groups and that cost is not a barrier to access.

APPENDIX 3: ABOUT WYRE FOREST

WFDC is a local government district in the county of Worcester and consists of the following areas:

- ◆ The strategic centre of Kidderminster,
- ◆ Market towns of Stourport and Bewdley
- ◆ Villages of Blakedown, Chaddesley Corbett, Cookley, Fairfield, Wolverley, Upper Arley and Far Forest.

The River Severn flows north to south dissecting the town of Bewdley and there are significant tourist attractions in the District, including the West Midland Safari Park and Severn Valley Railway. The district consists of 15 parish councils and five secondary schools, one of which is an independent school.

The main transport links include the A456 which provides an east-west link across the district and is the main link between Kidderminster and Birmingham. The A451 provides a north-south access and connects Kidderminster to Worcester.

Population and distribution

The total population of Wyre Forest District, from the 2015 Mid-Year Estimates, was 99,503⁸ with slightly more females to males. There is a higher proportion of 65-79 year olds in Wyre Forest District (18%) compared to the West Midlands (15.9%). This age group will increase in size over the coming years as people live longer. These residents are likely to be retired and time rich, with a need to be as physically active as possible in order to remain independent. As a combination of factors, it suggests careful consideration should be given to the development of sport and physical activity offers within the area.

Figure 5: Population density (2015 MYE): Wyre Forest District

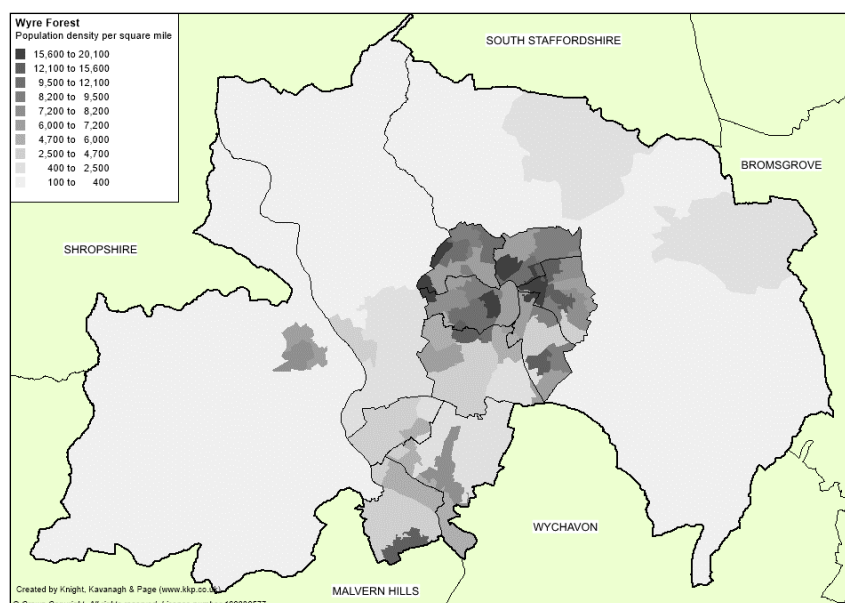


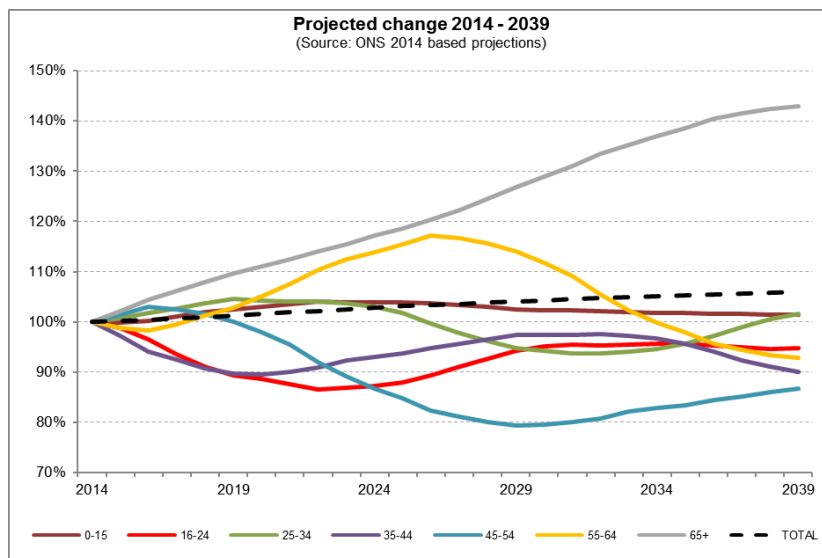
Figure 5 presents the distribution of population in Wyre Forest District. The majority of the population is centred in and around the central (Kidderminster) and southern (Stourport) areas of the District.

