



DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

OCTOBER 2022

QUALITY, INTEGRITY, PROFESSIONALISM

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Cert Num: 6543-QMS-001

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

CONTENTS

ABBREVIATIONS	1
PART 1: INTRODUCTION	2
PART 2: VISION	8
PART 3: AIMS.....	8
PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS	10
PART 5: STRATEGIC RECOMMENDATIONS	43
PART 6: ACTION PLAN.....	56
BRIERLEY HILL ANALYSIS AREA	59
CENTRAL DUDLEY ANALYSIS AREA	67
HALESOWEN ANALYSIS AREA.....	74
NORTH DUDLEY ANALYSIS AREA	82
STOURBRIDGE ANALYSIS AREA	89
PART 7: HOUSING GROWTH SCENARIOS	98
PART 8: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE	104

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

ABBREVIATIONS

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
BAFA	British American Football Association
BC	Bowls Club
BCGBA	British Crown Green Bowling Association
BFA	Birmingham County FA
BSUK	Baseball Softball United Kingdom
CFA	County Football Association
CONGU	Council of National Golf Unions
DCMS	Department for Culture, Media and Sport
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FF	Football Foundation
FIFA	Fédération Internationale de Football Association
FPM	Facilities Planning Model
GMA	Grounds Management Association
HC	Hockey Club
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
LFFP	Local Football Facilities Plan
NFFS	National Football Facilities Strategy
NGB	National Governing Body
NHS	National Health Service
NPPF	National Planning Policy Framework
PPS	Playing Pitch Strategy
PPOSS	Playing Pitch and Outdoor Sport Strategy
PQS	Performance Quality Standard
RFL	Rugby Football League
RFU	Rugby Football Union
RLFC	Rugby League Football Club
RUFC	Rugby Union Football Club
TC	Tennis Club
U	Under
WCB	Worcestershire Cricket Board

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 1: INTRODUCTION

A Playing Pitch & Outdoor Sport Strategy (PPOSS) has been commissioned the Black Country authorities of Dudley, Sandwell, Walsall and Wolverhampton, together with the Black Country Consortium, to assess playing pitch and outdoor sport facility needs across the individual local authority areas. The output is provision of four separate needs assessments and strategies across the aforementioned authorities as well as one additional overarching framework.

This report provides the Strategy for Dudley. Building upon the preceding Assessment Report, it provides a clear, strategic framework for the maintenance and improvement of existing playing pitch and accompanying ancillary facilities up to 2039 (in line with the previously proposed Black Country Plan, which will now be replaced by four separate local plans). It has been developed to provide:

- ◀ A vision for the future improvement and prioritisation of playing pitches and outdoor sports facilities.
- ◀ A number of aims to help deliver the recommendations and actions.
- ◀ A series of strategic recommendations which provide a strategic framework for the improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch and outdoor sport facility stock.
- ◀ A series of sport by sport recommendations which provide a strategic framework for sport led improvements to provision.
- ◀ A prioritised area-by-area Action Plan to address key issues on a site-by-site basis.

The Strategy is delivered in accordance with Sport England's Playing Pitch Strategy (PPS) Guidance (for playing pitch sports) and Sport England's Assessing Needs and Opportunities Guide (for "non-pitch" sports). Sport England's PPS Guidance details a stepped approach, separated into five distinct sections:

- ◀ Stage A: Prepare and tailor the approach
- ◀ Stage B: Gather information and views on the supply of and demand for provision
- ◀ Stage C: Assess the supply and demand information and views
- ◀ Stage D: Develop the Strategy
- ◀ Stage E: Deliver the Strategy and keep it robust and up to date

This report represents Stage D of the process, with stages A-C covered in the preceding Assessment Report and Stage E ongoing once the study is complete. The lifespan of a PPOSS is considered to be three years, although this can be increased if it is regularly kept up to date.

A PPOSS delivers the evidence required to ensure that sufficient land is available to meet existing and projected future outdoor sport requirements. Its robust evidence base should inform and be implemented into planning policy and other relevant corporate strategies to enable local policies, planning and sport development criteria to work efficiently and effectively. It is capable of:

- ◀ Providing a clear framework for all playing pitch and outdoor sport providers, including the public, private and third sectors.
- ◀ Clearly addressing the needs of all identified sports within the area, picking up on particular local demand issues.
- ◀ Addressing issues of population growth and major growth/regeneration areas.
- ◀ Addressing issues of cross boundary facility provision.
- ◀ Addressing issues of accessibility, quality and management with regard to facility provision.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◀ Standing up to scrutiny at a public inquiry as a robust study.
- ◀ Supporting funding applications.
- ◀ Providing realistic aspirations which are implementable within the local authority's budgetary position and procurement regime.

The Strategy and Action Plan recommends several priority projects for Dudley which should be realised over the Local Plan period. It provides a framework for improvement and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding which can assist.

Partner organisations have a vested interest in ensuring that existing playing pitches, outdoor sports facilities and ancillary provision are protected and enhanced. As such, many of the objectives and actions within this document need to be delivered and implemented by a wide range of bodies such as National Governing Bodies of Sport (NGBs), sports organisations, education establishments and parish/town councils. In many instances, the Council will not be the agency which delivers these actions or recommendations as the PPOSS is not just for the Council to act upon. It applies to/for all the stakeholders and partners involved.

Scope

A wide range of playing pitch and outdoor sports and associated facilities have been agreed for inclusion in the PPOSS in Dudley and across all four Black Country authorities. In full, the study covers:

- | | |
|--------------------------------------|--|
| ◀ Athletics | ◀ Bowls |
| ◀ Cricket | ◀ Cycling |
| ◀ Football (including 3G pitches) | ◀ Golf |
| ◀ Hockey (sand/water based AGPs) | ◀ Netball |
| ◀ Rugby union (including 3G pitches) | ◀ Rugby league (including 3G pitches) |
| ◀ Tennis | ◀ Water sports (e.g. sailing and water skiing) |

In addition, other grass pitch sports are included where identified as having a presence.

Study area

The study area for the Dudley PPOSS is the Dudley Metropolitan Borough Council boundary area. Further to this, sub areas or analysis areas have been used to allow for a more localised assessment of provision and examination of supply and demand at a local level. For this purpose, Dudley is split into the following five areas:

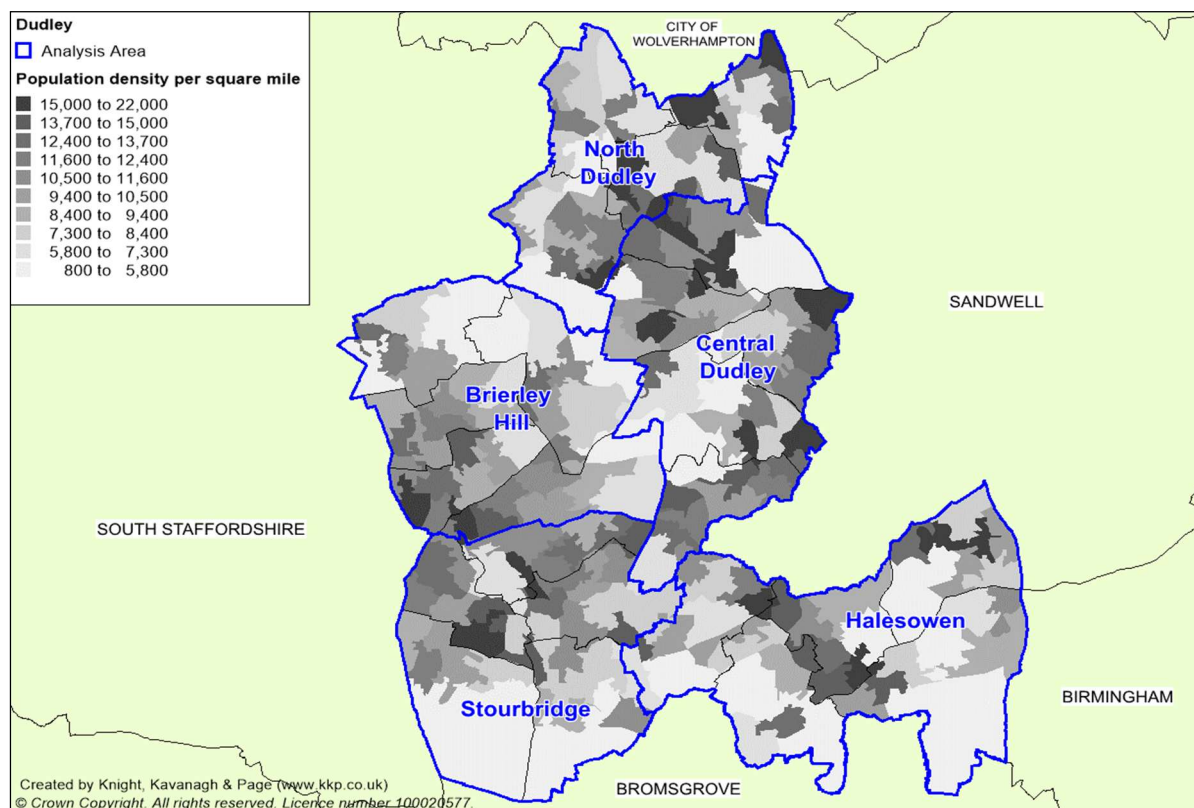
- ◀ Brierley Hill
- ◀ Central Dudley
- ◀ Halesowen
- ◀ North Dudley
- ◀ Stourbridge

These are shown in the figure overleaf.

Cross-boundary migration is also be explored, not only to and from the other three Black County authorities but also from the likes of Birmingham, Bromsgrove and South Staffordshire. This applies to demand from neighbouring authorities that imports into Dudley and demand from the Borough which exports out. As part of this, some sites that are technically outside of Dudley are included within the scope of the study due to their close proximity to the authority's border.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Figure 1.1: Analysis areas



1.1: Headline findings

The table below highlights the quantitative headline findings identified for the pitch sports included in the preceding Assessment Report. For qualitative and site-specific findings, please see Part 4: Sport Specific Recommendations and Scenarios, and Part 6: Action Plan.

Table 1.1: Quantitative headline findings (pitch sports)

Sport	Analysis area	Pitch type	Current supply/ demand balance (match equivalent sessions)	Future supply/ demand balance (match equivalent sessions)
Football (grass pitches)	Brierley Hill	Adult	Shortfall of 2	Shortfall of 2.5
		Youth 11v11	Shortfall of 2.5	Shortfall of 3.5
		Youth 9v9	Shortfall of 0.5	Shortfall of 0.5
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	At capacity
	Central Dudley	Adult	Shortfall of 2	Shortfall of 2.5
		Youth 11v11	Shortfall of 1	Shortfall of 1.5
		Youth 9v9	Shortfall of 2.5	Shortfall of 2.5
		Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
		Mini 5v5	At capacity	At capacity
	Halesowen	Adult	Shortfall of 6.5	Shortfall of 7
		Youth 11v11	At capacity	Shortfall of 1
		Youth 9v9	Shortfall of 4	Shortfall of 4
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Shortfall of 1	Shortfall of 1

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Analysis area	Pitch type	Current supply/ demand balance (match equivalent sessions)	Future supply/ demand balance (match equivalent sessions)
	North Dudley	Adult	Shortfall of 1.5	Shortfall of 2
		Youth 11v11	Shortfall of 1	Shortfall of 1.5
		Youth 9v9	Shortfall of 1.5	Shortfall of 1.5
		Mini 7v7	Shortfall of 1.5	Shortfall of 1.5
		Mini 5v5	At capacity	At capacity
	Stourbridge	Adult	Shortfall of 4	Shortfall of 5
		Youth 11v11	Shortfall of 3	Shortfall of 4
		Youth 9v9	Shortfall of 1	Shortfall of 1
		Mini 7v7	Spare capacity of 1	Spare capacity of 1
		Mini 5v5	Spare capacity of 2	Spare capacity of 2
Football (3G pitches) ^[2]	Brierley Hill	Full size	Shortfall of 0.75	Shortfall of 0.75
	Central Dudley		Shortfall of 1	Shortfall of 1
	Halesowen		Shortfall of 0.75	Shortfall of 0.75
	North Dudley		Shortfall of 1.75	Shortfall of 1.75
	Stourbridge		Shortfall of 0.75	Shortfall of 0.75
Cricket	Brierley Hill	Saturday	At capacity	At capacity
		Sunday	At capacity	At capacity
		Midweek	At capacity	At capacity
	Central Dudley	Saturday	At capacity	At capacity
		Sunday	Spare capacity of 24	Spare capacity of 24
		Midweek	Spare capacity of 36	Spare capacity of 36
	Halesowen	Saturday	Shortfall of 16	Shortfall of 16
		Sunday	Shortfall of 4	Shortfall of 4
		Midweek	Spare capacity of 6	Spare capacity of 6
	North Dudley	Saturday	Shortfall of 12	Shortfall of 12
		Sunday	Shortfall of 12	Shortfall of 12
		Midweek	Shortfall of 12	Shortfall of 12
	Stourbridge	Saturday	Shortfall of 37	Shortfall of 37
		Sunday	Shortfall of 25	Shortfall of 25
		Midweek	Shortfall of 21	Shortfall of 21
Rugby union	Dudley	Senior	No club-based demand identified so no club provision required	No club-based demand identified so no club provision required
Rugby league	Dudley	Senior	No demand so no provision required	No demand so no provision required
Hockey (sand AGPs)	Dudley	Full size	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch

^[2] Based on accommodating 38 teams on one full size pitch

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

For non-pitch sports, quantitative shortfalls can be more difficult to determine, with capacity guidance differing and with focus often away from formal club activity. The current and future picture for each sport is therefore instead summarised in the table below.

Table 1.2: Quantitative headline findings (non-pitch sports)

Sport	Current picture	Future picture
Tennis	There is a shortfall of capacity for two clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)	There is a shortfall of capacity for all three clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)
Netball	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.
Bowls	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.
Athletics	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.
Cycling	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.
Golf	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Current picture	Future picture
Water sports	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.
Other sports	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.

Conclusions

From a quantitative perspective, the existing position for each sport is either that demand is being met or that there is a shortfall, whereas the future position shows the creation of shortfalls for some pitch types and in some areas where demand is currently being met, as well as the exacerbation of existing shortfalls. Some level of shortfall is identified for all football pitch types, 3G pitches, cricket squares, hockey suitable AGPs, tennis courts and netball courts.

Where demand is being met, this does not necessarily equate to a surplus of provision, with any spare capacity instead considered to be a solution to overcoming current or future shortfalls. There is a resultant need to protect all existing outdoor sport provision until all demand is met, or there is a requirement to replace provision in accordance with the National Planning Policy Framework (NPPF) and Sport England's Playing Fields Policy.

For the most part, the shortfalls identified can be met by better utilising current provision, such as through improving quality, re-configuration, installing additional floodlighting, improving ancillary facilities and enabling access to existing unused provision, such as at unavailable school sites. However, there is a shortfall of 3G pitch and hockey suitable AGPs that can likely only be met through increased provision. With resources to improve the quality of grass pitches being limited, particularly at sites managed by the Council, an increase in such provision could also help reduce grass pitch shortfalls through the transfer of play, which in turn can reduce overplay and aid pitch quality improvements.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 2: VISION

Vision

This study has been developed on the basis of the above strategic drivers in order to ensure that it reflects the Council's wider ambitions. A vision has been set out to provide a clear focus with desired outcomes for the Dudley Playing Pitch Strategy:

"Provide a network of high quality sports pitches conducive to sustaining and increasing participation in the pursuit of a physically active and sporty Dudley, at the same time bringing together partners to ensure a coordinated approach to supply and demand."

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 3: AIMS

The following overarching aims are based on the three Sport England themes. It is recommended that they are adopted by the Council and partners to enable delivery of the overall PPOSS vision and Sport England planning objectives.

AIM 1

To **protect** the existing supply of outdoor sport facilities where it is needed to meet current and future needs.

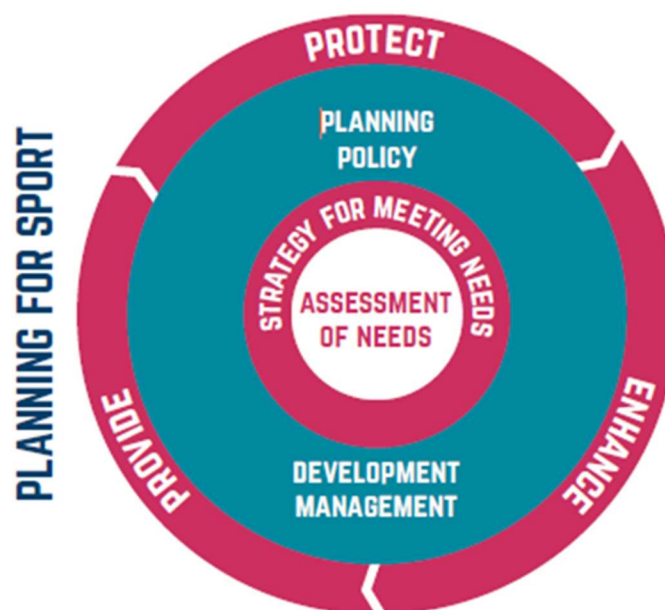
AIM 2

To **enhance** outdoor sport facilities and ancillary facilities through improving quality and management of sites.

AIM 3

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

Figure 3.1: Sport England themes



Source: Sport England, Planning for Sport Guidance (June 2019)

PART 4: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

In this section, in order to help develop recommendations and actions for each sport, and to understand their potential impact, a number of relevant scenario questions are tested against the key issues identified in the preceding Assessment Report for each sport. This then informs sport specific recommendations.

4.1: Football – grass pitches

Assessment Report summary

- ✦ **Actual spare capacity totals six match equivalent sessions per week across football pitches in Dudley, which is a minimal amount.**
- ✦ **A total of 44 pitches across 24 sites are overplayed by a combined total of 38 match equivalent sessions per week.**
- ✦ **There is a current future shortfall of adult, youth 11v11, youth 9v9 and mini 7v7 match equivalent sessions, whilst minimal capacity exists on mini 5v5 pitches.**
- ✦ The audit identifies a total of 176 grass football pitches within Dudley across 94 sites, with 152 pitches available, at some level, for community use across 75 sites.
- ✦ As a breakdown, there are 43 adult, 24 youth 11v11, 32 youth 9v9, 28 mini 7v7 and 25 mini 5v5 pitches that are available for community use.
- ✦ Lapsed/disused pitches are identified at eight sites.
- ✦ In addition to the lapsed and disused sites, nine council sites previously provide more pitches than they currently do.
- ✦ The Council and schools are the predominant supplier of football pitches.
- ✦ Stourbridge FC expresses an aspiration to take over the sole operation of War Memorial Athletic Ground due to clashes with cricket provision and a general lack of capacity, whilst several other clubs also have asset transfer aspirations.
- ✦ Halas Hawks JFC, Dudley Town FC, Cradley Town DC FC and Sedgley & Gornal FC also have ambition to acquire provision.
- ✦ Most community available pitches are considered to be standard quality, with 78 assessed as this, although there is also a large quantity assessed as poor (64).
- ✦ Only ten pitches are assessed as good quality.
- ✦ Quality of ancillary provision is an issue at sites such as Burton Road Playing Fields, Dudley Wood Playing Field, Huntingtree Park, King George V Park (Stourbridge), Lea Vale Playing Field, Lye Town Football Club, Sledmere Playing Fields, South Road Playing Fields and Wollaston Recreation Ground.
- ✦ Through the audit and assessment, 413 teams from within 100 clubs are identified as playing within Dudley, consisting of 89 adult, 186 youth and 138 mini teams.
- ✦ There is a trend of significant growth across Dudley in recent years.
- ✦ There are high levels of exported demand, with a large number of teams playing in neighbouring authorities due to a lack of pitch capacity and availability within Dudley.
- ✦ Dudley Town FC reports unmet demand in that it has teams that are unable to play due to a lack of pitch provision.
- ✦ A total of 16 clubs express latent demand in that they could field more teams if more pitch capacity was available to them.
- ✦ Based on population growth, an increase of six adult and eight youth teams is projected (to 2039), whilst 17 clubs report aspirations to grow by a combined total of 98 teams.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenarios

Improving pitch quality

In total there are 44 pitches overplayed in Dudley across 24 sites, with overplay equating to 38 match equivalent sessions per week. Improving quality of such provision (i.e., through increased maintenance or improved drainage) will increase capacity at the sites and as a consequence reduce both current and future shortfalls.

To illustrate the above, Table 4.1 highlights the current levels of overplay that would be alleviated if quality improved to good at each site. As a reminder, the capacity rating for each type and quality rating is:

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

Table 4.1: Overplay if all pitches were good quality (match equivalent sessions)

Site ID	Site name	Pitch type	No. of pitches	Current quality	Current capacity rating ¹	Good quality capacity rating ²
12	Burton Road Playing Fields	Youth (9v9)	1	Poor	0.5	2.5
14	Cavalier Drive Playing Field	Youth (9v9)	1	Poor	1	2
16	Clayton Park	Youth (9v9)	1	Poor	0.5	2.5
		Mini (7v7)	1	Poor	1	3
20	Coseley Leisure Centre	Youth (11v11)	4	Standard	1	7
27	Donkey Pool Playing Fields	Youth (9v9)	1	Poor	1.5	1.5
		Mini (7v7)	1	Poor	1	3
30	Dudley Wood Playing Field	Adult	1	Poor	1.5	0.5
		Youth (9v9)	1	Poor	2	1
		Mini (7v7)	1	Poor	1	3
37	Goals Soccer Centre	Adult	1	Standard	1	
38	Gornal Athletic Football Club	Adult	1	Standard	1.5	0.5
40	Green Park Sports Complex	Adult	1	Standard	0.5	0.5
44	Halesowen College	Adult	1	Standard	1.5	0.5
51	Homer Hill Recreation Ground	Adult	1	Standard	2	1
		Youth (9v9)	2	Standard	2	2
		Mini (5v5)	2	Standard	1	7

¹ Match equivalent sessions

² Match equivalent sessions

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site name	Pitch type	No. of pitches	Current quality	Current capacity rating ¹	Good quality capacity rating ²
56	Junction Road Playing Fields	Youth (11v11)	1	Poor	1.5	1.5
64	Lea Vale Playing Fields	Adult	1	Standard	1	
72	Mary Stevens Park	Youth (11v11)	2	Poor	1	5
		Youth (9v9)	1	Poor	0.5	2.5
102	Rufford Primary School	Youth (9v9)	1	Standard	0.5	1.5
107	Sledmere Primary School	Youth (11v11)	1	Standard	1	1
110	South Road Playing Fields	Youth (11v11)	2	Poor	0.5	5.5
121	War Memorial Athletic Ground	Adult	1	Good	0.5	0.5
123	Summerhill School	Adult	1	Standard	1	
		Youth (11v11)	1	Standard	1	1
126	The Crestwood School	Adult	1	Standard	1	
		Youth (11v11)	1	Standard	1	1
		Youth (9v9)	1	Standard	1	1
129	The Earls High School	Adult	2	Standard	1	1
		Youth (9v9)	1	Standard	1	1
137	The Wordsley School	Youth (11v11)	1	Standard	0.5	1.5
141	Windsor High School & Sixth Form College	Adult	1	Poor	1	1
144	Wollaston Recreation Ground	Adult	2	Poor	2.5	1.5

As seen, most overplayed pitches could accommodate current demand if quality improved to good. The only sites that would continue to accommodate some level of overplay are Gornal Athletic Football Club, Halesowen College, Homer Hill Recreation Ground and War Memorial Athletic Ground, whilst adult pitches at Goals Soccer Centre, Lea Vale Playing Fields, Summerhill School and The Crestwood School would be played to capacity (all other pitches would have some form of spare capacity).

