

RUGBY BOROUGH COUNCIL

Open Space, Playing Pitch and Sports Facilities Study

Final report

PART 3: PLAYING PITCH STRATEGY

November 2015



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INTRODUCTION TO ARTIFICIAL AND GRASS PITCHES

- 1.1 This section of the Sports Facilities Study considers playing pitches. It follows the Sport England methodology Playing Pitch Strategy Guidance 2013. The assessment and the development of the future priorities for investment have been derived following the close involvement of local clubs and leagues, Sport England, the Football Association at both regional and county level, Warwickshire Cricket Board, the Rugby Football Union, England Hockey, and Rugby Borough Council.
- 1.2 The first section of this report relates to artificial grass pitches for football, hockey and rugby. The second section focuses on grass pitches for football, cricket and rugby which are the largest pitch sports in the borough and need to be addressed using the methodology in the Sport England Guidance.
- 1.3 There are some other smaller sports in the borough; polo is played on two pitches on Ashlawn Road, Rugby, and are used as summer grounds for the Rugby Polo Club. Gaelic football is played on an occasional basis on one site, and rounders uses the cricket pitch at Newbold Rugby Club. These smaller sports are recognised in the site by site summary table but do not have specific requirements which need to be addressed at this time.
- 1.4 There are no rugby league clubs within or close to the boundary of Rugby, so this sport is not addressed.
- 1.5 Where possible the strategy has identified specific sites where improvements to provision or the provision of new facilities should be delivered. For example, in relation to the emerging housing allocations in the local plan, the strategy recommends the amount of and type of pitches to be provided on site, or if more appropriate, off site. If a proposed facility's catchment area is wider than a residential neighbourhood, alternative options are proposed.
- 1.6 With the fast changing environment in Rugby Borough it will be essential to keep this strategy up to date, and in particular to revise the site specific implementation tables on at least an annual basis. This will be part of a rolling leisure delivery plan that the Council will update regularly, including as appropriate taking account of political decisions on the apportionment of resources.
- 1.7 Particular site issues which are very significant for the future of the pitch provision in Rugby but which are uncertain at the time of the writing of this strategy, in October 2015, are:
 - the deliverability of a proposed Rugby Town Juniors full size 3G football turf AGP
 - the development of a third hockey surface full size AGP at Rugby School, and its availability for community use
 - the provision of replacement changing provision at Hillmorton Recreation Ground, and the timescales for this provision

- the implications of a proposed quality assessment of the pitches and clubhouse condition survey of Whinfield Recreation Ground, and the costs and timescales of any required works
- the implications of the current Oakfield Recreation Ground planning application
- clarification on the future community sports provision at the Rugby Radio Station housing development site, and the timescales for this delivery.

1.8 It should be noted that the proposals in this strategy do not commit Rugby Borough Council or its partners to the funding, provision or management of sites. The recommendations will be used as a guide for investment, including via the Community Infrastructure Levy, other developers' contributions, and national governing body of sport funding.

The roles of different providers

Rugby Borough Council

1.9 Rugby Borough Council manages the public open spaces, including parks and amenity green space sites within Rugby town. These sites currently provide a significant proportion of the provision for football, some for rugby union, and one site for gaelic football. These sites and any formal protection as open space through the Queen Elizabeth II Fields scheme are given in Figure 1.

Figure 1: Borough Council sites

SITE	SPORTS	FORMAL PROTECTION VIA QUEEN ELIZABETH II FIELD OR FIELDS IN TRUST	SITE
ADDISON ROAD	Youth 9v9		
ALWYN ROAD RECREATION GROUND	Adult and youth football, rugby	QE2	
ASHLAWN ROAD RECREATION GROUND	Adult football, rugby		
AVON MILL RECREATION GROUND	Adult and youth football	QE2	
BOUGHTON ROAD RECREATION GROUND	Gaelic football		
FREEMANTLE RECREATION GROUND	Youth and mini football (now disused)	FiT	
GEC SITE	Adult football, rugby		
HILLMORTON RECREATION GROUND (Featherbed Lane)	Adult, youth and mini football	QE2	
ROKEBY PLAYING FIELD	Adult football		

WHINFIELD GROUND	RECREATION	Adult, youth and mini football. (Cricket disused)	QE2
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The Parishes

- 1.10 The provision and maintenance of the recreation grounds in the villages outside of Rugby town are mostly via the Parish Councils or local playing fields associations. Some of these sites are also formally protected open spaces, including the King George V field at Long Lawford and Wolvey Playing Field.

Schools and further education

- 1.11 There are a mix of schools and education providers in the borough. The large independent schools; Rugby School, Princethorpe College, and Bilton Grange have no regular community use of their grass pitches. Rugby School however has high levels of community use of its artificial grass pitches for hockey through the Rugby and East Warwickshire Hockey Club on an unsecured basis. Princethorpe College makes their artificial pitch available for use but there is no regular use of it. The Bilton Grange school artificial pitch has no community use.
- 1.12 Most of the other schools in Rugby borough similarly allow only very limited use of their grass pitches, and where there is use, there is no formal security of use. The artificial pitch at Bilton School has a formal community use agreement, but the other artificial pitch at Lawrence Sheriff school does not.
- 1.13 The other main education site in Rugby is the relatively new Warwickshire College, which has sports facilities including a sand filled pitch. This has a formal community use agreement and is used for both football and hockey.

Club sites

- 1.14 There are a number of club controlled sites across the borough such as the Rugby Town Juniors Football Club site at Kilsby Lane, Newbold Rugby Club in the north of the town, and Web Ellis Road which is managed by Rugby Cricket Club and Rugby Lions RFC. Some of these are on long leases arrangements from Rugby Borough Council or other provider, but some are owned by the club. All of the club controlled sites have limited other informal use, so the quality of the pitches tends to be better although there can be poor quality ancillary facilities.

Private sites

- 1.15 There are a small number of privately owned playing field sites which are used or have recently been used for community sport. None of these sites have any security of use. The sites include: Oakfield Recreation Ground, Leicester Road, Revel College and Ben Town Thorns. Both Oakfield Recreation Ground and

Leicester Road have recently been closed by the owner, and a planning application has been submitted for the development of Oakfield Recreation Ground.

- 1.16 The Ben Town Thorns and Revel College have low levels of use and for football and cricket.

Methodology

- 1.17 The Playing Pitch Strategy (PPS) assessment considers the sports of football, cricket, rugby union and hockey on sites used by the community.
- 1.18 The agreed brief for the project was to primarily focus on those sites with community use. In the borough there is a large amount of playing field space on school sites, particularly at the independent schools, which is not generally available for use by the community. A change in this position is unlikely in the foreseeable future. It was therefore agreed that as there would be little community benefit in assessing these site, that they should be excluded from the scope of the work.

Methodology

- 1.19 The methodology for the assessment follows the requirements of the Sport England Playing Pitch Guidance of 2013 (www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/). The ten step approach in the guidance is copied below, and this strategy addresses Steps 1-8 (see Figure 2). A copy of the completed Playing Pitch Strategy Checklist is provided in Appendix 5.
- 1.20 All of the clubs involved in football, cricket, rugby and hockey have been consulted using the national governing body (NGB) club survey questionnaires contained within the Guidance. The football clubs consultation was supplemented by separate discussions held with Rugby Town Juniors FC and also with a wider group of football clubs. Rugby club consultation has been supplemented by direct discussion with Broadstreet Rugby Club. The hockey consultation was supplemented by detailed discussions with the hockey club, including by Sport England in relation to the planning application for an additional hockey artificial grass pitch (AGP) at Rugby School.
- 1.21 Each pitch site used by the community has been visited and assessed using the non-technical pitch survey templates contained in the guidance. Views on the quality of the sites have also been sought from the pitch providers/managers and from the users at the check and challenge stage. Primary and other school sites which are not used by the community have been included in the database, but have not been visited.

Figure 2: Sport England approach to developing a playing pitch strategy



1.22 The emerging findings and priorities were discussed with the NGBs, with the key clubs, Sport England and Rugby Borough Council. The initial priorities for investment are for a period of 5 years, but there are also some longer term proposals to guide future provision, particularly in relation to the needs of the planned sustainable urban extensions.

Modelling

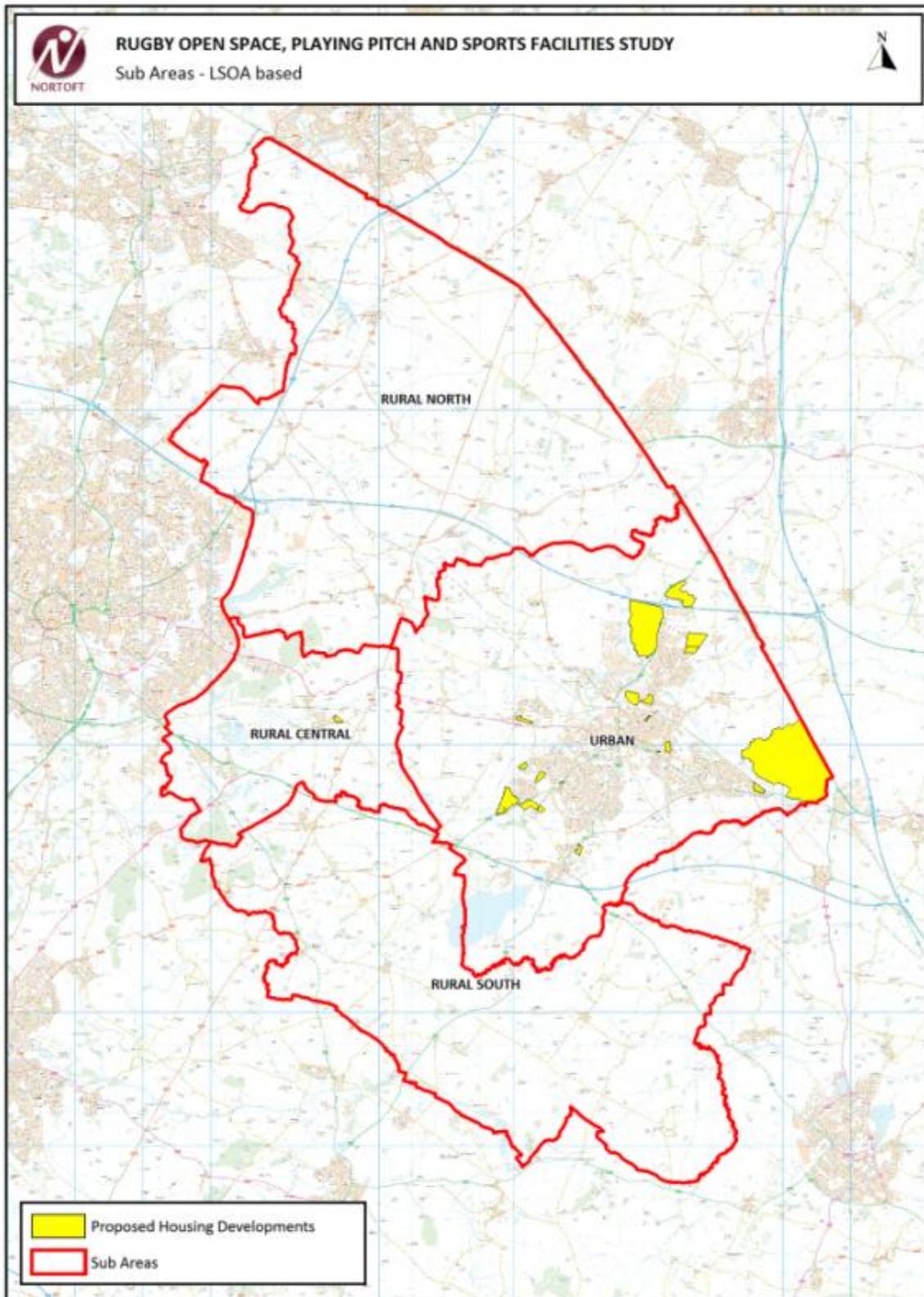
1.23 This assessment is based on the population numbers, locations and demographics set out in earlier sections of the Study, and the growth target of each of the sports of cricket, rugby, and football have been agreed by the relevant national governing body as a 0.5% increase per annum.

1.24 A sub area approach has been used for the playing pitch strategy, and these are mapped in Figure 3. The reasoning behind the chosen sub-areas are:

- A need to consider the impact of the planned new growth around Rugby town (marked yellow on the map)
- A need to use standard ONS population units, with Lower Super Output Areas being the smallest area
- A need to split the remaining rural areas, recognising that players are unlikely to travel from a rural area in the far north to the south to use a grass pitch.

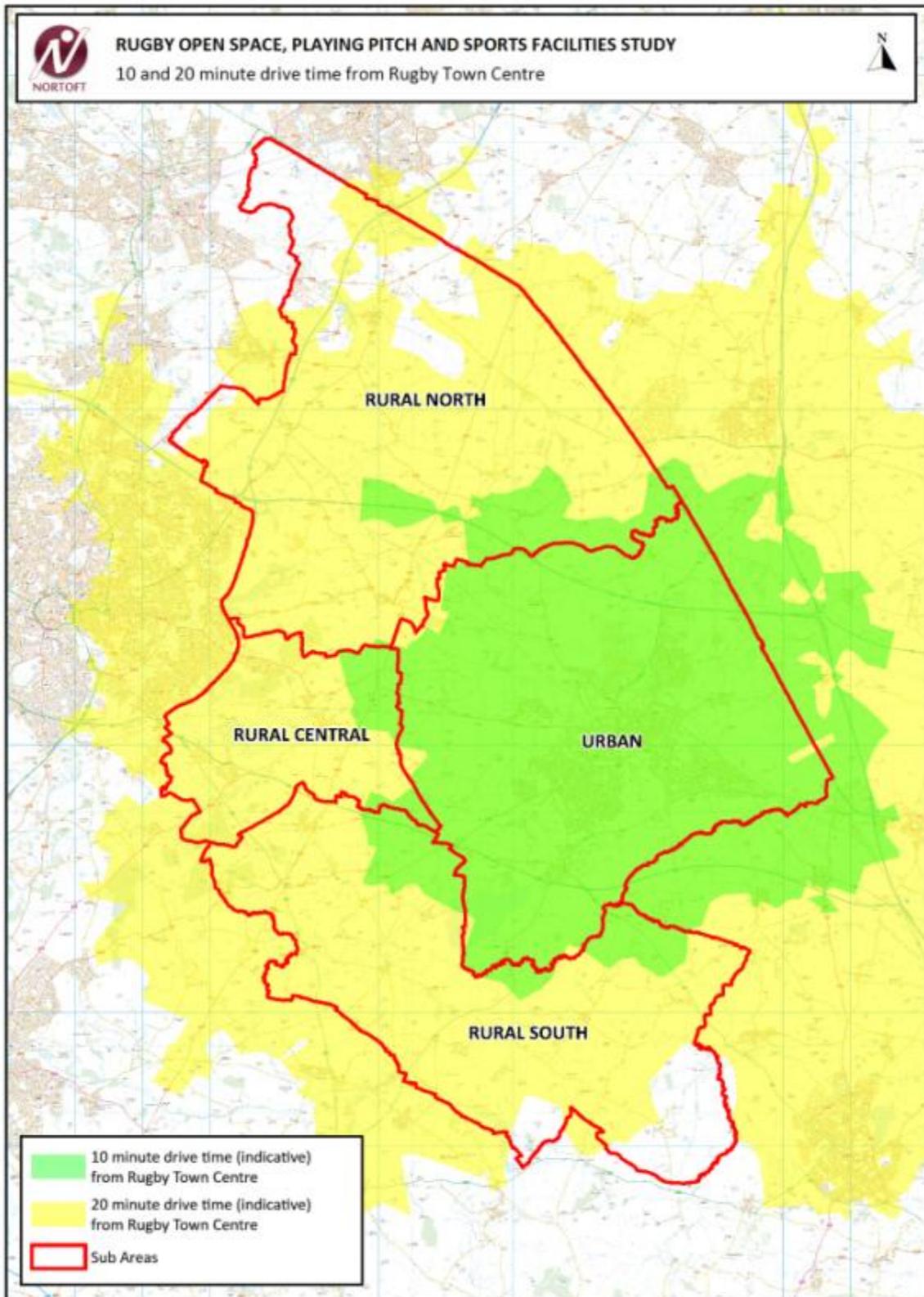
- 1.25 The travel time of both 10 and 20 minutes from the Borough Council offices at the centre of Rugby is mapped as Figure 4. This demonstrates how well connected Rugby as a borough is due to the fast road network. Almost all of the borough residents can reach the town centre within 20 minutes except for the far north west. The towns of Daventry and Lutterworth are both within 20 minutes drive of Rugby town centre, as is the eastern side of Coventry. This suggests that in theory any facility located in the town centre of Rugby can draw from across the authority, and that there may be high levels of cross-boundary movement for the pitch sports as well as other sports facilities.
- 1.26 However the feedback from the pitch sports to the clubs surveys suggest that, with the exception of hockey, the catchments are actually more localised. The feedback from the football, cricket and rugby clubs show that where a club is located in the Rugby town area, a high percentage of the members are drawn from the Rugby town area, or a catchment of up to 5 miles, or less than 20 minutes. Where a club is in a rural area, the catchment again tends to be relatively local, with the notable exception of Broadstreet Rugby Club.
- 1.27 It should be noted that the sub areas used in this strategy are significantly different from those used for the previous playing pitch strategy of 2011 in order to take account of the planned growth of the town.
- 1.28 In relation to the largest new housing sites at Rugby Radio Station and Gateway, they will have some playing field space on site, phased with the developments. The latest information about these proposals have been included within the strategy.

Figure 3: Study sub areas



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Figure 4: 10 and 20 minutes' drive time from Rugby town centre



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- 1.29 There appears to be some cross-boundary movement of players for the clubs, particularly from Coventry in relation to Broadstreet Rugby Club (65% of members come from outside the authority) and some users of Wolston Leisure and Community Centre e.g. Coventry City Girls Club. Also in relation to the hockey club, where just over a third of members are from outside the borough with the other players being drawn from each of the surrounding authorities. Given the nature of the areas surrounding the borders of Rugby Borough, very urban in the case of Coventry, or very rural in the case of Daventry, it is likely that the balance of players for football and rugby is into the authority rather than outwards. For cricket the balance is more likely to be even, as there are two large cricket clubs just over the boundary.
- 1.30 Given that the pressures on the authority will remain, and the limited change in relation to new facilities over the borders, the approach in the modelling is to assume that all of the teams arise from within Rugby, and that where there is export of players, this will continue. In practice this means that the modelling assumes no adjustment is required to the team numbers for the modelling.
- 1.31 The detailed modelling, including the sites list capacity assessments, is provided within each sport specific section below. The development of quantitative standards is summarised here as Figure 5.

Figure 5: Development of provision per 1000 standards

Step 1	Identify the number of teams for each relevant age group for each sport e.g. the number of boys aged 10-15 years
Step 2	Identify using Rugby demographic information the number of individuals in each relevant age group for each sport e.g. the number of boys aged 10-15 years
Step 3	Calculate the number of teams per 1000 for each relevant age group for each sport, known as the Team Generation Rate (TGR)
Step 4	Apply a multiplication factor to the TGR rate at 0.5% pa for 2021, 2026, 2031 and 2036
Step 5	Using the whole authority demographic profiles for 2021, 2026, 2031 and 2036, apply to a population of 1000
Step 6	Apply the forecast TGR rates to the forecast 1000 population for 2021, 2026, 2031 and 2036 to identify the number of teams which would be expected to be generated for each age group within each sport both at the whole authority level and at the sub area level
Step 7	Calculate the amount of playing field space that would be required to meet the needs from the 1000 population for each sport at 2021, 2026, 2031 and 2036 at the whole authority level and at the sub area level.
Step 8	Using the site quality information, review the outcomes of Step 7 and increase the amount of area required if the pitches are of poorer quality and unlikely to be improved, or reduce if the pitches are of high quality.

SECTION 2: ARTIFICIAL GRASS PITCHES

- 2.1 Rugby appears, at first glance, to be well supplied with artificial grass pitches, but this section of the report explores this provision in more depth.
- 2.2 In terms of demand from sports, community hockey is now solely played on artificial surfaces, football is increasingly using these pitches for training and matches and there is strong growth in small sided versions of the game. Rugby has just started using artificial surfaces for matches although the preferred surface for the community game is natural grass.
- 2.3 Artificial grass pitches (AGPs) are often considered revenue generators so can be an important source of income for schools, clubs and leisure centres. However all too often insufficient money is set aside to re-carpet the pitch at the end of its lifespan (often about 10 years) so issues arise in terms of maintaining and retaining the facility, particularly in areas where demand for AGPs is largely already satisfied and there is limited “latent” demand for AGP space.
- 2.4 Artificial grass pitches can be used intensively and can withstand use for a large number of hours per week, so long as the surface is effectively managed and repairs undertaken when necessary. The carpet of the pitches needs to be replaced around every 10 years, but this in part will depend on the amount of use and the maintenance regime put in place.
- 2.5 The almost unlimited use that an AGP can take compares to a maximum of around 3 hours use per week for both football or rugby grass pitches where the use is junior or adult and the pitch is good quality. This use will include training as well as matches. In principle therefore, if the football or rugby training can be in part or in whole relocated to artificial pitches, then there is less pressure, and somewhat less need, for grass pitches in an area.
- 2.6 There will still be a need to provide for grass pitches for football and rugby. For football, because at the weekend peak times a large number of matches take place at the same time, even if an AGP is accredited and made available for match use, only a small number of matches can actually take place on that pitch and the remainder need to take place on grass.
- 2.7 There is no simple equation which equates an AGP to match provision, but it could be assumed that one adult match could be played each of Saturday morning and afternoon, and Sunday morning and afternoon. However for the junior and mini games one large pitch (100 x 64 m excluding run offs) can be marked out for 2 x 9 v 9 pitches or 4 x 5 v 5 pitches, enabling concurrent and consecutive matches to be played. The key issues in determining how far an AGP can potentially compensate for grass pitches therefore include: the number of hours and days of week it is available for community (club use); the provision of floodlighting; changing and car park provision; and whether the hire charges for club use both for training and matches are affordable for all age groups.

Pitch design and activities

- 2.8 There are three main types of AGPs: sand based/sand filled; 3G; and water based. These pitches can withstand high levels of use if they are maintained carefully, but are only really of value to the community if they are floodlit to enable evening use.
- **Sand dressed/sand filled (sand based)** pitches have a short pile, which is most suited to hockey but can be used for football and non-contact rugby training. This is the most common surface for school sites, and the longest established.
 - The sand dressed pitches are England Hockey Board (EHB) Category 2 pitches and are approved for hockey within the FIH global/national parameters
 - The sand-filled (sand based) surfaces are EHC Category 3 surfaces within the FIH national parameter.
 - **3G or rubber crumb** pitches have a long pile and are the preferred surface for football and rugby (with enhanced specification), but they have limited use for hockey, as an EHB Category 4 pitch. There are different 3G pile lengths mainly ranging from about 40-65mm and the choice for particular site will depend on the mix of uses programmed to be on the pitch.
 - **Water based** pitches are a specialist hockey surface but can also be used for football and non-contact rugby training. There are no water based AGPs in Rugby. These are EHB Category 1 pitches.
- 2.9 A 3G Football Turf pitch which appears on the FA's national register can be used for match play in all competitions at the FA's National League system Step 7 and below, including Womens and Youth Football. At Step 6 and above, these pitches must be tested by the FA annually, or for Step 7, every three years and can either be "approved" as meeting the FA's (lower) or the Federation Internationale de Football Association's (FIFA) (higher) standards. All FA supported pitches are now required to meet the quality specification for the register.
- 2.10 For rugby to be able to use a 3G surface for matches any new facility must meet the Rugby Turf Performance Specification issued in 2015, which has been developed to provide guidance on the technical requirements of pitches which are designed to meet the requirements of World Rugby Regulation 22 (previously IRB 22). The minimum pile length for these pitches is 60 mm. These pitches need to be retested every 2 years to retain their accreditation.
- 2.11 The majority of community demand for AGP time comes from football training and the small-sided senior game. Some of the small-sided game is unaffiliated and run independently from the Football Association, either on full sized pitches which have been divided up, or on small sized pitches (or in sports halls). Of the two, the small sided pitch complexes can be more attractive to adult players, particularly where they are supported by high quality ancillary facilities.
- 2.12 The cost of hiring artificial surfaces sometimes prohibits use, and this is particularly the case for some of the mini and junior football teams.

Current provision

- 2.13 Within Rugby there are currently 12 artificial grass pitches of various types and sizes, of which 11 are made available to the community. The pitches are listed in Figure 6 and mapped in Figure 7.
- 2.14 Community hockey requires sand filled or sand dressed pitches which are floodlit for weekday evening training, large size pitches on Saturdays for matches, and for junior training on Sundays. There are currently 6 large size sand based pitches available for community use, but not all of these are used, or used extensively. Rugby School has recently applied for planning permission for a third full size hockey pitch adjacent to the existing pitches. This is proposed to be made available for community hockey on the same basis as the existing pitches.
- 2.15 The preferred surface for football is 3G, and at the present time there is one large size and 4 small pitches in the authority area. The small size pitches are not usable for match play because they do not meet the FA match pitch requirements in terms of their dimensions. The distribution of the pitches means that almost everyone with a car can access a 3G pitch of some size within 20 minutes drive time, although the Wolston Community Leisure Centre site is less easily accessible from urban area of Rugby because of its location.
- 2.16 None of the current 3G pitches are on the FA register, and only three of the five existing pitches are potentially eligible: the larger Rugby Town FC pitch which is just big enough for u15/u16 matches; the smaller Rugby Town FC pitch which is suitable for u7/u8 matches; and the larger Rugby Town Juniors pitch which is again suitable for u7/u8 matches.
- 2.17 None of the sites have provided detailed information about usage, but it is known that the Rugby School Sports Centre pitches are being used to capacity for hockey at the available times during the week and at the weekends. The hockey club also use Lawrence Sheriff School's Hartfield on a regular basis, and to a lesser extent the Bilton School. There is no changing or car parking at Bilton Grange School, and the access road is relatively poor. The pitch has no community use, and the school have stated that this is unlikely to be allowed in the short-medium term. Princethorpe College is available for community use, but its actual use is very limited.
- 2.18 Details from the club survey returns for hockey and football in relation to AGPs is provided in paragraphs 2.19 to 2.29, and additional information about football is also provided in paragraph 3.45 on.

Figure 6: AGPs in Rugby

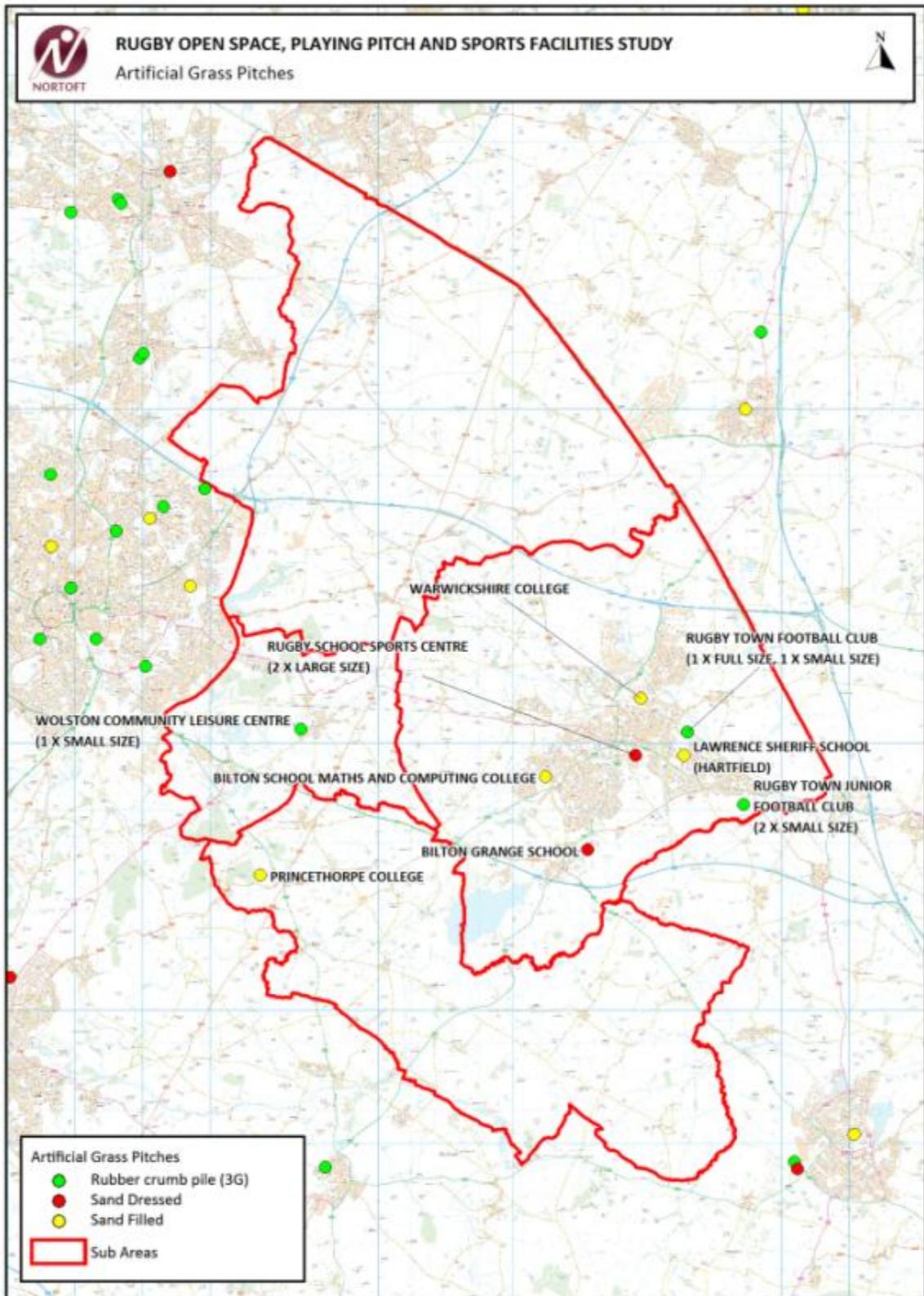
Site Name	Facility Sub Type	Length (m)	Width (m)	Build date [date refurbished]	Sports lighting	Site control	Access Type	Comments
BILTON GRANGE SCHOOL	Sand Dressed	92	52.5	2015	✓	Independent School	Private	Excellent quality. No community use.
BILTON SCHOOL (BILTON MATHS AND COMPUTING COLLEGE)	Sand Filled	100	60	2008	✓	Academy school	Sports Club / Community Association	Standard quality. Open term times 5.00 – 9.30 pm weekdays. Weekends 9.00 – 4.00 pm. Secure community use.
LAWRENCE SHERIFF SCHOOL [HART FIELD]	Sand Filled	100	60	2008	✓	Academy school	Sports Club / Community Association	Standard quality. Available for hire 5.00 – 9.30 pm weekdays. Weekends 9.00 – 4.00 pm in term times. Longer hours in holidays. No security of use.
PRINCETHORPE COLLEGE	Sand Filled	102	63	2003	✓	Independent School	Sports Club / Community Association	Standard quality. No regular use by community. No security of use.