⁸ Source: ONS 2015 Mid Year Estimate

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

The predicted population change is significant in the context of the growth in those age groups which are time rich and able to access facilities during the day. The predicted changes are outlined in Figure 6.

Figure 6: Projected population change (2014 -2039)



Ethnicity (data source: 2011 census of population, ONS)

Wyre Forest's ethnic composition differs from that of England. According to the 2011 Census, the District is predominately white (97.2%), compared to the rest of England (85.4%). Other ethnicities include Asian (1.4%) and Mixed (1%). These are lower than the national equivalent of 7.8% and 2.3% respectively.

Deprivation (data source: 2015 indices of deprivation)

In spite of the higher than regional median figure for full-time earnings, nearly 23% of Wyre Forest's population live in the 20% most deprived LSOAs in England. These are located in and around the towns of Kidderminster, Bewdley and Stourport. Consequently, the District also has 11% of residents living in the 20% least deprived LSOAs. These are located in the eastern and western fringes of the District. Similar geographical patterns are seen for multiple deprivation as for health deprivation, although it is clear that health deprivation is less prevalent. Figures 7 and 8 display this information.

Figure 7: Index of multiple deprivation

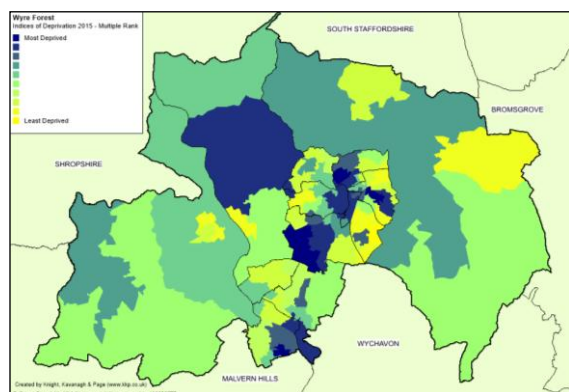
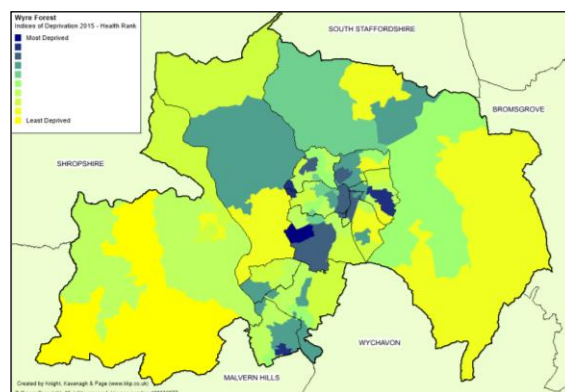


Figure 8: IMD Health domain



Obesity and physical inactivity

Both child and adult obesity rates in Wyre Forest are above the national and regional averages. Nearly 22% of all children aged 0 - 11 and 26.2% of all adults are classed as obese. Child rates also increase significantly between reception and Year 6, by which time more than one third (34.2%) are either overweight or obese. These figures support the need to generate more interest and participation in physical activity within the District.

The annual cost to the NHS of physical activity in Wyre Forest is estimated at £1.8m. When compared to regional and national costs per 100,000, Wyre Forest is 1.3% above the national and 4.3% below the regional respective averages.