Given the above, regardless of quality improvements, some play at Gornal Athletic Football Club, Halesowen College, Homer Hill Recreation Ground and War Memorial Athletic Ground should be transferred to sites with actual spare capacity or to an existing or additional 3G pitch. Alternatively, if space and other usage allows, pitch re-configuration at the sites could also be considered.

Overall, only two match equivalent sessions of overplay would remain across Dudley, compared to 38 match equivalent sessions currently, and this would also only exist on adult pitches. The impact this would have on the supply and demand balance across the Borough is shown in the table below, with all shortfalls being alleviated apart from two match equivalent sessions on adult pitches.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.2: Impact of improving pitch quality on overall supply and demand

Pitch type	Demand (match equivalent sessions per week)				
	Current actual spare capacity	Current overplay	Current total	Potential overplay	Potential total
Adult	-	16	16	2	2
Youth 11v11	-	7.5	7.5	-	0
Youth 9v9	1	10.5	9.5	-	1
Mini 7v7	2	3	1	-	2
Mini 5v5	2	1	1	-	2

Given the costs of improving pitch quality, alternatives also need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of 3G for competitive matches, which can not only alleviate overplay of grass pitches but can also aid quality improvements through the transfer of play and therefore reduced use. However, for sustainability, there also needs to be a sufficient level of midweek training demand taking place on the pitches.

Unmarked pitches

There are several sites in Dudley which previously provided more pitches than they currently do so due to the Council now only marking out pitches which are booked. This relates to the following:

- ♣ Abbey St Recreation Ground
- ♣ Cot Lane
- ♣ Donkey Pool Playing Fields
- ♣ Enville Road
- ♣ King George V Park (Stourbridge)
- ♣ Kinver Street
- ♣ Lister Road Open Space
- ♣ The Mere
- ♣ Withymore Playing Fields

Re-providing all pitches that were previously provided at these sites would have a considerable impact on the supply and demand balance, although quality would need to be sufficient to provide actual spare capacity and to attract demand. The table below explores the impact this could have.

Table 4.3: Impact of re-providing pitches at council sites

Pitch type	Demand (match equivalent sessions per week)	
	Current total	Potential total
Adult	16	7
Youth 11v11	6.5	4.5
Youth 9v9	9.5	7.5
Mini 7v7	1	1
Mini 5v5	1	1

As seen, shortfalls would be reduced, considerably so in relation to adult provision but also in relation to youth 11v11 and youth 9v9 provision.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Reintroducing lapsed/disused sites

A total of seven lapsed/disused football pitch sites are identified in Dudley. These sites previously accommodated a total of 12 pitches. The scenario below examines the impact reintroducing all pitches at these sites would have on current and future supply.

Table 4.4: Lapsed/disused provision

Site name	Lapsed/disused	Pitch type	Number of pitches
Harrison Road	Disused	Mini 7v7	2
Grange Park	Disused	Adult	1
		Mini 7v7	2
Marle Hole	Disused	Youth 9v9	1
Hurst Green Park	Disused	Adult	1
		Youth 11v11	1
Milking Bank Playing Fields	Disused	Adult	1
Pens Meadow School	Disused	Youth 11v11	2
Poole Crescent	Lapsed	Youth 11v11	1

As seen in the table above, reinstating lapsed/disused pitches would provide an additional three adult, four youth 11v11, one youth 9v9 and four mini 7v7 pitches. There would be no change in the pitch stock of mini 5v5 pitches.

Table 4.5: Impact on current supply and demand through reinstating lapsed/disused pitches

Pitch type	Demand (match equivalent sessions per week)	
	Current total	Potential total
Adult	16	13
Youth 11v11	6.5	2.5
Youth 9v9	9.5	8.5
Mini 7v7	1	3
Mini 5v5	1	1

The table above shows that reintroducing lapsed/disused football pitches in Dudley would create actual spare capacity on mini 7v7 pitches and reduce shortfalls of adult and youth pitches.

When considering future demand, a future shortfall of 16 match equivalent sessions per week on adult, 7.5 match equivalent sessions per week on youth 11v11 and 8.5 match equivalent sessions per week on youth 9v9 pitches would remain. Actual spare capacity would remain on mini pitches.

Table 4.6: Impact on future supply and demand through reinstating lapsed/disused pitches

Pitch type	Demand (match equivalent sessions per week)	
	Future total	Potential total
Adult	19	16
Youth 11v11	11.5	7.5
Youth 9v9	9.5	8.5
Mini 7v7	1	3
Mini 5v5	1	1

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Loss of sites without secure tenure

The table below identifies the total amount of demand that would need to be replaced if access was to be lost at all existing sites with unsecure tenure. This in total would amount to 59 match equivalent sessions.

Table 4.7: Summary of demand at unsecure sites

Site ID	Site name	Analysis area	Demand (match equivalent sessions per week)				
			Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
10	Bromley Hills Primary School	Brierley Hill	-	-	-	1.5	-
25	Dawley Brook Primary School	Brierley Hill	-	-	-	1.5	-
26	Dingle Primary School	Brierley Hill	-	-	-	1.5	-
33	Fairhaven Primary School	Brierley Hill	-	-	-	1	1
37	Goals Soccer Centre	Halesowen	3	-	-	-	-
58	King Edward VI College Sports Ground	Stourbridge	3.5	-	-	-	-
63	Lapal Primary School	Halesowen	-	-	-	2.5	4.5
73	Milking Bank Primary School	Central Dudley	-	-	-	2.5	-
75	Netherbrook Primary School	Central Dudley	-	-	-	2.5	-
78	Newfield Park Primary School	Halesowen	-	-	1.5	-	-
88	Pedmore High School	Stourbridge	-	1	1	-	1
89	Pegasus Academy	Central Dudley	-	1	-	-	1
100	Ridgewood High School	Stourbridge	-	3	-	-	-
102	Rufford Primary School	Stourbridge	-	-	2.5	-	-
123	Summerhill School	Brierley Hill	3	3	-	-	-
129	The Earls High School	Halesowen	5	3	-	-	-
137	The Wordsley School	Brierley Hill	-	4.5	-	-	-
141	Windsor High School & Sixth Form College	Halesowen	2	-	-	-	-
195	Jessons Primary School	Central Dudley	-	-	-	1.5	-
Total			16.5	15.5	5	14.5	7.5

If access to these sites was lost, it would have a dramatic impact on the overall supply and demand analysis of football pitches across Dudley, as indicated in the table below. Shortfalls would become evident on mini 5v5 pitches and significantly worsen on all remaining pitch types.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.8: Summary of supply and demand comparison without unsecure sites

Pitch type	Demand (match equivalent sessions)				
	Actual spare capacity	Overplay	Current total	Future demand	Total
Current supply and demand					
Adult	-	16	16	3	19
Youth 11v11	-	7.5	7.5	4	11.5
Youth 9v9	1	10.5	9.5	0	9.5
Mini 7v7	2	3	1	0	1
Mini 5v5	2	1	1	0	1
Supply and demand excluding sites with unsecure tenure					
Adult	-	32.5	32.5	3	35.5
Youth 11v11	-	22	22	4	26
Youth 9v9	-	14.5	14.5	0	14.5
Mini 7v7	-	15.5	15.5	0	1.5
Mini 5v5	-	6.5	6.5	0	6.5

Based on this information, it is important to attempt to secure tenure at these sites in order ensure current and future pitch shortfalls are minimised, although it is noted that this may not be possible at all venues. Priority should be placed at sites with the highest demand, or with the most provision.

Whilst not always possible, creating community use agreements between providers and users would ensure that such demand continues to be provided for in the longer-term. Where there is external investment on sites e.g., by an NGB or Sport England, there are opportunities to secure community use as part of the funding or approval agreement. Furthermore, external investment would likely be dependent on security of tenure being provided, with a lack of security of tenure a barrier to securing such funding.

Providing access to unavailable/unsecure sites

Currently, eight match equivalent sessions of actual spare capacity are discounted in Dudley due to no security of tenure being provided. If these pitches were to be made secure, shortfalls would reduce on adult and youth pitches and spare capacity would be created on mini 7v7 pitches.

Table 4.9: Current supply and demand balance without unsecure sites

Pitch type	Demand (match equivalent sessions per week)	
	Current total	Potential total
Adult	16	15.5
Youth 11v11	7.5	5.5
Youth 9v9	9.5	9
Mini 7v7	1	2.5
Mini 5v5	1	2

Furthermore, 24 match equivalent sessions of actual spare capacity would be established if access to all pitches currently unavailable for community use was gained. This would further reduce shortfalls/increase spare capacity, as seen in the table below.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.10: Impact on current supply and demand through securing access to unsecure sites

Pitch type	Demand (match equivalent sessions per week)	
	Current total	Potential total
Adult	16	15
Youth 11v11	7.5	2.5
Youth 9v9	9.5	5.5
Mini 7v7	1	7
Mini 5v5	1	6

After considering future demand, overplay of adult and youth 11v11 pitches worsens, as seen below.

Local Football Facility Plan (LFFP)

As improving the quality of all overplayed sites may not be feasible from an investment point of view, an alternative approach is to focus on improving strategic sites. To that end, the Local Football Facility Plan (LFFP) identifies ten sites for grass pitch improvements that are considered to be in need of investment and that are key for football across Dudley.

The table below identifies what the impact would be on the supply and demand balance of pitches at these sites if quality was improved to good.

Table 4.11: Impact of LFFP quality improvements

Site ID	Site name	Pitch type	No. of pitches	Quality	Current capacity rating	Good capacity rating
20	Coseley Leisure Centre	Adult	1	Standard	1	
		Youth (11v11)	4	Standard	1	7
27	Donkey Pool Playing Fields	Adult	1	Poor	1.5	0.5
		Youth (9v9)	1	Poor	1	2
		Mini (7v7)	1	Poor		4
		Mini (5v5)	1	Poor	1.5	2.5
30	Dudley Wood Playing Field	Adult	1	Poor	1.5	0.5
		Youth (9v9)	1	Poor	2	1
		Mini (7v7)	1	Poor	1	3
51	Homer Hill Recreation Ground	Adult	1	Standard	2	1
		Youth (9v9)	2	Standard	2	2
		Mini (5v5)	2	Standard	1	7
53	Hurst Green Park ³	Adult	1	Disused	Disused	3
		Youth (11v11)	1	Disused	Disused	4
56	Junction Road Playing Fields	Youth (11v11)	1	Poor	1.5	1.5
		Youth (9v9)	1	Poor		3
		Mini (5v5)	1	Poor	1	5
59	King George V Park (Stourbridge)	Adult	2	Poor		4
		Mini (7v7)	1	Standard	3.5	5.5
		Mini (5v5)	1	Standard	3	5

³ As the pitches on site are now disused, the scenario considers the impact of the previously accommodated pitches on site being brought back into use as good quality.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site name	Pitch type	No. of pitches	Quality	Current capacity rating	Good capacity rating
106	Sledmere Playing Fields	Mini (7v7)	2	Poor	2.5	10.5
		Mini (5v5)	1	Poor	1.5	5.5
110	South Road Playing Fields	Youth (11v11)	2	Poor	0.5	5.5
144	Wollaston Recreation Ground	Adult	2	Poor	2.5	1.5
		Mini (7v7)	1	Poor	1	5

Improving quality as set out in the table above would create 75 match equivalent sessions of additional capacity and create 5.5 additional match equivalent sessions of actual spare capacity. In addition, all but one of the pitches that are currently overplayed would have overplay alleviated, with only the adult pitch at Homer Hill Recreation Ground remaining overplayed.

The impact the improvements would have on the overall supply and demand balance is shown in the following table. Spare capacity is created on mini 7v7 pitches whilst additional capacity is generated on mini 5v5 pitches.

Table 4.12: Impact on current supply and demand if quality improved at LFFP sites

Pitch type	Demand (match equivalent sessions per week)	
	Current total	Potential total
Adult	16	6.5
Youth 11v11	7.5	3.5
Youth 9v9	9.5	4.5
Mini 7v7	1	2
Mini 5v5	1	5

Overall capacity on mini pitches would also exist when accounting for future demand, although the remaining pitch types would still evidence shortfalls.

Table 4.13: Impact on future supply and demand if quality improved at LFFP sites

Pitch type	Demand (match equivalent sessions per week)	
	Future total	Potential total
Adult	19	9.5
Youth 11v11	11.5	7.5
Youth 9v9	9.5	4.5
Mini 7v7	1	2
Mini 5v5	1	5

As the LFFP is a live document to be informed by an up-to-date PPS, it is recommended that the priority list is updated on the back of this study to account for changes in demand since the project was completed. To help guide this process, the table below comments on whether the PPS provides evidence to support the inclusion of the sites currently featured.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.14: Assessing LFFP priority list (grass pitch improvements)

Site ID	Site name	Comments	LFFP update recommendation
20	Coseley Leisure Centre	Key site with overplay identified	Retain for improvement
27	Donkey Pool Playing Fields	Key site that is poor quality and overplayed	Retain for improvement
30	Dudley Wood Playing Field	Key site that is poor quality and overplayed	Retain for improvement
51	Homer Hill Recreation Ground	Key site with overplay identified	Retain for improvement
53	Hurst Green Park	Disused playing field site which could be reinstated	Retain for improvement
56	Junction Road Playing Fields	Key site that is poor quality and overplayed	Retain for improvement
59	King George V Park (Stourbridge)	Key site with poor quality pitches	Retain for improvement
106	Sledmere Playing Fields	Key site that is poor quality	Retain for improvement
110	South Road Playing Fields	Key site that is poor quality and overplayed	Retain for improvement
144	Wollaston Recreation Ground	Key site that is poor quality and overplayed	Retain for improvement

In addition to the above, additions should also be sought given the quality issues and shortfalls evidenced across Dudley. In that regard, the following sites should be considered given the number of pitches supplied and the quality/overplay issues identified:

- ✦ Clayton Park
- ✦ Mary Stevens Park
- ✦ Summerhill School
- ✦ The Crestwood School
- ✦ The Earls High School
- ✦ Wollaston Recreation Ground

The impact of also improving these sites is shown in the table below. Only minimal shortfalls would remain on adult, youth 11v11, youth 9v9 and mini 7v7 pitches.

Table 4.15: Impact of adding pitch improvement sites to the LFFP

Pitch type	Demand (match equivalent sessions per week)	
	Existing LFFP total	Potential LFFP total
Adult	6.5	1
Youth 11v11	3.5	0.5
Youth 9v9	4.5	1.5
Mini 7v7	2	1
Mini 5v5	5	5

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Future demand

In the proceeding Assessment Report, future demand derived from population growth has been considered to determine the future supply and demand of pitches, with club aspirations not included as these are thought to be less likely to be achieved. However, this scenario considers the impact such aspirations would have if the growth predicted by clubs was to be realised.

Table 4.16: Incorporating future demand expressed by clubs into supply and demand analysis

Pitch type	Match equivalent sessions per week		
	Current future supply/demand balance	Additional future demand	Potential future supply/demand balance
Adult	19	3.5	22.5
Youth 11v11	11.5	10.5	21.5
Youth 9v9	9.5	10.5	20
Mini 7v7	1	10.5	11.5
Mini 5v5	1	14	13

As seen, the capacity shortfalls on adult, youth 11v11 and youth 9v9 pitches would considerably worsen, whilst the spare capacity identified on mini 5v5 pitches would be lost and a large shortfall created. This would then increase the need to act on the recommendations of the study e.g., improve quality and improve security of tenure.

Recommendations

- Protect existing quantity of pitches, including lapsed and disused provision, until all demand is being met (unless replacement provision meets Sport England requirements and is agreed upon and provided).
- Where pitches are overplayed and assessed as poor or standard quality, prioritise investment and review maintenance regimes to ensure it is of an appropriate standard to sustain use and improve quality.
- Use the LFFP as a guide to determine suitable sites for grass pitch investment and update the priority projects within it following this study.
- Utilise the Football Foundation's PitchPower app to assist in the improvement and ongoing maintenance of provision.
- Consider pitch re-configuration, on a site-by-site basis, where capacity of one pitch type can be used to reduce shortfalls of another, and where it can better accommodate what demand is received.
- Transfer play from sites which remain overplayed to alternative sites with spare capacity (or 3G provision), or to sites which are not currently available for community use.
- Consider bringing lapsed/disused sites back into use as well as pitches that were previously marked out at sites still in use.
- Work to accommodate exported, latent and future demand at sites which are not operating at capacity or at sites which are not currently available for community use.
- Look to secure tenure for those clubs accessing unsecure sites.
- Seek to gain access to sites not currently available for community use, particularly where a large quantity of pitches are provided.
- Improve ancillary facilities where there is a demand to do so and where it can benefit the wider footballing offer.
- Where appropriate, develop partnerships and/or lease arrangements with large, sustainable, development-minded clubs to manage their own sites.

- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.
- ◀ Where a housing development is not of a size to justify on-site football provision, consider using contributions to improve existing sites within the locality.
- ◀ Where a development is of a size to justify on-site football provision, focus on the creation of multi-pitch sites that reduce existing shortfalls, with accompanying clubhouse provision included given that single pitch sites without appropriate ancillary facilities can be unsustainable.⁴

4.2: Third Generation turf (3G) pitches

Assessment Report summary

- ◀ **Priority should be placed on the creation of new 3G pitches to meet the identified shortfalls for football training demand.**
- ◀ **Meeting the 3G pitch shortfall for training will also help alleviate grass pitch shortfalls and quality issues, providing that the transfer of play is pursued as and when more pitches are established.**
- ◀ **In addition, it is important to sustain the current pitch stock to ensure that the existing shortfalls are not exacerbated.**
- ◀ There are four full size 3G pitches in Dudley, of which all are floodlit and available for community use.
- ◀ There are also 30 smaller sized 3G pitches across nine sites, all of which are also floodlit and available for community use.
- ◀ Sedgley & Gornal FC and Stourbridge FC both have aspirations to develop 3G pitches (at Coseley Leisure Centre and War Memorial Athletic Ground), whilst Windsor High School has plans to convert its smaller sized sand-based AGP.
- ◀ The full size 3G pitches at Priory Road Football Complex, Leasowes Sport Centre and The Dell Stadium are currently FIFA/FA approved and can therefore host competitive matches, as are the smaller sized pitches at Redhill School and Halesowen College.
- ◀ The full size pitch at Thorns Leisure Centre is not accredited and it is poor quality having reached the end of its lifespan.
- ◀ The remaining full size 3G pitches are assessed as good quality, although the smaller sized pitches at Redhill School, The Crestwood School and The Soccer Zone also require resurfacing.
- ◀ The pitch at the Dell Stadium is World Rugby compliant, although it is not currently in use for this purpose.
- ◀ The existing 3G provision is reported to be operating at or close to capacity at peak times, with all current community activity being football-based.
- ◀ With 413 football teams currently playing in Dudley, there is a calculated shortfall of 4.75 full size 3G pitches to meet training needs.
- ◀ When accounting for future demand for an additional 14 teams (based on population increases), the shortfall increases 5.25 pitches.
- ◀ When assessing 3G pitch need by analysis area there is a current and future shortfall within each analysis area.
- ◀ There are currently 72 football teams using the 3G pitch stock for matches; whilst the number needed for matches will never outweigh the number of 3G pitches needed for training, maximising the pitches that are in place and that are proposed should be fully supported.
- ◀ No demand has been identified from other sports for access to 3G provision.

⁴ See Part 7 of this report for further information

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenarios

Accommodating football training demand

As evidenced in the preceding Assessment Report, in order to satisfy current football training demand (based on the FA's model of one full size 3G pitch being able to cater for 38 teams) there is a need for three full size 3G pitches to accommodate training demand.

Table 4.17: Current demand for 3G pitches by analysis area

Analysis area	Current number of teams	3G requirement ⁵	Current number of 3G pitches	Current shortfall
Brierley Hill	84	2.25	1.50	0.75
Central Dudley	88	2.25	1.25	1.00
Halesowen	82	2.25	1.50	0.75
North Dudley	73	2.00	0.25	1.75
Stourbridge	86	2.25	1.5	0.75
Dudley	413	11.00	6.00	5.00

When accounting for future demand from population growth, the overall shortfall remains at five pitches.

Table 4.18: Future demand for 3G pitches in Dudley for affiliated football team training

Analysis area	Future number of teams	3G requirement ⁶	Current number of 3G pitches	Future shortfall
Brierley Hill	87	2.25	1.50	0.75
Central Dudley	90	2.25	1.25	1.00
Halesowen	85	2.25	1.50	0.75
North Dudley	75	2.00	0.25	1.75
Stourbridge	90	2.25	1.5	0.75
Dudley	427	11.00	6.00	5.00

Potential site options to alleviate this shortfall are identified in the table below. Note this table is a starting point for discussion and should be updated as part of the Stage E process. For all of these developments, there is a need to ensure that other sports are not displaced and community use can be appropriately secured.

Table 4.19: Site options for new 3G pitch developments to alleviate training shortfalls

Analysis area	Future shortfall	Site ID	Site name
Brierley Hill	0.75	29	Dudley Sport Junior And Girls Football Club
		123	Summerhill School
		126	The Crestwood School
		127	The Dell Stadium
Central Dudley	1.00	40	Green Park Sports Complex
		50	Hillcrest School And Community College
		89	Pegasus Academy
Halesowen	0.75	23	Cradley Town Football Club
		44	Halesowen College

⁵ Rounded to the nearest 0.25

⁶ Rounded to the nearest 0.25

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Analysis area	Future shortfall	Site ID	Site name
North Dudley	1.75	129	The Earls High School
		131	The Grove
		5	Beacon Hill Academy
		20	Coseley Leisure Centre
		38	Gornal Athletic Football Club
		130	The Ellowes Hall Sports College
Stourbridge	0.75	68	Lye Town Football Club
		88	Pedmore High School
		100	Ridgewood High School

Inclusion within the table above does not mean that developments at all of these sites are required as the future shortfalls identified in each analysis area is less than the number of options identified. It simply aims to highlight the current site options to alleviate the identified shortfalls. In each case, Sport England reserves the right to assess any loss of playing field in accordance with its Playing Field Policy under Exception E5. It should also be noted, that the conversion of the AGP at Coseley Leisure Centre to 3G would only be supported if another full size, hockey suitable AGP is provided within Dudley beforehand.