Site Name	Facility Sub Type	Length (m)	Width (m)	Build date [date refurbished]	Sports lighting	Site control	Access Type	Comments
RUGBY SCHOOL SPORTS CENTRE	Sand Dressed	102	63	1987 [date unknown]	✓	Independent School	Sports Club / Community Association	Good quality. Open term times 6-9pm weekdays Saturday am. No Saturday afternoon use.
RUGBY SCHOOL SPORTS CENTRE	Sand Dressed	102	63	2002	✓	Independent School	Sports Club / Community Association	Fully used by REWHC hockey club No security of use.
RUGBY TOWN FOOTBALL CLUB	Rubber crumb pile (3G)	100	60	2006	✓	Sports Club	Sports Club / Community Association	Standard quality. Open weekdays and weekends. Only potentially usable for u15/16 and below. Not on FA register. Secure community use.
RUGBY TOWN FOOTBALL CLUB	Rubber crumb pile (3G)	60	40	2006	✓	Sports Club	Sports Club / Community Association	Standard quality. Open weekdays and weekends. Only suitable as match pitch for u7/u8. Not on FA register. Secure community use.

Site Name	Facility Sub Type	Length (m)	Width (m)	Build date [date refurbished]	Sports lighting	Site control	Access Type	Comments
RUGBY TOWN JUNIOR FOOTBALL CLUB	Rubber crumb pile (3G)	30	20	2010	✓	Sports Club	Sports Club / Community Association	<p>Good quality.</p> <p>Open weekdays and weekends.</p> <p>Suitable only for training. Not eligible for FA register.</p> <p>Secure community use.</p>
RUGBY TOWN JUNIOR FOOTBALL CLUB	Rubber crumb pile (3G)	40	30	2010	✓	Sports Club	Sports Club / Community Association	<p>Good quality.</p> <p>Open weekdays and weekends.</p> <p>Suitable only as u7/u8 matches. Not on FA register.</p> <p>Secure community use.</p>
WARWICKSHIRE COLLEGE (RUGBY CENTRE)	Sand Filled	100	60	2010	✓	Further Education	Sports Club / Community Association	<p>Standard quality.</p> <p>Available for hire in term times 5.00 – 9.30 pm weekdays. Saturday: 9.00 – 5.00. Sunday: 9.00- 15.00. pm. Longer hours in holidays.</p> <p>Occasional use by hockey club for football training, and commercial league.</p> <p>Secure community use.</p>

Site Name	Facility Sub Type	Length (m)	Width (m)	Build date [date refurbished]	Sports lighting	Site control	Access Type	Comments
WOLSTON COMMUNITY LEISURE CENTRE	Rubber crumb pile (3G)	65	35	2011	✓	Other	Pay and Play	Good quality but incorrect size for any football matches, therefore training only. Not eligible for FA register. Secure community use.

Figure 7: Artificial grass pitches



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Consultation findings

Club comments

Hockey

- 2.19 The Rugby and East Warwickshire Hockey Club responded to the club survey. The club is running at full capacity and draws about 64% of its members from Rugby Borough.
- 2.20 The club does not consider that it has a “home ground” and uses four AGP sites across Rugby. All of these are sand dressed and all are slightly poorer than previous years because of use. Overall the quality of the pitches is considered to be standard, as are the changing facilities.
- 2.21 The club has 12 hours of training per week and also 12 hours of matches. The club struggles to fit its matches into the times available. Its social facilities are at the Old Laurentians site.
- 2.22 The club’s aspiration is to have its own site with double AGP and social facilities.

Football

- 2.23 A special football consultation meeting was held in April 2015 to discuss the emerging findings of the playing pitch strategy. This meeting was attended by Rugby Town Juniors, Hillmorton Juniors, Bilton Ajax, Avon Mill and Lawford FC. The key themes which emerged from that discussion in relation to AGPs were:
- A lack of 3G match pitches
 - The hire cost, which prohibits or reduces the level of possible use by the clubs.
- 2.24 Individual survey comments are summarised below.

Rugby Town Juniors FC

- 2.25 This club is one of the largest junior clubs in the country with over 50 teams. It has its own site on which there are two small 3G training pitches. The club has been seeking to develop a full size 3G pitch on the site, for which it has planning permission, but was turned down for grant aid by Sport England. A new application is currently being considered by Sport England. The proposal was fully supported by both the FA and Rugby Borough Council.

Rugby Town FC

- 2.26 The club has a full size 3G pitch which is coming up to 10 years old and which is due for carpet replacement shortly. They also have a 7-a-side pitch. These are available for community use every evening and at weekends.

Prince of Wales FC

- 2.27 This club uses the Rugby Town FC pitch for one hour per week. They make no specific comment about it.

Avon Mill FC

- 2.28 This club uses the Warwickshire College sand pitch for one hour a week. They have one senior team and they have stayed the same over the past 5 years. They do not have any need for additional training facilities.

Eastlands

- 2.29 This single u14 team club uses Harris School sports hall for training for one hour per week. The club would like to develop a mini team, but is struggling to have pitch space. Their preference for training would be a grass pitch.

Hillmorton

- 2.30 This club has 11 teams ranging from u8s to adults. All of the mini and youth teams train for one hour each at the Rugby Town (Butlin Road) AGPs, so using 10 hours of training time. The club says that it requires 3G space for all age groups for both training and matches during bad weather.

National Governing Body comments and strategies

Hockey

- 2.31 England Hockey's document *The Right Pitches in the Right Places* is the governing body's facilities strategy. It suggests that there should be a number of steps in assessing hockey provision including an assessment of supply and demand, the strategic considerations, the type/level of use, and standard of play. Nationally over 80% of the total current pitch provision is on education sites (schools, Further Education, or Higher Education).
- 2.32 England Hockey does not have any specific facility recommendations for hockey in Rugby. The Rugby School site is used as one of the Junior Development Centres by England Hockey.

- 2.33 There is one hockey club in the borough, the Rugby and East Warwickshire Hockey Club. This has around 300 junior members and 110 seniors, and is the largest club in the West Midlands.

Football

- 2.34 The Football Association's National Facilities Strategy of 2013 places heavy emphasis on the development of new 3G AGPs and on the re-carpeting of some of the existing AGPs to 3G from sand filled/dressed. The objective is to give every team the opportunity to at least train on a 3G pitch, and the FA estimate that the equivalent of one large size 3G pitch is needed for every 56 teams in an area.
- 2.35 With limited full size 3G pitches available in Rugby, the borough is a fairly high priority for additional 3G space. The FA's preferred site at Rugby Town Juniors has planning permission for a full size floodlit pitch. This proposal however does not yet have a funding package in place which ensures its delivery.

Rugby Union

- 2.36 The National Facilities Strategy 2013-2017 from the Rugby Football Union (RFU) sets the criteria for the County Board investment strategies. One of the priorities for investment includes to "Increase the provision of artificial grass pitches that deliver wider game development outcomes".
- 2.37 The RFU strategy states:

"The use of artificial grass pitches and in particular IRB 22 compliant surfaces has the potential to offer wider opportunities for the growth of the game, particularly when taken in the context of those communities that do not have access to natural turf facilities or when natural turf facilities are unavailable or unusable. Artificial grass pitches can offer a quality playing surface throughout the year, allowing for increased opportunities for training and match competition at all levels and ages. In a wider context and when delivered against a strategic setting such as a school, college or university site, they enhance curricular activity, opportunities for intra-mural social and competitive rugby and provide quality playing opportunities for the wider community.

Previous strategic investment in artificial grass pitches that deliver wider game development outcomes remain valid and investment will continue into sites that service a number of rugby partners at a local level."

- 2.38 The IRB 22 is now called World Rugby Regulation 22, and any new facility must meet the Rugby Turf Performance Specification issued in 2015.

Modelling

2.40 A number of different modelling tools can be used to assess the current AGP provision in Rugby.

Market Segmentation and sports development

2.41 The use of AGPs is primarily for hockey and also for football in Rugby. The Hockey Club is particularly successful. Hockey does not appear as one of the sports in the Market Segmentation analysis however as it is still a relatively small sport.

Facilities Planning Model

2.42 The Sport England Facilities Planning Model for AGPs currently considers only large size pitches. The key parameters (Figure 8) used in the FPM provide a useful guide to the ways in which AGPs are used. The key points to note are: the dominance of football overall, the much higher percentage of male users than female, and the rapid fall off in users with age.

2.43 The FPM National Run Assessment for AGPs combined hockey and football use. Because of the high number of sand based pitches available in Rugby Borough, the report concluded that there is sufficient capacity, and that no further AGP space is required at this time.

Figure 8: FPM AGP parameters

	Parameter							Comments
Participation -% of age band	0-15	16-24	25-34	35-44	45-54	55+		
	Male	3.37	7.72	4.93	2.71	1.26	0.17	
	Female	3.16	2.70	0.94	0.46	0.18	0.07	
Frequency – Visits Per Week in the Peak Period	0-15	16-24	25-34	35-44	45-54	55+		
	Male	1.81	1.67	1.27	1.06	1.07	0.97	
	Female	1.02	1.45	1.34	1.31	1.21	1.32	
Peak Period	Monday-Thursday = 17.00 – 21.00 Friday = 17.00 – 19.00 Saturday = 9.00 – 17.00 Sunday = 9.00 – 17.00 Total Peak Hours per week = 34 hrs Total number of slots = 26 slots Percentage of demand in peak period = 85%							Football 75.2% Hockey 22.7% Rugby 2.1% Mon-Friday = 1 hr slots to reflect mixed use of activities –training, 5/7 a side & Informal matches Weekend = 2 hrs slots to reflect formal matches.

Duration	Monday - Friday = 1 hr Saturday & Sunday = 2 hrs	
At one time capacity	30 players per slot Mon to Fri; 25 players per slot Sat & Sun 30 X 18slots = 540 visits 25 X 8slots = 200 visits Total = 740 visits per week in the peak period	Saturday and Sunday capacity to reflect dominance of formal 11-side matches i.e. lower capacity
Catchments	Overall catchment for all users 82% travelling 20 minutes or less during week – within a distance decay function of the model Users by travel mode 81% Car borne 15% Walk 4% Public Transport	

FA model for 3G AGP provision

Training

- 2.44 Another approach to the assessment of the supply and demand for 3G AGPs is the model that the FA has developed. Based on the FA's aspiration that each football team should have access at least one hour a week for training purposes. The FA's own model is used to calculate the amount of 3G AGP pitch space required. The FA assumes in the model that the 3G AGPs are available from 6pm-10pm midweek and 9am-5pm on weekends, and that 3G pitches are available for club training on the following basis (Figure 9).
- 2.45 The FA recognises that the model has some limitations, including the fact that some clubs require more pitch space than the model allows for (half a large size pitch equates to two slots) and that over the course of a week certain slots such as 5-6 pm and 9-10 pm, and Fridays all evening are difficult to fill. Detailed usage plans for all proposed 3G pitches should therefore be considered.

Figure 9: FA AGP model and assumed training hours

Pitch size and nature	Number of hours assumed available for club training per week for this type of pitch
Full size pitch with community use at evenings and weekends	56
Community club stadia pitch	46
Multi Use Games Area	18
Commercial 5 a side centres	10
Pro club indoor and outdoor facilities	0

- 2.46 The FA model identifies how many more hours are required in each local authority to potentially provide every affiliated team with the opportunity to train for one hour per week. Based on the number of affiliated teams in Rugby (119 including Rugby Town FC), the FA is therefore seeking 119 training slots on 3G AGPs. In addition to the Rugby teams, Coventry City Girls have 3 teams (1 mini and 2 junior) which play out of Wolston Community Leisure Centre. If these are included in the total, the number of training slots required is 122.
- 2.47 The FA have some reservations about the current stock of 3G pitches, in part because their sizes do not conform to the latest FA guidance, which means that they are less valuable for training use, and even if resurfaced, could only cater for matches at the mini level.
- 2.48 Rugby Town FC is likely to be training several times a week, but including them once in the calculations enable the assumption that one of the training sessions is in the evening period, at peak time.
- 2.49 The current provision and availability of 3G pitch space in Rugby is given in Figure 10 below. It should be noted that none of the 3G pitches in Rugby are currently on the FA register for matches, and that none of the pitches is large enough to be accredited for any use other than u15/u16 and below. This suggests that theoretically every team bar one, in Rugby Borough currently has access to a 3G pitch for training.
- 2.50 None of the current facilities are available for informal recreation because of their location and management. The FA have raised the issue that there may be a need to provide additional opportunities for such informal use, for example through the additional provision of Multi Use Games Areas with a 3G surface. At the present time this is not however a priority when compared to the other football facility needs, but should be kept under review for the future. No specific investment requirements have therefore been identified.

Figure 10: 3G pitch provision for training using FA model

	Dimensions		Hours / slots available for general hire
	Length (m)	Width (m)	
RUGBY TOWN FOOTBALL CLUB	100	60	56
RUGBY TOWN FOOTBALL CLUB	60	30	20
RUGBY TOWN JUNIOR FOOTBALL CLUB	30	20	15
RUGBY TOWN JUNIOR FOOTBALL CLUB	40	30	15
WOLSTON COMMUNITY LEISURE CENTRE	65	35	23
TOTAL NUMBER OF SLOTS AVAILABLE			121

Matches

- 2.51 The need to improve the football grass pitch quality at the sites across the Borough has been identified as a key issue in this strategy. It is therefore worth considering what the need would be if football matches were to be accommodated on FA register quality 3G pitches.
- 2.52 The FA supports the use of AGPs for matches, and in particular for the minis. This option has been followed through for those mini teams arising in Rugby urban area, as those arising from the rural village seem likely to continue to play close to home, see Figure 11. This Figure considers the implications of a scenario in which all 5v5 and 7v7 football in Rugby urban area is moved to 3G pitches, playing as at present on Saturday mornings. This shows that, even if it was possible to test and enter onto the FA 3G register the existing 3G pitches at Rugby Town FC and Rugby Town Juniors, then 2 additional full size 3G pitches football match pitches (or 1 full size and one minimum size of 66 x 49 m) would still be required to meet the needs of these teams. If the existing pitch stock is not good enough quality then 4 full size 3G football turf match pitches would be needed.
- 2.53 The cost of each full size 3G match quality turf pitch is around £965,000 at q1 2015 costs. Therefore the costs of providing four 3G pitches is therefore £3.86m. This capital cost is a useful comparison in considering the options about investing in grass pitches compared to 3G. The annual costs of maintaining an adult or youth grass pitch has been estimated by the FA to be approximately £4,290 (July 2015).
- 2.54 The u17 and above game requires a full size pitch, so only one match can be catered for at any one time on a 3G match pitch. There are currently 16 adult teams in the urban area playing on a Sunday mornings. The 3G match pitch requirement would therefore be for 8 full size match pitches in this area of Rugby borough as at 2015 if all of the games were to be moved onto an artificial surface and kick off remained at the same time for these teams.

2.55 Largely because of the lack of a full size 3G football turf pitch which can be used for matches, the FA are supporting the proposal for such a pitch at Rugby Town Juniors, where it can also be used for training.

Figure 11: 3G match pitch modelling for minis

Time	Number of match spaces on full size AGP	Total games/ teams which can be catered for at one time on large size pitch	Number of teams in Rugby urban sub area	Number of match spaces required [rounded up]	Current potential provision and shortfall
9.30am – 10.30am	4 x 5 v 5	4/8	11	6	Not on match register but potentially usable: Rugby Town FC large size 3G = 2 match spaces Rugby Town FC small size 3G = 1 match pitch Rugby Town Juniors FC = 1 match pitch Shortfall = 2 match pitch spaces = 0.5 full size AGP Or If pitches not possible to register: 2 x full size 3G AGP
10.30am – 11.30am	2 x 7v7	2/4	13	4	Not on match register but potentially usable: Rugby Town FC large size 3G = 1 match space Shortfall = 3 match pitch spaces = 1.5 full size AGP Or If pitch not possible to register: 4 x full size 3G AGP
11.30am – 12.30pm	2 x 7v7	2/4			
12.30pm – 1.30pm	2 x 7v7	2/4			

Comparator authorities' provision

2.56 Using the data available on Active Places it is possible to compare the general levels of facility provision for Rugby with its CIPFA benchmark authorities and its geographical neighbours. This is a useful overall guide, and suggests that the rate of provision of AGPs with some community use is generally higher than benchmark authorities and the geographical neighbours (see Figure 12). However the information needs to be treated with caution because no account is taken of how much or how secure the community use is of each site. For example, the number of large AGPs in Rugby Borough is 7, but of these only two have security of use, and there is restricted use of the Rugby School double pitch site, furthermore the pitch at Princethorpe College is nominally available for community use, although no use or very limited use is actually made of it.

2.57 The provision of artificial pitches for the region and England as a whole have not been included in this table as the rates of provision would be difficult to compare. In relation to the overall rate of provision per 1000, it is not possible to calculate this because of the wide variations between the pitch types and pitch sizes.

Figure 12: Artificial Turf Pitches - comparator authorities

Comparator	Population at 2015 (ONS 2012 base)	Number of pitches available for some community use				
		Sand filled or sand dressed		3G		Water
		Large	Small	Large	Small	
Rugby Borough	100,751	6	0	1	4	0
East Northamptonshire	88,500	3	1	1	1	0
East Staffordshire	116,600	4	2	3	0	0
High Peak	92,100	2	2	1	2	0
Kettering	97,500	1	0	3	0	0
<i>Geographical neighbours</i>						
Hinckley and Bosworth	107,900	3	1	1	2	0
Harborough	88,200	4	0	1	5	1
Blaby	95,900	0	5	1	4	0
Daventry	79,400	4	2	1	5	1
Warwick	140,200	5	0	2	0	0
Stratford on Avon	122,100	2	2	5	3	0
Nuneaton and Bedworth	127,700	1	0	2	3	0
Coventry	336,900	5	5	7	24	1

Assessment of Future Needs

2.58 There are a number of approaches towards modelling the future needs for AGP space. All have both advantages and limitations, and there is no one model which can be used with certainty. The findings from each of the modelling tools need to be considered in the context of the feedback from the consultation, trends in the sports and issues associated with both the existing provision and potential future provision in the borough.

Nortoft Calculator

2.59 The Nortoft Calculator considers the potential future need for sports facilities for the whole population of the authority. It therefore includes any extra demand from the existing population as well as that arising from new housing. Two versions of the Nortoft Calculator results are set out below (Figure 13), based on the following housing numbers but considering only the larger size pitches and the amount of provision scaled by hours taken from the FPM report.

- 540 dwellings per annum with 0.5% participation per annum increase
- 660 dwellings per annum with 0.5% participation per annum increase

2.60 The first line of the table is based on projecting forwards the current Rugby rate of provision but with the added allowance for participation and housing growth. The other lines consider what would be needed to bring Rugby in line with the comparators; Warwickshire, the West Midlands, and the national average.

2.61 If Rugby was to retain the same rate of provision per 1000 for AGPs, then up to 2 pitches might be required by 2031, with one before 2026. This seems to be well above the levels of provision elsewhere, but the limitations on hours of use and types of AGP surface mean that “new” provision is probably required, both for hockey and for football. There may also be justification for a rugby surface, linked to the estimated future needs for training (para 5.59 onwards).

Figure 13: Nortoft Calculator – AGPs, large size but all types
FPM comparators

	2015 supply (number of pitches)	Current rate of provision per 1000	Extra provision needed to meet comparator standards with increased participation at 0.5% pa			
			540 dwellings		660 dwellings	
			2026	2031	2026	2031
Rugby	6	0.05	1	2	1	2
National	1,523	0.03	-2	-2	-2	-2
West Midlands	155	0.03	-3	-2	-2	-2
Warwickshire	20	0.04	-1	-1	-1	-1

Sports Facilities Calculator

- 2.62 The Sports Facility Calculator was developed by Sport England to assess the demand generated by new housing. Sport England advises that it should not be used to assess the needs of the population as a whole. Importantly too, it does not attempt to take into account the “supply” of facilities; the number of existing sites, their quality, surface, or hours of opening. The value of its use in this strategy is to provide a broad estimate of the additional demand for AGPs, over and above that already experienced in Rugby. To this end it is also useful to compare the results with that of the Nortoft Calculator which looks at the potential need of the whole population during the strategy period.
- 2.63 To assess the demand for AGPs from new housing sites, Sport England’s Sports Facilities Calculator (SFC) is the most appropriate and accurate tool. The following table in Figure 14 uses the SFC for the housing sites identified in the September 2014 housing trajectory. A participation rate of growth of 10% has been applied for the period up to 2031, and 5% for the period up to 2026 because the SFC works on 5% intervals.
- 2.64 The population profile used in the model is that agreed with Rugby Borough Council.
- 2.65 Based on the participation increase of 10% and the forecast population, the level of demand automatically calculated by Sport England’s SFC at 2031 is 0.03 large size pitches per 1000. This is the amount demand expected to be generated from 1000 people at that date. If the SFC is then used to assess the potential total demand for AGP space arising directly from the new housing by 2031, this generates 0.8 of a large size AGP.

2.66 It should be noted that the assessment of the amount of *demand* for AGP space using the SFC then needs to be considered against the amount of *supply* of AGP space available, and the CIL tests are required to be met if funding towards AGPs is then sought from developers. In relation to the housing developments within Rugby town, the only sites without signed developer contribution agreements are those relating to the unallocated housing.

Figure 14: Sports Facility Calculator for Artificial Grass Pitches

	Total number of dwellings in period up to date			New population @ 2.34 housing multiplier			Large size AGP demand with increased participation	
	2021	2026	2031	2021	2026	2031	2026 @ 5%	2031 @10%
	Coton Park East, Rugby	90	0	0	211	0	0	0.010
Coton Park East Phase B1 & B2*	150	0	0	351	0	0	0.010	0.010
Calvestone Road, Cawston Grange	27	0	0	63	0	0	0.002	0.002
Cawston Grange, Rugby	96	0	0	225	0	0	0.010	0.010
Leicester Road, Rugby	467	37	0	1093	87	0	0.040	0.040
Priory Road, Wolston	80	0	0	187	0	0	0.010	0.010
Cawston Extension	420	180	0	983	421	0	0.040	0.040
Former Ballast Pits	76	0	0	178	0	0	0.010	0.010
Bilton Grange	50	0	0	117	0	0	0.003	0.003
Cawston Lane	220	30	0	515	70	0	0.020	0.020
Coton House	76	0	0	178	0	0	0.010	0.010
Part of former Bilton Bypass land rear of 314-322 Bilton Road	11	0	0	26	0	0	0.001	0.001
Gateway SUE	510	350	269	1193	819	629	0.060	0.080
Rugby Radio Station (incl growth to 2038)	1300	1750	1450	3042	4095	3393	0.210	0.350
Former Warwickshire College	131	0	0	307	0	0	0.010	0.010
Ambulance Station, Brownsover Lane	29	0	0	68	0	0	0.002	0.002
Tebbs	14	0	0	33	0	0	0.001	0.001
Back Lane South, Long Lawford.	112	0	0	262	0	0	0.010	0.010
Unallocated housing (sites to be confirmed)	1015	353	681	2375	826	1594	0.100	0.150
							0.559	0.769

FA model forecast

- 2.67 The FA model aims to assess the needs of football on artificial surfaces and reflects both the trends in the sport and the objectives of the FA to provide more AGPs of a suitable type for both matches and training. It therefore has a place in this strategy as a guide the amount of 3G football turf pitches which may be required in the short, medium and longer term. The model is based on the forecast number of teams for football, based on the forecast populations and extrapolated from the current team numbers. The detailed methodology behind these calculations are provided in paragraph 1.23 onwards, and the forecast team numbers for football are considered in detail within the later section on football, see para 3.65 onwards.
- 2.68 As with the other sports, the forecast team numbers are based on the 540 dwelling per annum and the 660 dwellings per annum housing options, with 0.5% per annum participation increase. The FA model explored above (para 2.44 onwards) can be used to assess the future needs in terms of the number of artificial pitches with a 3G surface required for football. The findings for this future need for 3G pitch space for training is as calculated in Figure 15.

Figure 15: Future need for 3G pitch space

Housing option	Number of teams expected to be generated in Rugby			Extra capacity required in slots on 3G pitch	
	2015	2026	2031	2026	2031
540 dwellings	119	135	146	14	25
660 dwellings	119	138	150	17	29

- 2.69 There are currently an estimated 121 training slots available for community use across the Borough on 3G pitches (see Figure 10), so the extra capacity required is the amount of additional pitch 3G space needed in the future. This suggests that there will a need for one extra full size 3G pitch in the period up to 2031 which is available for around 25-30 training slots per week for community use under either housing scenario.
- 2.70 However account should be taken of the FA's reservations about the existing pitch provision, the size/dimensions of the facilities and surface quality, as these are not ideal and in practice restrict the usefulness of the current 3G facilities. The existing pitch stock is too small to be used for match pitches, which makes the provision of a full size 3G pitch with football turf and meeting the specifications for inclusion in the FA register, a higher priority. In the longer term there is a need to ensure that a second pitch or replacement pitches of equivalent area which meet the modern FA requirements for 3G football turf pitches will be required.
- 2.71 The main growth in the number of teams will be in the urban sub area of Rugby as this will be the primary focus for new housing. The growth may be uneven between the clubs, with Rugby Town Juniors expected to grow much more rapidly than most of the other clubs either in the town or elsewhere in the Borough.

Outside of the town in the rural sub-areas, the demand is expected to change little as any growth in the sport is balanced out by an overall aging population.

Hockey requirements

- 2.72 In relation to the needs of hockey, there are a number of hockey specification pitches which are already used by the club and the one at Bilton School could be used more intensively both in the short and longer term. There is also spare capacity at the Warwickshire College site, although in the longer term this strategy proposes to resurface this pitch to 3G, which is not suitable for club hockey.
- 2.73 There is overall sufficient capacity for the hockey club to grow further, although the number of players might increase up to between 550 and 570 (from the current 410) in the period up to 2031. The key issue for hockey is not the lack of pitches themselves or their quality, but their accessibility at peak time, particularly Saturday afternoons for matches. The option of bringing Bilton Grange School into community use as a base for the hockey club may be a good solution if the site is not required for school hockey at club match times.
- 2.74 The proposed 3rd hockey specification pitch at Rugby School will provide the club significant extra capacity, but seems unlikely to be able to help resolve the lack of pitch space for match times as its use is also likely to be restricted at this time of the week, on the same basis as the other hockey pitches at the school.
- 2.75 In summary, the key requirement to enable hockey to continue to grow as a sport, is more hours at the required match times on Saturdays. There are sufficient pitches of the correct quality for the sport in the borough, but there is not enough availability within the Rugby town area at peak match time.

Rugby requirements

- 2.76 In the sport of rugby there is expected to be a growth in the number of teams across the borough in the period up to 2031 as the population grows, and the main focus of this will be in the urban area. The sport is already significantly short of space for mid week training (around 11 pitches equivalent) and also for some match space, a deficit of approximately 3 pitches in the urban area, as assessed by the RFU. This is in large part due to a lack of floodlit pitches for mid-week training.
- 2.77 The Broadstreet club has spare capacity now but draws most of its membership from the Coventry area, so is not affected by the housing proposals around the urban area.
- 2.78 There are three priorities for rugby in the urban area of the borough:
- to significantly improve the quality of pitches on the club sites through improved drainage, maintenance and floodlighting

- extending the pitch area at the exiting rugby club sites if opportunities arise, for example through adjacent housing development
- releasing all of Ashlawn Road Recreation Ground for rugby.

2.79 If it is not possible to achieve these improvements, then there is clear justification for a full size rugby specification 3G pitch (para 5.59 on). A rugby specification 3G pitch can also be used for football matches and training, depending on the surface selected.

Summary

2.80 The modelling and other assessment work suggests that the following are required in term of artificial turf pitches to meet the needs of the future:

- two 3G pitches, which should be designed and constructed to meet the Football Association's register specifications, and one which may need to be joint football – rugby (RFU) specification.
- access to one additional hockey pitch for matches.

Meeting the needs of the future

2.81 The only known potential development of a 3G pitch in Rugby is at the Rugby Town Juniors club site. There is also a proposal at Rugby School to develop a 3rd hockey pitch adjacent to the existing pitches. This would be made available for community use on the same basis as the existing pitches, so not available for matches on a Saturday afternoon.

2.82 There is clearly a need for a match quality 3G football turf pitch which meets the needs of the football clubs in Rugby. This needs to be designed and constructed to meet the specifications of the FA artificial pitch register for adult matches (106 x 70 m).

2.83 The Rugby Town Juniors FC will continue to seek to develop a full size 3G pitch on their site. This may be a replacement for grass pitch space in order to increase the capacity at their site, but would also enhance their training capacity across the week.

2.84 In the longer term, there is justification for additional 3G football turf pitch space meeting the FA's specifications. This could either be at Rugby Town FC or might be provided at Warwickshire College. The latter has a formal community use agreement and there is a sinking fund to replace the existing carpet (hockey surface) at the end of its lifespan. The change to a 3G surface, either to a football or a football-rugby specification would incur additional cost. Ideally the pitch would also be extended, both in length and width to enable senior football matches

to be played on the site. The feasibility and costs of extension would need to be confirmed.

- 2.85 The hockey club are also seeking to increase their pitch space, both for training and matches. Although a standalone double pitch site with clubhouse is an aspiration, the number of hockey surface pitches in the town and elsewhere suggest that a community hockey pitch is not a priority. Instead, the priority should be achieving access and appropriate changing and car parking to the new pitch at Bilton Grange School.
- 2.86 In relation to rugby, the anticipated growth in the game will put a significant strain on the existing sites in the urban sub area (see paragraphs 5.101 onwards). Although there may be sufficient match capacity on the grass pitches, there is expected to be insufficient floodlit training space, unless more grass pitches can be made available to the sport, and more sites can be floodlit and improved through drainage and maintenance. There is potentially justification to develop a 3G pitch with rugby specification, particularly if the enhanced grass pitch provision cannot be achieved. In this case the preferred site would be Warwickshire College, so long as the hockey use can be relocated elsewhere and the college is able to agree to this change closer to the time of re-carpeting.
- 2.87 The AGP situation is therefore dynamic in Rugby and will need to be kept under review as part of both the annual update and in the 2019-20 full review of the playing pitch strategy.