Activity levels

It is also useful to analyse trends between different surveys. Figure 7 presents data from all APS's in Wyre Forest, which was undertaken from 2005 to 2016 (incorporating APS10). Data shows there has been fluctuations over the last 10 years, however there was a significant drop between 2013 and 2014. Participation rates then increased to normal levels.

Active Survey – Wyre Forest

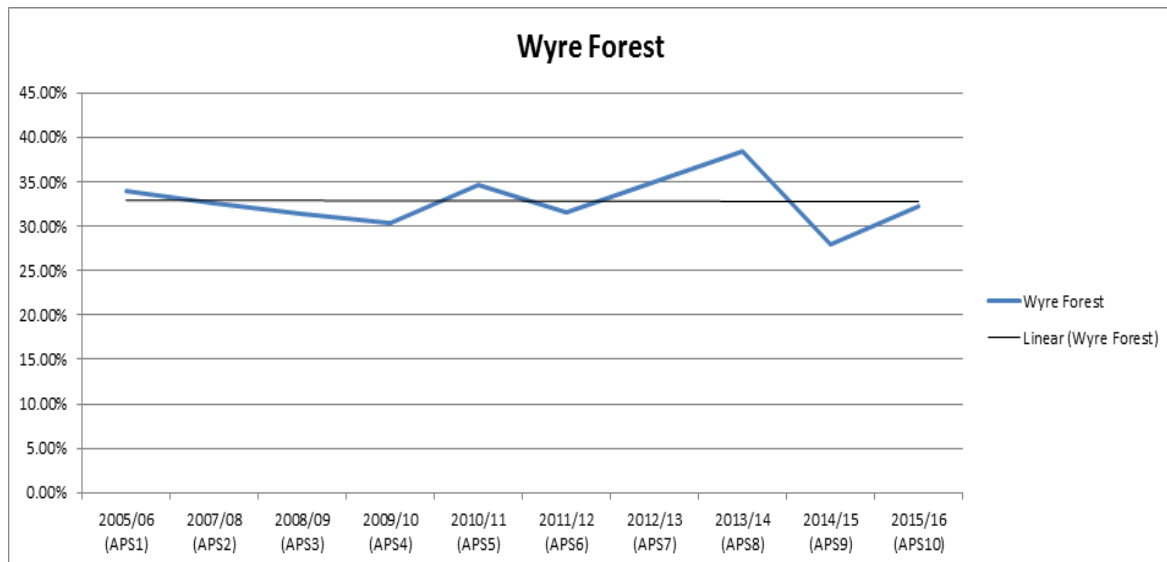
Active People was the largest survey of sport and active recreation in Europe and ran annually for nine years culminating with APS10 December 2016). APS collected data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covered volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

In respect of APS 10 for Wyre Forest. Key findings include:

- ◆ Participation – over a third (32.2%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was slightly below both the national (36.1%) and regional averages (33.8%).

WYRE FOREST DISTRICT COUNCIL BUILT FACILITIES STRATEGY

- Sports club membership - (22.7%) are members of a sports club, based on the four weeks prior to the AP survey. This is slightly above both the national (22.2%) and regional rates (21.4%).
- Sports tuition - (10.8%) of adults received sports tuition during the 12 months prior to the AP survey. This was below both the regional (15.3%) and national averages (15.6%).



Active Lives Survey

Active Lives is the successor survey to Active People undertaken from mid-November 2015 to mid-November 2016 and incorporates a broader definition of Sport & Physical Activity including walking, cycling for travel and dance. It also reports on behaviours over a twelve month rather than four week period. Active Lives includes a measure of inactivity which identifies that 19.8% of adults aged 16+ in Wyre Forest are doing less than 30 minutes moderate intensity activity per week. On this measure Wyre Forest is performing better than the regional (24.1%) and national (22%) averages. Meanwhile 70.1% of adults were recorded as being 'active' or undertaking more than 150 minutes of moderate intensity activity per week meaning that Wyre Forest is again performing better than regional (62.8%) and national (64.5%) levels.