However, when also incorporating potential future demand identified by clubs, which is considered to be more aspirational, the overall shortfall increases to 7.5 full size pitches.

Table 4.20: Potential future demand for 3G pitches in Dudley for affiliated football team training

Analysis area	Future number of teams	3G requirement ⁷	Current number of 3G pitches	Future shortfall
Brierley Hill	101	2.75	1.50	1.25
Central Dudley	126	3.25	1.25	2.00
Halesowen	88	2.25	1.50	0.75
North Dudley	99	2.50	0.25	2.25
Stourbridge	100	2.75	1.5	1.25
Dudley	514	13.50	6.00	7.5

Moving match play demand to 3G pitches

To further the use of 3G pitches for matches, the FA is keen to work with local authorities to understand the potential demand for full size floodlit 3G pitches should all competitive matches that are currently played on council pitches be transferred. The following table therefore calculates the number of teams currently using council facilities in Dudley for each pitch type.

Table 4.21: Number of teams currently using council pitches

Pitch type	Pitch size	Peak period	No. of teams
Adult	11v11	Sunday PM	19
Youth	11v11	Sunday AM	65
Youth	9v9	Sunday AM	37
Mini	7v7	Sunday AM	42
Mini	5v5	Sunday AM	38
Total			201

⁷ Rounded to the nearest 0.25

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

The FA suggests an approach for estimating the number of full size 3G pitches required to accommodate the above demand for competitive matches, as seen in the table overleaf.

Table 4.22: 3G pitches required for the transfer of council pitch demand

Format	No. of teams at peak time	No. of matches at peak time	3G units required per match	Total 3G units required	3G pitches required
Adult	19	9.5	32	304	4.75
11v11	65	32.5	32	1,040	16.25
9v9	37	18.5	10	185	2.89
7v7	42	21	8	168	2.63
5v5	38	19	4	76	1.19

A total of 28 (rounded up from 27.71) 3G pitches would be required to accommodate all matches currently played on council pitches. In Dudley, there are currently six full-size 3G pitches and an expected future shortfall of 7.5 3G pitches based on the FA training model. As this number is significantly above the number of pitches required to meet training demand, it is not deemed to be feasible to transfer all competitive matches played on council pitches to 3G, although that is not to say such usage could not be maximised.

An alternative approach to consider is the transfer of all mini football to 3G provision given the high volume of matches that can be played at one time. The table below therefore tests a scenario to permit all 5v5 and 7v7 football to transfer to 3G pitches within Dudley based on a programme of play at current peak time (Sunday AM).

Table 4.23: Moving all mini matches to 3G pitches

Time	AGP	Total games/teams
9.30am – 10.30am	4 x 5v5	4/8
10.30am – 11.30am	2 x 7v7	2/4
11.30am – 12.30pm	2 x 7v7	2/4
12.30pm – 1.30pm	2 x 7v7	2/4

Based on the above programming and separate start times for mini 5v5 and mini 7v7 matches, the overall need is for five full size 3G pitches to accommodate all current mini match play demand. This is calculated based on 38 teams playing 5v5 football and 42 teams playing 7v7 football at peak time.

With a current 3G pitch requirement in Dudley for training demand of 13.50 pitches, it is therefore considered feasible that all mini football could be accommodated on 3G pitches if training shortfalls were to be alleviated.

The table below tests a similar scenario for youth 9v9 football.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 4.24: Moving all 9v9 matches to 3G pitches

Time	AGP	Total games/teams
10am – Noon	2 x 9v9	2/4
Noon – 2pm	2 x 9v9	2/4
2pm – 4pm	2 x 9v9	2/4

This demand could also be accommodated on five full size pitches based on 70 teams currently playing this format within Dudley at peak time. As such, it is also worth noting that if all youth 9v9 football was moved to a Saturday and all mini football was retained on a Sunday (or vice versa), it is feasible that all current demand for mini and 9v9 football could be accommodated on five pitches, which is just one more than currently provided.

Local Football Facility Plan (LFFP)

The LFFP for Dudley identifies the need for a full size, floodlit 3G pitch in the North Dudley Analysis Area as well as the smaller sized, floodlit 3G pitch at Bishop Milner Catholic College (Central Dudley), which has already been established.

As the LFFP is a live document to be informed by an up to date PPS, the priority project list should be revisited following this study and updated/amended based on the findings, if necessary. To help further guide this process, the table below identifies what impact delivering the current projects would have on existing shortfalls.

Table 4.25: Impact of delivering current LFFP 3G projects

Analysis area	3G requirement ⁸	Current number of 3G pitches	Current shortfall	No. of proposed pitches	Shortfall if delivered
Brierley Hill	2.25	1.50	0.75	-	0.75
Central Dudley	2.25	1.25	1.00	-	1.00
Halesowen	2.25	1.50	0.75	-	0.75
North Dudley	2.00	0.25	1.75	1.00	0.75
Stourbridge	2.25	1.5	0.75	-	0.75
Dudley	11.00	6.00	5.00	1.00	4.00

The remaining LFFP project is warranted based on existing shortfalls. However, fewer pitches are identified in the LFFP than what is theoretically required overall, as evidenced by shortfalls across all analysis areas. Additional sites should therefore continue to be identified and added to the LFFP.

World Rugby compliant 3G pitches

World Rugby produced the 'performance specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. The RFU investment strategy for AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education establishments.

⁸ Rounded to the nearest 0.25

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

There is one full size World Rugby compliant 3G pitch within Dudley, located at The Dell Stadium. The pitch can therefore be used to accommodate rugby training activity and match play, although it is not currently recorded as doing this.

Given there is no demand for grass rugby pitches in Dudley (highlighted in Part 5 of this report), there is not a strong case for additional rugby union compliant 3G provision to be developed in future. The RFU advocates 3G pitches for rugby union should be located in areas where they can benefit numerous clubs across a local network, rather than just a host club.

Recommendations

- ◀ Protect current stock of 3G pitches.
- ◀ To alleviate identified competitive and training demand shortfalls, look to create additional 3G pitches by developing site options identified through further feasibility work.
- ◀ Ensure that any new 3G pitches have community use agreements in place.
- ◀ Encourage more match play demand to transfer to 3G pitches.
- ◀ Resurface the pitch at Thorns Leisure Centre to improve its quality and seek FA testing so that it can be used for competitive football.
- ◀ Ensure that all other full size and larger smaller sized pitches remain on the FA register are re-tested every three years to sustain certification.
- ◀ Ensure all current and future providers have in place a sinking fund to ensure long-term sustainability.
- ◀ Ensure that all new 3G pitches are constructed to meet FA recommended dimensions and quality performance standards.
- ◀ Ensure that any new 3G pitches are priced competitively against the cost of hiring a grass pitches and are aimed at local grassroots clubs.

4.3: Cricket pitches

Assessment report summary

- ◀ **There are seven squares that show potential spare capacity on grass wickets; however, none of these are considered to have actual spare capacity for senior cricket on a Saturday.**
- ◀ **Three squares have actual spare capacity on Sunday's, whilst five do during midweek for junior cricket.**
- ◀ **Four squares are overplayed, with total overplay equating to 65 match equivalent sessions.**
- ◀ **For senior cricket, both current and future shortfalls are evidenced on Saturdays and Sundays, whilst there is overall spare capacity during midweek for junior cricket.**
- ◀ In total, there are 12 grass cricket squares in Dudley, with all 12 available for community use.
- ◀ There are no squares provided in the Brierley Hill Analysis Area, whilst only square is present in both the Central Dudley and the North Dudley analysis areas.
- ◀ A disused square is located at Oldswinford & Stourbridge Social Cricket Club (Norwood Road) which Wordsley Wasps FC has now been granted a lease agreement for.
- ◀ There are NTPs accompanying grass wicket squares at six sites and there are standalone NTPs at nine sites.
- ◀ Of the clubs with lease arrangements in place, Pedmore CC reports a particular issue in that the agreement for its site, which is acquired from Worcester Diocese, expires in 2025.
- ◀ The audit of community available grass wicket cricket squares found six to be good quality and the remaining six to be standard quality; none are assessed as poor.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ✦ The NTPs servicing the squares at Lye Town Football Club and War Memorial Athletic Ground are considered to be poor quality.
- ✦ Oldswinford & Stourbridge Social CC has an aspiration to expand its social space and its changing rooms, whilst the provision servicing Halesowen CC also requires modernisation.
- ✦ Six clubs report a demand for new, improved or additional training facilities.
- ✦ There are eight clubs in Dudley which collectively provide 35 senior men's, six senior women's and 35 junior teams.
- ✦ Six clubs report that demand has increased over the previous three years, with none expressing a reduction in their number of teams.
- ✦ Amblecote & Wollaston CC, which is predominantly based in South Staffordshire, imports demand to War Memorial Athletic Ground on ad hoc basis on Sundays.
- ✦ Five Dudley-based clubs export demand (eight teams) to neighbouring local authorities, representing a substantial amount of exported demand.
- ✦ All clubs in Dudley form part of the All Stars initiative, whilst four clubs are running Dynamo's sessions.
- ✦ Three clubs take part in women's softball activities (Halesowen, Pedmore and Stourbridge cricket clubs).
- ✦ In addition to affiliated activity, the Lye T10 Cricket League operates from Lye Town Football Club, with 16 teams currently forming part of this.
- ✦ Netherton Cricket Club is used as a hub for Wicketz, whilst Thorns Leisure Centre is used for Chance to Shine Street activity.
- ✦ Future demand for two senior men's and four junior teams is predicted via population growth, whilst six clubs indicate aspirations to increase levels of participation, equating to three senior men's, four senior women's and nine junior teams.

Scenarios

Addressing overplay

Although a regular, sufficient maintenance regime can sustain sites with minimal levels of overplay a reduction in play is recommended to ensure there is no detrimental effect on quality over time.

In Dudley, overplay is identified at four sites and across four squares. The impact of improving quality at all these sites is considered in the table below.

Table 4.26: Overplay if all overplayed squares were good quality

Site ID	Site name	No. of squares	Square quality	No. of wickets	Current overplay (matches per season)	Potential overplay (matches per season)
19	Coseley Cricket Club	1	Standard	10	12	2
45	Halesowen Cricket Club	1	Good	14	16	16
68	Lye Town Football Club	1	Good	9	13	13
121	War Memorial Athletic Ground	1	Standard	14	24	10

As seen in the table above, the squares at Halesowen Cricket Club and Lye Town Football Club are assessed as good quality meaning capacity cannot be increased through quality improvements.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Of the overplayed squares, Halesowen Cricket Club is currently without an NTP, meaning the installation of one could alleviate overplay. For the remaining sites, greater utilisation should be encouraged, with each club currently reporting that they do not use the provision for match play.

Accommodating future demand

Of the five clubs that express aspirations to increase their number of junior teams, only Coombs Wood CC has capacity to do so on its grass wicket stock. In contrast, Coseley, Halesowen, Lye and Stourbridge cricket clubs are all unable to accommodate an increase in demand at their respective home venues. However, as mentioned above, increased junior demand could be accommodated should NTPs be better utilised (or installed at Halesowen Cricket Club).

Four clubs indicate a desire to field additional senior teams. Of these, Halesowen, Pedmore and Stourbridge cricket clubs all hope to add further Saturday men's teams; however, none have capacity to do so at their current venues due to a lack of peak time capacity. Demand will either have to be fielded outside of peak time, or alternative venues will be required.

Similarly, Coombs Wood, Halesowen, Pedmore and Stourbridge cricket clubs plan to establish women's teams, but only Halesowen CC has capacity to do so, albeit at its secondary venue (Earls High School).

Accommodating exported demand

There are currently eight teams from across five clubs exported out of Dudley for their home fixtures:

Table 4.27: Summary of exported demand

Club	Team/s	Local authority
Coombs Wood CC	Saturday 3 rd	Wyre Forest
Coseley CC	Saturday 3 rd	Sandwell
Netherton CC	Saturday 3 rd	Wyre Forest
Oldswinford & Stourbridge Social CC	Saturday 3 rd	South Staffordshire
Pedmore CC	Saturday 3 rd and 4 th	Wyre Forest
	Saturday 5 th and 6 th	Bromsgrove

Whilst Coombs Wood CC will soon begin to access Old Halesonians Association following a recent merger between the clubs, the remaining teams require a resolution that will enable them to return their demand to Dudley. As no squares currently have spare capacity on a Saturday, this is not currently possible for any of the demand.

Given the above, new provision is required. To accommodate all of the demand, this would entail the need to create four additional squares (which could create capacity for eight Saturday teams).

Recommendations

- ◆ Protect existing quantity of cricket squares.
- ◆ Improve quality at sites assessed as standard and ensure quality is sustained at sites assessed as good.

- ✦ Address overplay via quality improvements, an increase in NTPs accompanying grass wickets and increased utilisation of existing NTPs.
- ✦ If overplay cannot be alleviated through the abovementioned methods, explore the feasibility of creating new cricket squares, particularly if future growth aspirations are realised.
- ✦ Create new cricket squares to provide a resolution to existing exported demand.
- ✦ Ensure Stourbridge CC is adequately relocated from War Memorial Athletic Ground or that it continues to be accommodated at the site.
- ✦ Pursue improved security of tenure for clubs without ownership or a long-term lease arrangement in place (e.g., for Pedmore CC and Stourbridge CC).
- ✦ Improve the changing facilities where there is a need to do so (e.g., for Oldswinford & Stourbridge Social CC and Halesowen CC).
- ✦ Consider options to increase and improve stock of suitable practice facilities (e.g., for Halesowen, Lye, Stourbridge and Netherton cricket clubs).
- ✦ Continue to support ECB initiatives such as All Stars and Dynamos and ensure unaffiliated demand and recreational cricket is provided for.
- ✦ Where a development is not of a size to justify on-site cricket provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.
- ✦ Ensure that any developments nearby to existing cricket sites do not prejudice the use of the provision (e.g. through ball-strike issues).
- ✦ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning (i.e. via a sports needs assessment/feasibility study/assessment of need) on an individual basis.
- ✦ Where a development is of a size to justify on-site cricket provision, ensure that any proposals for new squares will attract adequate demand.⁹

4.4: Rugby union - grass pitches

Assessment Report summary

- ✦ **As no affiliated rugby union demand takes place within Dudley and as no future demand for access has been identified, there is currently sufficient provision within the Borough.**
- ✦ **Whilst some of the clubs drawing players from Dudley have capacity issues and development aspirations, these can likely be resolved at their existing sites and therefore require no action within the Borough.**
- ✦ Despite four clubs drawing players from Dudley, none have a need or a want to play within the Borough, meaning that there is no clear requirement for community available rugby union pitches.
- ✦ Despite the above, there are six sites containing a total of seven senior and three junior rugby union pitches, of which, two senior and one junior pitch is available for community use.
- ✦ All of the pitches are school-based.
- ✦ Each pitch is assessed as either standard or poor quality.
- ✦ All four clubs drawing players from Dudley have security of tenure outside of the Borough, through ownership or a lease arrangement.
- ✦ No affiliated rugby union demand is located in Dudley although Dudley Kingswinford, Stourbridge, Stourbridge Lions and Old Halesonians rugby clubs traditionally draw their playing bases from Dudley.
- ✦ Dudley Kingswinford, Stourbridge and Stourbridge Lions rugby clubs are based in South Staffordshire, whilst Old Halesonians RUFC is based in Bromsgrove.

⁹ See Part 7 of this report for further information

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

- ◀ In total, the clubs' field 11 senior men's, two senior women's, 13 junior boys', two junior girls' and 23 mini teams.
- ◀ Future demand is expressed by Dudley Kingswinford, Old Halesonians and Stourbridge rugby clubs and amounts to three senior and five junior teams.
- ◀ Dudley Kingswinford Rugby Football Club (used by Dudley Kingswinford RUFC) is considered to be played to capacity in the South Staffordshire PPS, whilst Stourton Park (used by Stourbridge RUFC and Stourbridge Lions RUFC) has capacity for growth.
- ◀ The current capacity picture at Old Halesonians Rugby Club (used by Old Halesonians RUFC) is unknown; however, it is predicted overplay would be evident given the size of the Club.

Scenarios

As there is no provision or demand within the Borough, no scenarios are needed.

Recommendations

- ◀ Ensure Dudley-based demand continues to be accommodated outside of the Borough.
- ◀ Protect the existing quantity of rugby union pitches for curricular and extra-curricular demand.

4.5: Rugby league – grass pitches

Assessment Report summary

- ◀ **As no demand has been identified within Dudley, there is no need at this time for any provision to be established.**
- ◀ **Focus should be placed on ensuring that any demand that does exist can be accommodated within clubs outside of the Borough.**
- ◀ There are no rugby league pitches in Dudley.
- ◀ The nearest provision is provided in Bromsgrove.
- ◀ No demand has been identified for rugby league in Dudley.
- ◀ Any residual need is unlikely to be sufficient enough for a club to be created, with individuals instead likely to travel to form part of the clubs based in other, nearby authorities.

Scenarios

As there is no provision or demand within the Borough, no scenarios are needed.

Recommendations

- ◀ Ensure any current and future demand within Dudley can be sufficiently accommodated at rugby league clubs in neighbouring authorities.

4.6: Hockey pitches (sand/water-based AGPs)

Assessment Report summary

- ◀ **Focus should be placed on ensuring that at least one suitable venue for hockey is provided within Dudley.**
- ◀ **There is either a need to improve the quality at Coseley Leisure Centre, or, if 3G proposals at the site are to go ahead, there is a requirement to develop a new full size sand-based AGP elsewhere within the Borough.**

- ✦ **The creation of a second hockey-suitable AGP could also be sought to ensure that all future can be met within Dudley.**
- ✦ There is one full size hockey suitable AGP in Dudley, provided at Coseley Leisure Centre.
- ✦ The pitch is floodlit and available to the community.
- ✦ There are seven smaller size pitches, of which two (at Windsor High School & Sixth College and The Earls High School) are large enough for some form of hockey demand.
- ✦ The pitch at Windsor High School & Sixth Form College is without floodlighting.
- ✦ Aspirations exists to convert the pitches at Coseley Leisure Centre and Windsor High School & Sixth Form College to 3G.
- ✦ England Hockey is concerned about the lack of hockey suitable provision in the Borough and is currently searching for a site where a new facility could be provided.
- ✦ The pitch at Coseley Leisure Centre is assessed as poor quality and is not known to have been resurfaced since it was installed in 2000.
- ✦ The pitch at Windsor High School & Sixth Form College is also poor quality.
- ✦ There are no affiliated hockey clubs identified as playing within Dudley although Kingswinford, Old Halesonians and Dudley Ladies hockey clubs traditionally draw their playing bases from Dudley despite playing outside of the Borough (exported demand).
- ✦ These three hockey clubs provide 13 teams, consisting of eight senior men's, two senior women's and three junior teams.
- ✦ Dudley Ladies HC and Kingswinford HC previously accessed The Dell Stadium before its conversion to 3G.
- ✦ Dudley Ladies and Old Halesonians hockey clubs have a preference to return their demand to Dudley, whereas Kingswinford HC is considered to be a Birmingham-based club given how long it has played in the City for.
- ✦ No EH initiatives are held in the Borough due to no club being based in Dudley and due to a lack of a suitable pitch.
- ✦ All usage of the hockey suitable AGP in Dudley is from other activities, most notably in terms of football whether that be through formal training or via informal social use.
- ✦ The pitches are deemed to have significant spare capacity although quality improvements are required to safely return hockey demand to Dudley.

Scenarios

Converting hockey suitable AGPs to 3G pitches

Due to the level of exported demand from Dudley, there is a need for at least one suitable venue for hockey within Dudley. However, the only full size sand-based provision currently provided, at Coseley Leisure Centre, is unsuitable for hockey demand and proposals exist for its conversion to 3G. As the AGP at Coseley Leisure Centre has not been used in recent years due to safety concerns with the condition of the pitch, a conversion of the pitch to 3G should be supported although a full size sand-based AGP must be provided elsewhere within the Borough before this conversion takes place as mitigation for the loss of the AGP.

Options for the establishment of a new AGP has been discussed by EH, with Old Swinford Hospital in particular identified as a potential site. This should be supported, although agreement with the ECB is required given that its creation may entail the loss of cricket provision.

Creation of second hockey suitable AGP

Old Halesonians HC has aspirations to increase its demand in the future, although it does not quantify this due to a lack of pitch capacity. If it was to establish two or more additional senior teams, it is likely that more than one pitch would be required. Based on this, there may be a

need for further development in the future, although priority first and foremost needs to be on being able to adequately accommodate current demand.

Recommendations

- ◀ Identify a new site to develop a new full size sand-based AGP in the Borough as part of the mitigation of the conversion of Coseley Leisure Centre to 3G.
- ◀ In the longer-term, consider creation of a second hockey suitable AGP within the authority to ensure all future demand can be accommodated and to encourage growth of community hockey.
- ◀ Ensure all hockey suitable AGPs have a sinking fund in place for their eventual refurbishment.
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.
- ◀ Where a development is of a size to justify on-site hockey provision, ensure that any proposals for new pitches will attract adequate demand.
- ◀ Where a development is not of a size to justify on-site hockey provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.