Justifying developers' contributions

- 2.88 Developer contributions for artificial playing pitches will be sought from new residential developments at a provision rate of 0.03 ha AGP per 1000 population. In seeking contributions account must be taken as to whether the demand arising from a proposed development can be met within the existing network of accessible AGPs that are of sufficient quality, or whether new or improved quality provision will be required.
- 2.89 To assess whether new provision should be on or off site the starting point will be the assessment of demand in terms of the amount of new AGP space which would be generated by the housing development. Other than for the very largest housing developments, the provision of AGP space is most likely to be off site.

Conclusions and Recommendations

Current supply and demand

- 2.90 AGPs are important for hockey as all community hockey is now played on these pitches. Football mainly uses AGPs for training, but there is an increasing desire for matches to be played on this type of pitch, and the small sided game is growing. Rugby Town Juniors were recently unsuccessful in their bid to Sport England for grant aid towards a full size 3G AGP, although the bid was strongly supported by both the Football Association and Rugby Borough Council. This bid is now being resubmitted. The FA consider that there is a clear need for a match specification 3G football turf pitch in the borough, as there are none at present.
- 2.91 Hockey as a sport is important in Rugby, and one of the largest hockey clubs in the West Midlands region is based at Rugby School. The club uses the double pitch site both during weekday evenings for training, and at weekends. The club will have access to the proposed 3rd hockey pitch at Rugby School on the same basis as the existing agreement. However the critical issue is the lack of access on Saturday afternoons, which is the time for club matches. This means that the hockey club also has to use a number of other pitch sites across the town for both training and matches. A key issue for the hockey club is the lack of security of use of the sites other than at Bilton School. However it is anticipated that the current arrangements will continue.
- 2.92 There are no rugby specification artificial turf pitches within the borough.

Future requirements

- 2.93 The assessments have shown that there is a need for:
- two 3G pitches, which should be designed and constructed to meet the Football Association's register specifications, and one which may need to be joint football – rugby (RFU) specification
 - access to one additional hockey pitch for matches.
- 2.94 The most likely site for one of the 3G pitches is Rugby Town Juniors, but the other is to be determined.
- 2.95 If community access can be secured to the hockey specification pitch at Bilton Grange School and appropriate changing and car parking can be achieved, this will help towards meeting the needs of the Hockey Club. This would not however provide them with their aspiration of a double-pitch site. Depending on the amount of access, this may meet the future needs of the club, so long as the other sites are retained with the exception of the Warwickshire College pitch.
- 2.96 Rugby also requires additional training space and there may be insufficient space to cater for all of the training needs of the growing population of Rugby town in the

period up to 2031. Several of the club sites are already under pressure in terms of training provision and this will worsen over time, even if additional pitches can be provided at Ashlawn Road Recreation Ground, and the capacity of the other rugby club sites enhanced through improved pitch drainage and maintenance and more floodlighting.

- 2.97 When Warwickshire College pitch is due for re-carpeting, then the preference would be to a 3G surface, potentially with a joint football-rugby training specification. This would provide for both football and rugby, but would depend on the relocation of the current hockey use to elsewhere, and the views of the college at the time. The feasibility of extending the site in both length and width to enable the hosting of senior football matches should be considered, and the costs of this will need to be confirmed. The costs of switching to a football or football-rugby specification surface will however be greater than the costs of simply re-carpeting again to a sand filled hockey surface.

Recommendations

- 2.98 It is proposed to protect and maintain all of the existing AGPs in Rugby Borough. Although not all the existing AGPs are currently used by the community, they provide an invaluable resource for the schools at which they are located and potentially for the community.
- 2.99 Developer contributions should be sought for all new housing developments where it is demonstrated that there is a deficiency of provision or quality issues of AGPs, in the short term priority will be to develop a full size 3G football turf pitch meeting the FA register's specification. Where contributions are sought for new or improved quality AGPS, the provision should be of secure community use.
- 2.100 The other key artificial grass pitch priorities are:
- Support the introduction of community use to the AGP at Bilton Grange School for the hockey club use, including as needed the development of changing/clubhouse and car parking.
 - Resurfacing the Rugby Town FC 3G pitches, and potentially increasing the size of the larger pitch to FA register specification.

GRASS PLAYING PITCHES

SECTION 3: FOOTBALL

Introduction

- 3.1 Football is a significant pitch based sport in Rugby, with 118 community teams (almost all male) across the age groups, plus the senior Rugby Town FC team. All of the game, other than a limited number of mini soccer games and small sided games, is on grass pitches for matches and in most places the teams also train on the same sites. According to the club survey returns, most training takes place on AGPs, at sites within the borough. Only Rugby Town FC records that it trains on grass as well as AGPs, but comments have been made by some clubs that the cost of AGP hire restricts the amount of training on them, particularly for mini and junior teams.
- 3.2 It should be noted that this Strategy refers only to community football, and does not address football at schools, either curricular or extracurricular.
- 3.3 The Football Association's priorities are driven by their National Game Strategy of 2011-2015 supplemented by the National Facilities Strategy (February 2013). The FA national priorities for 2015 – 2019 are, with a focus on FA Charter Standard Clubs and Charter Standard Leagues are:
- Participation – “More players playing football more often”
 - Retain and support the existing teams
 - Increase the number of over 16s playing every week by offering a variety of formats
 - Have innovative programmes and grants to provide a range of playing field opportunities in education, clubs, leagues and other community settings.
 - Better training and playing facilities – “£48m of FA investment in new and improved facilities” through the Football Foundation
 - Create 100 new football turf pitches and improve 2,000 grass pitches
 - Invest in and roll out a new sustainable model for grassroots football in 30 cities through football hubs owned and operated by local communities.
 - Ensure half of mini-soccer and youth matches are played on high quality AGPs
 - Player development – “Better quality players being developed and entering the talent pathways”
 - Coach education, more and better coaches

- Football workforce – “Recruiting and developing volunteers and paid staff who service the game”. Improved technology to run the game more efficiently.

3.4 The National Facilities Strategy vision for facilities can be summarised as:

Building: new facilities and pitches in key locations to FA standards in order to sustain existing participation and support new participation.

Protecting: ensuring that playing pitches and facilities are protected for the benefit of current and future participants.

Enhancing: investing in existing facilities and pitches, ensuring that participation in the game is sustained as well as expanded.

3.5 The FA Charter Standard Club Programme was established to provide recognition that clubs are well run, sustainable, with child protection and safety paramount. It also recognises the club’s commitment to coaching, player and coach development and the raising of standards of behaviour in the game. The FA Charter Standard Club Programme has three levels:

- FA Charter Standard Club (Youth, Adult)
- FA Charter Standard Development Club (Youth, Youth and Adult)
- FA Charter Standard Community Club.

3.6 The Charter Standard Clubs are expected to have at least one team in a league and have a school-club link. The Charter Standard Development Clubs may either be youth and adult or only provide for youth. These are expected to have at least 5 teams and a club development plan. The Charter Standard Community Clubs are expected to have at least 10 teams in an area such as Rugby and to run teams in each age category. They are also expected to have a detailed club development plan.

3.7 The Charter Standard and above clubs in Rugby are:

Club Name	Charter
Bilton Ajax J F.C.	Charter
Binley Woods Junior F.C.	Charter
Bourton & Frankton F.C.	Charter
Brinklow Juniors F.C.	Development
Brinklow Saturday F.C.	Development
Eastlands J F.C.	Charter
Hillmorton Junior Saturday F.C.	Charter
Hillmorton Juniors F.C.	Charter
Lawford United F.C.	Charter
Rugby Town Juniors F.C.	Community
Rugby Town Girls F.C.	Community
Rugby Town Juniors (Saturday) F.C.	Community

Pitch sizes and age groups

3.8 In 2012 the Football Association (FA) developed a new set of recommended pitch sizes, pitch markings and goal post sizes for different age groups, and these were set out in The FA Guide to Pitch and Goalpost Dimensions (2012). The FA has since been working with leagues and pitch providers to try to ensure that all matches are now played on the “recommended” size pitch. The clubs responding to the survey have confirmed that all of the age groups are now playing on pitches of the “correct” size. This is confirmed by the site surveys and match records for the clubs.

3.9 The pitch dimensions, taken from the FA Guide are given in Figure 16.

Figure 16: FA recommended pitch sizes

Type	Type	Recommended size without runoff (metres)		Recommended size including runoff (meters)		Area of pitch with runoff (hectares, rounded)
		L m	W m	L m	W m	
Min Soccer U7/U8	5v5	37	27	43	33	0.14
Mini Soccer U9/U10	7v7	55	37	61	43	0.26
Youth U11/U12	9v9	73	46	79	52	0.41
Youth U13/U14	11v11	82	50	88	56	0.49
Youth U15/U16	11v11	91	55	97	61	0.59
Youth U17/U18	11v11	100	64	106	70	0.74
Over 18 (adult age)	11v11	100	64	106	70	0.74

Participation in football

- 3.10 Nationally around 3.08 million people aged 14+ years take part in football at least once a month. The rate of participation nationally has declined slightly from the Sport England survey in 2012-13. Around 92% of participants are male, and about 35% are aged under 24 years, with only about 1% of players aged over 45 years. There has been a slight decrease in the number of people playing football of any type since 2007, from 7.58% of adults over 16 years playing once a month, to 6.39%.
- 3.11 During the 2014/15 season there were 118 community teams arising in Rugby and playing within the borough, plus 3 girls teams (one mini, 2 junior) from Coventry and also playing within the authority, and also Rugby Town FC. The community teams are listed in Appendix 1 together with their home grounds. Figure 17 provides a summary of the community team numbers for the 2014/15 season, excluding the Coventry girls teams and Rugby Town FC. These team numbers are used as the baseline for the modelling.

Figure 17: Football teams 2014-15 season

	Age	Team age group	Number of teams
Mini-soccer 6-7 yrs - mixed	6 -7 yrs	u7 & u8	12
Mini-soccer 8-9 yrs - mixed	8 -9 yrs	u9 & u10	18
Youth football 9 v 9 - boys	10-11yrs	u11 & u12	17
Youth football 9 v 9 - girls	10-11yrs	u11 & u12	1
Youth football 11 v 11 boys	12-15 yrs	u13 & u16	28
Youth football 11 v 11 girls	12-15 yrs	u13 & u16	3
Men's football	16-45yrs	u17 +	38
Women's football	16-45yrs	u17 +	1

- 3.12 This team information has been compared to the team information used to inform the 2011 playing pitch strategy. This shows that there has been a decrease in all of the teams playing in Rugby over the period, with the exception of an increase in the number of mini teams (Figure 18). Of particular note is the very significant reduction in the number of adult teams playing on grass, down by 19 teams, which may in part reflect the way in which the FA collected team information at that time. It is therefore possible that this change is not as dramatic as it at first appears.

Figure 18: Number of teams, 2008/09 compared to 2015

	Age Groups	Number of teams within age group		Increase/ decrease in teams %
		2008/09	2015	
Mini-soccer 6-9 yrs - mixed	6 -7 yrs	23	30	+130%
Youth football - boys	10-15yrs	53	45	-17%
Youth football - girls	10-15yrs	8	4	-50%
Men's football	16-45yrs	57	38	-33%
Women's football	16-45yrs	2	1	-50%

- 3.13 The information provided by those clubs who responded to the club survey suggests most clubs draw almost all of their members from Rugby Borough. The exceptions are Rugby Town FC which draws about 40% of its players from outside of Rugby, and Rugby Town Juniors FC which draws players from both within the borough and outside. In order to plan effectively for the sport, it is assumed for the purposes of modelling that all of the teams arise from Rugby, and that demand for the sport will rise proportionally to the population growth from the new housing.
- 3.14 In Rugby, the largest number of matches are played on a Sunday morning, with all of the mini game, over half of the youth/junior game and half of the senior games being played at this time. Figure 17 provides a summary of the temporal demand in Rugby, which is then used in the Playing Pitch Model to assess the balance between supply and demand.
- 3.15 In Rugby Borough all of the mini soccer is played on a Saturday morning. The youth matches games are somewhat more evenly spread, but 71% are still being played at the same time. In comparison, the adult pitch use is much more evenly spread, with just over half of the matches at peak time. Figure 19 provides a summary of this temporal demand, which is then used in the Playing Pitch Model to assess the balance between supply and demand for pitch space.
- 3.16 The analysis of supply and demand merges the mini age groups and also those for the youth ages. This approach provides the greatest long term flexibility in the use of playing field space, as the pitches can then be marked out annually to meet the changing needs of the game.

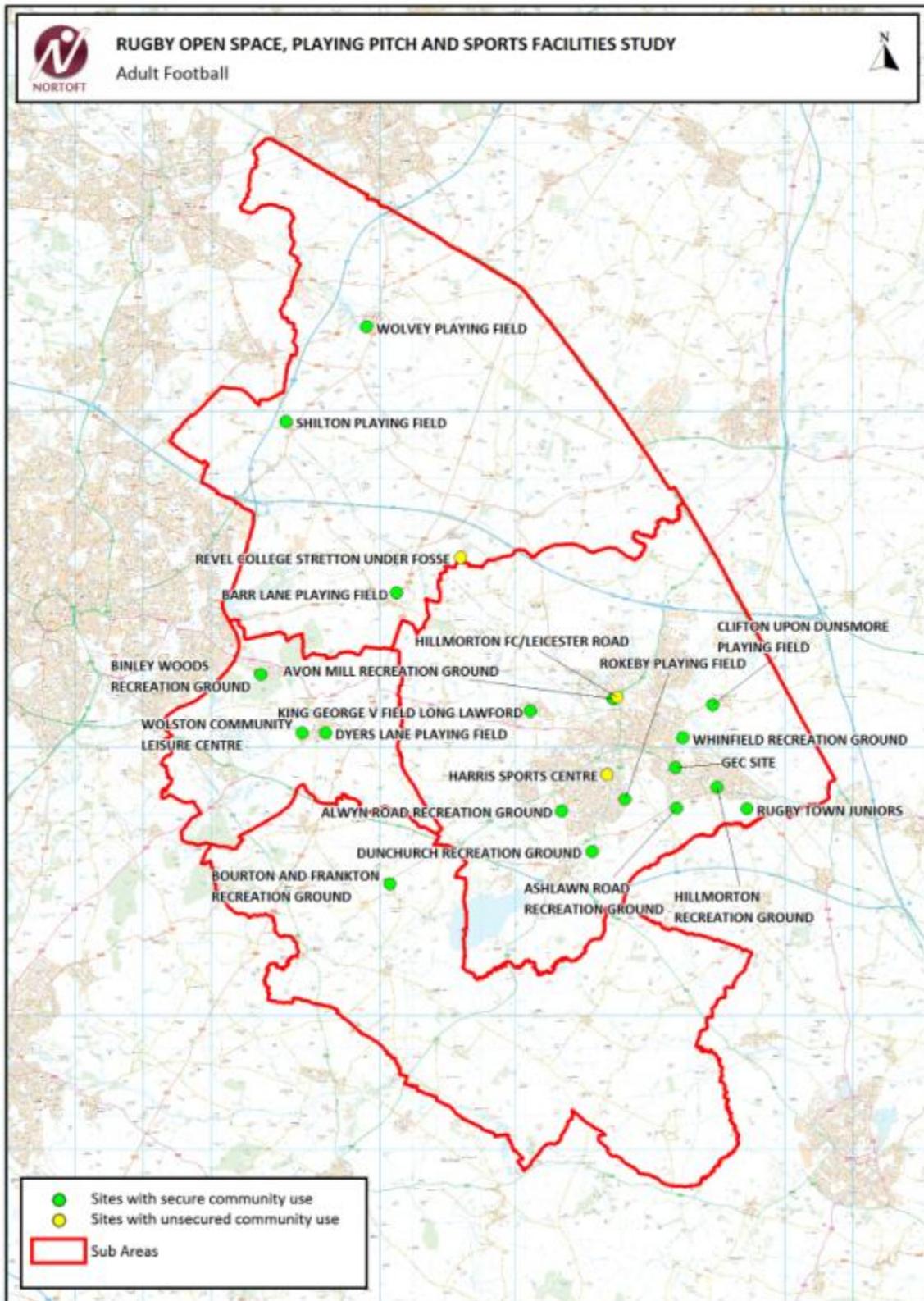
Figure 19: Temporal demand

	Number teams playing on pitches of the same size	Peak kick off time across all of the use of the pitches of the same size	% of all games being played in the peak time on this pitch size
Mini-soccer 6-7 yrs - mixed	30	Saturday am	100%
Mini-soccer 8-9 yrs - mixed			
Youth football 9 v 9 - boys	49	Sunday am	71%
Youth football 9 v 9 - girls			
Youth football 11 v 11 boys			
Youth football 11 v 11 girls			
Men's football	39	Sunday am	54%
Women's football			

Current provision

- 3.17 During the 2014/15 football season there were pitches of all of the recommended pitch sizes being used by the community in Rugby. The table in Figure 25 summarises these, and they are mapped in Figures 20-24. In addition, but excluded from the table and maps are those pitches on school sites which have no community use.
- 3.18 The supply of pitches is based on a combination of the pitches and sites known to be available for community use, including those managed by Rugby Borough Council directly and those on parish sites, plus those identified through the consultation and audit process as hosting regular community football, for example the primary schools hosting mini matches, and the private Revel College site. Also included within the supply list are those pitches on sites which are available for use although not used in practice, for example Freemantle and Rokeby within the urban sub area.
- 3.19 Not included within the supply of pitches or within the modelling or assessment are sites with no community use, for example on "closed" secondary and independent school sites, or where football use has ceased and seems unlikely to be reintroduced, including Oakfield Recreation Ground and Leicester Road.

Figure 20: Adult pitch sites season 2014-15



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Figure 21: Youth football 11 v 11 pitch sites season 2014-15

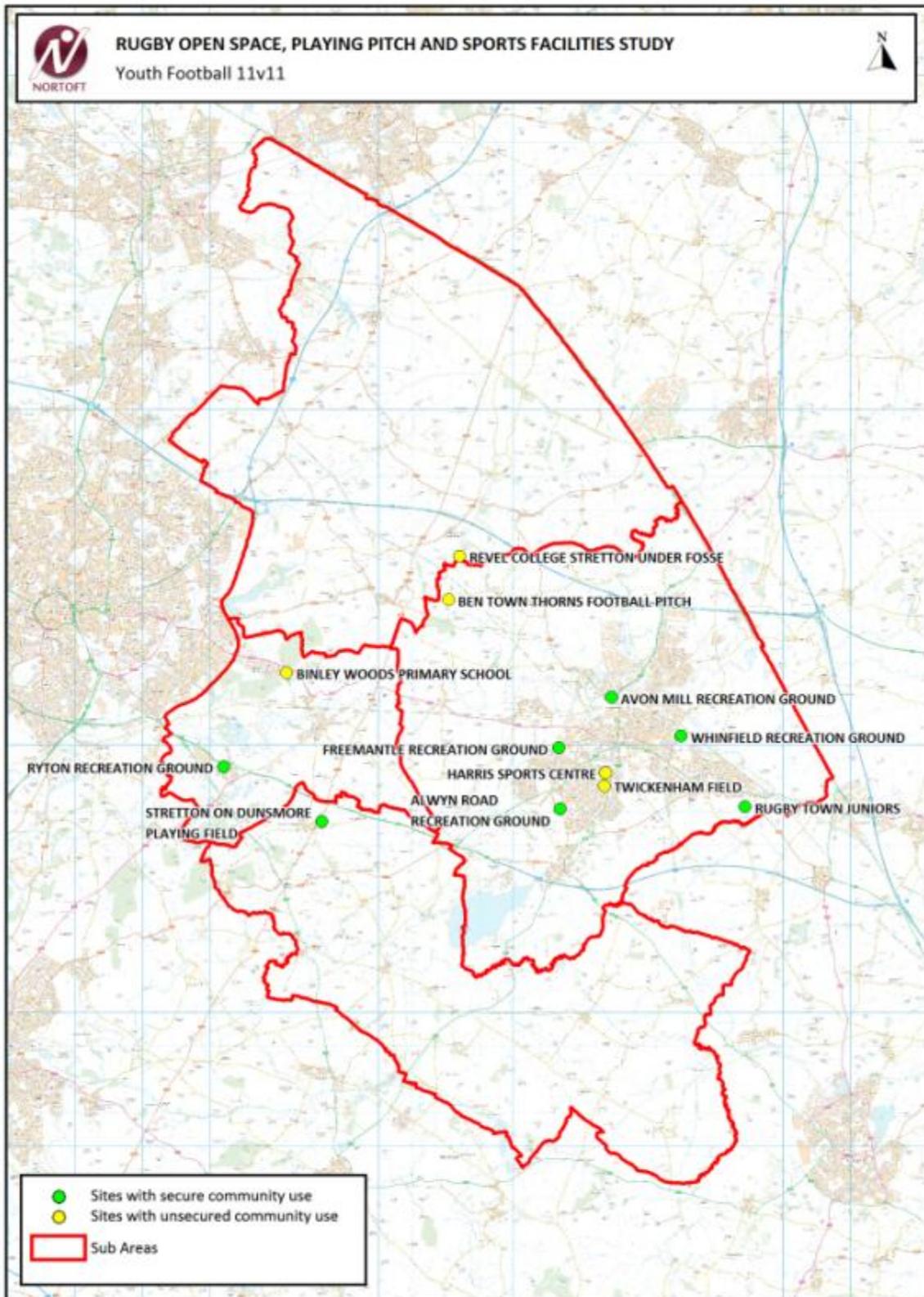


Figure 22: Youth football 9 v 9 sites season 2014-15

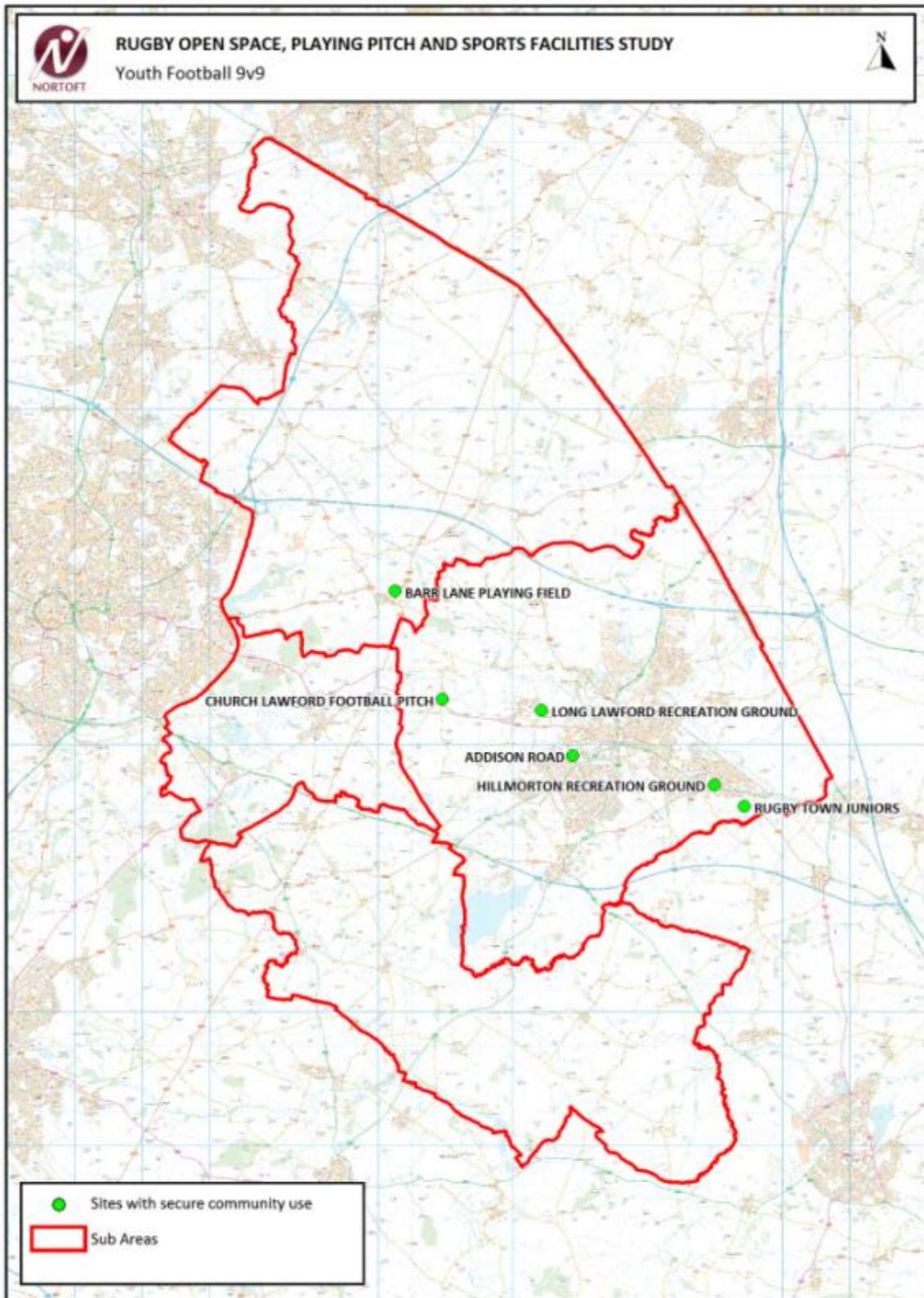


Figure 23: Mini Soccer 7 v 7 pitch sites season 2014-15

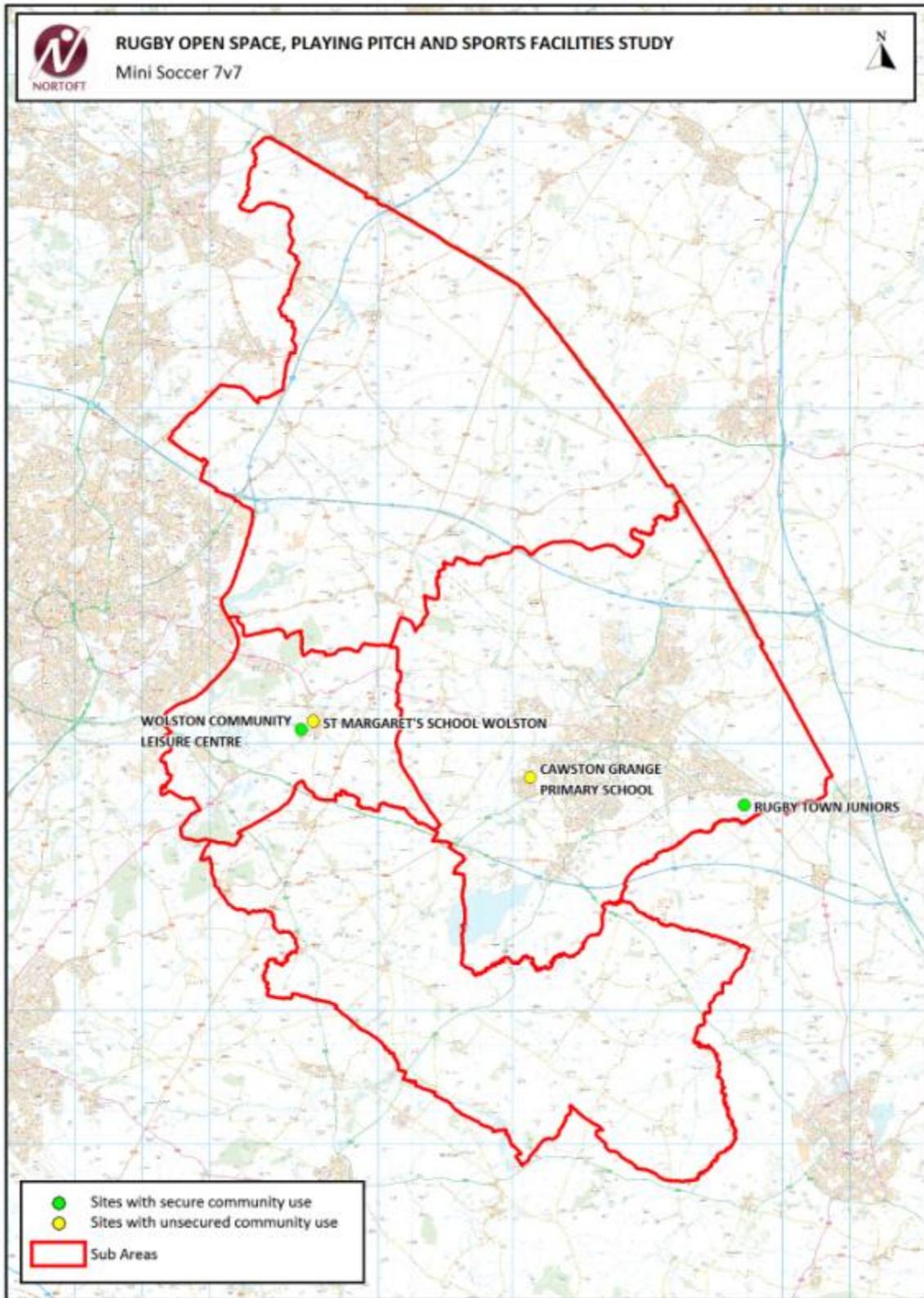
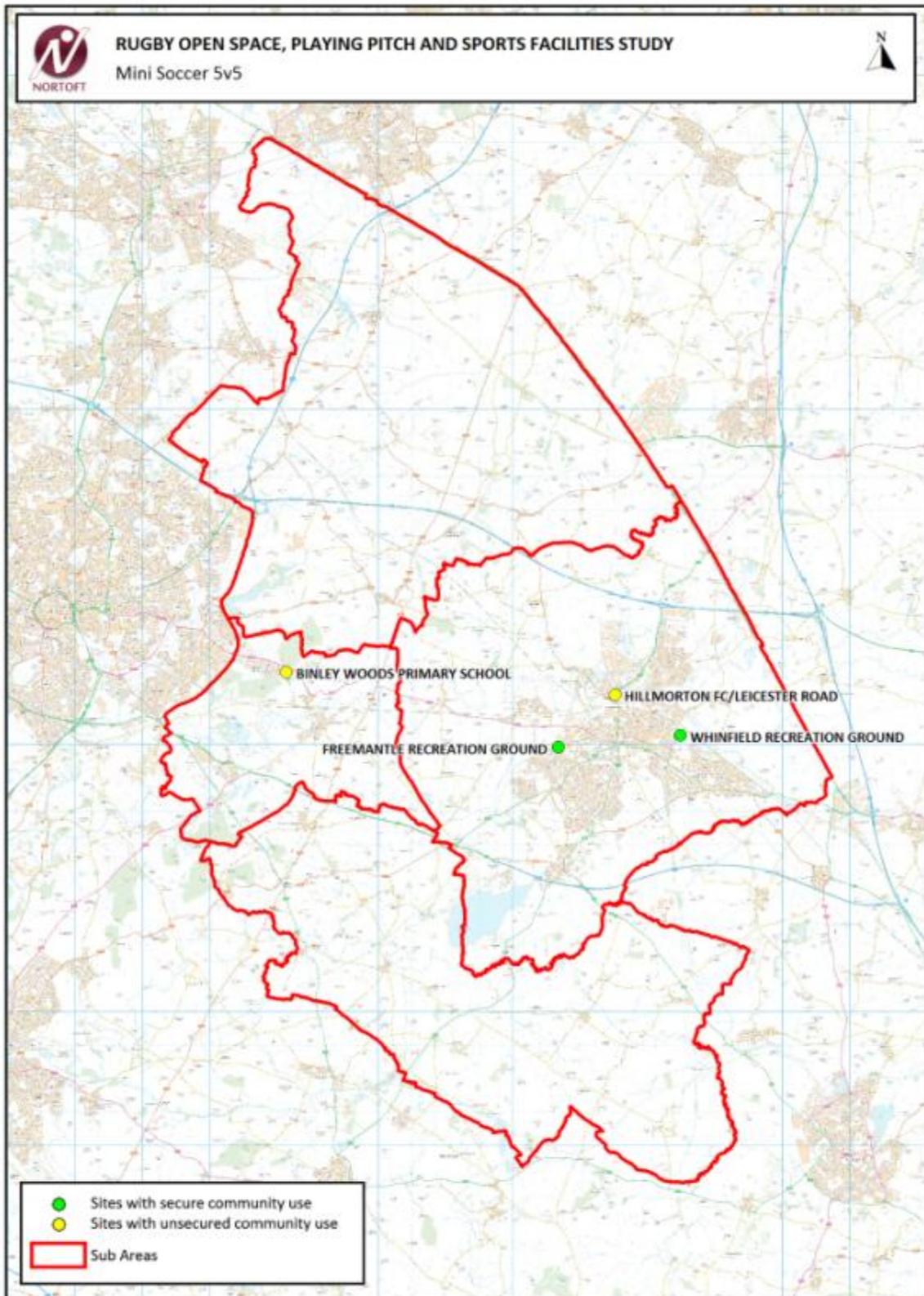


Figure 24: Mini soccer 5 v 5 pitches season 2014-15



3.20 Points to note on the maps include:

- The new planned provision is not included on the maps:
 - There are 3.1 ha of playing field space planned as part of phase 1 for the Rugby Radio Station site as part of the central open space area. The details of this site is to still to be confirmed but the pitches are likely to come forwards for football. Further “outdoor sports space” is also planned for this development but this could be in a period up to 2036 and there are no details.
 - The Gateway site has 3 separate areas for pitches, totalling 6.22 ha. The sites for the pitches are not immediately adjacent and there will be no car parking or clubhouse facilities. The earliest the pitches will come into use for football would be 2018/19.
- There are no separate marked out 5 v 5 pitches at Rugby Town Juniors, as the club uses the 7 v 7 pitches for the youngest age groups.
- The high number of pitches within the urban area which are located on parks sites.