4.7: Tennis courts

Assessment Report summary

- ◀ **Both Halesowen TC and Quarry Bank TC have potential capacity issues; however, neither report this as being a concern, with both stating that demand can be accommodated on the existing supply of courts.**
- ◀ **Conversely, Wall Heath TC does report capacity issues, with this linked to the Club's aspirations for additional floodlighting to be installed as well as it reporting a need for additional courts to be provided.**
- ◀ **As no non-club courts are identified as have any capacity issues, precedence should be placed on improving quality to an adequate standard for informal play, particularly at publicly available sites hosting multiple courts such as King George V Park (Stourbridge).**
- ◀ There are a total of 89 tennis courts identified in Dudley across 28 sites, with 49 courts categorised as being available for community use at 17 sites.
- ◀ The majority of courts are operated by schools, although only 31% of these are available for community use.
- ◀ The large majority of courts have a macadam surface, with 76 being of this type compared to ten having an artificial surface and the remaining three having a clay surface.
- ◀ In total, 23 of the 89 tennis courts are serviced by floodlights, representing just 26% of the provision, which is a relatively low amount when compared to other local authorities.
- ◀ Of the courts, 24 are assessed as good quality, 29 as standard quality and 36 as poor quality.
- ◀ The ancillary facilities servicing Wall Heath Tennis Club are considered to be poor quality, with the Club working on a grant application to help fund a new clubhouse building.
- ◀ At Manor Abbey Stadium and Quarry Bank Tennis Club, the facilities are adequate, with changing rooms provided at both sites albeit some modernisation is required.
- ◀ For non-club courts, ancillary provision is generally considered to be problematic, although good quality ancillary facilities are provided at Priory Park and Silver Jubilee Park.
- ◀ There are three tennis clubs in Dudley which collectively cater for 668 members, which as a breakdown equates to 393 senior and 275 junior members.
- ◀ All three clubs report that participation has increased in recent years.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

- Wall Heath TC reports unmet demand in that it believes that it would be able to accommodate more junior members if it had a greater number of courts.
- All three clubs report future growth aspirations, with total future demand amounting to 115 potential additional members (45 senior and 70 junior).
- Away from clubs, it is considered that all local authority courts available for community use in Dudley have spare capacity for a growth in demand, although this is difficult to quantify as use is not always recorded due to the open access nature of many sites.
- Clubspark is utilised at only Enville Road and Manor Abbey Stadium, meaning it is not in place at any sites operated by the Council, although Mary Stevens Park, Priory Park and Silver Jubilee Park have been prioritised for implementation.
- A Local Tennis League is in operation, with primary venues considered to be Mary Stevens Park, Priory Park, Stevens Park, Stevens Park (Wollescote) and King George V Park (Stourbridge).

Scenarios

Accommodating current and future demand

The LTA suggests that a non-floodlit court can accommodate a maximum of 40 members, whereas a floodlit court can accommodate 60 members. Based on this, two clubs could have current capacity issues, with these being Wall Heath TC (at Enville Road) and Halesowen TC (at Manor Abbey Stadium).

Wall Heath TC has access to two floodlit courts and two non-floodlit courts whilst Halesowen TC is already fully serviced by floodlighting.

Table 4.28: Impact of providing floodlighting at sites with capacity issues

Site ID	Site name	No. of courts	Floodlit?	Current Capacity rating (members)	Capacity rating with floodlit courts (members)
32	Enville Road	2	Yes	4	36
		2	No		
151	Manor Abbey Stadium	4	Yes	50	50

As seen in the table below, increasing floodlighting provision at Enville Road (Wall Heath TC) would alleviate current capacity issues. For Halesowen TC, the only way to fully alleviate capacity issues would be to provide them with access to additional provision. To that end, the following table explores the number of courts that could be required.

Table 4.29: Additional provision required to satisfy current demand

Club name	Current capacity rating (members)	No. of additional courts required
Halesowen TC	50	One additional floodlit court or two additional non-floodlit courts.

When accounting for future demand expressed by the clubs, the capacity issues are projected to worsen for Wall Heath and Halesowen tennis clubs. Furthermore, a deficit could be created for Quarry Bank TC at Quarry Bank Tennis Club.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

The table below therefore explores the potential additional requirements for these clubs if the growth is realised.

Table 4.30: Additional provision required to satisfy future demand

Club name	Future demand (members)	No. of additional courts required
Wall Heath TC	64	Two additional courts, with or without floodlighting. If existing provision becomes fully floodlit, one additional court, with or without floodlighting.
Halesowen TC	90	Two additional floodlit courts or three additional non-floodlit courts.
Quarry Bank TC	9	One additional floodlit court or two additional non-floodlit courts.

Where additional courts are required, this does not necessarily mean that new courts need to be established. Instead, enabling access to existing provision at local authority sites or at school sites could be explored. Furthermore, with only minimal overlap expected at Quarry Bank Tennis Club, the Club may deem itself able to manage existing provision in such a way it does not deem there to be a capacity issue.

LTA Investment

The LTA has developed a package of support for local authorities to grow the use of park tennis courts by removing key barriers to participation. The three products are ClubSpark, Rally and Gate Access and can be used individually or in combination. The products are used to provide a remote booking and access system.

Instead of providing free access, some local authorities are now securing their courts as per a membership scheme that allows members access through the use of a fob system following payment of a small yearly fee. Not only does this deter unofficial use of courts but it also allows official use to be tracked, thus providing data on how well and how often courts are being accessed. In addition, it provides income generation that can go towards ongoing maintenance of the courts.

The LTA has identified Mary Stevens Park, Huntingtree Park, Priory Park and Silver Jubilee Park as key sites across Dudley for the development of informal tennis. In order to facilitate this demand, it is likely that floodlights would have to be provided, in addition to court improvements and potential provision or improvement of changing facilities.

Recommendations

- ◆ Protect existing quantity of courts.
- ◆ Improve court quality at sites assessed as poor or standard quality and sustain quality at sites assessed as good, especially at sites in use by clubs or that are (or could be) well used for recreational demand.
- ◆ Linked to the above, improve park courts as a priority to create a year-round recreational tennis option to meet local demand.
- ◆ Explore options to further improve the recreational tennis offer via utilisation of technology provided by the LTA (e.g., Clubspark) to support the customer journey and through investment into facilities and accompanying ancillary provision.
- ◆ Ensure sinking funds are put into place by providers for long-term sustainability.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

- ✦ Explore installation of additional floodlighting at club-based venues, particularly at sites operating above the capacity guidance.
- ✦ Provide additional court space for clubs operating above the capacity guidance, where it is required, potentially via better utilisation of existing provision.
- ✦ Improve ancillary provision at club sites, where it is required.

4.8: Netball courts

Assessment Report summary

- ✦ **Whilst there is a large quantity of netball courts provided in Dudley, the majority serve no purpose outside of curricular and extra-curricular demand due to a variety of factors including poor quality, a lack of floodlighting and being unavailable for community use.**
- ✦ **Dudley Netball League is currently unable to use a central venue in the Borough, despite it expressing an aspiration to do so.**
- ✦ **There is a need to ensure such programmes as provided by England Netball have suitable provision from which to be ran from.**
- ✦ There is a large supply of outdoor netball courts across Dudley, with 87 identified across 60 sites; however, only 14 courts at five sites are available for community use.
- ✦ All but one outdoor netball court (at Mary Stevens Park) in Dudley is operated by a school, with 52 provided at primary schools and 34 provided at secondary schools.
- ✦ The majority of outdoor netball courts have a macadam surface, with 83 being of this type; the remaining four courts all have an artificial surface.
- ✦ A total of 45 of the courts are overmarked by other sports provision, whilst many dedicated courts are provided at schools.
- ✦ Only four of the courts are serviced by floodlighting (at Leasowes Sports Centre), which represents a significantly low percentage.
- ✦ Six courts are assessed as good quality, 52 as standard quality and 29 as poor quality; of the community available courts, five are rated as good quality, with five being standard and four being poor.
- ✦ The four poor quality community available courts are provided at Leasowes Sports Centre, which is a particular issue given they are the only courts serviced by floodlighting.
- ✦ Two clubs are identified as being based in Dudley (Dudley Leisure Netball Club and Libra Lea Netball Club); however, all this demand is accommodated via the use of indoor sports halls as access is only needed for training purposes.
- ✦ Both clubs form part of the Dudley Netball League, with all matches played at George Salter Academy, which is located outside of Dudley, in Sandwell (exported demand).
- ✦ The Dudley Netball League operates 72 teams across nine divisions pre Covid-19.
- ✦ The League would like to use a venue in Dudley to better accommodate its demand.
- ✦ An alternative league structure for Dudley residents to enter is the Wolverhampton City Netball League, whilst also utilises a central venue (Aldersley Leisure Centre, in Wolverhampton).
- ✦ Back to Netball has previously been held at Dudley Sports Centre; however, this is no longer the case and indoor provision rather than outdoor was used.
- ✦ Walking Netball sessions are held at Mary Stevens Park.

Scenarios

Accommodating the Dudley Netball League

The Dudley Netball League currently has access to four courts at George Salter Academy, with the League reporting that this is insufficient as fixtures are tightly congested and have to be split across three evenings (Mondays, Tuesdays and Wednesdays). Ideally, the League

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

would want to access six courts, and it would really like to use a venue in Dudley to facilitate this but states that there is currently no suitable location.

The only site in Dudley currently with six netball courts is Ridgewood High School, which is unavailable for community use and without floodlighting. However, the football pitch on site is used by the community so it is likely that community access to the netball courts could be negotiated. Therefore, the feasibility of installing floodlighting for all six courts, as well as potential court improvements, should be explored to create a new home venue for the Dudley Netball League within Dudley.

The Wordsley School provides an alternative option, although only four courts are provided rather than six, meaning capacity issues might remain. That being said, the courts are newly established and are provided to a good quality, although they are currently unlit. Planning permission is therefore required for lights to be installed before any transfer of demand can take place.

If neither of the above are possible, alternative approaches could be considered, including the establishment of a new, dedicated netball venue with a sufficient number of courts. This could be achieved through an existing netball site via creating additional courts, or at a new netball venue entirely.

Recommendations

- ◀ Protect quantity of courts.
- ◀ Seek to improve poor quality courts quality through resurfacing or improved maintenance.
- ◀ Open discussions with Ridgewood High School or The Wordsley School to determine whether courts on site could be opened for community use and, if possible, explore installation of floodlighting to return the Dudley Netball League to Dudley.
- ◀ Alternatively, explore the creation or extension of another venue that could accommodate the League.
- ◀ Look to continue and expand the use of courts for England Netball initiatives such as Back to Netball and Walking Netball.
- ◀ Facilitate improved engagement between England Netball and schools.

4.9: Bowling greens

Assessment Report summary

- ◀ **Only two crown green clubs (Coombs Wood BC and The Royal Oak BC) currently operate above the recommended capacity threshold, minimally so, suggesting that overall supply is sufficient to meet demand, especially given that a number of greens are unused.**
- ◀ **The flat green club, Black Country BC, is also operating over capacity, although it reports no issues.**
- ◀ **Hadcroft BC (17 members), Coseley Athletic BC (13 members) and White Horse BC (10 members) are operating below the level of membership required to ensure that the greens that they use are sustainable.**
- ◀ There are 28 crown green bowls greens in Dudley provided across 26 sites as well as one flat green at Stevens Park (Wollescote).
- ◀ There are also two disused greens, at Buffery Park and Gornal & Sedgley Labour Club, although plans are in place at the latter site to bring it back into use.
- ◀ Of clubs which responded to consultation requests, five own their greens, four have lease arrangements in place and four rent their greens.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

- ◀ A covenant is in place at Stevens Park (Wollescote) which in effect means that its greens cannot be used on a Sunday, which impacts on availability and capacity for three clubs.
- ◀ Overall, nine crown greens are assessed as good quality, 13 as standard quality and six as poor quality.
- ◀ The flat green at Stevens Park is assessed as standard.
- ◀ Hilly House, Woodman Mount Pleasant, Woodman Saltwells and White Horse bowls clubs all report that they are serviced by poor quality ancillary facilities.
- ◀ Seven greens are serviced by floodlighting, which is a comparably high amount, whilst Sedgley Ex Service BC reports that it aspires to install floodlighting.
- ◀ There are 23 crown green clubs using bowling greens in Dudley.
- ◀ Where membership is known, there are a total of 811 members, equating to 658 senior men, 150 senior women and three juniors.
- ◀ The average membership across the clubs is 37.
- ◀ There is one flat green club, Black Country BC, which has 90 members.
- ◀ Despite a national trend of declining membership, only three of the clubs that responded to consultation report that membership has decreased in recent years, although a number of clubs have also folded.
- ◀ Due to a predicted increase in persons aged 65 and over (to 2039), demand is likely to increase for greens over the coming years.
- ◀ Only Dudley Dell BC and Mary Stevens Park BC report future demand to increase membership on crown greens, with this equating to 20 senior and two junior members.
- ◀ Black Country BC has future demand for 10 additional members on its flat green at Stevens Park (Wollescote).
- ◀ All clubs report that existing membership can be accommodated on the current level of provision and that no potential members are being turned away, suggesting that there is no latent or unmet demand.

Scenarios

Accommodating demand

As no clubs in Dudley indicate a requirement to access an additional green, it is considered that the current provision for bowls is sufficient to meet current and future demand in the Borough. Therefore, focus should be on increasing participation and improving or maintaining the current stock of bowling greens.

Disused provision

Two disused crown bowling greens are identified in Dudley; at Buffery Park and Gornal & Sedgley Labour Club. Plans are in place to bring the latter back into use in the near future as the Club, Gornal & Sedgley BC, is looking to reform. It originally fell out of use in 2018.

The green at Buffery Park has been disused since Buffery Park BC folded. As the overall supply of greens is sufficient to meet current and future demand, this green could be repurposed or developed upon, as long as appropriate mitigation is provided in line with planning policy.

Recommendations

- ◀ Retain existing quantity of greens.
- ◀ Improve greens assessed as poor and standard quality and sustain greens assessed as good.
- ◀ Support clubs with plans to increase membership so that growth can be maximised and accommodated.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

- ◀ Monitor clubs with a particularly high membership to ensure that demand can continue to be accommodated.
- ◀ Assist clubs, where necessary, with any future ancillary provision improvements.
- ◀ Ensure that any potential development of greens considered as disused/lapsed are mitigated in line with planning policy.

4.10: Cycling tracks

Assessment Report summary

- ◀ **High demand for cycling is identified within Dudley, both currently and taking into account latent demand.**
- ◀ **The track at Manor Abbey Stadium requires protection, whilst it is imperative that other cycling activity is supported given the on and off-road cycling taking place.**
- ◀ Manor Abbey Stadium provides a 400-metre cycling track that is used by Halesowen Cycling Club.
- ◀ The track is of an overall adequate quality; however, resurfacing will be required in the near future as it reaches the end of its lifespan.
- ◀ There are no other dedicated cycling facilities in Dudley; Halesowen Cycling Club has campaigned for an indoor velodrome in the West Midlands region, but it was concluded via a feasibility study that the area was sufficiently provided for via facilities in Derby and Newport.
- ◀ Halesowen Cycling Club currently has 190 members across its various disciplines, which includes track and road racing, cyclocross and mountain biking.
- ◀ Stourbridge Cycling Club supports both competitive and non-competitive, on and off-road cycling, using Oakfield Community Centre as a base.
- ◀ Stourbug is a road cycling club based in Stourbridge that uses the Plough Inn as a base.
- ◀ Go-Ride is being implemented in Dudley via School-based delivery.
- ◀ There is a small but active contingent involved in Breeze, with rides arranged from Mary Stevens Park and Baggeridge Park.

Scenarios

Manor Abbey Stadium

Manor Abbey Stadium is the only dedicated cycling facility located within Dudley after a feasibility study for an indoor velodrome in the area determined that it is sufficiently provided for via facilities in Derby and Newport. However, the 400-metre cycling track on site is nearing the end of its lifespan and operators are spending significant sums each year to patch worn areas of the track. Additionally, numerous fixtures and sessions are cancelled due to waterlogging and one of the two temporary containers used for storage regularly floods. Access to the site is also an issue, particularly for pedestrians, with no crossing in place.

In order to preserve formalised cycling demand within Dudley, improvements at Manor Abbey Stadium should be supported. The track should be resurfaced in the near future and the feasibility of installing a canopy over the track to prevent waterlogging should be explored. Additionally, the construction of a permanent storage facility for the Club should be considered and the feasibility of providing a crossing for pedestrians and cyclists to better connect the site to Halesowen should be examined.

Recommendations

- ◀ Ensure Manor Abbey Stadium remains sustainable and that the track is resurfaced as soon as possible.

- ✦ Support Halesowen Cycling Club to install a canopy over the track and provide permanent storage facilities.
- ✦ Explore the feasibility of installing a crossing to connect Manor Abbey Stadium to Halesowen.
- ✦ Look to continue and expand British Cycling programmes such as HSBC UK Go-Ride and HSBC UK Breeze.

4.11: Athletics tracks

Assessment Report summary

- ✦ **There is high demand for athletics and running in Dudley, as evidenced by the numerous clubs and the variety of events held.**
- ✦ **There is a need to protect the tracks at the Dell Stadium and Manor Abbey Stadium and ensuring that they remain of a sufficient quality to accommodate demand.**
- ✦ **There is also a need to retain and increase participation to grow the initiatives that are in place.**
- ✦ There are two purpose-built athletics tracks, with one at the Dell Stadium and one at Manor Abbey Stadium.
- ✦ The Dell Stadium provides a 400-metre track with eight lanes (as well as a 10-lane straight), whilst Manor Abbey Stadium provides a 375-metre track with four lanes; both have a synthetic surface and are serviced by floodlighting.
- ✦ The track at Dell Stadium is operated by the Council, whereas the track at Manor Abbey Stadium is operated by Halesowen Athletic & Cycling Club.
- ✦ Both tracks are assessed as good quality.
- ✦ The Dell Stadium is serviced by a multi-functional clubhouse that was erected in 2000, whereas the ancillary facilities at Manor Abbey Stadium are more limited and dated.
- ✦ Eight clubs have a current focus on athletics and/or running activity in Dudley.
- ✦ Dudley Ladies Running Club has recently folded due to the impact of the Covid-19 pandemic; it previously catered for over 200 members.
- ✦ Both Dudley & Stourbridge Harriers Athletics Club and Halesowen Athletics & Cycling Club have waiting lists in place for some sessions, although this is not due to a lack of facilities.
- ✦ Both clubs have seen demand reduce since Covid-19.
- ✦ Park Run is held each week at the Dell Stadium and junior Park Run at Stevens Park.
- ✦ Annual events include the DK 10k, the Dudley 5k and the Race for Life 5k.
- ✦ Most clubs express an aspiration to grow membership, whilst England Athletics also believes that demand is likely to increase in the future, particularly for initiatives such as Park Run.

Scenarios

Retaining athletics facilities

The tracks at the Dell Stadium and Manor Abbey Stadium are key strategic facilities in Dudley and are used by Dudley & Stourbridge Harriers Athletics Club and Halesowen Athletics & Cycling Club, respectively. The two clubs have a combined membership base of 362 people, although Halesowen Athletics & Cycling Club had a usual operating level of approximately 400 members before the pandemic. Dudley & Stourbridge Harriers Athletics Club has future demand of 25 senior and 20 junior members.

Based on the above, priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received. In addition,

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

emphasis should also be placed on supporting activity taking place away from the tracks, with a focus on retaining and increasing participation and growing the various initiatives that are in place.

Recommendations

- ◆ Ensure tracks and supporting facilities at the Dell Stadium and Manor Abbey Stadium are retained and remain in adequate condition.
- ◆ Explore possibility of both tracks gaining TrackMark status.
- ◆ Support clubs, running groups, events and England Athletics initiatives such as Park Run and pursue increased participation, where possible.
- ◆ Continue to increase participation both within affiliated clubs and the wider running market, signposting potential club members from the likes of Parkrun events and other health initiatives.

4.12: Golf courses

Assessment Report summary

- ◆ **It is considered that there is a sufficient level of golf provision in Dudley, although it is imperative that all three sites are protected.**
- ◆ **Whilst there are clear gaps within the golfing market, it does necessarily represent an issue as those gaps can and are being filled by neighbouring local authorities.**
- ◆ **Emphasis should be also placed on increasing demand given the levels latent demand identified.**
- ◆ There are currently three golf sites in Dudley.
- ◆ All three provide a standard hole course, with Halesowen Golf Club and Stourbridge Golf Club providing 18-hole courses and Mark Butler Golf Academy (Sedgley Golf Course) providing a 9-hole course.
- ◆ No Par 3 course is provided.
- ◆ Mark Butler Golf Academy (Sedgley Golf Course) provides a 16-bay, covered and floodlit driving range.
- ◆ Halesowen Golf Club and Stourbridge Golf Club are members clubs, whilst Mark Butler Golf Academy (Sedgley Golf Course) is proprietary facility; no municipal courses are provided.
- ◆ Both Halesowen Golf Club and Stourbridge Golf Club operate above the national average for membership costs, whereas Mark Butler Golf Academy (Sedgley Golf Course) is considerably below the rate although this is likely reflective of it providing a 9-hole course.
- ◆ In terms of quality of the golf facilities, it is relatively good across Dudley with no significant issues identified, especially at Halesowen Golf Club and Stourbridge Golf Club.
- ◆ Both Halesowen Golf Club (549 members) and Stourbridge Golf Club (676 members) are operating above the national average for membership (386 members).
- ◆ Mark Butler Golf Academy (Sedgley Golf Course) operates below the national average, with only 100 members; however, this is expected given that it only provides a 9-hole course and given that it has more of a focus on pay and play usage.
- ◆ In line with a national trend of increasing membership, membership at Halesowen Golf Club has significantly increased since 2015; whilst membership has also increased at Stourbridge Golf Club, albeit at a reduced level.
- ◆ England Golf's mapping tool identifies a significant amount of potential demand, with Halesowen Golf Club shown to have a particularly high population base.

Scenarios

N/A

Recommendations

- ◀ Retain all existing golf provision.
- ◀ Sustain course and ancillary facility quality and seek improvements where necessary.
- ◀ Support clubs in membership retention and potential growth and encourage clubs and providers to work more collaboratively in terms of creating pathways for players.

4.13: Water sports centres

Assessment Report summary

- ◀ **Via Dudley Water Sports Centre, Dudley is particularly well catered for when it comes to outdoor water sports given that it is not a coastal authority, with alternative offers also available via Dudley Canal and Himley Hall.**
- ◀ **Priority should be placed on protecting the provision and ensuring that quality remains sufficient, with support also required to maximise demand given the unique nature of the facilities.**
- ◀ Dudley Water Sports Centre provides facilities that are compatible with a number of water sports and other water-related activities.
- ◀ In addition, Dudley Canal is also used for some water sport activities such as canoeing and kayaking, whilst Himley Hall has a lake that is frequently used for sailing.
- ◀ Dudley Water Sports Centre is home to numerous clubs; Dudley Water Ski & Wakeboard Club, Dudley Nautilus Sub-Aqua Club, Dudley Sailing Club, Dudley Dolphin British Sub-Aqua Club, Dudley Rowing Club, Netherton Open Water Swimming Club and Warley Wasps Triathlon Club.
- ◀ Stourbridge Arm Canoe Club is based at Ashwood Park and uses Dudley Canal for all its activities; it currently operates a waiting list due to a lack of equipment.
- ◀ Himley Hall Sailing Club uses the lake at Himley Hall for its activities.

Scenarios

N/A

Recommendations

- ◀ Ensure existing provision is retained and supporting facilities remain of sufficient quality.
- ◀ Support clubs to maximise demand and fully utilise the unique facilities offered.

4.14: Other grass pitches

Assessment Report summary

- ◀ **As the Black Country Vipers (American Football Club) accesses a 3G pitch for its activity, there are no supply issues providing that the Club is ensured of long-term access.**
- ◀ **Options should be explored to return demand from Stourbridge Titans Baseball Club back to Dudley, either via coming to an agreement at Thorns Leisure Centre or by developing a new diamond at an alternative site.**

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

- ◆ **No supply or demand is identified in relation to Gaelic football, meaning no action is required.**
- ◆ There are no dedicated American football pitches within Dudley; instead, the World Rugby compliant 3G pitch at Stourbridge Rugby Club is used by the Black Country Vipers and the Club is happy with this arrangement.
- ◆ There is one baseball/softball diamond in Dudley, located at Thorns Leisure Centre (Academy); however, this is no longer used by Stourbridge Titans Baseball Club due to it being priced out of the venue.
- ◆ There are no Gaelic football pitches provided in the Borough.
- ◆ Black Country Vipers currently has just one team, which plays at U19 level; it previously also fielded U13 and U16 teams and would happily re-grow its junior set up if enough demand was received.
- ◆ Stourbridge Titans Baseball Club fields a senior baseball team that plays in the West Midlands Baseball League; it currently uses Colton Hills Community School, in Wolverhampton (exported demand).
- ◆ No Gaelic football demand is identified, with no clubs existing in the Borough.

Scenarios

N/A

Recommendations

- ◆ Ensure that availability of the World Rugby compliant 3G pitch at Stourbridge Rugby Club remains for Black Country Vipers (American Football Club) so American football demand can continue to be accommodated.
- ◆ Support Stourbridge Titans Baseball Club to resolve access issues at Thorns Leisure Centre (Academy) and return to Dudley.
- ◆ Support clubs to maximise their demand to ensure sustainability.

PART 5: STRATEGIC RECOMMENDATIONS

The strategic recommendations for the Strategy have been developed via the combination of information gathered during consultation, site visits and analysis which culminated in the production of an assessment report, as well as key drivers identified for the Strategy. They reflect overarching and common areas to be addressed, which apply across playing pitch facilities and may not be specific to just one sport.

AIM 1

To **protect** the existing supply of outdoor sport facilities and ancillary facilities where it is needed for meeting current and future needs.

Recommendations:

- a. Ensure, through the use of the PPOSS, that outdoor sport facilities are protected through the implementation of local planning policy.
- b. Secure tenure and access to sites for high quality, development minded clubs, through a range of solutions and partnership agreements.
- c. Maximise community use of education facilities where needed.

Recommendation (a) – Ensure, through the use of the PPOSS, that outdoor sport facilities are protected through the implementation of local planning policy.

The PPOSS shows that all existing playing field and outdoor sport sites cannot be deemed surplus to requirements because of shortfalls now and in the future. As such, all provision requires protection or replacement until all identified shortfalls have been overcome. This includes lapsed, disused, underused and poor quality sites as there is a requirement for such provision to help meet and alleviate the identified shortfalls.

When shortfalls are evident, provision can only be permanently lost when the current picture changes to the extent that the site in question is no longer needed as a result of no shortfalls existing, or unless replacement provision is provided and agreed upon by all stakeholders. NPPF paragraph 99 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

The PPOSS should be used to help inform development management decisions that affect existing or new playing pitch provision and accompanying ancillary facilities. All applications are assessed by the Local Planning Authority on a case-by-case basis taking into account site specific factors. In addition, Sport England is a statutory consultee on planning applications that affect or prejudice the use of playing field used within the last five years and will use the PPS to help assess that planning application against its Playing Fields Policy.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

Policy Exception E1:

‘A carefully quantified and documented assessment of current and future needs has demonstrated to the satisfaction of Sport England that there is an excess of playing field provision in the catchment, and the site has no special significance to the interests of sport’.

Where the PPOSS cannot demonstrate that the site, or part of a site, is clearly surplus to requirements then replacement of the site, or part of a site, will be required to comply with the remaining Sport England policy exceptions.

Policy Exception E2

‘The proposed development is for ancillary facilities supporting the principal use of the site as a playing field and does not affect the quantity and quality of playing pitches or otherwise adversely affect their use’.

Policy Exception E3

The proposed development affects only land incapable of forming part of a playing pitch and does not:

- ◀ Reduce the size of any playing pitch;
- ◀ Result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas);
- ◀ Reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or reposition playing pitches to maintain quality;
- ◀ Result in the loss of other sporting provision or ancillary facilities on the site;
- ◀ Prejudice the use of any remaining areas of playing field on the site’.

Policy Exception E4:

‘The playing field or fields to be lost as a result of the proposed development would be replaced, prior to the commencement of development, by a new playing field site or sites:

- ◀ of equivalent or better quality and
- ◀ of equivalent or greater quantity;
- ◀ in a suitable location and;
- ◀ subject to equivalent or better management arrangements.

Policy Exception E5

The proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice of use, of the area of playing field’.

Lapsed and disused sites should also be protected from development or replaced in accordance with Sport England’s policy exceptions as they currently provide a solution to reducing identified shortfalls. Any disused/lapsed playing fields are included within the Action Plan together with a recommendation in relation to bringing the site back into use or to mitigate the loss on a replacement site to address the shortfalls identified.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

It may be appropriate to consider rationalisation of certain low value playing pitch sites (i.e. one/two pitch sites with no changing provision) to generate investment in creating bigger and better venues (hub sites). It is vital, however, that there is no net loss of facilities and that replacement provision is in place and available for use prior to existing provision being lost.

Recommendation (b) – Secure tenure and access to sites through a range of solutions and partnership agreements.

A number of education sites are being used in Dudley for competitive play, predominately for football. The following schools are already used for community use at varying levels but have no secure community usage:

- | | |
|--|--------------------------------|
| ◀ Bromley Hills Primary School | ◀ Newfield Park Primary School |
| ◀ Dawley Brook Primary School | ◀ Pedmore High School |
| ◀ Dingle Primary School | ◀ Pegasus Academy |
| ◀ Fairhaven Primary School | ◀ Ridgewood High School |
| ◀ Jessons Primary School | ◀ Rufford Primary School |
| ◀ King Edward VI College Sports Ground | ◀ Summerhill School |
| ◀ Lapal Primary School | ◀ The Earls High School |
| ◀ Milking Bank Primary School | ◀ Windsor High School |
| ◀ Netherbrook Primary School | |

There are also some clubs playing on private sites in the Borough which are not considered to have secure tenure such as Goals Soccer Centre.

Not having fully formalised usage presents a risk for those clubs using these sites as community use could technically be terminated at any time. Securing community use at such as will therefore help to create additional pitch capacity and could help to address deficiencies as demonstrated within the scenario section of this report.

For unsecure sites, NGBs, Sport England and other appropriate bodies such as the Football Foundation can often help to negotiate and engage with providers where the local authority may not have direct influence. This is particularly the case at sites that have received funding from these bodies or are going to receive funding in the future as community access can be a condition of any agreement.

In the context of the Comprehensive Spending Review, which announced public spending cuts, it is increasingly important for the Borough Council to work with voluntary sector organisations to enable them to take greater levels of ownership and support the wider development and maintenance of facilities. To facilitate this, where practical, it should support and enable clubs to generate sufficient funds, providing that this is to the benefit of sport.

Whilst the Borough Council manages a significant proportion of playing pitch sites (42% of available football pitch sites), several are in private, sports club (by leasehold or freehold) or in several cases education management (45% of available football pitch sites managed by education providers). Consequently, the Borough Council may need to support clubs and NGBs in developing relationships with these providers and to establish formal community use agreements.

Alternative management models

The Borough Council should explore possible alternative options for the future management of some sites within its playing field portfolio, including leasehold or Community Asset Transfer (CAT). Potential benefits of this include reducing costs which may allow for the retention and

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

possible improvement of other retained sites within the portfolio, as well as potentially opening up new routes to improvement of sites and access to external funding opportunities through club-led management models.

Local sports clubs should be supported by partners including the Borough Council and National Governing Bodies to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership work. For example, support club development and encourage clubs to develop evidence of business and sports development plans to generate income via their facilities. All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)^[1]. They should also be encouraged to work with partners locally – such as volunteer support agencies or local businesses.

Long-term leasehold

The Borough Council should explore opportunities where security of tenure could be granted via lease agreements (minimum 25 years as recommended by Sport England and National Governing Bodies of Sport) so clubs are in a position to apply for external funding. This is particularly the case at poor quality sites, possibly with inadequate ancillary facilities, so that quality can be improved and sites developed.

For clubs with leaseholds already in place, these should be reviewed when fewer than 25 years remain on existing agreements to secure extensions, thus improving security of tenure and helping clubs attract funding for site developments. Any club with less than 25 years remaining on an agreement is unlikely to meet conditions of grants funded by external partners.

Community Asset Transfer

Another way of ensuring long term tenure for clubs is through a Community Asset Transfer (CAT). This is the transfer of management and/or ownership of public land and buildings from its owner (usually a local authority) to a community organisation (such as a Development Trust, a Community Interest Company or a social enterprise) for less than market value – to achieve a local social, economic or environmental benefit.

Community based organisations are often much more effective at engaging people than other types of organisation because they are close to and directly accountable to their community.

Communities that come together to plan and deliver services can make them more inclusive and responsive than state run services. Communities can mobilise a lot of volunteer time and energy. Asset transfer can, for example:

- ◀ Help local authorities meet policy objectives.
- ◀ Make better use of underused assets.
- ◀ Open and increase opportunities for clubs/organisations to access grant funding for which local authorities cannot apply (e.g. Football Foundation Grass Maintenance Fund).
- ◀ Improve assets through increased time and resource (both financial and volunteer) than what the local authority may be able to contribute.
- ◀ Give sports clubs and community organisations more security and sustainability and help transition clubs away from being funding dependent. Opens opportunities to revenue generation and greater self-dependence.

^[1] <http://www.cascinfo.co.uk/cascbenefits>

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

- ◀ Enable people to protect the assets in their communities – including iconic heritage buildings and open spaces. Reducing costs to the local authority and protection against further budgetary cuts.
- ◀ Involve people in designing and running the services from which, they benefit.
- ◀ Be a catalyst for getting people more involved as volunteers.
- ◀ Keep money in the local economy through enterprise and locally owned assets.

The Sport England Community Sport Asset Transfer Toolkit is a bespoke, interactive web based tool that provides a step by step guide through each stage of the asset transfer process should this be an option for the Council to consider. It can be accessed here: <https://www.sportengland.org/how-we-can-help/facilities-and-planning/community-assets-and-rights>

Asset Transfer Policy

The PPOSS should help inform the development of the Borough Council's policy on Asset Transfer (whether via leasehold or full CAT).

Each club or organisation interested in leasing a site should be required to meet service and/or strategic recommendations. An additional set of criteria should also be considered, which takes into account club quality, aligned to its long-term development objectives and sustainability, as seen in the table below.

The following criteria are recommended to determine suitability for potential externalisation of Council managed assets:

Table 5.1: Recommended criteria for applicant sports clubs/organisations for long-term transfer of sport sites

Criteria
Based within the Borough, in communities closest to the facility
Hold current NGB affiliation for their sport(s) – e.g. England Football Accreditation.
Hold a current 'ClubMark' or equivalent quality accreditation which includes governance, equality and diversity and safeguarding
Provide a clear pathway for the development of children, young people and adults
Able to demonstrate an inclusive approach to all members of the wider community and to benefit as wide and diverse a range of local people as possible
Have the appropriate skillset and depth of volunteers/members required to make self-management sustainable
Have fit-for-purpose governance to manage an asset
Due diligence is carried out through reviewing business and development plans or other appropriate documents and assessing financial viability/sustainability to manage the asset.
Need to be a legal entity - usually in the form of a not-for-profit company limited by guarantee, society, Charitable Incorporated Organisation (CIO) or Community Interest Company (CIC) - that exists to deliver social, economic, or environmental benefit to the Borough and can demonstrate community benefit objectives with surpluses/profits reinvested back into the community to further their aims.

The Borough Council could establish a series of core outcomes to derive from clubs taking on a lease arrangement to ensure that the most appropriate clubs are assigned to sites. As an example, outcomes may include:

- ◀ Increasing participation

- ◀ Supporting the development of coaches and volunteers
- ◀ Commitment to quality standards
- ◀ Improvements (where required) to facilities, or as a minimum retaining existing standards

In addition, clubs should be made fully aware of the associated responsibilities/liabilities when considering leases of multi-use public playing fields. It is important in these instances that the site, to some degree, remains available for other purposes or for other users.

Recommendation (c) - Maximise community use of education facilities where needed

To maximise community use a more coherent, structured relationship with schools is recommended. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train.

In Dudley, pricing policies at facilities can be a barrier to access at some education sites but physical access, poor quality and resistance from schools to open up provision is also an issue, especially at some private schools and academies.

A large number of sporting facilities are located on education sites and making these available to sports clubs can offer significant benefits to both the schools and local clubs, as well helping to reduce identified shortfalls. It is, however, common for school provision not to be fully maximised for community use, even on established community use sites.

In some instances, facilities are unavailable for community use due to poor quality and therefore remedial works will be required before it can be established. The low carrying capacity of these facilities sometimes leads to them being played to capacity or overplayed simply due to curricular and extra-curricular use, meaning they cannot accommodate any additional use by the community.

Although there are a growing number of academies over which the Council has little or no control, it is still important to understand the significance of such sites and attempt to work with the schools where there are opportunities for community use. In addition, relevant NGBs have a role to play in supporting the Council to deliver upon this recommendation and communicating with schools where necessary to address shortfalls in provision.

Where new schools are provided in major new residential developments, they should be designed to facilitate community access, with opportunities for meeting the community's outdoor sports needs explored at the outset to maximise the potential for facility provision to be made within the developments, if appropriate. An example of this is ensuring the provision of youth 11v11 and/or youth 9v9 grass football pitches, given current shortfalls and their suitability for the playing format of students, or multi-use provision such as court that can accommodate both tennis and netball activity.

As detailed earlier, NGBs, the Active Partnership and Sport England can often help to negotiate and engage with schools where the local authority may have limited direct influence. This is particularly the case at sites that have received funding from the relevant bodies or are going to receive funding in the future as community access can be a condition of the funding agreement.

AIM 2

To **enhance** outdoor sport facilities and ancillary facilities through improving quality and management of sites.

Recommendations:

- d. Maintain quality and seek improvements where necessary
- e. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- f. Work in partnership with stakeholders to secure funding
- g. Secure developer contributions

Recommendation (d) – Improve quality

There are a number of ways in which it is possible to improve quality, including, for example, addressing overplay and improving maintenance. Given that the majority of councils' face reducing budgets, it is currently advisable to look at improving key sites as a priority (e.g., the largest sites that are the most overplayed or the poorest). The Action Plan within this document provides a starting point for this, identifying key sites, poor quality sites and/or sites that are overplayed which should be prioritised for improvement.

With such pressures on budgets, any wide-ranging direct investment into quality is unlikely and other options for improvements should be considered. This could be via asset clubs leasing/managing sites as highlighted in Objective 1, with clubs taking on maintenance, whilst other options may include equipment banks and the pooling of resources for maintenance.

Addressing quality issues

Quality across Dudley is variable but generally most pitches are assessed as poor or standard quality. Where facilities are assessed as standard or poor quality and/or overplayed, maintenance regimes should be reviewed and, where possible, improved to ensure that what is being done is of an appropriate standard to sustain/improve pitch quality. Ensuring continuance of existing maintenance of good quality sites is also essential.

Based upon an achievable target, using existing quality scoring to provide a baseline, a standard should be used to identify deficiencies and investment should be focused on those sites which fail to meet the proposed quality standard. For the purposes of quality assessments, the Strategy refers to pitches and ancillary facilities separately as being of 'good', 'standard' or 'poor' quality. However, some good quality sites have poor quality elements and vice versa (e.g., a good quality pitch may be serviced by poor quality changing facilities).

It is also important to note the impact the weather has on quality. The worse the weather, the poorer facilities tend to become, especially if no drainage systems are in place or if existing drainage systems are inadequate. This also means that quality can vary, year on year, dependent upon the weather and levels of rainfall.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

If a poor quality site receives little or no usage that is not to say that no improvement is needed. It may instead be the case that it receives no demand because of its quality, thus an improvement in said quality will attract demand to the site, potentially from overplayed standard or good quality sites (thus reducing capacity issues).

In addition, without appropriate, fit for purpose ancillary facilities, good quality provision may be underutilised, especially by adults and female users who have more of a requirement. Changing facilities form the most essential part of this offer and therefore key sites should be given priority for improvement. For the majority of sports, no senior league matches can take place without appropriate changing facilities and the same also applies to women's and girls' demand.

For football, The FA has a Pitch Improvement Programme aimed at improving the standard of grass pitches across the Country. For provision included in the programme, clubs can utilise the services of the Football Foundation's PitchPower app to carry out a free on-site assessment of their pitches. This then provides the Grounds Management Association (GMA) with the detail needed to create a personalised, informative report to advise on how improvements can be made. Clubs then receive bespoke advice and support to help with any future actions, funding applications and equipment, with clubs getting access to discounted rates for machinery and consumables through local partnerships.

The tool is available across mobile apps and desktop and is open to access by all providers, including clubs, schools and local authorities. Following a PitchPower report, organisations can work towards the recommended dedicated maintenance regime identified to improve the quality of their pitches. Applicants are required to submit a PitchPower assessment for each of their pitches as a condition of a grant funding application for Football Foundation grass pitch investment, such as the Grass Pitch Maintenance fund.

For cricket and the ECB, the equivalent is the Grounds and Natural Turf Improvement Programme (GaNTIP), which is jointly funded by the ECB, FA, Football Foundation and the GMA. Its aim is to raise the standards of sports surfaces as well as the understanding of sports turf management practices among grassroots sports clubs across England Wales.

Specifically for tennis, the LTA has secured a £22 million investment fund to be put into public tennis courts across Britain, together with an £8.5 million investment from the LTA. This will see thousands of public park tennis courts that are in poor or unplayable condition improved for the benefit of the local communities. The LTA is working with the Council to access the funding for improvements in Dudley.

For the improvement/replacement of AGPs refer to Sport England and the NGBs 'Selecting the Right Artificial Surface for Hockey, Football, Rugby League and Rugby Union' document for a guide as to suitable AGP surfaces: www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/

Addressing overplay

In order to improve the overall quality of the outdoor facility stock; it is necessary to ensure that provision is not overplayed beyond recommended carrying capacity. This is determined by assessing quality (via a non-technical site assessment) and allocating a match limit to each (daily for hockey, weekly for football and rugby union and seasonal for cricket).

The FA, RFU, RFL, ECB and EH all recommend a number of matches that pitches should take based on quality, as seen in the table below. For other grass pitch sports, no guidelines are set by the NGBs although it can be assumed that a similar trend should be followed.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Table 5.2: Capacity of pitches

Sport	Pitch type	No. of matches		
		Good quality	Standard quality	Poor quality
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season		
Hockey	Full size AGP	4 per day	4 per day	4 per day

For non-pitch sports, capacity is not linked to the number of matches taking place but rather the number of members (and other users) attracted to a site. For example, for tennis, a floodlit hard court is said to have capacity for 60 members, whereas a non-floodlit hard court has capacity for 40 members (this varies for grass courts). For bowls, a green is considered at capacity if it has over 80 members, whilst a membership of under 20 could be unsustainable.

It is imperative to engage with clubs to ensure that sites are not played beyond their capacity. Where overplay is identified, play should be encouraged, where possible, to be transferred to alternative venues that are not operating at capacity, or quality, where possible, should be improved to increase capacity to appropriate levels. Where play is transferred, this may include transferring play to 3G pitches or to sites not currently available for community use but which may be in the future.

For cricket, an increase in the usage of NTPs is key to alleviating overplay as this allows for the transfer of junior demand from grass wickets. It also does not require any additional playing pitch space as NTPs can be installed in situ to existing squares.

For rugby union, additional floodlighting can mitigate some of the overplay as it allows training demand to be spread across a greater number of pitches or unmarked areas. If permanent floodlighting is not possible, portable floodlighting is an alternative, as is the installation of a World Rugby compliant 3G pitch.

As mentioned earlier, there are also sites that are poor quality but are not overplayed. These should not be overlooked as often poor quality sites have less demand than others but demand could increase if the quality was improved. It does, however, work both ways as potential improvements may make sites more attractive and therefore more popular, which in the long run can lead again to them becoming poor quality pitches if not properly maintained.

Improving changing provision

There is a need to address changing provision at some sites in the Borough, these are generally centred at either club or council managed sites.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

Sites which predominantly accommodate adult and/or older junior age group sports should be prioritised for improvements, whilst there is a trend for younger junior age groups (particularly for football) not to require use of changing provision, with suitable male and female toilet provision for players and spectators considered to be of greater importance. For example:

- ◀ Burton Road Playing Field
- ◀ Coseley Leisure Centre
- ◀ Dudley Wood Playing Field
- ◀ Gornal Athletic Football Club
- ◀ Huntingtree Park
- ◀ King George V Park (Stourbridge)
- ◀ Sledmere Playing Fields
- ◀ South Road Playing Fields
- ◀ Tenscore Playing Field
- ◀ Wollaston Recreation Ground
- ◀ Woodside Park

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

To allow for facility developments to be programmed on a phased basis the Council should adopt a tiered approach to the management and improvement of outdoor sport sites and associated facilities. Please refer to Part 6: Action Plan for the proposed hierarchy.

Recommendation (f) – Work in partnership with stakeholders to secure funding

Partners should ensure that appropriate funding secured for improved sports provision is directed to areas of need, underpinned by a robust strategy for improvement in outdoor sport provision and accompanying ancillary facilities.

To address community need, target priority areas and reduce provision duplication, a coordinated approach to strategic investment is required. In delivering this recommendation, the Council should maintain a regular dialogue with local partners through the PPS Steering Group.

Although some investment in new provision will not be made by the Council directly, it is important that the Steering Group directs and leads a co-ordinated approach to facility development whether made at/by education sites, NGBs, sports clubs and the commercial sector. This is to ensure that the extent to which it addresses community need is optimised and duplication is avoided.

One of sport's key contributions is its positive impact on public health. It is therefore important to lever in investment from other sectors such as, for example, health and wellbeing. Sport and physical activity can have a profound effect on peoples' lives, and plays a crucial role in improving community cohesion, educational attainment and self-confidence.

Recommendation (g) –Secure developer contributions

It is important that this strategy informs policies and supplementary planning documents by setting out the approach to securing sport and recreational facilities through new housing development.

For playing pitches, it is recommended the Council use Sport England's Playing Pitch Calculator as a tool for helping to determine the additional demand for pitches and to estimate the likely developer contribution required linking to sites within the locality. This should form part of the Council working with Sport England to develop a process and guidance for obtaining developer contributions.