3.21 The table in Figures 25 and 26 also highlight the importance of the youth 11 v 11 pitches being provided on non-secure sites. It is clear that a high proportion of all of the provision is within the urban sub area, and that none of the rural sub areas have a full complement of pitches in secure community use at the recommended FA pitch sizes.

Figure 25: Pitches used by the community (secured and unsecured)

Type	Type	Recommended size without runoff (metres)		Area of pitch with runoff (hectares, rounded)	No of pitches used by the community	No of pitches used by the community in SCU	Size of pitch used in the modelling (hectares)
		L m	W m				
Mini Soccer U7/U8	5v5	37	27	0.14	6	3	0.30
Mini Soccer U9/U10	7v7	55	37	0.26	9	7	
Youth U11/U12	9v9	73	46	0.41	7	7	0.50
Youth U13/U14	11v11	82	50	0.49	14	9	
Youth U15/U16	11v11	91	55	0.59			
Youth U17/U18	11v11	100	64	0.74	36	33	0.74
Over 18 (adult age)	11v11	100	64	0.74			

Figure 26: Pitches in secure community use by sub area

Sub Area	Adult Football	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Urban	23	7	6	6	3
Rural North	4	0	1	0	0
Rural Central	5	1	0	1	0
Rural South	1	1	0	0	0

3.22 The pitches used by the community but not in secure community use are given in Figure 27 below.

Figure 27: Football sites not in secure community use

Site	Pitches used by the community	Sub area
Binley Woods Primary School	2 x mini, 1 x youth	Rural Central
Cawston Grange Primary School	1 x mini	Urban
Harris Sports Centre, Rugby incl Twickenham Field	2 x youth	Urban
St Margaret's School, Wolston	1 x mini	Rural Central
Revel College, Stretton under Fosse	1 x adult, 1 x youth	Rural North

3.23 A high proportion of the sites used by the community for football in the urban area are provided within the parks and amenity green spaces. The cost of managing the sites for pitches is higher than the revenue received by the Council, and the Council is currently providing an overall 70% subsidy towards the site costs, both pitches and ancillary facilities. With the budget pressures on the authority, this situation may need to be reviewed in the future. Rugby Borough Council has previously considered the option of community asset transfer, but determined that the parks provision should stay under the authority's control, in part because of the multi-use nature of these green spaces.

3.24 There are two playing field sites which are no longer made available for use by the community. Both are privately owned. One is the Leicester Road site just north of the town centre which was used by Hillmorton FC, a multi team club up to the end of the 2014/15 season. The other is Oakfield Road Recreation Ground which had a single adult pitch which was booked out and maintained by Rugby Borough Council, and is also a well used open space. The owners stopped football on this site with effect from September 2014, and are now seeking the sale of the site for housing development.

3.25 Some of the playing field sites in the borough are formally protected as open space. These are given in Figure 28.

Figure 28: Protected playing fields

Site	Protection	Sports on site
Alwyn Road Recreation Ground	Queen Elizabeth II Field	Football, rugby
Avon Mill Recreation Ground	Queen Elizabeth II Field	Football
Freemantle	Fields In Trust	Football (disused)
Hillmorton Recn Ground (aka Featherbed Lane)	Queen Elizabeth II Field	Football
Long Lawford	King George V Field	Football
Whinfield Recreation Ground	Queen Elizabeth II Field	Football, (cricket unused)
Wolvey Playing Field	Fields In Trust	Football, cricket

Stadia sites

- 3.26 Stadia sites are important because they are an essential facility for the game at the higher levels of the player pathway. The term “stadia” covers a wide range of facility levels, from a relatively simple fenced pitch with toilets but no other spectator provision or floodlights, as at Rugby Town Juniors, up to major stadium, for example the Ricoh Arena. The requirements for the football pitch and site depend upon the level at which a club is playing, and this is set out in the FA’s Ground Grading requirements, a summary of which is provided at Appendix 2.
- 3.27 Rugby Town FC is currently playing at Step 4 in the Football Association’s National League System. Their site should be retained and it is likely that at least one additional “stadia” site will be required in the next few years, if the game continues to grow and improve within the borough. It should be noted that a “stadia” site at its simplest, is a pitch which has a post and rope fence around it with changing pavilion consisting of with team changing, officials changing (both male and female) and adequate toilet provision for spectators. Such a “stadia” site can therefore often be relatively easily established where there is already provision for adult football. Only where teams are playing at Step 6 or above of the national league are floodlights, covered spectator accommodation for a minimum of 50 people required.

Site quality assessment

- 3.28 The quality standard for each pitch used by the community has been assessed through a site visit and consultation with the clubs. The estimated carrying capacity for each of the pitches is derived from the agreed quality standard for each pitch and the guidance criteria for pitch carrying capacity, a copy of which is given below in Figure 29.

Figure 29: Pitch carrying capacity for football

Agreed pitch quality rating	Adult football	Youth football	Mini soccer
	Number of match equivalent sessions a week		
Good	3	4	6
Standard	2	2	4
Poor	1	1	2

- 3.29 It should be noted that the Playing Pitch Guidance criteria from Sport England does not specifically take into account the impact of weather on the football season, such as snow cover or frozen ground. This will have an impact on both the number of matches which are able to be played on a pitch, and often the length of the season if postponed matches are rescheduled. It is therefore important to retain some “spare capacity” in the pitch stock generally to enable flexible management of sites and bookings.
- 3.30 Where pitches are in parks or amenity green spaces such as the GEC site or Alwyn Road, they tend to suffer more than the closed sites such as Rugby Town Juniors, from dog fouling and damage from unauthorised or other uses.
- 3.31 The quality of the changing and ancillary provision on each site has also been assessed using the guidance templates.

Consultation findings

Club and league comments

- 3.32 All of the clubs involved in football were consulted using the national governing body (NGB) club survey questionnaires contained within the guidance, and this has been supplemented by detailed discussions held with the larger clubs and with the direct involvement of the FA.
- 3.33 In this way, 60% of the teams arising from Rugby borough and playing within the authority have been involved with and directly responded to the strategy process. Most of the larger clubs have responded, but there are also some responses from some of the smallest clubs.
- 3.34 Of the clubs responding to the strategy consultation, the clubs who expected to increase their team numbers over the next 5 years were Rugby Town Juniors FC and Hillmorton FC. The others are expected to have a steady number of teams in the next few years.

- 3.35 The returns suggest that most mini and youth teams are drawn from a radius of less than 5 miles, but that about a third of senior players will travel more than this distance to their home club.
- 3.36 The Rugby and District Sunday league are hoping to develop a new over 35s league for the season 2016/17 onwards. This might have around 8 teams, and the preference of the league is for these games to be played on Sunday mornings, at the same time as the main Sunday league. This approach would necessitate the provision of a larger number of adult pitches.

National Governing Body comments and strategies

- 3.37 The Football Association (FA) is the national governing body for football in England, and its local association is the Birmingham County Football Association. The County FA officers have actively supported the consultation with the clubs, and have been involved with the strategy process.
- 3.38 There is no specific football facility strategy for Rugby but this report will inform the FA's own future priorities for investment via the Football Foundation charity.

Modelling

Market Segmentation and sports development

- 3.39 The Market Segmentation tool from Sport England which considers participation in sport by people age 16 and over, suggests that 5 of the larger market segments in Rugby may take part in football, all of which are male. It also suggests that, for adults, there is probably limited potential to significantly increase the levels of football participation in the borough, even in the longer term, and even if all of the facilities were brought up to a high quality standard.

Playing pitch model

- 3.40 In considering the balance between the supply and demand for football pitch space in Rugby, there are two elements and the assessment is based on the season 2014-15:
- Pitch capacity - the ability of natural grass pitches to provide for matches, training and other activity over a week or over a season. This is most often determined by their quality.
 - Pitch availability at peak times – the number of pitches required for football at the different FA recommended pitch sizes, in order to cater for matches.

- 3.41 The Sport England guidance sets out the required approach towards modelling of grass pitch sports, using Team Generation Rates, the temporal demand for the sport (the number of matches at peak time), and the availability of pitches of the required size. The model also requires consideration of training on grass pitches, where this takes place.
- 3.42 The consultation with the clubs and pitch providers has not identified informal or casual use of the grass pitches during the winter months as a significant issue on any site.

Pitch capacity across the week

- 3.43 Each marked out football pitch on each site has been assessed for its total carrying capacity for football across the week, based on the pitch quality and the pitch size (see paragraph 3.28). The take up of this carrying capacity has then been estimated by considering the usage made of each pitch by the community and, where appropriate by the school.
- 3.44 Figure 30 provides an overview of the balance in supply and demand assuming that all training takes place on artificial grass pitches. It therefore looks at the requirement for matches based on the carrying capacity of the pitches in secure community use across Rugby as at 2014-15. This analysis suggests that there is spare match capacity in every area of the authority, notwithstanding that there are not all of the relevant pitch sizes.

Figure 30: Football spare capacity by pitch size, assuming all training on AGPs (secure community use only)

Sub Area	Football pitch types and spare match space capacity				
	Adult Football	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Urban	31	5	4	14	12
Rural North	6		2		
Rural Central	8	2		4	
Rural South	1	2			

Training

- 3.45 The responses received from the individual clubs with respect to their training shows the use of both various AGPs and some grass pitch use. They are summarised below. These responses cover 67 teams, or over half of the teams playing in the borough, and of these 20% use grass pitches for training (Figure 31).

Figure 31: Football training, club returns

Club	Winter training location	Details
Avon Mill	Warwickshire College AGP	1 hour/ week
Bilton Ajax	Old Laurentians RFC grass pitches	7 x teams @ 1 hour/week
	Rugby Town FC AGP	2 x teams @ 1 hour/week
Eastlands	Harris School Sports Hall	1 hour/ week
Hillmorton FC	Rugby Town FC AGPs	9 x teams @ 1 hour/week Adult team – no training
Holly Bush	Rugby Town Jnrs AGP	1 hour/ week
Prince of Wales	Rugby Town FC AGPs	3 x teams @ 1 hour/week
Rugby Town Juniors	Henry Hinde Jnr School grass pitches	5 x teams @ 1 hour/week
	Rugby Town Jnrs AGP, or Rugby Town FC AGPs, or Rugby College indoor	39 x teams @ 1 hour/week

3.46 If there is an assumed training need on grass across all of the pitches in the borough of 20% of the teams, and with the assumption that they train on the same sites as their match pitch, this gives the following capacities across the sub areas in terms of pitches.

3.47 The figures within the table in Figure 32, suggest that even taking account of training at 20% of the teams, that there is still a significant apparent current surplus of pitch space. However there is a need to look at some of the individual sites more closely to determine the real level of provision across the borough.

Figure 32: Football spare capacity assuming 20% of training on grass (secure community use only)

Sub Area	Football pitch types and spare match space capacity				
	Adult Football	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Urban	26	4	0	10	12
Rural North	5		2		
Rural Central	7	1		4	
Rural South	1	2			

Site summary for the urban sub area

Addison Road

- 3.48 This site has one 9v9 pitch with no changing provision. It is used to capacity but is poor quality, largely because the site does not drain effectively as it is low lying.

Alwyn Road

- 3.49 This site has 1 x senior football, 1 x “intermediate” football, 1 x “junior football, plus one rugby. The football pitches dimensions mean that for the purposes of this report, the site is treated as having 2 senior and 1 youth pitch. These standard quality pitches are almost used to capacity by the clubs playing matches on the site, and if it is assumed that some training also takes place, the site is slightly overused.

Ashlawn Road Recreation Ground/St Andrews RFC

- 3.50 This site is shared with Rugby St Andrews RFC but only 4 teams were using 3 standard quality adult pitches in 2014/15. For the season 2015/16 In the season 2015/16 the Rugby and District league uses two of the senior pitches and Rugby FC uses the other. The pitches are therefore now being used to capacity.

Avon Mill

- 3.51 This site has one senior and one junior pitch. It has no changing provision and had spare capacity for the season 2014/15. The club using the site is now Lawford United, as from 2015/16 season.

Freemantle Recreation Ground

- 3.52 The Borough Council marks out 2 youth and 2 mini pitches on this site, but it has no regular community use. This may in part be because the site lies within the 100 year floodplain so does not drain effectively in wet weather. These pitches should therefore be discounted in the urban sub area totals.

GEC Recreation Ground

- 3.53 This site has two senior football pitches plus one rugby pitch. The pitch quality was assessed by the IOG as standard quality, and there is good quality changing provision. The pitches in 2015/16 are used to capacity.

Long Lawford Recreation Ground

- 3.54 This site is primarily pitch space but there is only one standard quality youth pitch on the site. It is used by 4 teams for matches, so any additional training on site takes it to a position of over use.

Hillmorton Recreation Ground

- 3.55 These pitches (3 x senior, 1 x 9v9) were unused for the season 2014/15 and the site's changing building was condemned. The site has been brought back into use for the season 2015/16 and is booked by Hillmorton Juniors FC. The pitches now marked out are 2 x senior, 1 x youth, 1 x 9v9, 1 x 7v7 and 1 x 5v5. The site is however also heavily used as an informal open space, so there are site cleanliness and safety/security issues.
- 3.56 The Borough Council has not committed to replacing the changing facilities but will support the club in bids for external funding towards the provision of a new building.

Rokeby

- 3.57 This site has capacity for 3 x senior and 1 x youth football pitches, but is currently unused. The site has no changing or ancillary facilities. The pitches are not within a recognised flood zone, but may need more effective drainage if the site was to come into use.

Rugby Town Junior Football Club

- 3.58 The site has a number of standard quality pitches and there are particular pressures with the youth 11 v 11, where the match demand alone takes these pitches to a situation of overuse. The adult size pitches are also used almost to capacity for matches.
- 3.59 As none of the RTJFC teams use their grass pitches for winter training, the other pitches are being operated at a level within their carrying capacity.
- 3.60 The site has planning permission for a full size 3G football turf pitch.

Whinfield Recreation Ground

- 3.61 This site is both a park and playing field. It has a moderate/poor quality changing pavilion with standard quality pitches; 5 adult, 1 youth and 1 mini pitch. The site has spare capacity as the Sunday adult league books only 3 of the 5 adult pitches, one is only used by a single team, and one pitch is not used. There are no youth or mini teams playing matches on site. The site is somewhat constrained by the layout of paths and planting, but there is scope to review the pitch layout and to consider intensifying its use. Increased use may however require some improvements to the changing facilities for adult use, and the pitch quality should be improved if shown to be needed by an Institute of Groundsmanship inspection.

Rural pitches

3.62 The pitches in the rural areas are rarely used to capacity, and not all are used for matches. The capacity has been assessed in the same way as for the urban pitches, using a combination of site quality and the number of matches or training taking place on each pitch. Even if these sites have limited use, they still offer an important resource to their local communities, including as open space. Details about each site are provided in Figure 57.

Peak time capacity

3.63 Almost all of the clubs responding to the survey and involved in the strategy process have confirmed that they are playing on the FA recommended pitch sizes. The assessment of the current situation is therefore based on these pitch sizes and the current demand in terms of number of teams. The modelling suggests that at peak times for matches this should be the determining factor for the amount of pitch space needed.

3.64 The assessment suggests that all of the demand for football matches is easily met at this time.

Assessment of Future Needs

3.65 The modelling approach follows the methodology set out in the Sport England guidance, including Team Generation Rates (TGR), forecast demographics for Rugby, and a forecast growth in the game of 0.5% per annum across the age groups. With the growth in the population of Rugby planned up to 2031, there will be an increasing demand for all sizes of pitch. The outcomes of TGR modelling based on the agreed population profiles at the whole authority level for the housing scenarios of 540 dwellings and 660 dwellings is given in Figures 33 and 34.

3.66 The change in team numbers at individual clubs will vary and the growth in the game is likely to be uneven, with some clubs such as Rugby Town Juniors growing fast, whilst other remain with steady team numbers, or even facing reducing team numbers. Both of the growth in the game overall across Rugby borough and at individual clubs will therefore need to be kept under regular review, both as part of the annual update of this strategy, and at its full review in around 2020.

3.67 This suggests that there is likely to be some increase in the male teams, but that the number of women's and girls' teams will remain largely as in 2015, mainly because of the current low numbers. The difference between the two housing scenarios is minimal; two extra mini teams, one extra boys' youth 11 v 11 team, and one extra men's team for the 660 dwellings compared to the 540 dwellings.

Figure 33: Team generation at 540 dwellings up to 2031

	Age Groups	Team age group	Number of teams within age group (excl team equivalents)			
			2015	2021	2026	2031
Football:						
Mini-soccer 6-7 yrs - mixed	6 -7 yrs	u7 & u8	12	13	14	15
Mini-soccer 8-9 yrs - mixed	8 -9 yrs	u9 & u10	18	19	21	23
Youth football 9 v 9 - boys	10-11yrs	u11 & u12	17	19	21	23
Youth football 9 v 9 - girls	10-11yrs	u11 & u12	1	1	1	1
Youth football 11 v 11 boys	12-15 yrs	u13 & u16	28	29	33	36
Youth football 11 v 11 girls	12-15 yrs	u13 & u16	3	3	4	4
Men's football	16-45yrs	u17 +	38	35	38	42
Women's football	16-45yrs	u17 +	1	1	1	1

Figure 34: Team generation at 660 dwellings up to 2031

	Age Groups	Team age group	Number of teams within age group (excl training team equivalents)			
			2015	2021	2026	2031
Football:						
Mini-soccer 6-7 yrs - mixed	6 -7 yrs	u7 & u8	12	13	14	16
Mini-soccer 8-9 yrs - mixed	8 -9 yrs	u9 & u10	18	20	22	24
Youth football 9 v 9 - boys	10-11yrs	u11 & u12	17	19	21	23
Youth football 9 v 9 - girls	10-11yrs	u11 & u12	1	1	1	1
Youth football 11 v 11 boys	12-15 yrs	u13 & u16	28	30	34	37
Youth football 11 v 11 girls	12-15 yrs	u13 & u16	3	3	4	4
Men's football	16-45yrs	u17 +	38	35	39	43
Women's football	16-45yrs	u17 +	1	1	1	1

3.68 Future playing field provision for football needs to build in some flexibility in terms of pitch size and the amount of area available. Since there will also be changes in demand over time, the modelling combines the minis together using a pitch size of 0.3 ha; the junior/youth age groups with a pitch size of 0.5 ha; and the senior/open age/adult pitches with a size of 0.75 ha.

- 3.69 The outputs are summarised in Figure 35, which suggests that although there is overall easily sufficient playing field space in secure community use for football to cater for matches at the peak times up to 2031, there is a current lack of youth pitches in secure community use – of pitches of the correct size and quality, and that this worsens up to 2031.
- 3.70 Given the limited change in team numbers between the 540 dwellings housing scenario and the 660 dwellings housing scenario, as evidenced by the tables in Figures 33 and 34 above, it is clear that even with the additional housing growth, that there will be no significant impact on the overall surplus provision of pitch space across the authority by 2031.

Figure 35: Football up to 2031 at 540 dwellings per year - whole authority

	Age Groups	Number of teams within age group				Minimum number of pitches required if used at maximum capacity (@ 4 senior or junior/youth teams, 8 mini)				Peak time number of pitches required for matches				Number of pitches which are both available and in secure community use	Playing pitch area in secure use (hectares)	Balance in provision in secure community use (number of pitches at peak time)				Playing pitch area required to meet demand at peak time: Mini (u10): 0.3 ha; Junior (u11-u16): 0.5 ha; Senior (16+ yrs): 0.75 ha				Balance in pitch area available in secure use. In hectares: Mini (u10): 0.3 ha; Junior (u11-u16): 0.5 ha; Senior (16+ yrs): 0.75 ha										
		2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031			2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031							
Mini-soccer 6-7 yrs mixed	6-7 yrs	30	32	35	38	4	4	4	5	4	4	4	5	10	3	6	6	6	5	1	1	1	1	1.9	1.8	1.7	1.6							
Mini-soccer 8-9 yrs mixed	8-9 yrs																																	
Youth football boys	10-15yrs	45	48	54	59																													
Youth football girls	10-15yrs	4	4	5	5	12	13	15	16	17	18	21	23	16	8	-1	-2	-5	-7	9	9	10	11	-0.7	-1.2	-2.5	-3.4							
Men's football	16-45yrs	38	35	38	42																													
Women's football	16-45yrs	1	1	1	1	10	9	10	11	11	10	11	12	33	24.75	22	23	22	21	8	7	8	9	17	18	17	16							
TOTAL PITCH AREA Hectares																							10.6	10.3	11.6	12.6	18.0	18.2	16.0	14.3				
TOTAL PLAYING FIELD AREA (@ 150% OF PITCH AREA) Hectares																											15.9	15.5	17.4	18.9	27.0	27.2	24.0	21.4

Note

Football pitch capacity

Mini @ 8 teams/pitch average quality

Junior @ 4 teams/pitch average quality

Senior @ 4 teams/pitch average quality

Pitch sizes as The FA Guide to Pitch and Goalpost Dimensions, 2012

Adult: 0.75 ha; Junior/youth combined size: 0.5 ha; Mini combined size: 0.3 ha

3.71 The supply/demand balance does however need consideration at the sub-area level. Using the same approach to the whole authority assessment above, the urban sub area teams forecasts are given in Figure 36. There is no requirement to consider the rural sub area separately because of their relatively small populations and the limited growth expected in these areas.

Figure 36: Team generation urban sub area at 540 dwellings up to 2031

	Age Groups	Team age group	Number of teams within age group (excl team equivalents)			
			2015	2021	2026	2031
Football:						
Mini-soccer 6-7 yrs - mixed	6 -7 yrs	u7 & u8	9	11	12	13
Mini-soccer 8-9 yrs - mixed	8 -9 yrs	u9 & u10	14	16	18	20
Youth football 9 v 9 - boys	10-11yrs	u11 & u12	12	16	18	20
Youth football 9 v 9 - girls	10-11yrs	u11 & u12	1	1	1	1
Youth football 11 v 11 boys	12-15 yrs	u13 & u16	19	24	28	31
Youth football 11 v 11 girls	12-15 yrs	u13 & u16	2	3	3	3
Men's football	16-45yrs	u17 +	26	29	33	36
Women's football	16-45yrs	u17 +	1	1	1	1

3.72 The team numbers for the urban sub area (Figure 36) have then been used in Figure 37 and 38. Figure 37 assumes that all of the training need from the clubs is met in the longer term by two full size 3G pitches built to meet the FA match pitch register standards (106 x 70 m including run off), which will also operate as match pitches. At present approximately 80% of the clubs train on AGPs, although not all of these are 3G.

3.73 The scenario of moving almost all training to 3G surfaces is considered to be the most realistic picture in the long term. This is because Rugby Town Juniors is actively seeking to develop such a pitch and this has the support of both the FA and Rugby Borough Council. At present the funding package is yet to be completed to enable confirmed delivery, but there appears to be a high degree of likelihood of this pitch being developed within the next 5 years. This would be a new/additional facility.

3.74 In the longer term, it is proposed that Warwickshire College should consider the re-carpeting of the existing sand pitch to 3G (rugby spec) enabling much more football training and also rugby training to take place, and also potentially football matches, depending upon the surface selected. This would effectively be a “new” facility from the perspective of football use, as the surface would meet the FA register requirements.

- 3.75 There will additionally be an opportunity to revisit the existing 3G provision at Rugby Town FC, where the two pitches will need refurbishing within 5 years. One option would be to slightly extend the width of the larger pitch to enable it to meet the FA technical requirements, and to refurbish both to FA specification. This would not increase the number of training slots available, but would enable these pitches to be used for matches in addition to training.
- 3.76 Figure 38 which assumes that no additional 3G pitch space is made available, must however be the basis on which to plan for the future of the urban sub area at this time, as none of the 3G pitch proposals above are yet guaranteed. This scenario assumes that 20% of the training need will still met on the grass pitches within the urban sub area. The scenario test also allows for 10% additional capacity for rolling maintenance. In Figure 38 the green highlighted boxes are the maximum demand which needs to be met by the supply of pitches. Due to the way in which the sport is currently played and the peak times for matches, for the adult and mini game this is the number of pitches required for matches plus any training demand, but for youth football it is the number of pitches needed for matches.
- 3.77 Figure 38 also shows that there is approximately 26.5 ha of playing pitch space currently in secure community use across the urban sub area for football, and that theoretically there is a current surplus of playing field space of around 19.1 ha. This will theoretically reduce to 8.6 ha by 2031, reflecting both the growth in the population and growth in the game. This theoretical modelling assumes that the pitches are each able to withstand at least two matches or training sessions per week.
- 3.78 In planning for future (and protecting existing) playing fields, there is a need to not only take into account the area of the pitches themselves, but also the necessary supporting infrastructure including changing pavilion and car parking, and landscaping as needed. Rugby Borough Council has an established approach, and in the 2010 Playing Pitch Strategy the total area for playing fields is calculated at 150% of the area of the pitches for both football and rugby. This approach has also been adopted elsewhere and has been tested at planning enquiries. It is therefore proposed that this approach is continued as part of the recommendations in this strategy, where the application of standards is required.

Figure 37: Football up to 2031 at 540 dwellings per year – urban sub area

	Age Groups	Number of teams within age group				Minimum number of pitches required if used at maximum capacity (@ 4 senior or junior/youth teams, 8 mini)				Peak time number of pitches required for matches				Number of pitches which are both available and in secure community use	Playing pitch area in secure use (hectares)	Balance in provision in secure community use (number of pitches at peak time)				Playing pitch area required to meet demand at peak time: Mini (u10): 0.3 ha; Junior (u11-u16): 0.5 ha; Senior (16+ yrs): 0.75 ha				Balance in pitch area available in secure use. In hectares: Mini (u10): 0.3 ha; Junior (u11-u16): 0.5 ha; Senior (16+ yrs): 0.75 ha			
		2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031			2015	2021	2026	2031	2015	2021	2026	2031	2015	2021	2026	2031
Mini-soccer 6-7 yrs mixed	6-7 yrs	23	27	30	33	3	3	4	4	3	3	4	4	9	2.7	6	6	5	5	1	1	1	1	1.9	1.7	1.6	1.5
Mini-soccer 8-9 yrs mixed	8-9 yrs																										
Youth football boys	10-15yrs	31	40	46	51	8	11	13	14	12	15	18	20	13	6.5	1	-2	-5	-7	6	8	9	10	0.5	-1.2	-2.4	-3.3
Youth football girls	10-15yrs	3	4	4	4																						
Men's football	16-45yrs	26	29	33	36	7	7	8	9	7	8	9	10	23	17.3	16	15	14	13	5	6	7	7	12	11	10	10
Women's football	16-45yrs	1	1	1	1																						
TOTAL PITCH AREA Hectares															26.5					7.3	8.7	9.9	10.9	14.2	11.7	9.6	8.0
TOTAL PLAYING FIELD AREA (@ 150% OF PITCH AREA) Hectares															39.7					10.9	13.0	14.8	16.3	21.4	17.6	14.5	11.9

Note

Football pitch capacity

Mini @ 8 teams/pitch average quality

Junior @ 4 teams/pitch average quality

Senior @ 4 teams/pitch average quality

Pitch sizes as The FA Guide to Pitch and Goalpost Dimensions, 2012

Adult: 0.75 ha; Junior/youth combined size: 0.5 ha; Mini combined size: 0.3 h

Meeting the needs of the future

3.79 The priorities are therefore to identify those sites which should be retained and invested in to meet the long term needs of the community. The best and most useful sites for football are:

- multi-pitch
- have good quality changing provision
- are reasonably flat
- do not have informal public use of them i.e. are fenced
- do not easily become waterlogged in the winter
- have sufficient parking space, appropriate to the location.