The calculator uses the current number of teams by sports pitch type contained within the Assessment Report and calculates the percentage within each age group that play that sport. That percentage is then applied to the population growth. The additional teams likely to be generated are then converted into match equivalent sessions and associated pitch requirements in the peak period, with the associated costs (both for providing the pitch/facility and for its life cycle) then given. The calculator splits the requirement into peak time demand for natural turf pitches, training demand for artificial grass pitches, and the number of new changing rooms required.

The PPOSS should be used to help determine the likely impact of a new development on demand and the capacity of existing sites in the area, and whether there is a need for improvements to increase capacity of existing provision or if new provision is required. Where a development is located within access of existing high-quality provision, this does not necessarily mean that there is no need for further provision or improvement to existing provision, as additional demand arising from the development is likely to result in increased usage (which can result in overplay or quality deterioration).

Where it is determined that new provision is required to accompany a development, priority should be placed on providing facilities that contribute towards alleviating existing shortfalls within the locality. To determine what supply of provision is provided, it is imperative that the PPOSS findings are taken into consideration and that for particularly large developments consultation takes place with the relevant NGBs and Sport England. This is due to the importance of ensuring that the stock of facilities provided is correct to avoid provision becoming unsustainable and unused. The preference is for multi-pitch and potentially multi-sport sites to be developed, supported by a clubhouse and adequate parking facilities which consider the potential for future AGP development. This is because single-pitch facilities are more likely to become under-used (or unused), unviable and unsustainable.

It is recognised that consultation cannot take place with NGBs for every development due to resource restrictions. Instead, it is recommended that such discussions take place within PPOSS Steering Group meetings, which should take place regularly following adoption of the study as part of the ongoing monitoring and evaluation process. It is recommended that these take place every 6-12 months and inform the annual review/update (see Part 8 for further information).

The guidance should form the basis for negotiation with developers to secure contributions to include provision and/or enhancement of appropriate provision and subsequent maintenance. S106 contributions could also be used to improve the condition and of the pitches in order to increase pitch capacity to accommodate more matches.

Sport England recommends that a number of objectives should be implemented to enable the above to be delivered:

- ◀ Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a S106 agreement or equivalent must be completed that should specify, when applied, the amount that will be linked to Sport England's Building Cost Information Service from the date of the permission and timing of the contribution/s to be made.
- ◀ Contributions should also be secured towards the first ten years of maintenance on new pitches (lifecycle costs), the cost of which is indicated by the Sport England Playing Pitch Calculator. NGBs and Sport England can provide further and up to date information on the associated costs.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

- External funding should be sought/secured to achieve maximum benefit from the investment into appropriate facility enhancement, alongside other open space provision, and its subsequent maintenance.
- Where new provision is provided, appropriate changing rooms and associated car parking should be located on site.
- All new or improved outdoor sports facilities on school sites should be subject to community use agreements.

For further information, please see Part 7 of this report.

AIM 3

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

Recommendations:

- h. Rectify quantitative shortfalls through the current stock.
- i. Identify opportunities to add to the overall stock to accommodate both current and future demand.

Recommendation (h) - Rectify quantitative shortfalls through the current stock

The Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the preceding Assessment Report and the sport-by-sport specific recommendations (Part 4) as well as the following Action Plan (Part 6).

It is important that the current levels of provision are protected, maintained and enhanced to secure provision both for now and in the future. Maximising use of existing provision through a combination of the following will help to reduce shortfalls and accommodate future demand:

- Improving quality in order to improve the capacity to accommodate more demand.
- Transferring demand from overplayed sites to sites with spare capacity.
- The re-designation of facilities e.g. converting an unused pitch (or pitch type) for one sport to instead cater for another sport (or another pitch type).
- Securing community use at school sites including those currently unavailable.
- Working with commercial and private providers to increase usage.

The PPOSS identifies priority sites that should be focused upon, including those that are presently overplayed and/or poor quality, or unused sites that are particularly large. It also advises how issues can be overcome.

Recommendation (i) - Identify opportunities to add to the overall stock to accommodate both current and future demand

The Steering Group should use and regularly update the Action Plan within this Strategy. The Action Plan lists recommendations for each site, focused upon both qualitative and quantitative improvements, which if delivered will lessen the need for new provision.

Linked to the above and as evidenced in Part 4, although there are identified shortfalls of match equivalent sessions, most current and future demand is currently being met and most shortfalls can be addressed via quality improvements and/or improved access to sites that presently used minimally or that are currently unavailable. Adding to the current stock, particularly in the short term, is therefore not recommended as a priority, except for 3G pitches

and potentially sand-based AGPs, the shortfall for which cannot be reduced without new stock, and cricket squares, where new provision is required to return exported demand.

Large scale housing developments and the establishment of new schools may also necessitate the need for new provision. Where new schools are developed, there is an opportunity to combine the building of the School to the development of a new multi-sport site that will be of a benefit to the School as well as the wider community.

For housing developments, as outlined in Recommendation (g), Sport England's Playing Pitch Calculator can be used as a guide to inform requirements. See Part 7 for further information.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

PART 6: ACTION PLAN

The site-by-site action plan seeks to address key issues identified in the preceding Assessment Report. It provides recommendations based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement. It is separated by analysis area and includes information pertaining to the sub sections below.

Site hierarchy

The Council should make it a high priority to work with NGBs and other partners to comprise a priority list of actions based on local priorities, NGB priorities and available funding. As stated in Recommendation (e), to allow for facility developments to be programmed within a phased approach, the Council should adopt a tiered approach to the management and improvement of playing pitch sites and associated facilities.

The identification of sites is based on their strategic importance in a Borough-wide context i.e., they accommodate the majority of demand, or the recommended action has the greatest impact on addressing shortfalls identified either on a sport-by-sport basis or across the Council area as a whole.

Table 6.1: Proposed tiered site criteria

Criteria	Hub sites	Key centres	Local sites
Site location	Strategically located in the Borough. Priority sites for NGBs.	Strategically located within the analysis area.	Serves the local community.
Site layout	Accommodates three or more grass pitches, generally including provision of an AGP (or with the potential).	Accommodates two or more grass pitches.	Accommodates one or two pitches.
Type of sport	Multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.	Generally single sport provision but may cater for two.
Management	Management control allows for wide community use, i.e., through the local authority, a leisure operator or a school with a community use agreement.	Management control generally allows for wide community use but may include sites that are owned or leased by clubs/other organisations.	Management control can be via the local authority, schools, clubs and other providers.
Maintenance regime	Maintenance regime aligns or could align with NGB guidelines.	Maintenance regime aligns or could align with NGB guidelines.	Standard maintenance regime or an in-house maintenance contract.
Ancillary facilities	Good quality ancillary facilities on site (or potential), with sufficient changing rooms and car parking to serve the number of pitches; may include wider social/function facilities.	Good quality ancillary facility on site (or potential), with sufficient changing rooms and car parking to serve the number of pitches.	Limited or no changing room access on site.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

Hub sites are of Borough wide importance where users are willing to travel to access the range and high quality of facilities offered and are likely to be multi-sport. These have been identified on the basis of the impact that the site will have on addressing the issues identified in the assessment.

Key centres are more community focused, although some are still likely to service a wider analysis area (or slightly wider); however, there may be more of a focus on a specific sport i.e., a dedicated site.

It is considered that some financial investment may be necessary to improve the facilities at both hub sites and key sites. This could be to improve the provision, create additional provision (e.g., a 3G pitch) or to enhance the ancillary facilities in terms of access, flexibility (i.e., single-sex changing if necessary) and quality as well as ensuring that they meet the rules and regulations of local competitions.

Local sites refer to those sites offering minimal provision or that are of minimal value to the wider community. Primarily they are sites with one pitch/facility or a low number of pitches/facilities that service just one or two sports (e.g., bowling green sites).

For local authority sites local sites, consideration should be given, on a site-by-site basis, to the feasibility of a club taking on a long-term lease (if not already present), in order that external funding can be sought. Such sites will require some level of investment, either to the outdoor sport facilities or ancillary facilities and it is anticipated that one of the conditions of offering a hire/lease is that the Club would be in a position to source external funding to improve/extend the provision.

Other sites considered in this tier may be primary school sites or secondary school sites that are not widely used by the community or that do not offer community availability.

Partners

The column indicating partners refers to the main organisations that the Council would look to work with to support delivery of the actions.

Given the extent of potential actions, it is reasonable to assume that partners will not necessarily be able to support all the actions identified but where the action is a priority and resource is available the partner will endeavour to assist.

As all sites sit within the local authority area, the Council is considered to be a partner for each identified action (as the column indicates partners for the Council) and is therefore not included. However, it is acknowledged that it will take on more of a leading role for some specific sites and some specific actions (e.g., at council venues).

Priority

Although hub sites are mostly likely to have a **high** priority actions, as they have wide importance, these have been identified on the basis of the impact that the site will have on addressing the key issues identified in the assessment. Therefore, some key centres and local sites are also identified as having a high priority level. It is these projects/sites which should generally, if possible, be addressed within the short term (1-2 years).

The majority of key centres have **medium** priority actions. These have analysis area importance and are identified on the basis of the impact that they will have on addressing the issues identified in the assessment, although not to the same extent as high priority actions.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STRATEGY & ACTION PLAN

The **low** priority actions tend to be for single pitch or single sport sites and often club or education sites with local specific importance but that may also contribute to addressing the issues identified in the assessment for specific users. Whilst low priority, there may be opportunities to action some of the recommendations made against such sites relatively quickly e.g., through S106 funding.

Costs

The strategic actions have also been ranked as low, medium or high based on cost. The brackets are:

- ◀ (L) -Low - less than £50k
- ◀ (M) -Medium - £50k-£250k
- ◀ (H) -High £250k and above

These are based on Sport England's estimated facility costs which can be found at:
<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>

Timescales

The Action Plan has been created to be delivered over a ten-year period and the information within the Assessment Report, Strategy and Action Plan will require updating as developments occur. The indicative timescales relate to delivery times and are not priority based:

- ◀ (S) -Short (1-2 years)
- ◀ (M) - Medium (3-5 years)
- ◀ (L) - Long (6+ years)

Aim

Each action seeks to meet at least one of the three Sport England aims of the Strategy; **Enhance, Provide, Protect.**

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

BRIERLEY HILL ANALYSIS AREA

Summary pitch sports

Sport	Analysis area	Current demand		Future demand (2039)
		Pitch type	Current capacity total in match sessions	Future capacity total in match sessions
Football (grass pitches)	Brierley Hill	Adult	Shortfall of 2	Shortfall of 2.5
		Youth 11v11	Shortfall of 2.5	Shortfall of 3.5
		Youth 9v9	Shortfall of 0.5	Shortfall of 0.5
		Mini 7v7	Spare capacity of 0.5	Spare capacity of 0.5
		Mini 5v5	At capacity	At capacity
	Dudley	Adult	Shortfall of 16	Shortfall of 19
		Youth 11v11	Shortfall of 7.5	Shortfall of 11.5
		Youth 9v9	Shortfall of 9.5	Shortfall of 9.5
		Mini 7v7	Shortfall of 1	Shortfall of 1
		Mini 5v5	Spare capacity of 1	Spare capacity of 1
Football (3G pitches)	Brierley Hill	Full size, floodlit	Shortfall of 0.75	Shortfall of 0.75
Cricket	Brierley Hill	Saturday	At capacity	At capacity
		Sunday	At capacity	At capacity
		Midweek	At capacity	At capacity
	Dudley	Saturday	Shortfall of 65	Shortfall of 65
		Sunday	Shortfall of 17	Shortfall of 17
		Midweek	Spare capacity of 9	Spare capacity of 9
Hockey (sand AGPs)	Dudley	Full size, floodlit	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch

Summary non-pitch sports

Sport	Current picture	Future picture
Tennis	There is a shortfall of capacity for two clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)	There is a shortfall of capacity for all three clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)
Netball	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Current picture	Future picture
Bowls	<p>Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern.</p> <p>Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.</p>	<p>Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern.</p> <p>Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.</p>
Athletics	<p>There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.</p>	<p>There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.</p>
Cycling	<p>Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.</p>	<p>Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.</p>
Golf	<p>Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.</p>	<p>Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.</p>
Water sports	<p>With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members.</p> <p>Priority should be placed on protecting the provision and ensuring that quality remains sufficient.</p>	<p>With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members.</p> <p>Priority should be placed on protecting the provision and ensuring that quality remains sufficient.</p>
Other sports	<p>American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access.</p> <p>There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored.</p> <p>No supply or demand is identified in relation to Gaelic football, meaning no action is required.</p>	<p>American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access.</p> <p>There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored.</p> <p>No supply or demand is identified in relation to Gaelic football, meaning no action is required.</p>

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Overarching recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> Protect provision. Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as King George V Park (Stourbridge) and Summerhill School. Look to reinstate pitches at sites such as Harrison Road Open Space and King George V Park (Stourbridge). Formalise community use agreements for clubs utilising unsecure sites. Consider asset transfer of sites to clubs. Enable use of currently unavailable sites. Improve changing facilities where required.
3G pitches	<ul style="list-style-type: none"> Protect provision. Ensure all existing pitches have a sinking fund in place. Ensure all existing pitches remain on the FA register to host competitive matches. Look to provide an additional full size pitch within the Analysis Area.
Cricket	<ul style="list-style-type: none"> Protect provision. Improve changing facilities where required.
Rugby union	<ul style="list-style-type: none"> No action required.
Hockey	<ul style="list-style-type: none"> Protect provision.
Golf	<ul style="list-style-type: none"> No action required.
Bowls	<ul style="list-style-type: none"> Protect provision.
Tennis	<ul style="list-style-type: none"> Protect provision. Seek to improve park courts such as at King George V Park (Stourbridge) via implementation of LTA products.
Netball	<ul style="list-style-type: none"> Protect provision.
Cycling	<ul style="list-style-type: none"> No action required.
Athletics	<ul style="list-style-type: none"> Protect provision. Improve the jumping area and floodlights at The Dell Stadium.
Water sports	<ul style="list-style-type: none"> No action required.
Other sports	<ul style="list-style-type: none"> No action required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim
3	Ashwood Park Primary School	Football	School	One mini 7v7 pitch of poor quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	L	L	L	Protect Enhance
6	Belle Vue Primary School	Netball	School	One standard quality macadam netball court which is without floodlighting and unavailable for community use.	Improve court quality through enhanced maintenance regime.	School EN	Local	L	L	L	Protect Enhance
8	Blanford Mere Primary School	Football	School	One mini 5v5 pitch of standard quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	L	L	L	Protect Enhance
10	Bromley Hills Primary School	Football	School	One mini 7v7 pitch of standard quality which has discounted spare capacity due to unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise a community use agreement to provide users with security of tenure.	School BFA/FF	Local	L	L	L	Protect Enhance
15	Church Of The Ascension Primary School	Netball	School	One poor quality macadam netball court which is without floodlighting and unavailable for community use.	Improve court quality through enhanced maintenance regime.	School EN	Local	L	L	L	Protect Enhance
21	Cot Lane Open Space	Football	Council	One adult and one mini 7v7 pitch, both of poor quality. The adult pitch is played to capacity whilst the mini pitch has discounted spare capacity due to poor pitch quality. The Council indicates there is space for additional pitches to be marked on site.	Improve pitch quality through enhanced maintenance regime. Mark additional pitches on site to support local shortfalls.	Council BFA/FF	Local	M	S	L	Protect Enhance
25	Dawley Brook Primary School	Football	School	One mini 7v7 pitch of standard quality which has discounted spare capacity due to unsecure tenure.	Improve pitch quality through enhanced maintenance regime. Look to formalise a community use agreement to provide users with security of tenure.	School BFA/FF	Local	L	L	L	Protect Enhance
26	Dingle Community Primary School	Football	School	One mini 7v7 pitch of poor quality which has discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One standard quality macadam netball court which is without floodlighting and unavailable for community use.	Improve court quality through enhanced maintenance regime.		Local	L	L	L	
29	Dudley Sport Junior And Girls Football Club	Football	Sports Club	One adult, two youth 9v9 and one mini 7v7 pitch, all of good quality. The adult pitch is played to capacity whilst the youth and mini pitches are played to capacity at peak time.	Sustain good pitch quality through appropriate maintenance.	Sport Club BFA/FF BCGBA	Key	L	L	L	Protect Enhance Provide
		Bowls		Two poor quality, floodlit, crown bowling greens used by Dudley Dell BC. The greens operate within the recommended capacity. The sprinkler system has recently malfunctioned, which has led to the greens not being watered during the summer months. This has led to bare patches forming and significant signs of wear and tear. The Club applied for planning permission to build a new pavilion on site prior to the pandemic and will look to secure funding for this when play returns to normal.	Improve green quality through enhanced maintenance regime. Explore the feasibility of supporting the Club to construct a new pavilion on site.			M	M	M	

¹⁰ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹¹ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim
32	Envile Road	Football	Council	One standard quality youth 9v9 with 0.5 match equivalent sessions of actual spare capacity.	Improve pitch quality through enhanced maintenance regime. Maximise capacity on site to reduce local shortfalls.	Council BFA/FF LTA	Local	M	S	L	Protect Enhance Provide
		Tennis	Sports Club	Four good quality macadam tennis courts of which two are floodlit and used by Wall Heath TC. The Club's membership levels currently exceeded the recommended capacity minimally. ClubSpark, Rally and Smart Access are implemented on site.	Sustain court quality through dedicated maintenance regime. Support Wall Heath TC's ambitions to floodlight the remaining courts on site. Monitor future club growth to ensure overplay does not cause court quality to deteriorate.			M	S	M	
33	Fairhaven Primary School	Football	School	One mini 7v7 and one mini 5v5 pitch, both of standard quality. Both pitches are played to capacity at peak time.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	L	L	L	Protect Enhance
36	Glynne Primary School	Football	School	One mini 5v5 pitch of poor quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One standard quality macadam netball court which is without floodlighting and unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
41	Greenfields Open Space	Football	Council	One youth 11v11 and one youth 9v9 pitch, both of poor quality. The 11v11 pitch is played to capacity whilst the 9v9 pitch has discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
47	Harrison Road Open Space	Football (Disused)	Council	Two disused mini 7v7 pitches.	Explore the feasibility of reinstating these pitches to alleviate future shortfalls.	Council BFA/FF	Local	M	L	L	Protect Provide
48	Hawbush Primary School	Football	School	One standard quality youth 9v9 pitch which is available for community use and currently played to capacity.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	L	L	L	Protect Enhance
59	King George V Park (Stourbridge)	Football	Council	Two adult, one mini 7v7 and one mini 5v5 pitch. The adult pitches are of poor quality whilst the mini pitches are of standard quality. The adult pitches are played to capacity whilst the 5v5 pitch is played to capacity at peak time. The 7v7 pitch has 0.5 match equivalent sessions of actual spare capacity. Identified in the LFFP for pitch and ancillary improvements. The Council indicates there is space for additional pitches to be marked on site.	Improve pitch and ancillary quality in line with LFFP recommendations. Mark additional pitches on site to support local shortfalls.	Council BFA/FF LTA	Key	H	M	M	Protect Enhance
		Tennis		Four poor quality macadam tennis courts that are without floodlighting. One court is overmarked with basketball. The parks condition report indicates fencing is in poor condition, with holes created to gain access. Moss and leaf issues, with dips in courts. Clean and repaint also required. Courts are used for the Dudley parks tennis league.	Improve court quality through resurfacing. Replace fencing surrounding the court. Consider implementation of LTA initiatives such as GateAccess.			H	S	M	

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim
59	King George V Park (Stourbridge)	Bowls	Council	One standard quality crown bowling green which is currently unused.	Improve green quality through enhanced maintenance regime.	Council BCGBA	Key	L	L	L	Protect Enhance
61	Kingswinford Park	Football	Council	One mini 5v5 pitch of standard quality which is played to capacity at peak time.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF BCGBA	Local	L	L	L	Protect Enhance
		Bowls		One standard quality crown bowling green used by Dudley Sports BC. The green operates within the recommended capacity.	Improve green quality through enhanced maintenance regime.			L	L	L	
62	Kinver Street	Football	Council	One youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of poor quality. The 9v9 and 7v7 pitches are played to capacity whilst the 5v5 pitch has discounted spare capacity due to poor pitch quality. The Council indicates there is space for additional pitches to be marked on site.	Improve pitch quality through enhanced maintenance regime. Mark additional pitches on site to support local shortfalls.	Council BFA/FF	Local	M	S	L	Protect Enhance
69	Maidensbridge Primary School	Football	School	One youth 9v9 pitch of poor quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One poor quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
81	Oldswinford & Stourbridge Social Cricket Club (Norwood Road)	Cricket (Disused)	Council	A disused cricket square which was previously used by Oldswinford & Stourbridge Social CC. Wordsley Wasps FC has now been granted a lease agreement with the Council the site and plans to mark football pitches on site and upgrade the existing ancillary provision.	Support Wordsley Wasps FC to develop the site for football demand.	Council ECB BFA/FF	Local	M	S	L	Protect Enhance Provide
112	St Marks CE Primary School	Football	School	One mini 5v5 pitch of poor quality which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	L	L	L	Protect Enhance
118	St. Marys C Of E Primary School	Netball	School	One standard quality netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.	School EN	Local	L	L	L	Protect Enhance
123	Summerhill School	Football	School	One adult and one youth 11v11 pitch, both of standard quality. Both pitch types are overplayed by one match equivalent session per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	School BFA/FF RFU LTA EN	Local	H	S	L	Protect Enhance
		3G		One small-size 3G pitch which is floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	
		Rugby Union		One senior pitch of standard (M1/D1) quality which is available for community use but unused.	Improve pitch quality through enhanced maintenance regime.			L	L	L	
		Tennis		Four standard quality macadam tennis courts that are unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
		Netball		Three standard quality macadam netball courts that are unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
125	The Brook Primary School	Football	School	One youth 9v9 and one mini 7v7 pitch, both of standard quality. Pitches are unavailable for community use.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	L	L	L	Protect Enhance