3.80 The overall objective is to have sufficient pitch space which is of least Performance Standard Quality and which is serviced by changing and ancillary facilities which are appropriate to each site. The sites should be used more intensively, with all pitches being booked for use twice a week, either for matches or training. This should also help to reduce the costs to the authority of site maintenance as more revenue can be generated.

3.81 Should new leagues develop in the future, for example the proposed over 35s league, this should therefore be run at a time when a high proportion of the existing pitch stock of the relevant size is unused.

3.82 None of the parks or amenity green space sites which contain grass pitches in the borough meet these criteria, although some are multi-pitch.

3.83 In looking to the future, it is important to differentiate between the urban sub area and the more rural parts of the borough.

Urban sub area

3.84 Within the urban sub area all of the football provision with the exception of Rugby Town Junior FC is currently on sites which are also public open space; a “park” or “amenity green space”.

3.85 In the longer term, the Rugby Radio Station site is due to provide grass pitches as part of the development. In the period up to 2021, 8.7 ha of *outdoor sports* provision will be made available, with a further minimum of 15.8 ha in the period beyond 2031. However it should be noted that neither the new population beyond 2031 nor the potential pitch provision has been included within this strategy as the details are still too uncertain. Also uncertain is the potential use of the land being set aside, as the location and final use of this *outdoor sports provision* area has yet to be confirmed. It is however likely that a significant proportion can be made available for football, although other sports provision also needs to be included within these totals.

- 3.86 An early phase of the Rugby Radio Station site will see the development of some pitches on the Central Open Space, so this area will also function as an amenity green space. The S106 agreement also requires the development of 3,100 sq m for the changing/clubhouse/community facilities on the site, but the location and details are still to be confirmed and may not be sport related.
- 3.87 The Gateway site is also due to provide some additional pitches, and it is proposed that 6.22 ha of playing fields will be provided on three separate parcels of land. There are no confirmed changing or ancillary facilities at this time, but it is hoped that the new primary school close to some of the pitches might be made available. These playing field areas will again also act as amenity green space.
- 3.88 None of the other sites with signed S106 agreements have pitch provision. These are: Coton Park East, Cawston Extension and Cawston Lane.
- 3.89 It will be necessary to meet all of the needs of the expanding population of the town on a combination of the existing sites and the proposed new sustainable urban extension sites. The minimum numbers of at least Performance Quality Standard pitches which are required for community use in the urban sub area at the peak time by 2031 (from Figure 38) if no further 3G pitches are developed are:
- Mini soccer: 6 pitches (1.8 ha of pitch space)
 - Youth football: 20 pitches (10 ha of pitch space)
 - Adult football: 12 pitches (9.0 ha of pitch space)
- 3.90 This is therefore a total of 20.8 ha of pitch space by 2031, rising from 14.0 ha in 2015 in the urban sub area. With the allowance of 150% for the ancillary facilities around a pitch site, including space for the changing provision and car parking, this generates a need for 31.2 ha of playing field space at 2031. With an estimated urban sub area population at this date of 110,243, this gives a rate of provision for football of 0.28 ha per 1000.
- 3.91 Within the urban sub area as it will be important to both provide a geographical spread of sites and enable a number of clubs to thrive, with teams at the different age groups, this means that a significant proportion of the pitches need to be retained on the parks or amenity green space sites, both those existing and at the new sites coming forwards at Rugby Radio Station and the Gateway site. These pitches these need to be of at least at a “standard” quality and should again meet the Performance Quality Standard.
- 3.92 Once the proposed pitches on the Rugby Radio Station site and the Gateway site are constructed and playable, then some of the use of the existing parks pitches may be relocated to these sites. However as the details including the expected dates when the sites will be playable, the pitch sizes, and the provision of ancillary facilities including changing provision, are still to be confirmed is has not been possible to include this new provision within this assessment. This new provision

and its role within the sport's network will therefore need to be kept under review both as part of the annual review of this strategy, and at the full review in 2019/20.

- 3.93 Without the new proposed pitch provision at the Rugby Radio Station and the Gateway site, the assessment in Figure 39 shows that if all of the parks sites were retained in the urban area, (with the exception of the Ashlawn Road Recreation Ground which might be fully used by rugby by 2031), that there is theoretically just sufficient capacity to cater both all match and training needs on the existing secure community use sites across the Rugby urban sub area. However this would mean the significant intensification of use of some parks sites, and the bringing back into use sites such as Freemantle, which has dropped out of use for adults due to flooding.
- 3.94 Should two additional full size 3G football turf pitches of FA register standard be provided for community use as per this strategy's recommendations, then the requirement for training on grass will reduce. Under this scenario, the minimum number of pitches required in the urban sub area, which is additional to the existing pitch provision on the Rugby Town Juniors site, but also allows for 10% additional space for maintenance is:
- Mini soccer: 4 pitches
 - Youth football: 17 pitches
 - Adult football: 9 pitches
- 3.95 Figure 39 shows the proposed site by site options under these different scenarios: no additional provision of 3G surfaces; and 2 x 3G surfaces. This table however excludes the bringing into use of any pitches at the Rugby Radio Station site or the Gateway site, as the details are not yet known. If two 3G pitches are provided and new pitches are developed at the Rugby Radio Station site and Gateway site, then Freemantle and some of the existing parks pitches can be retained as amenity green space rather than as pitches. If 3G pitches are not developed, then there is a need to retain more of the pitch space in the urban sub area which is in secure community use. However the site by site options will need to be confirmed as part of the review of this Playing Pitch Strategy once the detailed pitch provision and the ancillary facilities are confirmed for the two major housing sites.
- 3.96 The table in Figure 39 assumes that the 3 adult pitches at Ashlawn Road Recreation Ground are converted to rugby, but also assumes that the current unsecured community use of the following sites is lost over the period up to 2031: Ben Town Thorns (1 youth pitch), Harris School (1 x adult, 1 x youth pitch). Under this scenario there is no remaining "spare capacity" by 2031.
- 3.97 The currently unused pitches at Freemantle (youth size) would need to be brought into use, which will require site works to improve the drainage. It is expected that this site would however continue to suffer from flooding in wetter periods.

- 3.98 The closure of the Leicester Road private site at the end of the 2014/15 season is a significant loss of facility to the borough. The site was multi-pitch, was reasonably flat with standard quality pitches and was not also a public open space.
- 3.99 The loss of the single pitch site at Oakfield Recreation Ground means that there is less overall long term capacity for football in the urban area, however if the other sites are retained and improved; and if the sites coming forwards at Rugby Radio Station and Gateway are of sufficient quality, then the loss of the Oakfield Recreation Ground site for football is not significant.
- 3.100 The stadia sites at Rugby Town and Rugby Town Juniors need to be retained, and additional stadia sites allowed to come forwards as needed to support the growth of the game.

*Figure 39: Site pitch options for the urban sub area by 2031
(excluding the potential pitches at Rugby Radio Station and Gateway sites)*

Site	Pitch type in 2015	Pitch type in 2031. No further 3G pitches. Training on grass.	Pitch type in 2031. Two additional 3G pitches. All training on 3G pitches
ADDISON ROAD	Youth 9v9	Youth	Youth
ALWYN ROAD RECREATION GROUND	Adult Football	Adult	Adult
	Adult Football	Adult	Adult
	Youth 11v11	Youth	Youth
ASHLAWN ROAD RECREATION GROUND	Adult Football	Rugby	Rugby
	Adult Football	Rugby	Rugby
	Adult Football	Rugby	Rugby
AVON MILL RECREATION GROUND	Adult Football	Youth	Youth
	Youth 11v11	Youth	Youth
CHURCH LAWFORD FOOTBALL PITCH	Youth 9v9	Youth	Youth
		Mini	Mini
CLIFTON UPON DUNSMORE PLAYING FIELD	Adult Football	Adult	Adult
DUNCHURCH RECREATION GROUND	Adult Football	Adult	Adult
FREEMANTLE RECREATION GROUND	Youth 11v11 (unused)	Youth	Youth
	Youth 11v11 (unused)	Youth	Youth
	Mini 5v5	No pitches	No pitches
	Mini 5v5		
GEC SITE	Adult Football	Adult	Youth
	Adult Football	Adult	Youth
HILLMORTON RECREATION GROUND	Adult Football (unused)	Youth	Youth

	Adult Football (unused)	Youth	Youth
	Adult Football (unused)	Youth	Youth
	Youth 9v9 (unused)	Youth	Youth
		Mini	Mini
KING GEORGE V FIELD LONG LAWFORD	Adult Football	Adult	Adult
LONG LAWFORD RECREATION GROUND	Youth 9v9	Youth	Youth
		Mini	Mini
ROKEBY PLAYING FIELD	Adult Football (unused)	Youth	Youth
	Adult Football (unused)	Youth	Youth
		Youth	Youth

Site	Pitch type in 2015	Pitch type in 2031. No further 3G pitches. Training on grass.	Pitch type in 2031. Two additional 3G pitches. All training on 3G pitches
RUGBY TOWN JUNIOR FOOTBALL CLUB	Adult Football	Adult	Adult
	Adult Football	Adult	Adult
	Youth 11v11	Youth	Youth
	Youth 11v11	Youth	Youth
	Youth 9v9	Youth	Youth
	Youth 9v9	Youth	Youth
	Mini 7v7	Mini	Mini
	Mini 7v7	Mini	Mini
	Mini 7v7	Mini	Mini
	Mini 7v7	Mini	Mini
	Mini 7v7	Mini	Mini
WHINFIELD RECREATION GROUND	Adult Football	Adult	Adult
	Adult Football	Adult	Adult
	Adult Football	Adult	Adult
	Adult Football	Adult	Adult
	Adult Football	Adult	Adult
	Youth 11v11	Youth	Youth
	Mini 5v5	Mini	Mini

Rural areas of the borough

3.101 The September 2014 housing trajectory anticipated only limited new housing growth within the rural areas of the borough. The priority here is to retain and improve the existing network of pitches and playing fields, both as sports facilities

and as important areas of open space within the villages. It is rare however for the pitches to be used to their full capacity.

3.102 The current use/provision of pitches in the rural area are:

Pitch size	Number of pitches in secure use e.g. parish sites	Number of pitches in non secure use e.g. schools	Total pitch area in hectares: mini @ 0.3 ha; youth @ 0.5 ha; adult 0.75ha
Mini	1	3	1.2
Youth	3	2	2.5
Adult	10	1	8.25
Total pitch area			11.95
Total playing field area			17.93

3.103 As the population in the rural area is currently around 18,800, and by 2031 it will be only about 19,000, this means that the rate of provision of playing field space in across the rural part of the authority will be 0.94 ha per 1000 by 2031.

Authority average rate of provision

3.104 The total amount of playing field space across the authority required for 2031 is 49.1 ha, comprising 31.2 ha in the urban sub area and 17.9 ha across the rural areas. With an estimated population of 129,229 by 2031, this gives an average rate of provision across the authority for football playing field space of 0.38 ha per 1000.

Justifying developers' contributions

3.105 Developer contributions for playing pitches will be sought from new residential developments at a provision rate of 0.38 ha football playing pitches per 1000 population. In seeking contributions account must be taken as to whether the demand arising from a proposed development can be met within the existing network of accessible playing pitches and that are of sufficient quality, or whether new or improved quality provision will be required.

3.106 The priority will be to invest in the existing sites in order to improve their quality and enable more intensive use. This could relate both to improvements to the pitches and improvements to the ancillary facilities such as changing provision and car parking.

3.107 To assess whether new provision should be on or off site the starting point will be the assessment of demand in terms of the amount of new playing field space which would be generated by the housing development. In general terms there is most likely to be a need for the largest developments to make provision on site, but other developments will be expected to contribute to projects off site. The assessment as to the amount of pitch space and playing field space needed is based on the above assessment of the future need for football, i.e. 0.38 ha per 1000.

Where this calculation results in a new demand of more than 3 ha of pitch space (or 4.5 ha of playing field space) the new provision should be made on site, inclusive of the ancillary facilities such as changing and car parking.

- 3.108 Where the individual new housing development requirements for playing field space is less than this minimum within a single development, but there are a number of new housing developments sited reasonably close together and which, when considered together will result in a demand larger than this, then a new site of the appropriate size to cater for all of the new demand is likely to be required. The new provision will need to be sited so that it is accessible to all of the new housing developments, with a maximum radius of 5 miles which reflects the club responses on the question about how far players travel to their home site. In this case the value of the contribution should be based on the cost of the land acquisition, and the Sport England costs for both the making up of the pitches and provision of ancillary facilities.

Conclusions and Recommendations

Current supply and demand

- 3.109 Overall there is currently a surplus of pitch space for football and a number of the existing sites in the town are only used lightly, and some not at all. At the same time, not all of the sub areas have pitches of each of the FA recommended sizes in secure community use. However there is a lack of good quality changing provision on the parks sites, which is limiting the ability to maximise the flexibility between the sites, particularly for the senior game. Some of the sites have inherent issues, such as a high water table, which means that the pitches cannot be used for more than one match or training session per week.
- 3.110 The key issues flagged through the audit process and consultation with clubs are:
- a lack of youth size pitches
 - the moderate or poor quality of some of the sites, both pitches and ancillary facilities
 - the lack of even basic wash facilities on some sites
 - the lack of appropriate and sufficient quality changing facilities
 - the impact of informal recreational use, including dog fouling on pitches which have open access (parks pitches)
 - the need to allow some “spare capacity” across the pitch network for a rolling programme of maintenance. This should be the equivalent of 10% of the minimum playing field area needed to cater for the football.
- 3.111 Hillmorton Juniors has recently moved from the privately owned Leicester Road site to Hillmorton Recreation ground as the previous site was privately owned and

has now been closed to use. There is no changing provision on the Hillmorton Recreation ground site and this is an issue which still needs to be urgently resolved.

- 3.112 Rugby Town Juniors continues to attract new members and is now reaching capacity on its own site on some of its pitch sizes. It is seeking to increase the available capacity by developing a full size 3G football turf match quality pitch on its site, as well as provide new grass pitches.
- 3.113 The pitches in the rural areas are not used to capacity but offer an important resource to their local communities. The main issue in the rural sub areas is the lack of a mix of pitch sizes within the individual sub area which are in secure community use. Ideally there should be pitches of each of the FA recommended pitch sizes in secure community use within easy travel time, i.e. within each sub area. However there may not be sufficient demand at the local level to justify this provision as a standalone community facility. In this circumstance, the use of school pitches of the relevant size may be more realistic, if access to school sites can be secured.
- 3.114 In terms of the management of sites, the main issue flagged by clubs is a lack of a “home venue” for some, and poor allocation of sites to teams by the leagues. This causes frustration, a lack of commitment to sites by clubs, and sometimes leads to games being cancelled due to a lack of pre-planning.
- 3.115 The two private sites have recently been closed to community football, Leicester Road and Oakfield. The Leicester Road site is a significant loss because it was a standard quality multi pitch site with no informal public use. In terms of Oakfield, the pitch at the time of site assessment in September 2014, was of standard quality though it might reach a good quality score with improved maintenance regimes.
- 3.116 There are currently two stadium sites in Rugby, Rugby Town FC and Rugby Town Juniors. The Rugby Town FC site is not currently available for community use.

Future requirements

- 3.117 There is theoretically sufficient existing pitch capacity to cater for all of the football demand up to 2031 from all of the new housing, both generally across the authority, and within the urban sub area, which includes all of the housing growth. However the quality of many of the sites is moderate because of the impact of informal public use, some inherent problems such as flooding, and the lack of, or poor quality changing provision. In the immediate future there is therefore a need to concentrate the resources onto a small number of sites to improve the quality of the pitches and ancillary facilities, and to enable/encourage more intensive use of the sites which are retained for football use.
- 3.118 In the short term up to 2020 the priorities are to:

- Improve Whinfield Recreation Ground site to enable it to be more intensively used for adult football. A conditions survey of the building is required and the pitches should be subject to an Institute of Groundsmanship assessment.
 - Provide appropriate changing facilities at Hillmorton Recreation Ground and to undertake pitch improvement works as necessary
 - Improve pitches and provide basic wash facilities at Barr Lane, Brinklow
 - Provide basic wash facilities Church Lawford
 - Improve pitch quality at:
 - Addison Road
 - Dunchurch Recreation Ground
- 3.119 Those sites which have no or little use for football at the present time should be retained, with the view to bringing them back/ into use in the longer term, to meet the needs of the growing population of Rugby, if the demand shows that they are required.
- 3.120 There are proposed to be new pitches developed at the Rugby Radio Station and the Gateway sustainable urban extensions sites, but the details of the pitch sizes, ancillary facilities, and when these will become playable, are still to be confirmed. It is not therefore yet possible to assess the potential of these sites to meet the new demand for football in the period up to 2031. This should be kept under review both as part of the annual action plan for this strategy, and at the next full review in around 2019-20.
- 3.121 As much of the new demand will however still need to be met on the existing network of sites, there is a clear need for significant investment in both the quality of the pitches and the ancillary facilities, particularly on those sites managed by Rugby Borough Council. The provision two full size 3G pitches within Rugby urban sub area would help to reduce the training pressures on the grass pitch stock, and also provide some additional match pitch provision. However the overall level of grass pitch demand for matches will remain similar.
- 3.122 The playing field sites and their ancillary facilities in the rural areas should be retained and improved as they provide a local resource to their communities, including as amenity green space.
- 3.123 The current stadium sites at Rugby Town FC and Rugby Town Juniors should be retained, and additional “stadia” pitches developed as needed to support higher levels of play. The requirements will need to be led by the FA’s Ground Grading Criteria based on the needs and realistic expectations of the clubs involved.
- 3.124 There is also a need to review with the leagues, the management of the booking process, and to enable clubs to feel that they can have more commitment to their home sites. Should new leagues develop, they should take place at a time when the existing stock of the relevant pitch size is underused in order for the pitches to be used more intensively than at present.

Recommendations

- 3.125 The existing network of football pitch sites in secure community use in the urban area should be reviewed on a site by site basis. The objective for the next 5-10 years should be to have a smaller number of high quality sites which meet the requirements of football and meet, at minimum the FA's Performance Quality Standard. The sites should have at least basic wash facilities with the priority being the multi-pitch sites, and good quality changing facilities for those sites used for adult football.
- 3.126 Where new leagues develop, these should operate at times when the existing pitch stock is underused.
- 3.127 In principle, all of the existing pitch sites should be retained in order to ensure that there is sufficient long term capacity for football. This may mean that some sites are not marked out up to 2020, but that they are retained with the objective of bring them back into use in the long term, as the population and demand for football grows.
- 3.128 The site recommendations table in Figure 51 should be kept under annual review as well as being substantially reviewed in 2019-20. This will enable effective consideration to be given to the potential changes to the network and to the league structures, including the introduction of new playing fields on the Rugby Radio Station and Gateway sites, and whether any new large size 3G FA register pitches are developed.
- 3.129 Playing fields in the rural areas should be retained and improved to meet the needs of the local community. Schools in the rural sub areas which offer community use should be encouraged to enter into formal community use agreements, or at minimum long term lease arrangements with the clubs using their sites in order to provide certainty.
- 3.130 The stadium sites and Rugby Town FC and Rugby Town Juniors should be retained and further stadia developed as needed to support the higher levels of the game, based on the specific needs of the clubs and the Football Association's Ground Grading criteria. This may include the need for floodlighting on appropriate sites.
- 3.131 Developer contributions should be sought from all new housing developments and should be allocated towards the improvement of the existing pitch and ancillary facilities that are of secure community use.
- 3.132 The highest priorities for investment in the period up to 2020 are:
- Hillmorton Recreation Ground – provision of changing which appropriate for the use of the site and undertake pitch works as necessary

- Whinfield Recreation Ground – assessment of the quality of the pitches and changing facility, and subsequent improvements to enable more intensive adult use of this site.
- Barr Lane, Brinklow – improve pitches and provide basic wash facilities
- Church Lawford – provide basic wash facilities
- Improve pitch quality at:
 - Addison Road
 - Dunchurch Recreation Ground

SECTION 4: CRICKET

- 4.1 Cricket is a reasonably strong pitch based sport in Rugby, with 46 community teams (almost all male) across the age groups, plus two large clubs just over the boundaries, at Barby and Swinford. It should be noted that this Strategy refers only to community cricket.

Participation in cricket

- 4.2 The Sport England Active People Survey research suggests that about 324,400 adults aged 14+ years play cricket at least once a month during the cricket season. The national rate of participation has declined slightly since the 2012-13 Sport England survey. Of those playing cricket regularly, about 93% are male, and 7% are female. About 66% of the adult players are aged 16-34 years, with 29% aged between 35-54 years, and only 5% aged 55 years and over.
- 4.3 There are 14 cricket clubs in the borough with Rugby, Oakfield and Willoughby Cricket Clubs each having a number of teams including juniors. The smallest 6 clubs only have one senior team each, and may play irregularly. The cricket teams and clubs are listed in Appendix 3 together with their home grounds, the days that the teams play matches and details of any winter training venues.
- 4.4 The pattern of participation in the authority is similar to most other local authorities in that the highest number of teams are from the men's open age group, but most of the play is on a Wednesday evening in the midweek league. This means that 50% of the match demand is on a Wednesday. The other games are mainly played on Saturdays (10 teams) or Sundays (7 teams). There are two ladies teams playing on Mondays, and the junior teams play on either Tuesdays or Thursdays depending on the age group.
- 4.5 The current number of cricket teams has been compared to the number of teams recorded in the 2011 Playing Pitch Strategy (Figure 40). This appears to show a significant decrease in the number of youth teams, but this may reflect the way in which the teams were recorded by the clubs in the earlier strategy. There is however a strong increase in the number of senior men's teams, and there are now two new women's teams.

Figure 40: Cricket team numbers 2011 compared to 2015

	Age Groups	Number of teams within age group		Increase/ decrease %
		2008/09 (season 2010 for cricket)	2015	
Junior cricket - boys	7-18yrs	15	9	-40%
Junior cricket - girls	7-18yrs	0	0	0
Men's cricket	18-55yrs	31	36	116%
Women's cricket	18-55yrs	0	2	100%

- 4.6 The information provided by those clubs who responded to the club survey suggests that the clubs draw most of their members from Rugby Borough. For the purposes of the modelling and reflecting the feedback from the clubs, it is therefore assumed that all of the teams are drawn from within Rugby. This may underestimate the number of people playing cricket because of the clubs at Barby and Swinford. However as these two sites are secure, this flow of players is expected to continue into the long term and additional provision is not needed in Rugby Borough itself.
- 4.7 Rugby does not appear to have a notable “pop up” team demand which has emerged as an issue in more urban authorities, particularly those with a high Asian population.

Current provision

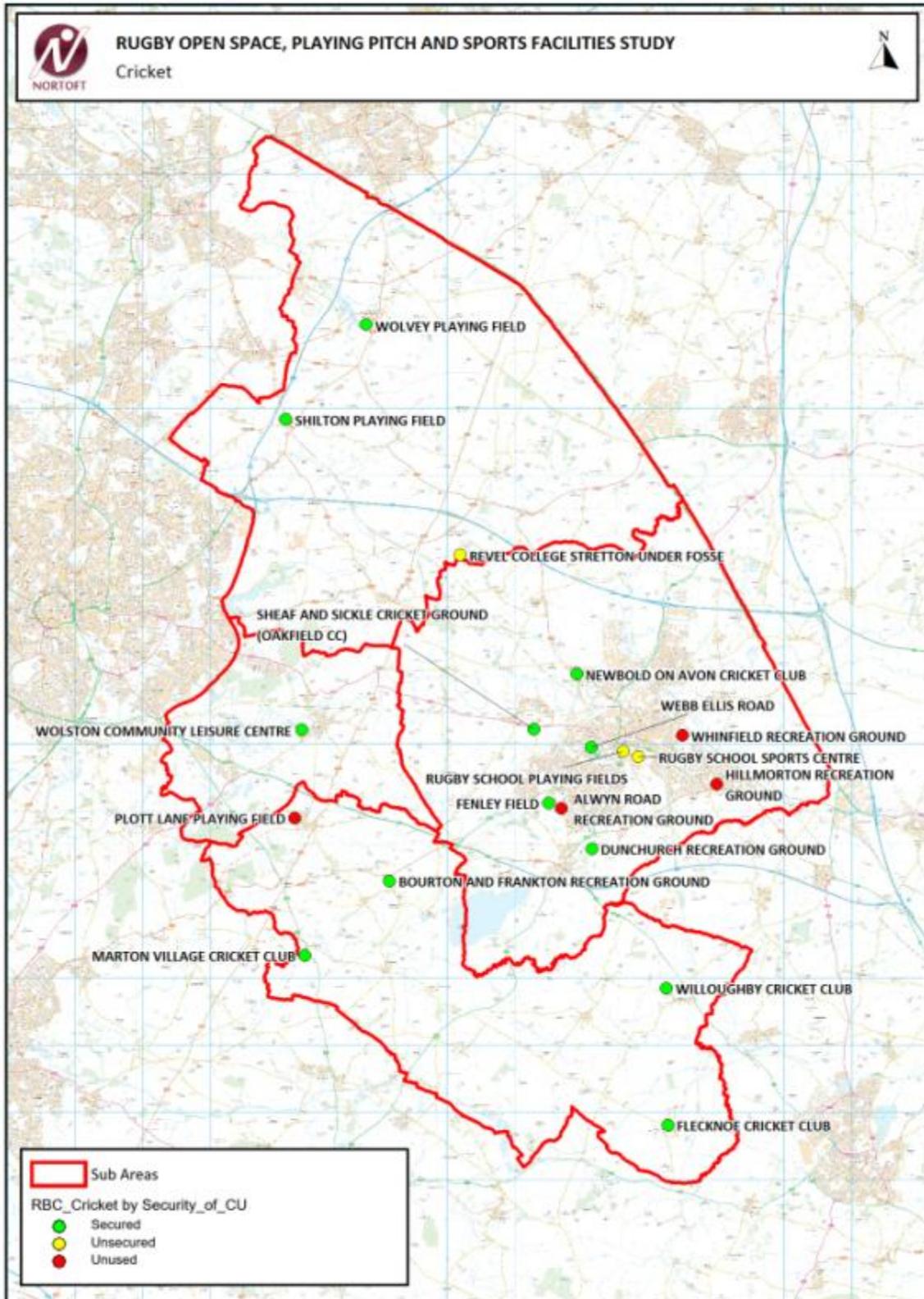
- 4.8 There are 19 cricket grounds available for community use across the Borough of which 16 are available on a secure basis. Of the 19 grounds available for use the sites at Hillmorton Recreation Ground, Whinfield Recreation Ground, Alwyn Road and Plott Lane in Stretton-on-Dunsmore were not regularly used in 2014 or 2015. If these are discounted, of the remaining 15 sites used by the community across the borough, there are 3 grounds which are not in secure use; 2 grounds at Rugby School and 1 at Revel College. There are therefore 12 sites which are both in secure community used and used across the borough.
- 4.9 The cricket site at Easenhall is disused in 2015 and is grazed as farmland, and the Easenhall Cricket Club appears to have been disbanded.
- 4.10 The sites are mapped in Figure 41 but only those being regularly used by the community are taken forwards in the assessment.

4.11 The quality standard for each pitch has been assessed through a site visit and consultation with the clubs. The estimated carrying capacity for each of the pitches is derived from the agreed quality standard for each site and England Cricket Board guidance criteria for pitch carrying capacity.

4.12 The maps show that:

- Just over half of the cricket sites are in the urban sub area, with the remainder either being mostly in the Rural North or Rural South. There is only one ground in the Rural Central area.
- There is no existing provision within any of the identified growth locations.

Figure 41: Cricket pitches in 2015



Assessment of current supply/demand

4.13 For the purposes of clarity the following definitions are used in this report.

Term	Definition
Ground	The whole pitch area including the cricket square and outfield
Square/table	The fine turf area which is specially mown and managed to give a high quality set of strips (often 6, 9 or 12 strips)
Strip	Single strip of natural turf or artificial turf on which the wickets are placed at either end for a single match
Wicket	The collective name for the 3 stumps and the bails placed at each end of the strip
Site	The ground plus ancillary facilities such as the club house/pavilion, car parking etc

4.14 The key points from the assessment of current demand are:

- The peak time requirement across the schools as a whole in 2015 was for 9 grounds and there are currently 12 available and in secure community use (see Figure 44).
- In terms of the number of strips required to cater for the demand, the calculation is based on the assessment of the quality of the sites which are both secure and being used by the community. The total number of grass strips available in Rugby borough is 112 across all of the sites but excluding the unused sites of Alwyn Road Recreation Ground, Hillmorton Recreation Ground, and Whinfield Recreation Ground, or provision for 448 matches. This is supplemented by artificial turf strips at 7 sites across the borough (which excludes Plott Lane at Stretton-on-Dunsmore), which can each cater for 60 matches per year. This gives a total match capacity of 868 matches. With a total match demand of a maximum of 470 matches a season, even if every team played every week, it is clear that there is more than sufficient capacity to provide for all community cricket on the secure sites which are in current use.
- Given the extent of this strip provision across the authority as a whole, no further authority wide assessment is needed in relation to strip capacity as the growth in cricket up to 2031 will not take up this “spare capacity”. The driving factor will instead be the number of matches taking place at the same time, which will determine the number of grounds needed.
- However a more detailed site by site assessment is needed, as is the extent of provision in the urban sub area as a whole. This includes a need for the consideration of junior cricket as the strip length is different from those of the adult games. If the natural turf strips are used for the junior game, it cannot always be safely reused for the adult game. Only the larger clubs such as Rugby

CC and Willoughby CC with their non-turf strips are therefore able to cater reasonably easily for junior players. However there are two sites with only artificial wickets, so these can provide for both adults and juniors.

- As Rugby does not appear to have significant level of casual cricket in parks, so no specific allowance has been included within the modelling for this activity.

Consultation findings

Club comments

- 4.15 All of the clubs involved in cricket were consulted using the national governing body (NGB) club survey questionnaires contained within the guidance.
- 4.16 23 out of the 48 teams playing in Rugby have responded to the playing pitch strategy process, with returns from Dunchurch and Bilton, Rugby and Willoughby.
- 4.17 Of the clubs responding to the strategy consultation, both Rugby and Willoughby are expected to increase their team numbers over the next 5 years.
- 4.18 The larger clubs such as Rugby CC and Willoughby CC draw most of their members from across the borough, but the smaller clubs such as Bourton & Frankton tend to draw their players from a much smaller area.
- 4.19 Most of the club responding suggested that the travel time to their club for both juniors and seniors is up to 20 minutes. However most of the clubs responding are the largest and most active, and they have a larger catchment than smaller local clubs.

National Governing Body comments and strategies

- 4.20 The Warwickshire Cricket Board's Strategic Plan 2015-17 focuses on sports development and player pathways. It does not provide any strategic guidance for facility development or improvement.
- 4.21 The Warwickshire Cricket Board would welcome discussion about any participation projects and initiatives in the area where it can assist, especially those that could serve as catalysts for facility development.
- 4.22 Warwickshire Cricket Board and England and Wales Cricket Board have both been involved with the PPS process, and this Playing Pitch Strategy has been signed off by them.

Modelling

Market Segmentation and sports development

- 4.23 Cricket is a relatively small sport and is not picked up by the Sport England Market Segmentation modelling.

Playing pitch model

- 4.24 The Sport England guidance sets out the required approach towards modelling of grass pitch sports, using Team Generation Rates, the temporal demand for the sport (the number of matches at peak time), and the availability of pitches of the required size. This section provides a detailed assessment of cricket using this methodology.

Assessment of Future Needs

- 4.25 The modelling approach follows the methodology set out in the Sport England guidance, including Team Generation Rates (TGR), forecast demographics for Rugby, and a forecast growth in the game of 0.5% per annum across the age groups. With the growth in the population of Rugby planned up to 2031, there will be an increasing demand for pitches. The outcomes of TGR modelling based on the agreed population profile at the whole authority level, including for the housing scenarios of 540 dwellings and 660 dwellings, is given in Figures 42 and 43.
- 4.26 This suggests that there is likely to be some increase in the male teams, but that the number of women's and girl's teams will remain unchanged, largely because of the current low numbers.

Figure 42: Team generation at 540 dwellings up to 2031

	Age Groups	Number of teams within age group (excl team equivalents)			
		2015	2021	2026	2031
Junior cricket - boys	7-18yrs	9	9	10	11
Junior cricket - girls	7-18yrs	0	0	0	0
Men's cricket	18-55yrs	36	33	35	38
Women's cricket	18-55yrs	2	2	2	2

Figure 43: Team generation at 660 dwellings up to 2031

	Age Groups	Number of teams within age group (excl training team equivalents)			
		2015	2021	2026	2031
Junior cricket - boys	7-18yrs	9	9	11	12
Junior cricket - girls	7-18yrs	0	0	0	0
Men's cricket	18-55yrs	36	33	36	39
Women's cricket	18-55yrs	2	2	2	2

- 4.27 The difference between the two housing scenarios only becomes apparent in the male junior teams and the senior teams, where one extra team might be expected to be generated under the 660 dwelling housing scenario. As for football, this is really insignificant in relation to the impact on pitch space.
- 4.28 The modelling outputs in Figure 44 suggest that there is overall sufficient playing field space across the authority in secure community use for cricket to cater for matches at the peak times up to 2031, assuming that Plott Lane at Stretton on Dunsmore is re-established. This table however averages out the demand across the borough, so more detailed analysis is required at the sub area level to determine the relevant levels of provision in different parts of the authority and appropriate standards for the future where these may be relevant.
- 4.29 The modelling in Figures 44 and 46 use the ECB/Sport England Guidance for the size of a cricket ground (pitch) to determine the total area used by and marked out for the sport. For club cricket this is 1.3 ha per ground (pitch). However in addition to the ground itself there is need to provide space for a clubhouse, car parking, maintenance and storage. Using a similar approach as for football and rugby, allowing 150% of the ground (pitch) area for these ancillary uses, this gives a site requirement for a single cricket ground of 2 ha. This was the approach taken by Rugby Borough Council in its 2010 Playing Pitch Strategy, and it has been both adopted by other authorities (for example the Vale of White Horse) and tested elsewhere at appeal.

Figure 44: Cricket grounds – whole authority
(in secure community use and used)

	Number of teams within age group					Peak time	Peak time pitch requirement (total number of grounds) rounded up				Number of grounds available and secure	Balance in the number of cricket grounds available and used compared with demand at peak time				Area of cricket grounds required to meet demand at peak time in hectares (based on 9 strips) @ 1.3 ha				Area currently available to cricket in secure use, hectares @ 1.3 ha per ground	Balance in area available in secure use. In hectares:			
	Age Groups	2015	2021	2026	2031		2015	2021	2026	2031		2016	2021	2026	2031	2015	2021	2026	2031		2015	2021	2026	2031
Junior cricket - boys	7-18yrs	9	9	10	11	Weds (38%)	9	9	9	10	12	3	3	3	2	11.6	11.7	11.7	12.7	16	4	4	4	3
Junior cricket - girls	7-18yrs	0	0	0	0																			
Men's cricket	18-55yrs	36	33	35	38																			
Women's cricket	18-55yrs	2	2	2	2																			
		47	43	47	51																			

4.30 At the sub-area level and using the same approach as the whole authority assessment above, the urban sub area teams forecast in Figure 45 shows a significant growth in team numbers for both seniors and juniors. This additional demand will place significantly more pressure on the sites in and around the town.

Figure 45: Team generation urban sub area at 540 dwellings up to 2031

		Number of teams within age group (excl team equivalents)			
Age Groups		2015	2021	2026	2031
Junior cricket - boys	7-18yrs	6	8	9	10
Junior cricket - girls	7-18yrs	0	0	0	0
Men's cricket	18-55yrs	25	27	30	32
Women's cricket	18-55yrs	1	2	2	2

4.31 Figure 46 considers the supply-demand balance for the urban sub area. This suggests that there are too few grounds currently being played on which are in secure community use in 2015 to cater for all of the matches at peak time, and that the situation will worsen up to 2031. In 2015 there is a need for 2 additional grounds in secure community use, and by 2031 this will rise to a total of 5.

4.32 The club returns and the site audits for those sites used by the clubs in the urban area suggest that there is sufficient capacity in terms of strips available IF some of the adult matches use the artificial strips as well as the natural turf. If all of senior games were to be played on the natural turf and every team played matches every week for 20 weeks, then there is insufficient capacity now at Dunchurch, Oakfield Cricket Club, and Rugby Cricket Club, in terms of the capacity on the strips, but this would not address the need for additional ground(s) at peak time.

4.33 Should the Rugby School ground currently in use but with no security was to be lost to cricket, this situation would worsen as the existing demand would need to be redistributed amongst other clubs across the sub area.

Figure 46: Cricket grounds up to 2031 at 540 dwellings per year – urban sub area

	Number of teams within age group					Peak time	Peak time pitch requirement (total number of grounds) rounded up				Number of grounds available and secure	Balance in the number of cricket grounds available and used compared with demand at peak time				Area of cricket grounds required to meet demand at peak time in hectares (based on 9 strips) @ 1.3 ha				Area currently available to cricket in secure use, hectares @ 1.3 ha per ground	Balance in area available in secure use. In hectares:			
	Age Groups	2015	2021	2026	2031		2015	2021	2026	2031		2016	2021	2026	2031	2015	2021	2026	2031		2015	2021	2026	2031
Junior cricket - boys	7-18yrs	6	8	9	10	Weds (39%)	7	7	8	9	5	-2	-2	-3	-4	9.1	9.1	10.4	11.7	7	-3	-3	-4	-5
Junior cricket - girls	7-18yrs	0	0	0	0																			
Men's cricket	18-55yrs	25	27	30	32																			
Women's cricket	18-55yrs	1	2	2	2																			
		32	36	40	44																			

- 4.34 At the present time, there are no proposals to develop new cricket grounds in secure community use around Rugby town, so the urban area will have a deficit of 1 ground by 2026, and 2 by 2031, even if the informally used Rugby School pitch use was retained. However the strong clubs at Barby and Swinford, just over the boundary of the urban sub area and outside of Rugby District could potentially absorb some of the new demand.
- 4.35 The other clubs and sites within the rural areas of the borough are not realistic options for absorbing the new demand because:
- Willoughby CC already operates a number of teams and is already close to capacity.
 - Bourton and Frankton Recreation Ground is shared with football and there are overlapping pitches, impacting upon the quality of the cricket ground and the ability to operate both sports in spring and early autumn.
 - Wolston Community Leisure Centre is primarily used for football and has overlapping pitches. This makes cricket difficult to sustain on this site.
 - Revel College has no security of use, and is also a shared site between football and cricket.
 - Plott Lane at Stretton-on-Dunsmore, Marton, Shilton, Wolvey and Flecknoe are all too far away from most of the new housing growth within the urban sub area to be attractive to players from this area.
- 4.36 It is therefore proposed that one additional site should be developed for cricket around 2031 within the urban sub area.
- 4.37 Rugby Cricket Club has held initial discussions with the adjacent primary school, St Matthew's Bloxham, about using their playing fields for cricket. There are no firm outcomes to date. It seems unlikely that this proposal will enable the development of a ground of sufficient quality for reasonably high level league club cricket, and should therefore be discounted in the search for an additional cricket ground.
- 4.38 For the rural sub areas, as there is expected to be only limited growth and with their relatively small populations, there will be no additional requirement for new cricket grounds because the existing sites have spare capacity. This is because the capacity in the existing network is generally sufficient to be able to cater for the expected new growth. The priority here will be the retention of the existing network of facilities as a community resource.
- 4.39 Based on this assessment, the future required area for cricket grounds across both the urban sub area and the rural areas of the authority by 2031, including those sites used by the community but without secure community use, is:
- Urban sub area: 7 cricket grounds @ 1.3 ha per ground = 9.1 ha
 - Rural areas: 8 cricket grounds @ 1.3 ha per ground = 10.4 ha

- 4.40 In planning for future (and protecting existing) playing fields, there is a need to not only take into account the area of the pitches themselves, but also the necessary supporting infrastructure including changing pavilion and car parking, and landscaping as needed. Rugby Borough Council has an established approach, and in the 2010 Playing Pitch Strategy the total area for playing fields for cricket was calculated at 2.6 ha per site. A size of 2 ha per cricket site is now more commonly used in Playing Pitch Strategies within other authorities, and this approach has also been tested at planning enquiries. It is therefore proposed that a cricket site with one ground plus club house and car parking should be calculated on 2 ha per site.
- 4.41 As the requirement across the authority is 19.5 ha of grounds space by 2031, rising from 6.5 ha in 2015 in the urban sub area to 7.8 ha by 2031, the allowance of 2 ha for a cricket generates an estimated need for 14 ha of playing field space at 2031 in the urban sub area and 16 ha of playing field space in the rural areas. This gives a total playing field space requirement across the authority for cricket of 30 ha.
- 4.42 With an estimated whole authority population of 129,229 by 2031, this gives in turn an average rate of provision across the authority for cricket playing field space of 0.23 ha per 1000.

Meeting the needs of the future

- 4.43 The priorities for cricket are two-fold:
- Retention and improvement of the existing sites which are in use by the community, including at the cricket sites just over the border at Barby and Swinford.
 - The development of one additional cricket ground between 2026 and 2031 to cater for increased demand to a standard which enables good quality club level cricket in the urban sub area.
- 4.44 The council sites which also cater for football and previously provided for cricket cannot be brought up to the standards now expected for a reasonable level of club cricket, although might be possible to use them for the lower leagues or friendly games. To bring the sites up to a higher level would be expensive due to the costs associated with managing cricket tables and outfielders to a reasonable standard. As these sites are also used for football there would be some serious clashes at the start and end of the seasons between the sports. Furthermore, these sites have high levels of informal public use, which is not easily compatible with a cricket ground.
- 4.45 Other sites have been considered within the Rugby urban area for cricket, particularly those which are currently only lightly used for football, or where there is no football currently taking place. None of these sites are suitable for the expansion of cricket because:

- New sites need to be of sufficient size and dimensions to enable the marking out of the ground according to ECB guidelines
 - Sites need to have clubhouse facilities including changing and social area
 - Sites need to be reasonably flat but have good natural drainage.
 - Sites should have no or very limited informal use.
- 4.46 The Rugby Radio Station housing site has a commitment to 24.5 ha of outdoor sport area to be delivered in phases, with most of this space being made available after 2031. The details are yet to be confirmed, but there is potential to develop new cricket provision as one of the pitch sports somewhere on the site. Any new provision is likely to be needed to be shared with another sport, and any new pitch(es) may also need to be open space with the associated informal use. The detailed delivery of the outdoor sport provision is still to be determined, but there is a clear opportunity for cricket, to meet the identified future needs of the sport. However unless any new cricket site is a dedicated facility, it is unlikely to meet the quality standards required by the higher leagues.
- 4.47 The travel time suggested in the club responses is up to 20 minutes drive. However the club responses were mainly from the larger and more active clubs, so they will have a larger catchment than many smaller clubs. Research elsewhere suggests that a maximum drive time of 10 minutes is a more accurate reflection of the catchment of the majority of cricket clubs, so this should be used to determine accessibility in Rugby borough.

Justifying developers' contributions

- 4.48 Developer contributions for cricket playing fields will be sought from new residential developments at a provision rate of 0.23 ha per 1000 population. In seeking contributions account must be taken as to whether the demand arising from a proposed development can be met within the existing network of accessible playing fields and that are of sufficient quality, or whether new or improved quality provision will be required.
- 4.49 The priority for the period up to 2020 is to invest in the existing sites in order to improve their quality and enable more intensive use. From 2020 there will also be a need to invest in new ground for cricket within the urban sub area to come into use by 2026.

Conclusions and Recommendations

Current supply and demand

- 4.50 There are five large cricket clubs in Rugby Borough which have a number of teams, of which three have juniors. There are however a number of small clubs with only one or two adult teams.
- 4.51 Overall across the borough there would initially appear to be sufficient space for cricket, and this is the case if all of the cricket sites in the rural areas were to be used to their fullest extent and artificial strips can be used for some adult as well as junior matches. However there is a lack of secure use cricket grounds in the urban area which are of sufficient quality to cater for the club game. This requirement for better quality sites has led to the concentration of the game onto sites which are mainly club controlled and have both the least overlap with winter sports and least informal use.

Future requirements

- 4.52 Even if the existing access to the Rugby School cricket grounds are retained in the long term, there is a theoretical need to ideally develop 2 new cricket grounds to cater for the demands arising from the new growth in the urban area of Rugby between 2026 and 2031.
- 4.53 Given that there some capacity at the other cricket sites across the Rugby urban area and the existence of two active clubs just outside the Borough boundary at Barby and Swinford, it is proposed that one additional cricket site of high quality and in secure community use should be developed by 2031. The other cricket club sites in the rural area cannot be considered as offering a real opportunity to meet the new demand, either because they are already operating at near full capacity, or the cricket ground and football pitches overlap causing problems for both sports and pitch quality issues, or the site is not in secure community use.
- 4.54 No sites have yet been identified for the new provision in the urban sub area, but it will be important that the quality of the new cricket ground is high, and that it does not also form part of public open space or be overlapped with winter sports use. The details of the outdoor sports provision at the Rugby Radio Station site have yet to be negotiated, but there could be scope within this development to provide for at least one cricket pitch. However it may need to be shared with either another sport or with informal use, so may be unlikely to meet the required ground standards required for the higher leagues. The Rugby Radio Station site is a phased development, and the timing of any new provision is therefore also uncertain.
- 4.55 The cricket grounds and their ancillary facilities in the rural areas should be retained and improved, where justified by local need.

Recommendations

- 4.56 A new single ground cricket site with secure community use should be developed in the urban sub area between 2026 and 2031. The quality should ideally fully meet the specifications of the ECB and Sport England and be suitable for league Division 1 club cricket, and the site should not be shared with winter sport use. This new cricket ground for community use should be provided within Rugby Radio Station site, as part of the S106 commitment to outdoor sports.
- 4.57 The existing network of cricket sites in both the urban and rural areas should otherwise be retained and improved for the sport.
- 4.58 Securing the cricket use of school sites should be pursued.
- 4.59 Through this study the following priorities for clubs have been identified :
- Dunchurch Recreation Ground – to improve pitch quality as the cricket overlaps with football
 - Fenley Field/Old Laurentians - – to improve pitch quality as the cricket overlaps with rugby
 - Newbold Cricket Club – replace artificial strip, provide practice nets and improve site security
 - Wolston Community Leisure Centre/Wolston Cricket Club – resurface car park
 - Marton Cricket Club – provide practice nets
 - Willoughby Cricket Club – provide officials changing

SECTION 5: RUGBY

- 5.1 There are seven rugby clubs in Rugby Borough with a total of 18 senior, 23 youth and 21 mini teams between them.

Participation in rugby

- 5.2 Nationally, participation in rugby once a month for people aged 14+ years is around 326,000, and 235,500 people take playing at least once a week according to the latest Active People Survey information from Sport England (APS8q3-APS9q2, April 2014-March 2015). There has been an increase in the number of people aged 26 and over taking part in the sport weekly, but no change in the number aged 14-26 compared to the estimated participation in 2012-13. The monthly rate of participation has similarly not changed from the 2012-13 survey.
- 5.3 Earlier research from Sport England for the period ending October 2009, showed that around 95% of the participants are male. The sport is mainly played by younger people, with about 84% being under the age of 34. The take up across the socio economic groups is approximately even, with a slight weighting to the NS SEC9 group which includes students, and to the more affluent groups. There are high rates of club membership for this sport, which reflects the way in which the sport is played.
- 5.4 Rugby Borough, as the home of the game of rugby and as a key part of the 2015 World Cup is stronger in the sport than many areas of the county. Rugby Borough Council and its partners are making every effort to capitalise in sports development terms on the opportunity that this major event brings, and there is an expectation that the sport will continue to grow strongly over the next few years.
- 5.5 Figure 47 has the club information provided by the RFU in July 2015 which shows that most of the clubs have a strong mini/midi and youth sections and that only AEI Rugby and Rugby Welsh are adult only. This has been compared to the club return information provided as part of the strategy consultation, with these figures in italics in the table where different. It is clear that there are some differences, but that the overall total number of teams is not significantly different. For the purposes of modelling, the RFU figures have been used as these are later than the club returns.

Figure 47: RFU rugby team numbers 2015

Club	Mini Midi Teams	Youth Teams U13-U18 (club return figures in italics where different)	Adult teams (club return figures in italics where different)
AEI Rugby	0	0	1
Broadstreet	7	4	3
Newbold On Avon	4	5 (2)	3
Old Laurentians	6	3	5 (4)
Rugby Lions	3	2	3
Rugby St Andrew's	6	5 (7)	4
Rugby Welsh	0	0	1
Totals	21	19 (18)	20 (19)

5.6 This team information has been compared to the team numbers recorded for the 2011 strategy (Figure 48). This shows that there has been a fall in the number of teams in all categories except for the girls and women's sport, which is however of much smaller order.

Figure 48: Rugby team numbers 2011 compared to 2015

	Age Groups	Number of teams within age group		Increase/ decrease %
		2008/09 (season 2010 for rugby)	2015	
Mini/midi -rugby - mixed	7-12yrs	23	26	13%
Junior rugby - boys	13-18yrs	22	18	-8%
Junior rugby - girls	13-18yrs	0	1	
Men's rugby	19-45yrs	24	18	-25%
Women's rugby	19-45yrs	0	2	

Current provision

5.7 All of the rugby clubs are based in and around Rugby town, with the exception of Broadstreet which is close to Coventry. There are no clubs in the rural north or rural south of the authority, but this is not surprising due to their low population and the easy accessibility of a number of clubs to these areas. For example, someone living in Wolvey in the north of the borough is within 7 miles of 5

different rugby clubs in Bedworth, Nuneaton, Hinckley and Lutterworth. In the far south of the authority, for example Grandborough, several of the clubs in Rugby town are still within 5 miles travel, and Daventry RFC is only about 6 miles away. The clubs and their sites are mapped in Figure 50.

5.8 Each site and each pitch was assessed using the Sport England Guidance non-technical form during February 2015. This form does not automatically produce an overall pitch quality rating, unlike for football, so the pitch quality assessment in Figure 51 is a combination of the site assessor’s opinion and any additional feedback from the club or site provider, and Rugby Borough Council (RBC) in the case of Alwyn Road and GEC. The drainage and maintenance code is derived from the feedback from the clubs and the site information provided by RBC, and relates to the following table in the Sport England Guidance Note (Figure 49). The numbers within this table provide the estimated number of senior match equivalent sessions a week for each combination of drainage and maintenance regimes.

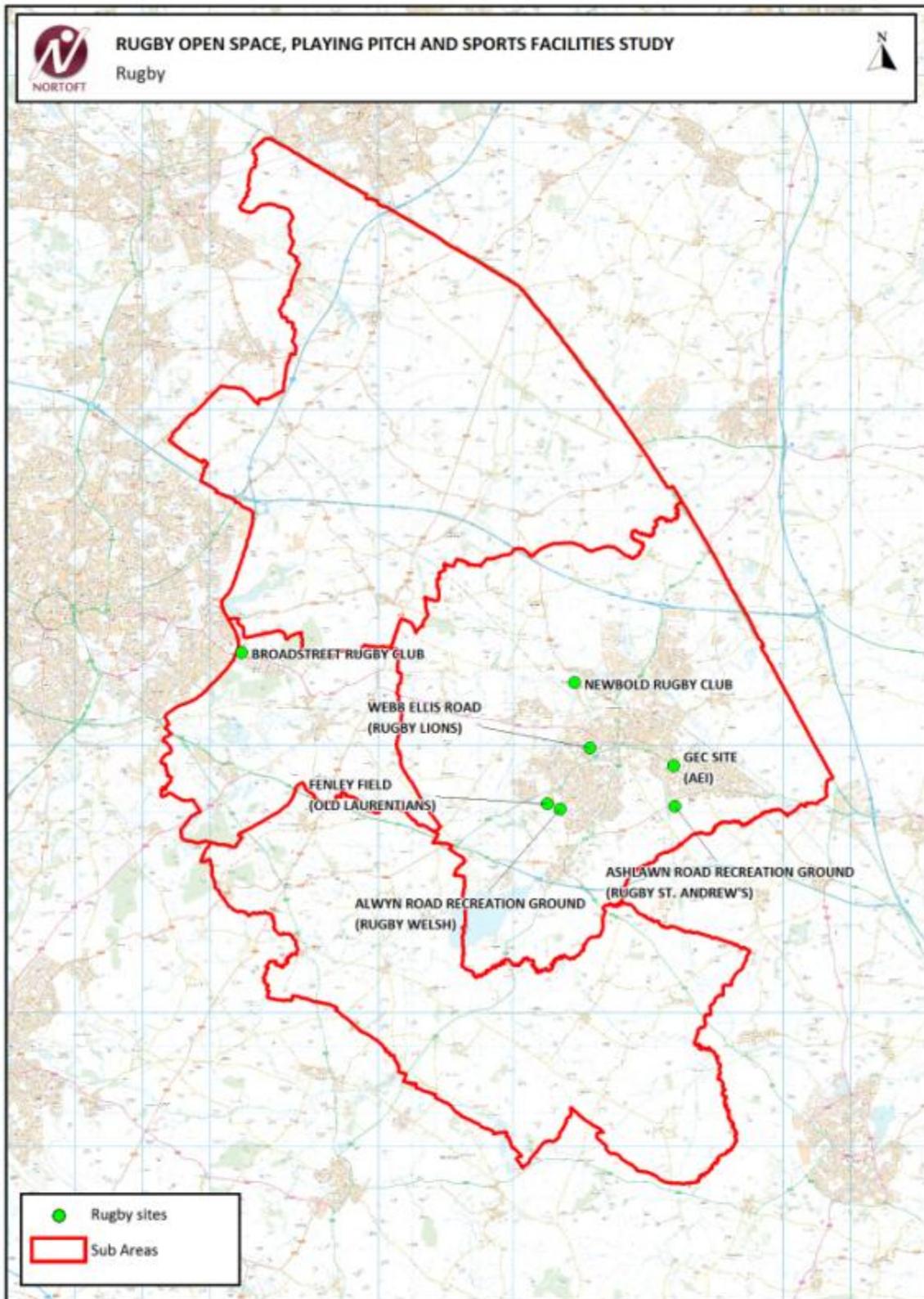
Figure 49: Rugby pitch scoring from SE Guidance

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

5.9 The low drainage and maintenance scores evidenced in the table in Figure 51 seems at odds with the findings of the site audits and club returns, which have suggested that several of the pitches were considered to be of “good” quality by the clubs themselves, with none being poor. The site audits undertaken in February did not identify any pitches of poor quality.

5.10 Given this information, the modelling is based on an average quality of a “standard” pitch, which assumes a capacity of 2 senior match equivalents per pitch. This is also the figure used in the RFU’s own modelling table, Figure 53.

Figure 50: Rugby pitch sites



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Figure 51: Rugby site quality assessments

Site Name	Ownership Type	Management Type	Sports Lighting	Pitch quality	Drainage/ Maintenance score	Quality of ancillary facilities	Club and other comments
ALWYN ROAD RECREATION GROUND (RUGBY WELSH)	Local Authority	Local Authority (in house)	No	Poor	D0/M0	Standard	RBC comments that site has drainage issues. Only used by one team which does not train, so sufficient capacity. No club comment received.
ASHLAWN ROAD RECREATION GROUND (RUGBY ST ANDREWS)	Local Authority	Local Authority (in house)	Yes	Standard	D1/M0	Good	Club rates main pitch as "good". No comment provided on other pitches.
			No	Standard	D1/M0	Good	
			No	Standard	D1/M0	Good	
BROADSTREET RUGBY CLUB	Sports Club	Sport Club	No	Standard	D1/M1	Good	Club considers main pitch to be "good" quality, with large amount of use. Pitch 2 good but used for training and overused. Pitches 3, 4, 5, 6 (mini area) all good.
			Yes	Standard	D1/M1	Good	
			Yes	Standard	D1/M1	Good	
			No	Good	D1/M1	Good	
			No	Good	D1/M1	Good	
			No	Good	D1/M1	Good	

FENLEY FIELD (OLD LAURENTIANS)	Sports Club	Sport Club	Yes	Standard	D1/M1	Standard	Club considers main pitch good, 2 nd pitch is standard, training pitch poor. Also use by football for some youth training. Pitch Improvement Partnership report of October 2013: Main pitch: generally good, some additional maintenance proposed at end of season 2 nd pitch: generally good Training pitch: good turf coverage but appears to be used unevenly. Proposed to change pattern of use to make better use of pitch all over Additional area of site approx 4000 sq m being brought into use for September 2015, mainly for mini use.
			No	Standard	D1/M1	Standard	
			No	Standard	D1/M1	Standard	
GEC SITE (AEI)	Local Authority	Local Authority (in house)	No	Standard	D1/M0	Standard	Site reviewed on IOG visit in early Feb 15 and considered "standard". No club comment received and no issues raised by RBC as site provider.
NEWBOLD RUGBY CLUB	Local Authority	Sport Club	Yes	Standard	D1/M1	Poor	Site has water-logging and can flood. Otherwise good pitches
			Yes	Standard	D1/M1	Poor	
			No	Standard	D1/M1	Poor	
WEBB ELLIS ROAD (RUGBY LIONS)	Local Authority	Sport Club	Yes	Standard	D1/M0	Standard	Club rates 1 st pitch as good but 2 nd pitch which is shared with cricket, as "not so good". Cricket club has had recent investment so pitch quality a key issue. Further increased use by rugby of the cricket outfield would require an enhanced maintenance programme, mutually agreed between the two clubs.
			No	Standard but over marked with cricket	D1/M0	Standard	

5.11 Information about the rugby club sites has also been collated by the RFU, and is given in Figure 52. The information has been used to help inform the site investment priorities.

Figure 52: Rugby club site information
(source: RFU, February 2015)

Club	Facility Need	Tenure	Incorporation
GEC (AEI Rugby)	None Registered	Use or Hire Public Facility	Unincorporated
Broadstreet	Social Space Development/ Training Lights relamp	Freehold	Unincorporated
Newbold On Avon	Changing Room extension	Leasehold	Unincorporated
Fenley Field (Old Laurentians)	Pitch Drainage and additional pitches	Leasehold	Limited by Guarantee
Webb Ellis Road (Rugby Lions)	None Registered	Leasehold	Incorporated
Ashlawn Road Recreation Ground (Rugby St Andrews)	Dedicated Physio Room and Social Space Development	Leasehold	Industrial & Provident Society
Alwyn Road Recreation Ground (Rugby Welsh RFC)	None Registered	Use or Hire Public Facility	Charitable Incorporated Organisation

5.12 The sites are mapped in Figure 52. It is notable that all of the sites with the exception of Broadstreet are located in the urban sub area of Rugby.

Assessment of current supply/demand

5.13 The peak match demand for rugby is either Saturday afternoon for senior men, or Sunday mornings for juniors, and minis/midis, but just as important is the impact of training which is mainly on the grass pitches. Both are therefore taken into account in the modelling, reflecting the requirements of Sport England's Playing Pitch Strategy Guidance 2013.

5.14 The RFU assessment of the current balance in supply and demand both at the individual sites and across Rugby as a whole (June 2015), is given in Figure 53. This shows that the critical issue is that there is too little space for training, particularly of grass floodlit training pitches or off-pitch training areas within the urban sub

area. Broadstreet has sufficient capacity overall but is short of floodlit training space.

- 5.15 The RFU theoretical assessment is in Figure 53 is tested by this playing pitch strategy which has looked at the issues on the ground and taken into account the views of the individual clubs.

Figure 53: Rugby site and pitch capacity assessment
(source: RFU, June 2015)

Club	Mini Midi Teams	Youth Teams U13-U18	Adult teams	Midweek Match Equivalents	Number of Floodlit pitches	Midweek Training Capacity	Number of Full size Pitches	Match Play Demand (Weekend)	Match Play Capacity (Weekend)	Overall Site Capacity	Pitch Deficit or Surplus
Broadstreet	7	4	3	5.25	2	-1.25	6	5.25	6.75	5.50	2.75
GEC (AEI Rugby)	0	0	1	0.5	0	-0.5	1	0.50	1.50	1.00	0.50
Newbold On Avon	4	5	3	5	2	-1	3	5.00	1.00	0.00	0.00
Fenley Fields (Old Laurentians)	6	3	5	5.5	1	-3.5	3	5.50	0.50	-3.00	-1.50
Webb Ellis Road (Rugby Lions)	3	2	3	3.25	1	-1.25	2	3.25	0.75	-0.50	-0.25
Ashlawn Road Recreation Ground (Rugby St Andrews)	6	5	4	6	1	-4	3	6.00	0.00	-4.00	-2.00
Alwyn Road Recreation Ground (Rugby Welsh)	0	0	1	0.5	0	-0.5	1	0.50	1.50	1.00	0.50
Totals	26	19	20	26	7	-12	19	26	12	0	0

Min1/Midis - 6 Teams - 3 at home per week - one mini team = 0.5 of a match

Youth - 4 teams - 2 at home per week = 2 matches

Adult - 3 teams - 1.5 at home per week = 1.5 matches

MTE - 6 at home every week = 3 matches

6 matches carrying cap (3pitches x2 matches per week) - 8 matches per week (1.5 mini/mini matches +3.5 Youth/adult matches +3 mid week match eqivs) = - 2

Recent consultation findings

Club and national governing body comments

5.16 Five of the seven clubs responded to the club survey, giving a return rate of 95% of the teams. The key points from the club returns included the following, and the RFU's comments about each club is also provided in this section.