**DUDLEY METROPOLITAN BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim
126	The Crestwood School	Football	School	One adult, one youth 11v11, one youth 9v9, one mini 7v7 and one mini 5v5 pitch all of standard quality. The adult and youth pitches are each overplayed by one match equivalent session per week whilst the mini pitches are played to capacity at peak time.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	H	S	L	Protect Enhance
		3G		A small size 3G pitch which is floodlit and available for community use although only from 10:00-14:00 at weekends. The pitch has exceeded its recommended lifespan and is in need of resurfacing.	Improve pitch quality through resurfacing when possible. Ensure sinking fund is in place for future refurbishment.			L	L	L	
		Tennis		Three poor quality macadam tennis courts that are unavailable for community use. This area was utilised as a construction site during the building of a new school block. Whilst the space is now clear, the School reports that the surface is no longer suitable for sport. It therefore aspires to tarmac this area and remark the tennis courts and overmark three netball courts.	Improve court quality through resurfacing.			L	L	L	
127	The Dell Stadium	Football	Council	Two standard quality adult football pitches which are played to capacity. There are aspirations to convert one of these pitches into a full-size 3G pitch.	Improve pitch quality through enhanced maintenance regime. Consider the feasibility of 3G pitch conversion to alleviate the training shortfall in the analysis area.	Council BFA/FF RFU EA	Hub	H	S	H	Protect Enhance Provide
		3G		One good quality full-size 3G pitch which is floodlit and available for community use. It is FIFA approved and WR compliant so can host training and competitive matches for both sports.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for future refurbishment.			L	L	L	
		Athletics		A 400m eight lane track (with a ten lane straight) which is floodlit and available for comment use. The track is of good quality although the jumping area is in need of improvement and floodlights could be modernised. The Council are working towards making the track TrackMark compliant.	Sustain track quality through dedicated maintenance regime. Improve the jumping area and floodlights on site.			M	L	M	
132	The Kingswinford Academy	Football	School	One standard quality youth 11v11 pitch which is played to capacity at peak time.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF EH	Local	L	L	L	Protect Enhance
		Hockey		One small size AGP which is without floodlighting and unavailable for community use.	Sustain pitch quality through dedicated maintenance regime.			L	L	L	
137	The Wordsley School	Football	School	Two standard quality youth 11v11 pitches which are overplayed by 0.5 match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	H	S	L	Protect Enhance

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁰	Cost ¹¹	Aim
		Tennis		Four good quality macadam tennis courts that are available for community use but without floodlighting.	Sustain court quality through dedicated maintenance regime.	LTA		L	L	L	
137	The Wordsley School	Netball	School	Four good quality macadam netball courts that are available for community use but without floodlighting.	Explore installation of lighting and discuss opportunities for use by the Dudley Netball League.	School EN	Local	M	S	M	Protect Enhance
149	David Lloyd Club (Dudley)	Tennis	Commercial	Three good quality macadam courts with floodlighting and three artificial courts without floodlighting which are unavailable for community use.	Sustain court quality through dedicated maintenance regime.	Commercial LTA	Local	L	L	L	Protect
152	Quarry Bank Tennis Club	Tennis	Sports Club	Four good quality artificial tennis courts which are floodlit and available for community use. The Club currently operates within the recommended capacity range although will minimally exceed this if future demand aspirations are realised.	Sustain court quality through dedicated maintenance regime.	Sports Club LTA	Local	L	L	L	Protect Enhance
161	The Glasscutters Arms	Bowls	Private	One crown bowling green assessed as poor quality as it was not used or maintained during the Covid-19 pandemic although Glasscutters BC have now returned.	Improve green quality through enhanced maintenance regime.	Private BCGBA	Local	M	S	L	Protect Enhance
162	Pesnett Social Welfare Centre	Bowls	Private	One standard quality crown bowling green used by Pensnett Social BC.	Improve green quality through enhanced maintenance regime.	Private BCGBA	Local	L	L	L	Protect Enhance
164	Woodman Mount Pleasant	Bowls	Sports Club	One good quality crown bowling green used by Woodman Mount Pleasant BC. The green is serviced by poor quality ancillaries and is without changing rooms and showers. Car parking on site is limited.	Sustain green quality through enhanced maintenance regime.	Sports Club BCGBA	Local	L	L	L	Protect Enhance
169	Kingswinford Conservative Club	Bowls	Private	One good quality crown bowling green used by Kingswinford Cons BC. Car parking on site is limited.	Sustain green quality through enhanced maintenance regime.	Sports Club BCGBA	Local	L	L	L	Protect Enhance
196	Bryce Road	Football	Council	A poor quality youth 9v9 pitch that is currently unused.	Improve pitch quality to provide actual spare capacity and attract demand to the site. Explore options to increase supply at the site given historic configurations.	FF FA	Local	M	S	L	Protect Enhance
-	Pens Meadow School	Football	School	A disused site that previously provided football provision.	Explore options to bring the site back into use given shortfall of football provision.	FF FA	Local	L	S	L	Protect Provide Enhance

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

CENTRAL DUDLEY ANALYSIS AREA

Summary pitch sports

Sport	Analysis area	Current demand		Future demand (2039)
		Pitch type	Current capacity total in match sessions	Future capacity total in match sessions
Football (grass pitches)	Central Dudley	Adult	Shortfall of 2	Shortfall of 2.5
		Youth 11v11	Shortfall of 1	Shortfall of 1.5
		Youth 9v9	Shortfall of 2.5	Shortfall of 2.5
		Mini 7v7	Shortfall of 0.5	Shortfall of 0.5
		Mini 5v5	At capacity	At capacity
	Dudley	Adult	Shortfall of 16	Shortfall of 19
		Youth 11v11	Shortfall of 7.5	Shortfall of 11.5
		Youth 9v9	Shortfall of 9.5	Shortfall of 9.5
		Mini 7v7	Shortfall of 1	Shortfall of 1
		Mini 5v5	Spare capacity of 1	Spare capacity of 1
Football (3G pitches)	Central Dudley	Full size, floodlit	Shortfall of 1	Shortfall of 1
Cricket	Central Dudley	Saturday	At capacity	At capacity
		Sunday	Spare capacity of 24	Spare capacity of 24
		Midweek	Spare capacity of 36	Spare capacity of 36
	Dudley	Saturday	Shortfall of 65	Shortfall of 65
		Sunday	Shortfall of 17	Shortfall of 17
		Midweek	Spare capacity of 9	Spare capacity of 9
Hockey (sand AGPs)	Dudley	Full size, floodlit	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch

Summary non-pitch sports

Sport	Current picture	Future picture
Tennis	There is a shortfall of capacity for two clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)	There is a shortfall of capacity for all three clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)
Netball	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Current picture	Future picture
Bowls	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.
Athletics	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.
Cycling	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.
Golf	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.
Water sports	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.
Other sports	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> Protect provision. Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Dudley Wood Playing Fields and Sledmere Playing Fields. Look to reinstate pitches at sites such as Milking Bank Playing Fields and Marle Hole. Formalise community use agreements for clubs utilising unsecure sites. Consider asset transfer of sites to clubs. Enable use of currently unavailable sites. Improve changing facilities where required.
3G pitches	<ul style="list-style-type: none"> Protect provision. Ensure all existing pitches have a sinking fund in place. Ensure all existing pitches remain on the FA register to host competitive matches. Look to provide an additional full size pitch within the Analysis Area to cater for future demand.
Cricket	<ul style="list-style-type: none"> Protect provision. Improve changing facilities where required.
Rugby union	<ul style="list-style-type: none"> No action required.
Hockey	<ul style="list-style-type: none"> Protect provision.
Golf	<ul style="list-style-type: none"> No action required.
Bowls	<ul style="list-style-type: none"> Protect provision. If the green at Buffery Park is lost, ensure it is adequately mitigated.
Tennis	<ul style="list-style-type: none"> Protect provision. Seek to improve park courts such as at Priory Park via implementation of LTA products.
Netball	<ul style="list-style-type: none"> Protect provision.
Cycling	<ul style="list-style-type: none"> No action required.
Athletics	<ul style="list-style-type: none"> No action required.
Water sports	<ul style="list-style-type: none"> No action required.
Other sports	<ul style="list-style-type: none"> No action required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
7	Bishop Milner Catholic College	3G	College	One good quality small size 3G pitch which is floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	College BFA/FF RFU EN	Local	L	L	L	Protect
		Netball		One good quality artificial netball court which is without floodlighting and unavailable for community use.	Sustain court quality through dedicated maintenance regime.			L	L	L	
11	Burfery Park	Football	Council	One adult and one youth 9v9 pitch, both of poor quality. The adult pitch is played to capacity whilst the youth 9v9 pitch is played to capacity at peak time.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF LTA BCGBA	Local	M	S	L	Protect Enhance
		Tennis		One poor quality macadam tennis court which is available for community use but without floodlighting. Trees overhang the courts and cause a build-up of moss in the corners of the courts although the fencing is said to be in good condition.	Improve court quality through cleaning and repainting or resurfacing if necessary.			M	S	L	
		Bowls (Disused)		A disused bowling green which has not been maintained since Burfery Park BC folded.	If the green is to be lost, ensure it is mitigated in accordance with local planning policy.			-	-	-	
12	Burton Road Playing Fields	Football	Council	One adult, one youth 9v9 and one mini 7v7 pitch of which all are poor quality. The adult and mini pitches are played to capacity whilst the youth pitch is overplayed by 0.5 match equivalent sessions per week. Ancillary facilities on site are said to be in need of improvement.	Improve pitch quality through enhanced maintenance regime. Explore the feasibility of improving ancillary provision on site.	Council BFA/FF	Local	H	M	M	Protect Enhance
28	Dudley College (Castle View)	Football	College	Two good quality adult football pitches with spare capacity although this has been discounted to preserve pitch quality.	Sustain pitch quality through dedicated maintenance regime.	College BFA/FF	Local	L	L	L	Protect
30	Dudley Wood Playing Fields	Football	Council	One adult, one youth 9v9 and one mini 7v7 pitch, all of poor quality. The adult pitch is overplayed by 1.5 match equivalent sessions per week, the youth pitch by two and the mini pitch by one. A youth 9v9 pitch over marks an adult pitch and a mini 7v7 pitch over marks a separate youth 9v9 pitch. Cradley Town DC FC is in discussion with the Council regarding taking on an asset transfer of Dudley Wood Playing Fields so that it can develop and enhance the site by provided catering facilities and social space. The site is identified in the LFFP for pitch and ancillary improvements.	Improve pitch and ancillary quality in line with LFFP recommendations. Explore the feasibility of transferring the site to Cradley Town DC FC to support site improvements.	Council Sports Club BFA/FF	Local	H	M - L	H	Protect Enhance Provide
39	Grange Park	Football (Disused)	Council	The site previously provided one adult football pitch and was last used in 2016/17.	Explore the feasibility of bringing the pitch back into use to support local shortfalls.	Council BFA/FF	Local	M	S	L	Provide

¹² (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹³ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
40	Green Park Sports Complex	Football	Council	One adult and one mini 7v7 pitch, both of standard quality. The adult pitch is overplayed by 0.5 match equivalent sessions per week whilst the mini pitch has 0.5 match equivalent sessions per week of actual spare capacity.	Improve pitch quality through an enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
50	Hillcrest School And Community College	Hockey	College	Three small-size sand based AGPs which are floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	College EH	Local	L	L	L	Protect
57	Kates Hill Primary School	Tennis	Education	One standard quality macadam tennis court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.	Education LTA EN	Local	L	L	L	Protect Enhance
		Netball		One standard quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
66	Lister Road Open Space	Football	Council	One youth 9v9 and one mini 5v5 pitch, both of standard quality. Both pitches are played to capacity at peak times.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	L	L	L	Protect Enhance
71	Marle Hole	Football (Lapsed)	Council	The site previously provided one youth 9v9 pitch.	Explore the feasibility of bringing the pitch back into use to support local shortfalls.	Council BFA/FF	Local	M	S	L	Provide
73	Milking Bank Playing Fields	Football (Lapsed)	Council	The site previously provided one adult football pitch.	Explore the feasibility of bringing the pitch back into use to support local shortfalls.	Council BFA/FF	Local	M	S	L	Provide
74	Milking Bank Primary School	Football	School	One standard quality mini 7v7 pitch which is available for community use but played to capacity at peak time.	Improve pitch quality through an enhanced maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One standard quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
75	Netherbrook Primary School	Football	School	One standard quality mini 7v7 pitch which is available for community use but played to capacity at peak time.	Improve pitch quality through an enhanced maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One standard quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
76	Netherton Park	Football	Council	One adult and one youth 9v9 pitch both of standard quality. The adult pitch is played to capacity whilst the youth 9v9 pitch is played to capacity at peak time.	Improve pitch quality through an enhanced maintenance regime.	Council BFA/FF	Local	L	L	L	Protect Enhance
89	Pegasus Academy	Football	School	One youth 11v11 and one mini 5v5 pitch, both of standard quality. Both pitches have discounted spare capacity due to unsecure tenure.	Improve pitch quality through an enhanced maintenance regime. Formalise community use agreement to provide users with security of tenure.	School BFA/FF ECB EN	Local	M	S	L	Protect Enhance
		Cricket		One standalone NTP of standard quality.	Improve wicket quality through enhanced maintenance regime.			L	L	L	
		Netball		One poor quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
93	Primrose Hill Playing Field	Football	Council	One youth 9v9 and one mini 7v7 pitch that overmark each other. Both pitches are of poor quality and have discounted spare capacity.	Improve pitch quality through an enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance

**DUDLEY METROPOLITAN BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
94	Priory Park	Football	Council	One poor quality mini 5v5 pitch which has discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF LTA BCGBA	Local	M	S	L	Protect Enhance Provide
		Tennis		Four macadam tennis courts of standard quality of which two are floodlit. The two floodlit courts are in better condition than the non-floodlit courts. Minor cracking and dips present on the non-floodlit courts. They are said to be in need of a clean and repaint. The courts are supported by good quality ancillary provision. The site has been prioritised for the implementation of LTA initiatives and is used by the Dudley Parks tennis league.	Improve court quality through enhanced maintenance regime. Implement ClubSpark, Rally and SmartAccess on site to increase recreational and informal demand.			H	M	L	
		Bowls		One standard quality crown bowling green which is currently unused.	Improve green quality through enhanced maintenance regime.			L	L	L	
95	Priory Primary School	Football	School	One standard quality mini 7v7 pitch which is unavailable for community use.	Improve pitch quality through an enhanced maintenance regime.	School BFA/FF	Local	L	L	L	Protect Enhance
96	Priory Road 3G Football Complex	Football	College	One full size, floodlit 3G pitch which is of good quality and available for community use. The pitch is FIFA approved	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	College BFA/FF	Local	L	L	L	Protect
97	Quarry Bank Primary School	Football	School	One poor quality mini 7v7 pitch which is unavailable for community use.	Improve pitch quality through an enhanced maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One standard quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.			L	L	L	
106	Sledmere Playing Fields	Football	Council	Two mini 7v7 and one mini 5v5 pitch, all of poor quality. Both pitch types have discounted spare capacity due to poor pitch quality. Identified for pitch improvements in the LFFP. Ancillary facilities on site are said to be in need of improvement.	Improve pitch quality in line with LFFP recommendations. Explore the feasibility of improving ancillary provision on site.	Council BFA/FF	Local	H	M	M	Protect Enhance
107	Sledmere Primary School	Football	School	One youth 11v11 and one youth 9v9 pitch, both of standard quality. The youth 11v11 pitch is overplayed by one match equivalent sessions per week whilst the youth 9v9 pitch is played to capacity.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF	Local	H	S	L	Protect Enhance
111	St James Academy	Football	School	One standard quality youth 11v11 pitch which is unavailable for community use.	Improve pitch quality through enhanced maintenance regime.	School BFA/FF ECB	Local	L	L	L	Protect Enhance
		Cricket		A standalone NTP of standard quality which is unavailable for community use.	Improve wicket quality through enhanced maintenance regime.			L	L	L	
119	Stevens Park	Tennis	Council	One standard quality macadam tennis court which is available for community use but without floodlighting. The court is open access and in need of cleaning and repainting. The site is used by the Dudley Parks tennis league.	Improve court quality through enhanced maintenance regime.	Council LTA	Local	L	L	L	Protect Enhance

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹²	Cost ¹³	Aim
146	Woodside Park	Football	Council	One poor quality adult pitch which is currently unused. Spare capacity is discounted due to poor pitch quality. The site is without ancillary provision.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
147	Woodside Primary School And Nursery	Netball	School	One poor quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.	School EN	Local	L	L	L	Protect Enhance
155	Netherton Cricket Club	Cricket	Sports Club	One good quality cricket square with 13 grass wickets and an NTP. It has spare capacity on Sundays and midweek.	Sustain square quality through dedicated maintenance regime.	Sports Club ECB	Local	L	L	L	Protect
158	The White Horse Inn	Bowls	Sports Club	One poor quality crown bowling green used by White Horse BC. The green doubles up as an outdoor seating and play area. With ten members, White Horse BC is operating below the recommended capacity.	Improve green quality through enhanced maintenance regime. Support White Horse BC to increase membership levels.	Sports Club BCGBA	Local	H	S	L	Protect Enhance
160	Woodman Saltwells	Bowls	Private	One poor quality crown bowling green used by Woodman Saltwells BC. The green is only maintained to a basic level and has drainage problems.	Improve green quality through an enhanced maintenance regime.	Private BCGBA	Local	M	S	L	Protect Enhance
163	Nethertons Conservative Club	Bowls	Private	One standard quality crown bowling green used by Nethertons Conservative BC. The green is floodlit.	Improve green quality through enhanced maintenance regime.	Private BCGBA	Local	L	L	L	Protect Enhance
165	The Hilly House	Bowls	Private	One good quality crown bowling green which is floodlit and used by Hilly House BC.	Sustain green quality through dedicated maintenance regime.	Private BCGBA	Local	L	L	L	Protect

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

HALESOWEN ANALYSIS AREA

Summary pitch sports

Sport	Analysis area	Current demand		Future demand (2039)
		Pitch type	Current capacity total in match sessions	Future capacity total in match sessions
Football (grass pitches)	Halesowen	Adult	Shortfall of 6.5	Shortfall of 7
		Youth 11v11	At capacity	Shortfall of 1
		Youth 9v9	Shortfall of 4	Shortfall of 4
		Mini 7v7	At capacity	At capacity
		Mini 5v5	Shortfall of 1	Shortfall of 1
	Dudley	Adult	Shortfall of 16	Shortfall of 19
		Youth 11v11	Shortfall of 7.5	Shortfall of 11.5
		Youth 9v9	Shortfall of 9.5	Shortfall of 9.5
		Mini 7v7	Shortfall of 1	Shortfall of 1
		Mini 5v5	Spare capacity of 1	Spare capacity of 1
Football (3G pitches)	Halesowen	Full size, floodlit	Shortfall of 0.75	Shortfall of 0.75
Cricket	Halesowen	Saturday	Shortfall of 16	Shortfall of 16
		Sunday	Shortfall of 4	Shortfall of 4
		Midweek	Spare capacity of 6	Spare capacity of 6
	Dudley	Saturday	Shortfall of 65	Shortfall of 65
		Sunday	Shortfall of 17	Shortfall of 17
		Midweek	Spare capacity of 9	Spare capacity of 9
Hockey (sand AGPs)	Dudley	Full size, floodlit	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch

Summary non-pitch sports

Sport	Current picture	Future picture
Tennis	There is a shortfall of capacity for two clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)	There is a shortfall of capacity for all three clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)
Netball	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Current picture	Future picture
Bowls	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.
Athletics	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.
Cycling	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.
Golf	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.
Water sports	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.
Other sports	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> Protect provision. Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Halesowen College and Homer Hill Recreation Ground. Where pitches remain overplayed, seek the transfer of demand. Look to reinstate pitches at sites such as Hurst Green Park. Formalise community use agreements for clubs utilising unsecure sites. Consider asset transfer of sites to clubs. Enable use of currently unavailable sites. Improve changing facilities where required.
3G pitches	<ul style="list-style-type: none"> Protect provision. Ensure all existing pitches have a sinking fund in place. Ensure all existing pitches remain on the FA register to host competitive matches. Look to provide an additional full size pitch within the Analysis Area to cater for future demand.
Cricket	<ul style="list-style-type: none"> Protect provision. Improve changing facilities where required.
Rugby union	<ul style="list-style-type: none"> No action required.
Hockey	<ul style="list-style-type: none"> Protect provision.
Golf	<ul style="list-style-type: none"> No action required.
Bowls	<ul style="list-style-type: none"> Protect provision.
Tennis	<ul style="list-style-type: none"> Protect provision. Seek to improve park courts such as at Huntingtree Park via implementation of LTA products.
Netball	<ul style="list-style-type: none"> Protect provision.
Cycling	<ul style="list-style-type: none"> No action required.
Athletics	<ul style="list-style-type: none"> No action required.
Water sports	<ul style="list-style-type: none"> No action required.
Other sports	<ul style="list-style-type: none"> No action required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁴	Cost ¹⁵	Aim
4	Bartley Green FC	Football	Sports Club	One good quality adult football pitch which is played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime.	Sports Club BFA/FF	Local	L	L	L	Protect
14	Cavalier Drive Playing Field	Football	Council	One poor quality youth 9v9 pitch which is overplayed by one match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	H	S	L	Protect Enhance
17	Colley Lane Primary School	Netball	School	One standard quality macadam netball court which is unavailable for community use.	Improve court quality through enhanced maintenance regime.	School EN	Local	L	L	L	Protect Enhance
18	Coombs Wood Cricket Club	Cricket	Sports Club	One good quality cricket square with 14 wickets which has spare capacity during the week.	Sustain square quality through dedicated maintenance regime.	Sports Club ECB BCGBA	Local	L	L	L	Protect
		Bowls		One good quality crown bowling green which is floodlit and used by Coombs Wood BC. It minimally exceeds the recommended capacity.	Sustain green quality through dedicated maintenance regime. Monitor future club growth to ensure that overplay doesn't lead to green quality deteriorating.			L	L	L	
23	Cradley Town Football Club	Football	Sports Club	A good quality adult pitch with minimal spare capacity which has been discounted to preserve pitch quality.	Sustain pitch quality through dedicated maintenance regime.	Sports Club BFA/FF	Local	L	L	L	Protect
37	Goals Soccer Centre (Dudley)	Football	Commercial	A standard quality adult football pitch which is overplayed by one match equivalent session per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Commercial BFA/FF	Key	H	S	L	Protect Enhance
		3G		11 smaller sized 3G pitches which are available for community use and floodlit.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	
42	Greenhill Alternative Learning Campus Playing Fields	Football	Education	One adult, one youth 11v11 and one youth 9v9 pitch, all of standard quality. The adult and youth 11v11 pitch are played to capacity at peak time whilst the youth 9v9 pitch is played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime.	School BFA/FF	Local	L	L	L	Protect
44	Halesowen College	Football	Education	One adult and one youth 9v9 pitch, both of standard quality. The youth 9v9 pitch is played to capacity whilst the adult pitch is overplayed by 1.5 match equivalent sessions per week.	Improve pitch quality through enhanced maintenance regime to reduce overplay. Look to relocate some demand to an alternate site with actual spare capacity to remove overplay.	College BFA/FF	Key	H	S	L	Protect Enhance
		3G		One youth 11v11 size and two small size 3G pitch. All pitches are floodlit and available for community use. The youth 11v11 pitch is FA approved and can therefore host competitive matches.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	
45	Halesowen Cricket Club	Cricket	Sports Club	One good quality grass cricket square with 14 wickets. The square is overplayed by 16 matches per season.	Sustain square quality through dedicated maintenance regime. Look to relocate some demand to an alternate site with actual spare capacity to remove overplay.	Sports Club ECB	Local	H	S	L	Protect