Broadstreet

Club comments

5.17 This club is situated close to the Coventry boundary and as such it draws about 35% of its players from there, 30% from Rugby Borough and the remainder mainly from Leamington, Warwick, Southam and the Nuneaton and Bedworth area. The minis and juniors tend to live within about 5 miles of the site, but the seniors further away.

5.18 The number of teams at the club have stayed the same for the past 3 years, and there is no unmet demand. The colts team has recently been disbanded due to lack of numbers. However, the club hopes to increase the number of teams in the next 5 years by one men's team, and by reintroducing the colts.

5.19 In addition to the improvements to the clubhouse identified by the RFU in February 2015, the club would also like to upgrade the drainage on 3 pitches within 3 years, but the funding for the works has yet to be secured. They would also wish to develop indoor training, but this is probably a longer term aspiration.

5.20 The pitch maintenance at the site is standard, but the drainage on the pitches is considered by the club to be inadequate. The club considers that its main pitch is good and the others are standard quality.

5.21 In addition to the club's use of the site, it is also used by Coventry schools, Warwickshire u20s, Warwickshire seniors and age grades, Coventry Development, Midlands squads, and the RFUW. These together total about 160 sessions across the year.

5.22 The club has been actively exploring how it can make greater use of its site in order to make the club more financially stable, including for other sports and for potentially other uses as the site that the club owns is larger than what is required.

RFU comments about this club

- Currently the club has 12 acres being used by a farmer for crop and the rest is used for pitches.

- A football pitch was previously marked out on site, but has not been played on for 12 months.
- The club has water irrigation and harvesting on site.
- Club also hosts the RFU Pitch Improvement Partnership which supports a number of local clubs; Old Laurentians, Rugby St. Andrews both access regularly.
- The club also hosts evening training sessions of Coventry RFC and will from next season host Coventry Uni (training x 2 and Wednesday matches).
- The club also regularly hosts other matches i.e. Midlands Rep sides, England Deaf, International 7's etc.
- There is heavy use of the pitch adjacent to the clubhouse.

Newbold on Avon

Club comments

- 5.23 This club is based close to Rugby town and almost all of its members come from the borough. The club has seen an increase in the number of teams in the past 3 years and expects to continue to grow.
- 5.24 The club is seeking to improve its changing, as identified by the RFU in February 2015.
- 5.25 The maintenance regime for the pitches on the site is standard, and the drainage is adequate although natural. However the site can flood at times. Generally the club considers its pitches to be good quality.
- 5.26 The site also hosts about 6 sessions per year for district and schools events. It is not shared with any other sports.

RFU comments about this club

- The club has supported Growth Programmes such as the RFU All Schools linked to Avon Valley and is designated by the RFU as a Holding Club, focusing on the transition of players from Youth to Adult rugby.
- The club has a growing mini/junior section, but it is felt by the RFU that capacity issues will arise from this growth.
- The club has previously explored the build of new changing rooms, but it became unfeasible due to cost. There is a recognised need to develop the changing room provision at the club site.
- The club is working towards RFU Accreditation.

Old Laurentians

Club comments

- 5.27 This club draws about 87% of its members from Rugby Borough and has seen an increase in most of its teams other than for the colts in the past 3 years. The club

also expects to grow in the next 5 years and the club reports that there is unmet demand for the youth teams.

- 5.28 The club has 1 women's team and 1 girl's team in addition to its male teams.
- 5.29 The club uses Bilton School for the u13s, both for matches and training in addition to its home site at Fenley Field, Lime Tree Avenue.
- 5.30 The RFU in their February 2015 summary identified that the club needs to review its pitch layout, and this is confirmed in the club's return. However the club would also like to improve its changing facilities and function room and to increase the available car parking.
- 5.31 The pitch maintenance regime at the club comes out on the RFU scale as poor, and the pitches are also considered by the club to have inadequate drainage, which is natural. The club considers its main pitch to be good quality, and the other pitches to be standard.
- 5.32 The site also hosts about 3 sessions per year for district and schools events. The site is shared with cricket and the pitches overlap, and the clubhouse is also shared with the hockey club.

RFU comments about this club

- This is the fastest growing club in the local area over the past 3 years. It is accredited and is part of the All Schools Programme, increasing the number of playing schools linked to the club.
- The RFU Area Facilities Manager met with the club in October 2015 to discuss the site issues. The option of re-orientating the floodlit pitch to a more north-south position would both improve its alignment and also potentially enable an additional area to be brought into play, although this would not be the extent of a full size pitch. There would also be a requirement to adjust the floodlights. A longer term ambition was the floodlighting of an additional pitch.
- The other urgent priority was to improve the changing facilities, which the club has outgrown.

Rugby Lions

Club comments

- 5.33 The Rugby Lions club draws about 70% of its membership from Rugby Borough. The club has increased the number of senior teams but the number of minis has stayed the same and the club no longer has a colts team. However the club expects to see a general increase in team numbers in the next 5 years, with reinstatement of the colts team and generally more minis.

- 5.34 The club has 1 women's team.
- 5.35 The RFU have not registered any specific investment requirements for the Webb Ellis site, but the club is looking to improve its changing facilities in order to better accommodate women.
- 5.36 The maintenance regime identified by the club is standard and the pitches are naturally drained. The club considers its main pitch to be of good quality and the one shared with cricket to be standard quality.
- 5.37 The site does not hold any other rugby sessions, but is shared with cricket and the 2nd pitch overlaps with the cricket ground. The clubhouse is also used for judo.

RFU comments about this club

- The club could be more engaged with the RFU's programmes
- Site capacity is an issue for the club, so potential need to explore improved pitch maintenance to support both the rugby and cricket on site.

Rugby St Andrews

Club comments

- 5.38 The club draws almost all of its members from Rugby Borough and has seen the number of teams overall remain relatively stable over the past 3 years, although there has been an increase in the number of minis and a decrease in the number of youth teams. The club expects to grow in the next 5 years.
- 5.39 The club has 1 women's team.
- 5.40 The RFU in their February 2015 summary identified that the club are seeking to develop a new physio room and social space. This is confirmed in the club return, where they also identify the need for improved showers.
- 5.41 The club considers the maintenance regime to be standard and the pitches have adequate drainage although this is natural. The club considers its main pitch to be good but did not provide comment on its other pitches.
- 5.42 The site does not hold any other rugby sessions, but is shared with football.

RFU comments about this club

- 5.43 The RFU Area Facilities Manager has commented about the potential options on this site. It is accepted that the football pitch use cannot be easily be relocated in the short term in order to provide more rugby space, therefore alternative options

to provide more floodlit training areas on the site need to be explored. (See para 5.64 onwards).

- 5.44 The RFU invested £29,000 in 2013 in training floodlights on the site, therefore the club has a growth plan in place for the period up to 2017/18. The plan for the period 2012/13-2016/17 suggests an increase of: 1 men's team, 2 adult female teams, 1 x u13-u18 male team, and 2 x u13-u18 female teams. The club also expects an increase in number of minis and midis of about 18 players. This growth appears to be largely on track as there are more teams in 2014/15 than in 2012/13.
- 5.45 This growth is underpinned by the RFU All Schools and the Broadening Reach Schools programmes targeting the below u13 to u18 age groups and migrating players into the club environment. The club has a link to Harris High School via the RFU's All Schools Programme.
- 5.46 Overall there is strong club management and it is well engaged with the RFU. The club is an RFU Accredited Club.

National Governing Body comments and strategies

- 5.47 The RFU National Facilities Strategy 2013-2017 summary provides an overview of the facility priorities for the sport. The detailed specific investment decisions are made by the RFU County Board, together with the Regional Development Officer and with support from the RFU Facilities Team. Each scheme is assessed against the specific needs of the club, within the context of the national priorities. The justification for funding in the summary is provided as:

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 Rugby World Cup 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.

The priorities for investment are:

- Increase the provision of integrated changing facilities that are child-friendly and can sustain concurrent male and female activity at the club.
- Improve the quality and quantity of natural turf pitches (this includes support for enhanced pitch maintenance programmes).
- Improve the quality and quantity of floodlighting.
- Increase the provision of artificial grass pitches that deliver wider game development outcomes.
- Social, community and catering facilities, which can support diversification and 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 quality rugby posts and pads.

5.48 The RFU has also provided comments about the two small clubs in Rugby which did not provide a club return:

Rugby Welsh

- This club plays out of a pub, because the club has rented out its clubhouse.
- The club is not engaged with the RFU on sports development programmes.

AEI Rugby

- The club uses a council pitch.
- The club currently has nowhere to train.

Modelling

Market Segmentation and sports development

5.49 Rugby is a relatively small sport and does not appear in Sport England's market segmentation model. However it is clear that the sport is popular in Rugby.

Playing pitch model

5.50 The Sport England Guidance sets out the required approach towards modelling of grass pitch sports, using Team Generation Rates, the temporal demand for the sport (the number of matches at peak time), and the availability of pitches of the required size. This section provides a detailed assessment using this methodology. It uses as the baseline the number of pitches recorded by the RFU. The rugby pitches on school sites with no community use are excluded from the analysis, as are the pitches on the Bilton School site which are used on an insecure basis by the club.

5.51 There are currently 3 women's teams and one girl's team playing in Rugby Borough.

Assessment of Future Needs

5.52 The modelling approach follows the methodology set out in the Sport England Guidance 2013, including Team Generation Rates (TGR), forecast demographics for Rugby, and a forecast growth in the game of 0.5% per annum across the age groups. With the growth in the population of Rugby planned up to 2031, there will be an increasing demand for all sizes of pitch. The outcomes of TGR modelling based on the agreed population profiles at the whole authority level, for the housing scenarios of 540 dwellings and 660 dwellings, is given in Figures 45 and 46.

5.53 This suggests that there is likely to be some increase in the male teams, but that the number of women's and girls' teams will remain as in 2015, largely because of the current low numbers.

5.54 The difference between the two housing scenarios only becomes apparent in the mini numbers, the boys teams and the men's senior teams where one extra team is forecast to be generated for each group by the additional housing in the 660 dwelling scenario.

Figure 54: Team generation at 540 dwellings up to 2031

		Number of teams within age group (excl team equivalents)				
		Age Groups	2015	2021	2026	2031
Mini/midi -rugby - mixed	7-12yrs		26	28	31	34
Junior rugby - boys	13-18yrs		18	17	20	22
Junior rugby - girls	13-18yrs		1	1	1	1
Men's rugby	19-45yrs		18	16	18	19
Women's rugby	19-45yrs		2	2	2	2

Figure 55: Team generation at 660 dwellings up to 2031

		Number of teams within age group (excl training team equivalents)				
		Age Groups	2015	2021	2026	2031
Mini/midi -rugby - mixed	7-12yrs		26	29	32	35
Junior rugby - boys	13-18yrs		18	17	21	23
Junior rugby - girls	13-18yrs		1	1	1	1
Men's rugby	19-45yrs		18	17	18	20
Women's rugby	19-45yrs		2	2	2	2

5.55 These figures suggest that there would be an increase in 5-7 teams needing space for matches and training by 2031. With 2 matches/match equivalent sessions per pitch, this gives a requirement for around 3 pitches in the period up to 2031.

5.56 As with the other sports, it is important to look at the impact of the growth in the Urban sub-area. The TGR rates model in Figure 56 uses the 540 housing scenario, and this suggests that the number of teams in the urban sub area will increase across every group. The rate of increase is proportionally greater in this sub area

than across the authority as a whole as the new growth with the younger age groups will be located here. These team numbers and the anticipated growth are used to inform the scenario tests in Appendix 6, summarised in para 5.68 onwards.

Figure 56: Rugby team forecast to 2031 for urban sub area

		Number of teams within age group (excl team equivalents)						
	Age Groups	2015	2021	2021 extra from 2015	2026	2026 extra from 2015	2031	2031 extra from 2015
Mini/midi -rugby - mixed	7-12yrs	19	24	5	27	8	30	11
Junior rugby - boys	13-18yrs	12	14	2	17	5	19	7
Junior rugby - girls	13-18yrs	1	1		1		1	
Men's rugby	19-45yrs	12	14	2	15	4	17	6
Women's rugby	19-45yrs	1	2		2		2	

- 5.57 The amount of provision at Broadstreet is not critical to this analysis because the club has significant amounts of space, both on their current pitches and more widely on their site. This club will also be unaffected by the housing growth in the urban sub area.
- 5.58 For each year from 2021 through to 2031 a scenario test has been undertaken (see Appendix 6) to work out what might be required to meet the needs for rugby in the urban sub area, where it is assumed that all of the additional demand for the sport will arise as the housing growth is located here. In these scenario tests the only site with an additional number of full size pitches is at Ashlawn Road Recreation Ground which hosts Rugby St Andrews. This site is currently shared with football but there may be an opportunity to convert the site to rugby if the football use can be relocated elsewhere. The capacity of the other club sites is increased through the provision of additional floodlighting and associated pitch improvement works and maintenance.

Meeting the needs of the future

- 5.59 In principle, is it likely that the growth of rugby will be focussed around the current club sites, and although the Rugby Radio Station site may, long term, have an area for outdoor sports, this is unlikely to become available until after 2031. The earlier phase of the provision on this large housing development site identifies the playing fields also as the central area of open space, and so these are likely to experience high levels of informal use. Rugby clubs are not likely to see this as an attractive site for expansion. The very long term (2031 onwards) might offer opportunities

for the development of a new club site, but this would need to be confirmed as the open space provision is negotiated in the future.

- 5.60 The Gateway site has a 6.22 ha playing fields identified, but in three separate locations and without a confirmed clubhouse or parking. This site is therefore unlikely to be suitable for a new rugby club, though it is possible that single pitches might be used if there are high pressure elsewhere.
- 5.61 For the purposes of the assessment below, it is assumed that neither the Rugby Radio Station nor Gateway sites are suitable or attractive to rugby use, so the growth in the game needs to be focussed around the existing club sites.
- 5.62 Other sites have been considered within Rugby town for rugby, particularly those which are currently only lightly used for football, or where there is no football currently taking place. None of these sites are suitable for the expansion of rugby because:
- New/additional rugby pitch provision needs to be on a multi-pitch site for rugby, so only those sites which are immediately adjacent to an existing club sites are of significant value.
 - New sites need to be of sufficient size to enable the marking out and floodlighting of at least two pitches, but three pitches is more viable from a club perspective
 - Sites need to have clubhouse facilities including changing and social area
 - Sites need to be reasonably flat but have good natural drainage and enable the pitches to be marked out according to RFU technical guidance.
 - Sites should have no or very limited informal use.
- 5.63 The section below provides a summary of growth in Rugby and a scenario test (Appendix 6) to meet the demand. It should be noted that the growth is not specifically allocated to any one club or site from 2021 onwards.

2016

- 5.64 It is known that Ashlawn Road Recreation Ground which is used by Rugby St Andrews is under pressure in terms of rugby use, primarily because of the lack of floodlit pitches for training, and also that this club is committed to a fast rate of growth. The three football pitches were not used to capacity in 2014/15, although they are at peak time for the season 2015/16.
- 5.65 At this time it is not possible to relocate any of the football use to elsewhere as the site which has spare capacity both in terms of the number of pitches and their use, Whinfield Recreation Ground, requires improvement to make it more attractive to users.

- 5.66 Alternative options therefore need to be explored on the Ashlawn Road Recreation site which can provide more capacity for the rugby use, at least in the short-medium term. This might include floodlighting additional pitches.
- 5.67 At the Old Laurentians site the RFU Area Facilities Manager and the club are exploring the option of re-orientating the floodlit pitch to a more north-south position which better aligns to the RFU guidance. This would help to bring an additional area into play, but not an area equivalent to a full size pitch. There would be requirement to adjust the floodlights if this proposal went ahead. In the longer term there is also the option of floodlighting an additional pitch.

2021

- 5.68 Only limited housing growth will have occurred in Rugby by 2021 and the team numbers have not therefore grown significantly, though there is some growth, mainly at the mini and youth age groups. Without any changes to the pitch supply there would be an overall deficit of 6 pitches, with a training deficit of 14 pitches.
- 5.69 If it was possible to improve the Whinfield Recreation Ground site for football, then it may be possible to relocate some of the football use away from Ashlawn Road Recreation Ground and to convert at least one of the football pitches to rugby. If this could be achieved, then this would give the potential for floodlighting more of the pitches and provide sufficient capacity on the site to allow Rugby St Andrews RFC to grow beyond its targets for 2018. However progress towards this goal, and the growth of the Rugby St Andrews club will need to be kept under review, both as part of the annual action plan, and in the full review of the strategy in 2019-2020.
- 5.70 The floodlighting and associated pitch improvements of additional pitches at Newbold on Avon and Fenley Fields the home to Old Laurentians would help address their lack of training capacity. If the pitch issues at Old Laurentians can be resolved, two of the existing pitches could be floodlit. The training needs at Webb Ellis Road (Rugby Lions) is partially addressed though temporary lights on the field shared with Rugby Cricket Club since permanent lights are not an option on this shared site.
- 5.71 These site changes would however still mean that there is too limited pitch capacity for matches across the urban area with an overall deficit of one pitch, and there would be a continuing deficit of almost 6 pitches in relation to the midweek training needs.

2026

- 5.72 By 2026 there is anticipated to be a very significant increase in demand, with new teams across all of the age groups. With no additional provision, there would be a deficit of around 9 pitches overall, and a training deficit of over 17 pitches within the urban sub area.

5.73 The scenario test for 2026 considers the impact of additional floodlighting at Fenley Field (Old Laurentians) and on a fourth pitch at Ashlawn Road Recreation Ground (Rugby St Andrews) assuming the football is relocated. However even with these changes, there would still be a lack of mid-week training capacity of over 3 pitches and also be shortage of match pitch space of just over one pitch.

2031

5.74 By 2031 there is expected to be a significant impact from housing growth and growth in the game overall in and around Rugby town, with 11 new mini teams, 7 additional youth teams and 6 additional adult teams. Without further provision for rugby, it is anticipated that there would be a deficit of 12 pitches for matches and a deficit of 20 training pitches.

5.75 Appendix 6 considers three alternative scenarios.

- The first scenario test assumes that the parks pitches at Alwyn Road and GEC become floodlit and the pitch quality is improved to enable more intensive use. This also assumes that rugby has four floodlit pitches at Ashlawn Road whilst football reduces to two. The pitches at Newbold on Avon are floodlit, as are 3 at Fenley Field (Old Laurentians), and 2 at Webb Ellis Road (Rugby Lions) with the 2nd pitch here being shared with cricket and having demountable lights. This scenario theoretically provides a reasonable response to the demand, but there would still be a deficit of one match pitch and two training pitches. Under this scenario there would be some, but limited justification for a 3G rugby specification pitch.
- The second scenario test considers the implications of retaining the non-floodlit pitches at Alwyn Road and GEC as at present, and floodlighting the existing pitches at Ashlawn Road, but without expanding rugby use on this site. This scenario still has the pitches at Newbold on Avon as floodlit, as are 3 at Fenley Field (Old Laurentians), and 2 at Webb Ellis Road (Rugby Lions) with the 2nd pitch here being shared with cricket and having demountable lights. The outcome of this scenario test is that there is a deficit of 8 pitches for the midweek training capacity, and an overall pitch deficit in the urban area of 5. Under this scenario, there would be clear justification for a 3G rugby specification pitch to be provided in the town by 2031.
- The third scenario test considers the implications of retaining the non-floodlit pitches at Alwyn Road and GEC as at present but with improved pitches, and expanding rugby to the whole of the Ashlawn Road Recreation Ground site to provide 6 full size floodlit pitches. There would also be floodlighting of all of the pitches at Newbold and Fenley Field (Old Laurentians), and 2 at Webb Ellis Road (Rugby Lions) with the 2nd pitch here being shared with cricket and having demountable lights. This option would provide just sufficient training capacity mid-week and a slight surplus of pitch space overall, and would not require the development of a 3G rugby specification pitch.

Summary

- 5.76 Overall there is expected to be a growth in the number of teams across the borough in the period up to 2031 as the population grows, and the main focus of this will be in the urban area. The sport is already significantly short of space for mid week training (around 11 pitches equivalent) and also for some match space, a deficit of approximately 3 pitches in the urban area, as assessed by the RFU. This is in large part due to a lack of floodlit pitches for mid-week training.
- 5.77 Broadstreet Rugby club has spare capacity now and draws most of its membership from the Coventry area. It is not therefore affected by the planned housing growth around Rugby town, and has not therefore been included within the scenario test options. However should there be future housing growth closer to this club, then the future demand on the club will need to be re-evaluated.
- 5.78 Unless there is new pitch supply in the urban area, the deficits in pitch space will worsen, with an anticipated shortfall of over 17 pitches for midweek training, and 9 pitches for matches by 2026, and 20 pitches for training and 12 pitches for matches by 2031. Given the existing pressures on the clubs, it is therefore clear that action and investment is required to enable the clubs to respond to the potential increase in demand.
- 5.79 There are a number of alternative scenarios which would help to meet the needs of rugby as a sport in the period up to 2031, based around the existing club sites.
- One option is to expand rugby to the whole of the Ashlawn Road Recreation Ground site, providing 6 floodlit grass pitches. If the pitches at the other club sites at Newbold on Avon, Fenley Field (Old Lurnetians), and Webb Ellis Road (Rugby Lions) can be floodlit or sufficient other off pitch training areas can be made available, then it is theoretically possible to cater for all of the training and match needs of the sports on the existing sites.
 - An alternative option for supporting increased training is the development of a full size 3G pitch with rugby specification surface. This is potentially a realistic option in Rugby, if the existing pitch at Warwickshire College was to be converted to this type of pitch when it becomes due for re-carpeting. However there is often reluctance amongst the clubs to move their regular training from grass based at their club sites, to 3G pitches off site. This because of both the additional cost that pitch hire incurs, and the loss of the secondary spend to the clubs on training nights.
- 5.80 The decision about the future of the Warwickshire College pitch will need to be confirmed at a later date because: it is not due for resurfacing until probably after 2021; it is currently use for hockey which is incompatible with a 3G surface; and it is currently hired for football leagues as well as some football training.
- 5.81 Given this, there are three priorities for rugby in the urban area of the borough:

- to significantly improve the quality of pitches on the club sites through improved drainage, maintenance and floodlighting of all the pitches on the club sites, but not on GEC or Alwyn Road Recreation Ground
 - extend the pitch area at the existing rugby club sites if opportunities arise, for example through adjacent housing development
 - support improvements at Whinfield Recreation Ground to both the pitches and clubhouse to enable this to become an attractive site for adult football, in order to release Ashlawn Road Recreation Ground for rugby.
- 5.82 If it is not possible to improve the existing club sites as above and to convert Ashlawn Road Recreation Ground to rugby, then there is clear justification for a full size rugby specification 3G pitch, for which the most realistic site would be at Warwickshire College, converting the existing hockey specification artificial pitch when it is due for re-carpeting.
- 5.83 Post 2031 there may be options for using some of the Rugby Radio Station committed space for outdoor sports for community rugby. However the details of the site are still at an early stage, and will require further negotiation between Rugby Borough Council and the developers. As the options are uncertain, this needs to be kept under review in both the annual and 5-year reviews of this playing pitch strategy.
- 5.84 The 17 pitches of 1.2 ha in size proposed by this strategy (the existing club and parks sites plus the expansion of Ashlawn Road Recreation Ground to rugby) each gives a total pitch area within the urban sub area of 20.4 ha.
- 5.85 In planning for future (and protecting existing) playing fields for rugby, as with football and cricket, there is a need to not only take into account the area of the pitches themselves, but also the necessary supporting infrastructure including changing pavilion and car parking, and landscaping as needed. Rugby Borough Council has an established approach, and in the 2010 Playing Pitch Strategy the total area for playing fields is calculated at 150% of the area of the pitches for both football and rugby. This approach has also been adopted elsewhere and has been tested at planning inquiries. It is therefore proposed that this approach is continued as part of the recommendations in this strategy, where the application of standards is required.
- 5.86 Using the allowance of 150% of the pitch area for the ancillary facilities, including car parking and clubhouse, this means that there needs to be a total playing field area for rugby within the urban sub area of 30.6 ha.
- 5.87 The 6 pitches at Broadstreet have an area of 7.2 ha, with an estimated playing field area for the site of 10.8 ha.
- 5.88 The total area for rugby playing field space by 2031 across the borough is therefore 41.4 ha, or an average of 0.32 ha per 1000 population.

Justifying developers' contributions

- 5.89 Developer contributions for playing pitches will be sought from new residential developments at a provision rate of 0.32 ha Rugby playing pitches per 1000 population. In seeking contributions account must be taken as to whether the demand arising from a proposed development can be met within the existing network of accessible playing pitches and that are of sufficient quality, or whether new or improved quality provision will be required.
- 5.90 The priority will be to invest in the existing sites in order to improve their quality and enable more intensive use. There is also a need within the urban area to improve Whinfield Recreation Ground in order to enable the relocation of adult football to this site from Ashlawn Road Recreation Ground, enabling Ashlawn Road to be devoted to rugby.
- 5.91 Further to this, any new developments within the urban sub area of the authority are likely to generate new demand for rugby which is beyond the capacity of the enhanced rugby club sites and the two parks pitches which are anticipated to be retained. If new housing comes forwards it will be necessary to assess whether new provision should be on or off site, and the starting point will be the assessment of demand in terms of the amount of new playing field space which would be generated by the housing development. In general terms there is most likely to be a need for the largest developments to make provision on site, but other developments will be expected to contribute to projects off site. The assessment as to the amount of pitch space and playing field space needed is based on the above assessment of the future need for football, i.e. 0.32 ha per 1000. Where this calculation results in a new demand of more than 5.4 ha of playing field space, the new provision is likely to be required on site, inclusive of the ancillary facilities such as changing and car parking.
- 5.92 Where the individual new housing development requirements for playing field space is less than 5.4 ha within a single development, but there are a number of new housing developments sited reasonably close together and which, when considered together will be result in a demand larger than this, then a new site of the appropriate size to cater for all of the new demand is likely to be required. The new provision will need to be sited so that it is accessible to all of the new housing developments, with a maximum travel time of 20 minutes. In this case the value of the contribution should be based on the cost of the land acquisition, and the Sport England costs for both the making up of the pitches and provision of ancillary facilities.

Conclusions and Recommendations

Current supply and demand

- 5.93 There are seven rugby clubs in Rugby, all of which are located within the urban area of the authority, with the exception of Broadstreet which is close to Coventry. The clubs in Rugby town draw most of their members from the borough, whilst Broadstreet only has about a third of its players living here.
- 5.94 Broadstreet has a large site and does not fully use it, but this contrasts with all of the other clubs in that they are either almost at full capacity, or have more players than they can easily provide for.
- 5.95 All of the clubs except for AEI and Rugby Welsh either have the freehold of their sites or long leaseholds. AEI and Rugby Welsh use the Borough Council facilities. Old Laurentians also use Bilton School for their u13s.
- 5.96 The RFU have identified the pinch-points for the clubs in their summary of July 2015 (Figure 53). In terms of mid week training needs, there is currently a theoretical shortfall of 10 pitches for training, and 3 for matches within the urban area. In terms of the overall site capacity compared to demand, the RFU model suggests that Rugby St Andrews and Old Laurentians have the greatest deficit. AEI and Rugby Welsh have no access to floodlit pitches, so do not train regularly.
- 5.97 The Old Laurentians are currently considering how their site can be better used to provide for more and better quality space, and have recently developed a mini/training area on site. However they club shares their ground with cricket, so a fundamental review is needed to confirm the best options for the two sports on the site. There may however be an option for realigning one of the existing pitches to make more efficient use of the site and enable the development of an off-pitch training area.
- 5.98 Rugby Lions also shares its ground with cricket, and the Rugby Cricket Club has recently received substantial grant aid funding towards improvements at the ground. Any intensification of use of the second rugby pitch which overlaps with the cricket outfield will therefore be dependent on an effective maintenance regime agreed between the two clubs, and in the longer term probably continued reliance on demountable lights.
- 5.99 Rugby St Andrews is based on Ashlawn Road Recreation Ground, a Council site which has 3 rugby and also 3 football pitches. This is the only site where a resident rugby club could potentially be expanded. However any relocation of the football use will need to be dependent on investment in football facilities elsewhere, particularly at Whinfield Recreation Ground, where improvements are needed to the clubhouse to make it appropriate for a 5 adult pitch site, and there may also be a need to improve the pitches themselves. In the short-medium term, the priority

here is to consider whether additional space can be made off pitch for the club to use for training.

Future requirements

- 5.100 The modelling suggests that there will be an increase in rugby demand, particularly in the urban sub area which will have younger age profile than elsewhere. There will be more teams in every age group.
- 5.101 If three extra full size pitches can be provided at Ashlawn Road Recreation Ground, and the existing grass pitches at all of the other club sites can be improved by floodlighting, drainage and higher levels of maintenance, plus the ancillary facilities improved where necessary, then theoretically all of the match and training demand can be met in the period up to 2031 across the urban sub area. However the pitches under this option will be used to their maximum as the training needs, if met on site, will mainly be on pitches which are also used for matches at the weekends.
- 5.102 The expansion of rugby at Ashlawn Road Recreation Ground, the home to Rugby St Andrews is dependent upon ability to relocate the football use to Whinfield Recreation Ground, which will necessitate investment in the clubhouse and potentially the pitches.
- 5.103 If it is not possible to convert Ashlawn Road Recreation Ground to rugby use or to achieve the pitch improvements at the other club sites then there is justification for the development of a rugby specification 3G pitch. The best option would at Warwickshire College when the site is due for re-carpeting, but this would require the confirmation of support of the college nearer the time, and also the re-location of the hockey use (see section relating to artificial pitches, 3.69). This proposal will therefore need to be under review and confirmed in the annual updates of this strategy and in its next full review.
- 5.104 Broadstreet RFC have more than sufficient space for their current needs and are looking for other ways of making better use of their site and facilities. However they also provide for a range of other non-club rugby training and squad sessions and these are likely to continue, eventually leading to more demand.
- 5.105 In the very long term, consideration should be given to the development of a new rugby club site on the Rugby Radio Station housing development, potentially sometime after 2031.

Recommendations

5.106 The highest priorities for the period up to 2020 are:

- Ashlawn Road Recreation Ground (Rugby St Andrews) - provide additional floodlit off-pitch training space, and improve pitch drainage and maintenance. Expand rugby use of site if football can be relocated.
- Fenley Fields (Old Laurentians) - improve pitch drainage and maintenance. Realign existing pitch to enable development of floodlit training area, which will also require the relocation of the existing floodlights.

5.107 The potential need to convert the Warwickshire College artificial grass pitches to rugby specification 3G will need to be kept under review.

5.108 New community rugby provision on the Rugby Radio Station site post 2031 should be explored as the master-planning for this site moves forwards.

SECTION 6: JUSTIFYING DEVELOPERS' CONTRIBUTIONS FOR PITCHES

- 6.1 A key output of the playing pitch strategy is the development of a proposed approach for the justification of developers' contributions for housing in Rugby Borough for the period up to 2031. This is required to both guide developers' contributions prior to the introduction of the Community Infrastructure Levy (CIL), and in the longer term as part of the CIL justification.
- 6.2 The strategy has shown that the priorities for community investment across the Borough for improvements to the existing playing field sites, including: improved pitch quality; improved/replacement changing and other ancillary facilities and; provision of a full size 3G football turf pitch meeting the requirements of the FA register. In the longer term there may also be a need to invest in other artificial turf pitch sites to meet the changing needs of the Borough, in particular to provide for football, but also potentially for rugby training.
- 6.3 However it is recognised that, except in the largest developments where on-site provision can, and should, be made as part of a planning condition, developer contributions to most sports facilities are only likely to be able to generate a small proportion of the costs of any specific project.
- 6.4 A key purpose, reflected by the steps through which this Playing Pitch Strategy has been developed, is therefore to establish the potential partnerships in funding facility investment. To this end, the strategy has been developed with the close involvement of Sport England, the Football Association, Rugby Football Union, the England and Wales Cricket Board, and England Hockey. The strategy therefore not only provides justification for investment requested from developers where appropriate, but is also one of the essential documents for the justification of investment by other potential investors such as: Sport England, the Lottery, the national governing bodies, and other partners such as the Football Foundation.
- 6.5 On occasion there may be projects that can be delivered with no significant new investment, but which require the support of the stakeholders. Examples of this might be changing the size of football pitches marked out on a site from adult to youth pitches, or changing the sport provided on a grass pitch, from say football to rugby. As these changes can be sensitive matters for those concerned, the Playing Pitch Strategy Implementation Table also includes this type of proposal, again with the agreement of the national governing bodies and Sport England.

6.6 When developer contributions are being sought for individual applications the Council will need to take into account the NPPF policy that planning obligations (including developer contributions) should only be sought where they meet all 3 tests of NPPF para 204 which links to CIL Regulation 122). The 3 CIL tests are:

- *Necessary to make the development acceptable in planning terms*

If the sport infrastructure is not provided, the impact of the proposal will be unacceptable as it will not meet the needs of the relevant policies, and will lead to increased pressure on the existing facilities, for example by taking them beyond their capacity.

- *Directly related to the development*

The amount of demand which will be generated by the development will be identified through estimating the number of residents living in the proposed dwellings and applying the local demographic profile. The impact on the local infrastructure will then be determined based on how the development relates to the catchment area for each particular facility, and the existing and future expected balance in the supply of that facility with the new demand.

The contributions sought for sport and recreation will therefore be directly related to the development.

- *Fairly and reasonably related in scale and kind to the development*

With a known demand for sport and recreation facilities directly related to the development as described above, and an assessment of the impact of the development on the supply and demand balance caused by the development, the contributions sought can be both fairly and reasonably assessed to be in scale and kind to the development.

6.7 Once CIL has been implemented, then the facility investment priorities are not tied to these CIL tests, and funding can be directed to the infrastructure priorities identified in the CIL Reg 123 list, wherever located across the authority.

6.8 As this Playing Pitch Strategy only takes account of housing included in the September 2014 trajectory plus some additional population for the urban sub area, it will be necessary to determine what approach to provision is relevant for each proposed housing site. For the larger housing developments, this may be justification for on-site provision, whilst elsewhere there may be justification for off-site provision.

6.9 Where the new housing is located in the urban area and there is sufficient capacity for the new population across the existing sites, then the contribution would be off site towards justified and costed facility improvements. New provision however is very likely to be needed for grass playing pitches for rugby and cricket, and may

well be required for football, as the existing facility network has very little or no spare capacity to cater for any demand beyond that already anticipated. Therefore further tests based on the standards below will be required and further provision may be justified.

- 6.10 Where the housing developments are located in a rural area, and there is sufficient capacity for the new population, off-site contributions will be sought for quality improvement to the nearest site providing for the sport where justified and costed investment needs have been identified.
- 6.11 Where on site provision is required, then there will be a need to identify this requirement at the earliest stages of the master-planning process because of the land budget and planning contribution implications.
- 6.12 Where a need has been identified, and if the CIL tests are met, the following standards will be used to determine whether developers' contributions are required on-site or off-site, and the value of these contributions.

Standard for quantity

- 6.13 The following includes the playing field area around the pitches to provide for the changing/clubhouse, car parking and landscaping. These are based on the assessments within the sports specific sections of the Playing Pitch Strategy, football para 3.90, cricket para 4.42, rugby para 5.88)
- For grass football: 0.38 ha / 1000
 - For grass cricket: 0.23 ha / 1000
 - For grass rugby: 0.32 ha / 1000
- 6.14 This provision is based on the fundamental principle that wherever possible, the playing pitch area for each sport should to remain separately provided for in order to reduce the conflicts with extended seasons, and to ensure quality.

Accessibility

- 6.15 There are good levels of accessibility across the urban sub area, and clubs in this area tend to draw their members from across the town. The urban sub area will therefore be treated as a single area, both in terms of housing and the supply of facilities.
- 6.16 The rural area of the authority is large and it is difficult to drive across all of the authority within 20 minutes. Any investment should therefore be directed towards the nearest site which caters for the sport and for which there is an identified need for investment.

Quality

- 6.17 There is now an extensive set of sports facility design advice available from Sport England and the major national governing bodies of sport. The planning policies for Rugby Borough in relation to the quality standards for sports facilities should therefore refer back to this guidance, both for design and layout. However there are specific aspects of design which should be taken into account in the policy framework guiding the provision of community playing field space. These are summarised below.

SECTION 7: IMPLEMENTATION

Introduction

7.1 The implementation of the Strategy will be achieved through a combination of approaches, by Rugby Borough Council and its partners. There are a number of recommendations emerging from the Strategy which require specific actions and investment, and others which are more a matter of ensuring the protection of the existing network of sites and opportunities for sport and active recreation. The formal planning standards and policies can be used as guidance for the negotiations of developers contributions linked to new housing.

Priorities for investment

7.2 Rugby Borough Council and its partners will treat this Strategy as a live document and will aim to undertake a number of action points arising from it. The first priority for implementation will therefore be an action plan which is led and coordinated by the Council on an interdepartmental basis, and will involve the key stakeholders. This will be based around the project specific proposals set out in Figure 51 which have been widely consulted upon with appropriate parties e.g. sports representatives, users, and providers. These proposals:

- Set out sport and site specific actions, with clear priorities;
- Indicate who is responsible for the delivery of each action and facility priority, and who else can help with its implementation;
- Provide challenging but realistic and deliverable actions;
- Provide an indication of the resource implications of each action, including where possible any associated financial costs, and how these resources could be secured;
- Set timescales for the delivery of each action.

Overview of priorities

7.3 The priorities for investment of this Playing Pitch Strategy for each pitch type in the period up to 2020 are summarised below:

- Artificial grass pitches:
 - Develop a match specification full size 3G football turf pitch at Rugby Town Juniors.
 - Support the introduction of community use to the AGP at Bilton Grange School for the hockey club use, including as needed the development of changing/ clubhouse and car parking.
 - If a further large size hockey pitch(es) is made available for hockey and the college is agreement, convert the pitch Warwickshire College to 3G rugby specification when it requires re-carpeting.

- Football grass pitches:
 - Hillmorton Recreation Ground – provision of changing which is appropriate for the use of the site and undertake pitch works as necessary
 - Whinfield Recreation Ground – assessment of the quality of the pitches and changing facility, and subsequent improvements to enable more intensive adult use of this site.
 - Rugby Town Juniors – provision of full size 3G pitch.
 - Barr Lane, Brinklow – improve pitches and provide basic wash facilities
 - Church Lawford – provide basic wash facilities
 - Improve pitch quality at:
 - Addison Road
 - Dunchurch Recreation Ground
- Cricket
 - Dunchurch Recreation Ground – to improve pitch quality as the cricket overlaps with football
 - Fenley Field/Old Laurentians - – to improve pitch quality as the cricket overlaps with rugby
 - Newbold Cricket Club – replace artificial strip, provide practice nets and improve site security
 - Wolston Community Leisure Centre/Wolston Cricket Club – resurface car park
 - Marton Cricket Club – provide practice nets
 - Willoughby Cricket Club – provide officials changing
- Rugby
 - Ashlawn Road Recreation Ground – provide additional flood-lit off-pitch training area
 - Fenley Field/Old Laurentians – improve pitch drainage and maintenance

7.4 Where the primary need is for the improvement of pitches or ancillary facilities, these have not been costed because it will depend upon the specific factors at each site. Sites that require pitch improvements will require inspection by specialist sports turf agronomists to determine improvements and costs. However reference can be made to the costs schedule produced by Sport England as part of their Protecting Playing Fields programme. Copies of these are provided as Appendix 4, or see <http://www.sportengland.org/funding/our-different-funds/protecting-playing-fields/budget-costs/>.

7.5 The facility proposals will be phased over time as there are some urgent and high priorities, and others which will require attention in the longer term or are a lower priority.

Figure 57a: Site specific proposals – urban sub area

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority	
New sites													
Rugby Radio Station								Confirm details of the pitch provision and ancillary facilities to be provided for community use within each phase of development				M	
Gateway								Confirm details of the pitch provision and ancillary facilities to be provided for community use. Expected to be in use by 2018/19.				M	
Existing sites													
ADDISON ROAD, RUGBY, CV22 73Z	Urban	RBC	Football Youth 9v9	Yes	Poor	No changing facilities		Pitch is poor quality. No changing facilities available	Retain and maintain. Improve pitch drainage.	Pitch works see para 7.3	2017–2018	L	
ALWYN ROAD RECREATION GROUND, RUGBY, CV22 7RA	Urban	RBC	Football Adult 11v11	Yes	Standard	Standard		All pitches are used to capacity	Retain and maintain pitches and ancillary.	Pitch works see para 7.3	2018 – 2019	M	
			Football Adult 11v11	Yes	Standard								
			Football Youth 11v11	Yes	Standard								Poor drainage
			Senior Rugby Union	Yes	Standard								

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
ASHLAWN ROAD POLO GROUND, RUGBY, CV22 5EP	Urban	Sports Club	Polo	Yes	Good	Good		Summer pitches for Rugby Polo Club	Retain and maintain			
ASHLAWN ROAD RECREATION GROUND, RUGBY, CV22 5QQ	Urban	RBC	Football Adult 11v11	Yes	Standard	Good		Rugby pitches are overused but football pitches have spare capacity though used at peak time Lack of available floodlit training space for rugby.	Invest in pitch quality by improving pitch maintenance and drainage. Relocate football to Whinfield Rec if that site is improved. Floodlight all pitches	Pitch works see para 7.3 Cost tbc Cost tbc £50,000	2016 2016 2017 – 2018	H H H
			Football Adult 11 v 11	Yes	Standard							
			Football Adult 11v11	Yes	Standard							
			Senior Rugby Union	Yes	Standard							
			Senior Rugby Union	Yes	Standard							
			Senior Rugby Union	Yes	Standard							
AVON MILL RECREATION GROUND,	Urban	RBC	Football Adult 11v11	Yes	Standard	No changing facilities		No changing facilities QEI protected site and part of larger	Convert to youth pitches	Pitch works see para 8.3	2015-2016	H

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
RUGBY, CV21 1DE			Football Youth 11v11	Yes	Standard			park.				
BEN TOWN THORNS, EASENHALL, CV23 OJE	Urban	RBC	Football Youth 11v11	No	Standard	No changing facilities		Privately owned site. No changing facilities ore security of use	Seek to retain access			
BILTON GRANGE SCHOOL, DUNCHURCH CV22 6QU	Urban	Independent School	AGP	No	Good	No changing facilities		Currently no community use of the site. No changing or parking for AGP	Develop changing and car parking for community use if community use agreement can be secured.	£745,000 for 4 team change plus car park (£tbc)	2017 – 2018	H
BILTON SCHOOL, RUGBY, CV22 7JT	Urban	School	AGP	Yes	Standard	Standard		AGP due for refurbishment by 2018.				H
			Junior Rugby Union	Yes	Standard			Changing facilities not used				
BOUGHTON ROAD RECREATION GROUND, CV21 1QW	Urban	RBC	Gaelic Football		Standard	No changing facilities		No Parking or changing facilities Single team playing on occasional basis Site floods	Retain for Gaelic football. Future of site is dependent on demand.			?

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
CHURCH LAWFORD FOOTBALL PITCH, CV23 9EE	Urban	RBC	Football Youth 9v9	Yes	Standard			No changing facilities	Retain and maintain pitch. Provide basic wash facilities	TBC	2018 – 2019	L
CLIFTON UPON DUNSMORE RECREATION GROUND, RUGBY, CV23 0DE	Urban	RBC	Football Adult 11v11	Yes	Standard			Site has spare capacity	Convert to junior and mini football		2016 – 2017	M
DUNCHURCH RECREATION GROUND, DUNCHURCH, CV22 6PN	Urban	RBC	Football Adult 11v11	Yes	Standard	Good		Football uses cricket outfield which causes issues with quality in the overlapping season	Seek to improve pitch quality.	Pitch works see para 7.3	2017 – 2018	H
			Cricket	Yes	Standard							
FENLEY FIELD, RUGBY, CV22 7QT (OLD LAURENTIANS)	Urban	Sports Club	Senior Rugby Union	Yes	Standard	Standard		Rugby pitches are over used resulting in pitch quality issues. Lack of training capacity. Changing/ function room and parking need improvements	Review rugby pitch layout and design, floodlight an additional pitch. Develop new off-site training area by realigning existing pitch. Relocate existing floodlights.	Pitch works see para 7.3	2016	H
			Senior Rugby Union	Yes	Standard							
			Senior Rugby Union	Yes	Standard							

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
			Cricket	Yes	Standard			Issues with overlapping cricket and rugby pitches Issues with overlapping cricket and rugby pitches.	Improve overall pitch quality by improving maintenance and drainage			
FREEMANTLE RECREATION GROUND, CV22 7ST	Urban	RBC	Football Youth 11v11	Yes	Standard	No changing facilities		Site is unused and prone to flooding. Currently marked out is one youth pitch. Fields in Trust protected site.	Cease use for football pitches for the short term, but retain for 2 x youth pitches as demand grows with the increase in population. If possible move use to elsewhere as new pitches at RRS and Gateway come into use.			
			Football Youth 11v11	Yes	Standard							
			Football Mini 5v5	Yes	Standard							
			Football Mini 5v5	Yes	Standard							
GEC SITE, RUGBY, CV22 5ED	Urban	RBC	Football Adult 11v11	Yes	Standard	Standard		Site is intensively used, but of a good quality	Retain and maintain. In medium-longer term switch to youth provision if 2 x 3G pitches developed and other pitches	Pitch works see para 7.3		M
			Football Adult 11v11	Yes	Standard							

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
			Senior Rugby Union	Yes	Standard				improved, allowing adult use to be moved elsewhere.			
HARRIS SCHOOL SPORTS CENTRE, RUGBY, CV226EA	Urban	School	Football Adult 11v11	No	Standard			No security use of use				
			Football Youth 11v11	No	Standard			No spare capacity on site				
HILLMORTON FC, LEICESTER ROAD, RUGBY, CV21 1DJ	Urban	Sports Club	Football Adult 11v11	No	Standard	Poor		Private site no longer in use	Seek mitigation measures for loss of playing field if site becomes subject of a planning application for development.			H
			Football Mini 5v5	No	Standard							
HILLMORTON RECREATION GROUND, RUGBY, CV21 4LB	Urban	RBC	Football Adult 11v11	Yes	Standard	None		No teams using the site in 2014 – 2015 season Hillmorton FC moving here for 15 – 16 season onwards. Changing facilities are condemned. Field is used intensively as open space and protected	Pitch improvements as required	Pitch works see para 8.3 Changing: £250,000	2016 – 2017	H
			Football Adult 11v11	Yes	Standard				Pitches for 2015-16 marked out: 2 x snr; 1 x youth; 1 x 9v9; 1 x 7v7; 1 x 5v5. Cricket taken out.			
			Football Adult 11v11	Yes	Standard				New changing pavilion (4 team change) and car			
			Football Youth 9v9	Yes	Standard							

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
			Cricket	Yes	Standard			QEll field	parking Not appropriate for cricket use.			
KING GEORGE V FIELD, LONG LAWFORD, CV23 9DE	Urban	Parish	Football Adult 11v11	Yes	Standard	Standard		Parking issues during game times. King George V is a protected field	Retain and maintain			
LONG LAWFORD RECREATION GROUND, CV23 9DJ	Urban	Parish	Football Youth 9v9	Yes	Standard	No changing facilities		No changing facilities or car parking	Retain and maintain			
NEWBOLD ON AVON CRICKET CLUB, RUGBY, CV21 1EZ	Urban	Sports Club	Cricket	Yes	Good	Poor		Good quality pitches but ancillary facilities are poor. Major problems with vandalism. Site also used for rounders.	Replace artificial turf strip Provide 2 bay practice nets Support club to improve security	£15,000 £60,000 TBC	2016 2016 2016	H H H
NEWBOLD RUGBY CLUB, RUGBY,	Urban	Sports Club	Senior Rugby Union	Yes	Standard	Poor		Changing facilities are poor	Improve changing Improve	TBC	2017-2018	M

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
CV21 1EZ			Senior Rugby Union	Yes	Standard				maintenance on existing pitches and floodlight in phases.			
			Senior Rugby Union	Yes	Standard							
ROKEBY PLAYING FIELD, RUGBY, CV22 5QT	Urban	RBC	Football Adult 11v11	Yes	Standard	No changing facilities		Large multi-pitch site but no changing or car parking. No use in 2014-2015 season.	Retain for long term use as playing field site as population grows. Use for youth provision as no changing available. Address car parking issues prior to site coming into use.	Pitch works see para 8.3 Car parking tbc	2021-2026	M
			Football Adult 11v11	Yes	Standard							
RUGBY SCHOOL PLAYING FIELDS, BARBY LANE, CV22 5DW	Urban	Independent School	Cricket	No	Good			Limited community use on an unsecured basis				
RUGBY SCHOOL SPORTS CENTRE, RUGBY, CV22 5DJ	Urban	Independent School	AGP – Sand based	No	Good	Good		No security of community use. Significant lack of parking causing major issues Limited community	Seek to retain access. 3 rd large size sand AGP proposed adjacent to others.			
			AGP – Sand based	No	Good							

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
			Cricket	No	Good			use on an unsecured basis No availability for matches for AGP's on Saturday afternoons				
RUGBY TOWN FOOTBALL CLUB, RUGBY, CV21 3SD	Urban	Sports Club	AGP – 3G	Yes	Standard	Standard		Condition survey required to establish longevity of the carpets.	Retain and maintain. Need to resurface in 2016 (10 years old).			
			AGP – Mini 3G		Standard							
			Football Adult 11v11	No	Good			No community use of stadia pitch				
RUGBY TOWN JUNIORS FOOTBALL CLUB, RUGBY, CV23 4PN	Urban	Sports Club	AGP – Mini 3G	Yes	Standard	Good		Rapidly expanding major club	Develop a full size 3G AGP match to FA certification. Expand site into adjacent land to provide further grass pitches	£750,000 Grass pitch works see para 7.3	2015 - 2016 2015-2016	H H
			AGP – Mini 3G	Yes	Standard			Some pitches are over marked.				
			Football Adult 11v11	Yes	Standard			Club is reaching capacity on existing pitches				
			Football Adult 11v11	Yes	Standard							
			Football Youth 11v11	Yes	Standard							

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
			Football Youth 11v11	Yes	Standard							
			Football Youth 9v9	Yes	Standard							
			Football Youth 9v9	Yes	Standard							
			Football Mini 7v7	Yes	Standard							
			Football Mini 7v7	Yes	Standard							
			Football Mini 7v7	Yes	Standard							
			Football Mini 7v7	Yes	Standard							
			Football Mini 7v7	Yes	Standard							
			Football Mini 7v7	Yes	Standard							
SHEAF AND SICKLE, OAKFELD CRICKET CLUB, LONG LAWFORD, CV23 9DT	Urban	Sports Club	Cricket	No	Good	Standard		Good quality site used by 9 teams	Retain and maintain			

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
WARWICKSHIRE COLLEGE (RUGBY CENTRE)	Urban	College	AGP – Sand based	Yes	Standard	Good		Pitch used for both hockey and football. In the view of the hockey club the pitch is over sanded, which makes play difficult.	Address over sanding in the short term. When due for re-carpeting convert to 3G rugby specification	£150,000 for pitch conversion	2020	H
WEBB ELLIS ROAD, RUGBY, CV22 7AU	Urban	Sports Club	Senior Rugby Union	Yes	Standard	Standard		Cricket with pavilion and rugby on the outfield. Recent investments for Rugby CC in pitch quality from ECB and SE funding. Issues with informal use.	Retain and maintain			
			Senior Rugby Union	Yes	Standard							
			Cricket	Yes	Standard	Good						
			Cricket	Yes	Standard							
WHINFIELD RECREATION GROUND, RUGBY, CV21 3SD	Urban	RBC	Football Adult 11v11	Yes	Standard	Poor		Site with spare capacity for football. Cricket disused.	Prioritise adult football but retain youth and mini pitches. Appoint Institute of Groundsmanship or similar to assess pitch quality. Act on recommendations. Improve quality of	Grass pitch works see para 7.3 £400,000	2015/16	H
			Football Adult 11v11	Yes	Standard							
			Football Adult 11v11	Yes	Standard							
			Football Adult 11v11	Yes	Standard							2016/17

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
			Football Adult 11v11	Yes	Standard				changing provision to enable full use of adult pitches for leagues. Replace pavilion if required. Take out cricket square and reuse for football.			
			Football Youth 11v11	Yes	Standard							
			Football Mini 5v5	Yes	Standard							
			Cricket	Yes	Standard							

Figure 57b: Site specific proposals – rural central sub area

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
BINLEY WOODS PRIMARY SCHOOL, COVENTRY, CV3 2QU	Rural Central	School	Football Youth 9v9	No	Standard	No changing facilities		No security of use.	Explore securing the community use of the playing fields		2016 – 2017	L
			Football Mini 5v5	No	Standard							
			Football Mini 5v5	No	Standard							
BINLEY WOODS RECREATION GROUND, CV3 2JH	Rural Central	Parish	Football Adult 11v11	Yes	Standard	Standard			Retain and maintain.			
BROADSTREET RUGBY CLUB, COVENTRY, CV3 2AY	Rural Central	Sports Club	Senior Rugby Union	Yes	Good	Good		Large site with spare playing field space.	Retain and maintain. Support club to explore additional uses of site.			
			Senior Rugby Union		Good							
			Senior Rugby Union		Good							
			Senior Rugby Union		Standard							
			Senior Rugby Union		Standard							

			Senior Rugby Union		Standard								
DYERS LANE PLAYING FIELD, WOLSTON, CV8 3HE	Rural Central	Parish	Football Adult 11v11	Yes	Standard	No changing facilities		Single pitch site with no teams playing this season	Retain as playing field as local informal facility.				
RYTON RECREATION GROUND, RYTON-ON-DUNSMORE, CV8 3FD	Rural Central	Parish	Football Youth 11v11	Yes	Standard	No changing facilities			Retain and maintain				
ST MARGARET'S SCHOOL WOLSTON, CV8 3HJ	Rural Central	School	Football Mini 7v7	No	Standard	No changing facilities		No security of use	Explore securing the community use of site for mini football		2015 - 2016	L	
WOLSTON COMMUNITY LEISURE CENTRE, CV8 3PD	Rural Central	Trust	AGP – 3G	Yes	Standard	Good		AGP incorrect size for matches					
			Football Adult 11v11	Yes	Standard			Cricket occasionally used – 1 artificial strip, issues with outfield due to intensive football use.					
			Football Adult 11v11	Yes	Standard								
			Football Adult 11v11	Yes	Standard								
			Football Mini 7v7	Yes	Standard								
								Good quality changing facilities but car park surface is poor	Resurface car park	TBC (trust)	2016-2017	H	

			Cricket	Yes	Standard								
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Figure 57c: Site specific proposals – rural north sub area

Site Name	Sub Area	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
BARR LANE PLAYING FIELD, BRINKLOW, CV23 0LU	Rural North	Parish	Football Adult 11v11	Yes	Standard	No changing facilities			Retain for football	Pitch works see para 7.3	2017 – 2018	M
			Football Youth 9v9	Yes	Standard				Improve pitch maintenance to increase quality			
REVEL COLLEGE STRETTON UNDER FOSSE CV23 OPE	Rural North	Private	Football Adult 11v11	No	Standard	No changing facilities			Seek to retain access			
			Football Youth 11v11	No	Standard							
			Cricket	No	Standard							
SHILTON PLAYING FIELD, COVENTRY, CV7 9JZ	Rural North	Parish	Football Adult 11v11	Yes	Standard	Standard			Retain and maintain			
			Football Adult 11v11	Yes	Standard							
			Cricket	Yes	Standard							

WOLVEY PLAYING FIELD, WOLVEY, LE10 3LT	Rural North	Parish	Football Adult 11v11	Yes	Standard	Standard		Football pitch unused (2014 –2015) Fields in Trust protected field	Retain and maintain as informal local facility.			
			Cricket	Yes	Standard							

Figure 57d: Site specific proposals – rural south sub area

Site Name	Sub	Site control	Pitch Type	Secure community use?	Pitch quality	Quality of ancillary facilities	Spare capacity ref current use	Key issues	Proposal	Cost	Date	Priority
BOURTON AND FRANKTON RECREATION GROUND, CV23 9QS	Rural	Parish	Football Adult 11v11	Yes	Standard	Standard			Retain and maintain.			
			Cricket	Yes	Standard							
FLECKNOE CRICKET CLUB, CV23 8AT	Rural	Sports Club	Cricket	Yes	Standard	Standard			Retain and maintain			
MARTON VILLAGE CRICKET CLUB, CV23 9SA	Rural	Sports Club	Cricket	Yes	Good	Good		Good quality site with pavilion but no practice nets	Retain and maintain Provide 1 bay practice net	£30,000	2016-2017	L

PLOTT LANE PLAYING FIELD, STRETTON-ON- DUNSMORE, CV23 9HL	Rural	Parish	Cricket	Yes	Standard	Standard		Site is available but unused	Retain and maintain as will be required in future as population of Rugby Borough grows.			
STRETTON-ON- DUNSMORE PLAYING FIELD, CV23 9NP	Rural	Parish	Football Youth 11v11	Yes	Standard	Standard		Pitch is unused. Part of a larger park site	Retain and maintain			
WILLOUGHBY CRICKET CLUB, CV23 8BZ	Rural	Sports Club	Cricket	Yes	Good	Standard		Good quality cricket ground that is well used. Lacks officials changing	Retain and maintain Provide officials changing rooms	TBC	2018-2019	L

Funding

- 7.6 It is important to ensure that all of the available resources are carefully targeted and tailored to meet the needs of the whole community so any initial capital investment and long term revenue commitments can be fully justified.
- 7.7 The site by site table in Figure 57 provides an overview of the priorities for investment across the borough, in the short, medium and longer term. Where an investment need is identified, there is potential for these projects to be included in the CIL 123 list once it is implemented, or possibly via the parishes as part of their funding associated with new development. The identified priorities will also inform the priorities of the authority's partners including Sport England and the national governing bodies of sport.
- 7.8 As the local authority finances are stretched and previous major national funding programmes are now no longer available, the proposals are likely to be funded and supported by a range of partners and new facility provision might be via a mix of public and private sources. There are likely to be an increasing number of innovative partnership arrangements over the next few years both in relation to capital and revenue projects, and consideration should be given by the Council to exploring all of the available options to enable the delivery of the strategy's proposals.
- 7.9 Funding sources and programmes vary significantly over time, and there is limited benefit in exploring in detail all of the funds available at this point. As each facility is considered, a variety of options for funding will need to be explored by the Council and the potential developers of each project. These might include, in no particular order:
- Mixed development – perhaps delivering community sports facilities as part of a wider regeneration scheme;
 - Developers' Contributions – by locking the strategy into planning policy, through S106 or CIL when implemented.
 - Land disposals and partial land development – where agreed as surplus to need;
 - Partnership delivery and joint funding - by working with key partners such as schools;
 - Partnership funding - with major sports clubs and their National Governing Bodies of Sport (NGBs), Football Foundation and others;
 - Sport England/UK Sport funds including via the Protecting Playing Fields fund
 - Lottery Funds;
 - Government funding via regeneration and growth programmes
 - Council's own funds allocated to deliver facilities within the council's ownership.

Procurement and management

- 7.10 The nature and process of the procurement of the facilities covered by this strategy and their long term management will fundamentally depend upon the type and scale of facility. It is likely that many sports and recreation facilities will increasingly become the responsibility of a sports club(s), either directly or indirectly.

Review and Monitoring

- 7.11 There should be an annual review of the Strategy which will help to maintain the momentum and commitment to its implementation. This will also help to ensure that the original supply and demand information is no more than two years old without being reviewed. If significant changes emerge, then an interim update should be undertaken. This annual review will also update the implementation table in order to inform CIL and S106 investment priorities.

- 7.12 Given the uncertainties with some of the key pitch sites in Rugby there should be a review of the proposals in spring 2016 to take account of progress on:

- the deliverability of Rugby Town Juniors full size 3G football turf AGP
- the development of the proposed Rugby School 3rd hockey surface AGP
- changing/clubhouse provision at Hillmorton Rec, and the timescales for this provision
- the quality assessment and estimated costs of works on the pitches and clubhouse at Whinfield Recreation Ground
- the current Oakfield Recreation Ground planning application
- the outcome of any other development proposals, and the funding secured from these
- clarification on the future provision at Rugby Radio Station site, in the short, medium and longer term.

- 7.13 There should be a full review of the strategy within 5 years to take account of:

- anticipated housing growth within Rugby and on its boundaries;
- general changes in participation and attractiveness of individual sports;
- technical changes to sport facility requirements;
- the development of new or loss of existing facilities since the strategy was completed;
- facilities developed or lost to community use within the adjacent authorities;
- cross-boundary co-ordination between local authorities;
- facility investment decisions by the Council and its partners.
- growth patterns in the sport at the individual club level.