¹⁴ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹⁵ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**DUDLEY METROPOLITAN BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁴	Cost ¹⁵	Aim
49	Hawne Playing Fields	Football	Council	One adult pitch of poor quality which is currently unused. Spare capacity is discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
51	Homer Hill Recreation Ground	Football	Council	One adult, two youth 9v9 and two mini 5v5 pitches, all of standard quality. All pitch types are overplayed with mini pitches overplayed by one match equivalent session per week and adult and youth pitches overplayed by two match equivalent sessions per week. Supported by good quality ancillary provision. Listed in the LFFP for pitch quality improvements.	Improve pitch quality through enhanced maintenance regime and in line with LFFP recommendations to alleviate overplay.	Council BFA/FF	Local	H	S	L	Protect Enhance
		Tennis		One good quality artificial tennis court which is available for community use but without floodlighting.	Sustain court quality through dedicated maintenance regime.			L	L	L	
52	Huntingtree Park	Football	Council	One poor quality adult pitch which is played to capacity. Ancillary provision on site is in need of upgrading.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF LTA BCGBA	Local	M	S	L	Protect Enhance
		Tennis		One poor quality macadam tennis court which is available for community use but without floodlighting. A clean and repaint is said to be required and nets and posts are in need of replacement. The site has been prioritised by the LTA for the implementation of ClubSpark, Gate Access and Rally.	Improve court quality through enhanced maintenance regime. Implement ClubSpark, Rally and SmartAccess on site to increase recreational and informal demand.			H	M	L	
		Bowls		One standard quality crown bowling green used by Huntingtree Park BC. Club membership is not currently known.	Sustain green quality through dedicated maintenance regime.			L	L	L	
53	Hurst Green Park	Football (Disused)	Council	The site previously provided an adult and a youth 11v11 pitch which are no longer marked on site. The site is identified for pitch improvements in the LFFP. The site is also being considered for use by Stourbridge Titans Baseball Club.	Explore the feasibility of bringing the pitches back into use to support current and future shortfalls and improve pitch quality in line with LFFP recommendations. If not deemed feasible, support Stourbridge Titans to relocate to the site.	Council BFA/FF	Local	M	S	L	Protect Enhance
63	Lapal Primary School	Football	Education	One mini 7v7 and one mini 5v5 pitch of standard quality which are both played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One poor quality macadam netball court which is unavailable for community use.	Improve court quality to better accommodate curricular demand.			L	L	L	
65	Leasowes Sport Centre	3G	Education	One good quality full-size 3G pitch which is FA approved.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	School BFA/FF LTA	Key	L	L	L	Protect Enhance
		Tennis		Four poor quality macadam tennis courts that are available for community use and floodlit.	Improve court quality through enhanced maintenance.			L	L	L	

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁴	Cost ¹⁵	Aim
65	Leasowes Sport Centre	Netball	Education	Four poor quality macadam netball courts that are available for community use and floodlit. As the only floodlit courts in the Dudley, improvements are said to be a priority.	Improve court quality through enhanced maintenance.	School EN	Key	H	S	L	Protect Enhance
67	Lutley Primary School	Football	Education	One mini 7v7 pitch of standard quality which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF EN	Local	L	L	L	Protect
		Netball		One standard quality netball court which is unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
70	Manor Way Primary Academy	Hockey	Education	One small size hockey suitable AGP which is available for community use but without floodlighting.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.	School EH EN	Local	L	L	L	Protect
		Netball		One standard quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
77	Newfield Lane Playing Fields	Football	Council	One poor quality adult football pitch which is currently unused. Spare capacity is discounted due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
78	Newfield Park Primary School	Football	Education	One youth 9v9 pitch of standard quality which has spare capacity although this has been discounted due to unsecure tenure.	Sustain pitch quality through dedicated maintenance regime. Look to formalise community use agreement to provide users with security of tenure.	School BFA/FF EN	Local	M	S	L	Protect
		Netball		One standard quality macadam court and a good quality artificial court which are available for community use. Neither court is floodlit.	Sustain court quality through dedicated maintenance regime.			L	L	L	
83	Olive Hill Primary School	Netball	Education	One standard quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
108	Soccer Zone (Halesowen)	3G	Commercial	Seven small size 3G pitches which are all available for community use and floodlit. The pitches have exceeded their recommended lifespans.	Improve pitch quality through resurfacing when feasibly possible.	Commercial BFA/FF	Local	M	S	H	Protect Enhance
109	Somers Sports & Social Club	Tennis	Sports Club	Two poor quality macadam tennis courts which are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime.	Sports Club LTA BCGBA	Local	L	L	L	Protect Enhance
		Bowls		One good quality crown bowling green which is currently unused.	Sustain green quality through dedicated maintenance regime.			L	L	L	
129	The Earls High School	Football	Education	Two adult and one youth 9v9 pitch which are of standard quality. Pitches are available for community use and both pitch types are overplayed by one match equivalent session per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	School BFA/FF ECB EH	Local	H	S	L	Protect Enhance
		Cricket		One standard quality cricket square with eight grass wickets and an NTP which is used by Halesowen CC. The square is played to capacity on Saturdays but as spare capacity on Sundays and midweek.	Sustain square quality through dedicated maintenance regime.			L	L	L	
		Hockey		One small-size AGP measuring 90x60m which is available for community use and floodlit.	Sustain pitch quality through dedicated maintenance regime.			L	L	L	

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁴	Cost ¹⁵	Aim
129	The Earls High School	Tennis	Education	Five poor quality macadam tennis courts which are unavailable for community use.	Improve court quality for curricular demand.	School LTA EN	Local	L	L	L	
		Netball		Four poor quality macadam netball courts which are unavailable for community use.	Improve court quality for curricular demand.			L	L	L	
131	The Grove	Football	Sports Club	One standard quality adult football pitch which is overplayed by one match equivalent session per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Sports Club BFA/FF	Local	H	S	L	Protect Enhance
136	The Scrolls	Football	Council	One youth 9v9 and one mini 7v7 pitch which are both of poor quality. Both pitch types have discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
141	Windsor High School And Sixth Form	Football	Education	One poor quality adult pitch which is overplayed by one match equivalent session per week.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Education BFA/FF EH ECB RFU LTA EN	Key	H	S	L	Protect Enhance
		Hockey		One small-size hockey suitable AGP measuring 91x53m which is available for community use but without floodlighting. The pitch is over 20 years old and in need of resurfacing. The School is exploring funding opportunities for the conversion of the AGP to a 3G.	Improve pitch quality through resurfacing. Explore the feasibility of conversion to a 3G surface.			H	S	H	
		Cricket		A standalone NTP which is available for community use.	Sustain wicket quality through dedicated maintenance regime.			L	L	L	
		Rugby Union		One junior rugby union pitch which is of standard (M1/D1) quality and available for community use.	Sustain pitch quality through dedicated maintenance regime.			L	L	L	
		Tennis		Two poor quality macadam tennis courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Netball		Two poor quality macadam netball courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
150	Halesowen Golf Club	Golf	Sports Club	An 18 hole, par 69 golf course of good quality. The Club is listed Grade I on English Heritage's Register of Parks and Gardens of Special Historic Interest in England. Ancillary provision on site is of good quality. The Club currently has 494 members.	Sustain course quality through dedicated maintenance regime.	Sports Club EG	Key	L	L	L	Protect
151	Manor Abbey Stadium	Tennis	Sports Club	Three clay and one macadam court which are all of good quality, floodlit and available for community use. Halesowen TC is exploring the feasibility of installing an additional court on site. Ancillary facilities are of standard quality. ClubSpark, Rally and SmartAccess are implemented on site. Halesowen TC currently exceeds the recommended capacity by 50 members.	Sustain court quality through dedicated maintenance regime. Support Halesowen TC to provide an additional court on site. Monitor future growth on site to ensure overplay does not cause court quality to deteriorate.	Sports Club LTA BC	Hub	H	M	M	Protect Enhance Provide
		Cycling		A 400m cycling track which suffers from waterlogging. It is used by Halesowen Cycling Club and floodlit.	Improve track quality through enhanced maintenance regime. Support Halesowen Cycling Club to provide a canopy over the track to prevent waterlogging.			H	M	L	

**DUDLEY METROPOLITAN BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁴	Cost ¹⁵	Aim
151	Manor Abbey Stadium	Athletics	Trust	A 350m, four lane athletic track which is floodlit and has a synthetic surface. A new throwing cage, shot put circle and long jump pit has recently been provided. The track is used by Halesowen Athletics & Cycling Club and hired by Halesowen Triathlon Club. Ancillary provision is said to be extremely dated and the Trust is fundraising to improve and extend the facilities.	Sustain track quality through dedicated maintenance. Support the Trust to improve and extend ancillary provision on site.	Trust EA	Hub	H	L	M-H	Protect Enhance
156	The Laurels Private members club	Bowls	Private	One good quality crown bowling green used by The Laurels BC. The Club is operating within recommended capacity.	Sustain green quality through dedicated maintenance regime.	Private BCGBA	Local	L	L	L	Protect
157	Cradley Libs	Bowls	Sports Club	One good quality crown bowling green used by Cradley Libs BC. The green is serviced by floodlighting. The Club is operating within recommended capacity.	Sustain green quality through dedicated maintenance regime.	Sports Club BCGBA	Local	L	L	L	Protect

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

NORTH DUDLEY ANALYSIS AREA

Summary pitch sports

Sport	Analysis area	Current demand		Future demand (2039)
		Pitch type	Current capacity total in match sessions	Future capacity total in match sessions
Football (grass pitches)	North Dudley	Adult	Shortfall of 1.5	Shortfall of 2
		Youth 11v11	Shortfall of 1	Shortfall of 1.5
		Youth 9v9	Shortfall of 1.5	Shortfall of 1.5
		Mini 7v7	Shortfall of 1.5	Shortfall of 1.5
		Mini 5v5	At capacity	At capacity
	Dudley	Adult	Shortfall of 16	Shortfall of 19
		Youth 11v11	Shortfall of 7.5	Shortfall of 11.5
		Youth 9v9	Shortfall of 9.5	Shortfall of 9.5
		Mini 7v7	Shortfall of 1	Shortfall of 1
		Mini 5v5	Spare capacity of 1	Spare capacity of 1
Football (3G pitches)	North Dudley	Full size, floodlit	Shortfall of 1.75	Shortfall of 1.75
Cricket	North Dudley	Saturday	Shortfall of 12	Shortfall of 12
		Sunday	Shortfall of 12	Shortfall of 12
		Midweek	Shortfall of 12	Shortfall of 12
	Dudley	Saturday	Shortfall of 65	Shortfall of 65
		Sunday	Shortfall of 17	Shortfall of 17
		Midweek	Spare capacity of 9	Spare capacity of 9
Hockey (sand AGPs)	Dudley	Full size, floodlit	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch

Summary non-pitch sports

Sport	Current picture	Future picture
Tennis	There is a shortfall of capacity for two clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)	There is a shortfall of capacity for all three clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)
Netball	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Current picture	Future picture
Bowls	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.
Athletics	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.
Cycling	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.
Golf	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.
Water sports	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.
Other sports	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> Protect provision. Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Abbey St Recreation Ground and Clayton Park. Where pitches remain overplayed, seek the transfer of demand. Formalise community use agreements for clubs utilising unsecure sites. Consider asset transfer of sites to clubs. Enable use of currently unavailable sites. Improve changing facilities where required.
3G pitches	<ul style="list-style-type: none"> Protect provision. Ensure all existing pitches have a sinking fund in place. Ensure all existing pitches remain on the FA register to host competitive matches. Look to provide two additional full size pitches within the Analysis Area to cater for future demand.
Cricket	<ul style="list-style-type: none"> Protect provision. Improve wicket quality at overplayed sites such as Coseley Cricket Club. Improve changing facilities where required. Explore better utilisation of NTPs or seek the transfer of demand from overplayed sites to those with actual spare capacity.
Rugby union	<ul style="list-style-type: none"> No action required.
Hockey	<ul style="list-style-type: none"> Resurface the pitch at Coseley Leisure Centre or ensure a new full-size AGP is provided in the Borough.
Golf	<ul style="list-style-type: none"> No action required.
Bowls	<ul style="list-style-type: none"> Protect provision.
Tennis	<ul style="list-style-type: none"> Protect provision. Seek to improve park courts such as at Silver Jubilee Park via implementation of LTA products.
Netball	<ul style="list-style-type: none"> Protect provision.
Cycling	<ul style="list-style-type: none"> No action required.
Athletics	<ul style="list-style-type: none"> No action required.
Water sports	<ul style="list-style-type: none"> No action required.
Other sports	<ul style="list-style-type: none"> No action required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁶	Cost ¹⁷	Aim
1	Abbey St Recreation Ground	Football	Council	One youth 11v11 and one mini 5v5 pitch both of poor quality. The youth 11v11 pitch is played to capacity whilst the mini 5v5 pitch has discounted spare capacity due to poor pitch quality. The site previously accommodated additional pitches.	Improve pitch quality through enhanced maintenance regime. Explore the feasibility of marking additional pitches on site.	Council BFA/FF	Local	M	S	L	Protect Enhance Provide
5	Beacon Hill Academy	Football	Education	Two youth 11v11 and one youth 9v9 pitch, all of standard quality. The pitches are unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF ECB RFU LTA EN	Local	L	L	L	Protect
		Cricket		A standalone NTP which is unavailable for community use.	Sustain wicket quality for curricular demand.			L	L	L	
		Rugby Union		A senior rugby union pitch of standard (M2/D0) quality which is unavailable for community use.	Sustain pitch quality for curricular demand.			L	L	L	
		Tennis		Six macadam tennis courts of poor quality which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Netball		Three macadam tennis courts of poor quality which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
16	Clayton Park	Football	Council	One youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of poor quality. The youth 9v9 and mini 7v7 pitches are overplayed by 0.5 and one match equivalent session per week respectively whilst the mini 5v5 pitch is played to capacity.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Council BFA/FF	Local	H	S	L	Protect Enhance
19	Coseley Cricket Club	Cricket	Sports Club	One cricket square with ten grass wickets and an NTP of standard quality. The square is overplayed by 12 matches per season.	Improve square quality through enhanced maintenance regime to reduce overplay. Explore better utilisation of the NTP on site or look to relocate some demand to an alternate square to alleviate overplay.	Sports Club ECB BCGBA	Local	H	S	L	Protect Enhance
		Bowls		One good quality crown bowling green used by Coseley Athletic BC. The Club currently operates below the minimum recommended capacity.	Sustain green quality through dedicated maintenance regime. Support the Club to increase its membership base to ensure its long term sustainability.			H	S	L	
20	Coseley Leisure Centre	Football	Education	One adult pitch and four youth 11v11 pitches, all of standard quality. Both pitch types are overplayed by one match equivalent session per week. Sedgley & Gornal FC has held discussions regarding taking on the site. Listed in the LFFP for pitch and ancillary improvements.	Improve pitch quality through an enhanced maintenance regime to alleviate overplay and in line with LFFP recommendations. Improve ancillary facility quality in line with LFFP recommendations.	School BFA/FF ECB	Key	H	M	M	Protect Enhance
		Cricket		There is a standalone NTP of standard quality.	Sustain wicket quality for curricular and recreational demand.			L	L	L	

¹⁶ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹⁷ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**DUDLEY METROPOLITAN BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁶	Cost ¹⁷	Aim
20	Coseley Leisure Centre	Hockey	Council	One full-size hockey suitable AGP which is floodlit and available for community use. The pitch is of poor quality and is not known to have been resurfaced since 2000. It is in desperate need of resurfacing and is unsuitable to accommodate hockey demand. Sedgley & Gornal FC has held talks with Birmingham FA regarding the conversion of the surface to 3G although England Hockey notes a Primary Academy is due to move to the site and questions whether 3G would be an appropriate surface. The pitch is solely used for football and is operating at around 60% capacity during the peak period. England Hockey indicates concerns about the lack of hockey-suitable facilities within Dudley, which forms part of the reason as to why Kingswinford, Old Halesonians and Dudley Ladies hockey clubs now play outside of the Borough. As such, it is currently searching for a site where suitable hockey provision could be accommodated. The need for this will only be exacerbated should the abovementioned conversion take place.	Resurface the pitch with a hockey suitable surface as soon as feasibly possible. If 3G proposals on site go ahead, develop a new full-size sand based AGP within the Borough.	Council EH BFA/FF	Key	H	S	H	Protect Enhance
22	Cotwall End Primary School	Football	School	One mini 7v7 pitch of standard quality which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF EN	Local	L	L	L	Protect Enhance
		Netball		One poor quality macadam netball court which is unavailable for community use.	Improve court quality to better accommodate curricular demand.			L	L	L	
27	Donkey Pool Playing Fields	Football	Council	An adult, a youth 9v9, a mini 7v7 and mini 5v5 pitch, all of poor quality. The mini 7v7 pitch is played to capacity whilst all other pitch formats are overplayed; the adult and mini 5v5 pitches by 1.5 match equivalent sessions per week and the youth 9v9 by one match equivalent session per week. A mini 7v7 pitch is overmarked on a youth 9v9 pitch. The site is listed for pitch improvements in the LFFP. The Council indicates additional pitches had previously been marked on site. The site is serviced by good quality ancillary facilities.	Improve pitch quality through enhanced maintenance regime and in line with LFFP recommendations to alleviate overplay.	Council BFA/FF	Local	H	S	L	Protect Enhance

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁶	Cost ¹⁷	Aim
38	Gornal Athletic Football Club	Football	Sports Club	One adult pitch of standard quality which is overplayed by 1.5 match equivalent sessions per week. Changing facilities on site are in poor condition. Gornal Athletic FC aspires to develop these facilities but has no financing in place.	Improve pitch quality through enhanced maintenance regime to reduce overplay. Look to move some demand to an alternate site with actual spare capacity to alleviate overplay. Support Gornal Athletic FC to improve changing facilities on site.	Sports Club BFA/FF	Local	H	S	L	Protect Enhance
55	Hurst Hill Recreation Ground	Football	Council	One poor quality adult football pitch. The pitch has discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
85	Parkes Hall Social Club	Football	Sports Club	One youth 9v9 pitch of standard quality which is played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime.	Sports Club BFA/FF	Local	L	L	L	Provide
105	Silver Jubilee Park	Football	Council	One mini 5v5 pitch of poor quality which is played to capacity at peak time.	Improve pitch quality through an enhanced maintenance regime.	Council BFA/FF LTA	Local	M	S	L	Protect Enhance Provide
		Tennis		Two standard quality macadam tennis courts which are available for community use but without floodlighting. Tree hang causes moss and leaf issues on site and the main gate is in need of repair. The court is said to be in need of cleaning and repainting. The site is serviced by good quality ancillary facilities. The site has been prioritised for the utilisation of LTA initiatives.	Improve court quality through enhanced maintenance regime. Explore options to further improve the recreational tennis offer via utilisation of technology provided by the LTA (e.g., Clubspark).			H	M	L	
115	St. Chads RC Primary School	Netball	Education	One poor quality macadam netball court which is unavailable for community use.	Improve court quality to better accommodate curricular demand.	School EN	Local	L	L	L	Protect Enhance
124	Tenscore Playing Field	Football	Council	One poor quality adult football pitch which has discounted spare capacity due to poor pitch quality. The site is without ancillary provision.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
128	The Dormston Centre	Football	Council	One poor quality youth 11v11 pitch which is played to capacity.	Improve pitch quality through an enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
		3G		One small size 3G pitch which is floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	
130	The Ellowes Hall Sports College	Football	Education	Two standard quality youth 9v9 pitches which have actual spare capacity of 0.5 match equivalent sessions per week.	Sustain pitch quality through dedicated maintenance regime. Maximise capacity to alleviate overplay from other pitches in the area.	College BFA/FF ECB RFU	Local	M	S	L	Protect Enhance
		3G		Four small size 3G pitches which are floodlit and available for community use.	Sustain pitch quality through dedicated maintenance regime. Ensure sinking fund is in place for refurbishment when necessary.			L	L	L	
		Cricket		One standalone NTP of standard quality.	Sustain wicket quality through dedicated maintenance regime.			L	L	L	
		Rugby Union		One senior rugby union pitch of poor (M0/D1) quality which is unavailable for community use.	Sustain pitch quality for curricular demand.			L	L	L	

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁶	Cost ¹⁷	Aim
130	The Ellowes Hall Sports College	Tennis	Education	Three poor quality macadam tennis courts that are available for community use but without floodlighting.	Improve court quality through enhanced maintenance regime.	College LTA	Local	L	L	L	Protect Enhance
140	Vale Street Recreation Ground	Football	Council	An adult pitch and a youth 9v9 pitch, both of poor quality. The adult pitch is overmarked with a youth 9v9 pitch. Both pitches have discounted pitch quality due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
167	Gornal & Sedgley Labour Club	Bowls (Disused)	Sports Club	A floodlit bowling green which currently lies disused after falling out of use in 2018. The previous user, Gornal & Sedgley BC, is looking to reform.	Support Gornal & Sedgley BC to reform and reinstate the green.	Sports Club BCGBA	Local	H	S	L	Protect Provide
168	Sedgley Working Men Club	Bowls	Sports Club	One standard quality crown bowling green used by Sedgley Working Men's BC. The Club operates within the recommended capacity range.	Sustain green quality through dedicated maintenance regime.	Sports Club BCGBA	Local	L	L	L	Protect
-	Poole Crescent	Football	Council	A lapsed site that previously provided football provision.	Explore options to bring the site back into use given shortfall of football provision.	FF FA	Local	L	S	L	Protect Provide Enhance

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

STOURBRIDGE ANALYSIS AREA

Summary pitch sports

Sport	Analysis area	Current demand		Future demand (2039)
		Pitch type	Current capacity total in match sessions	Future capacity total in match sessions
Football (grass pitches)	Stourbridge	Adult	Shortfall of 4	Shortfall of 5
		Youth 11v11	Shortfall of 3	Shortfall of 4
		Youth 9v9	Shortfall of 1	Shortfall of 1
		Mini 7v7	Spare capacity of 1	Spare capacity of 1
		Mini 5v5	Spare capacity of 2	Spare capacity of 2
	Dudley	Adult	Shortfall of 16	Shortfall of 19
		Youth 11v11	Shortfall of 7.5	Shortfall of 11.5
		Youth 9v9	Shortfall of 9.5	Shortfall of 9.5
		Mini 7v7	Shortfall of 1	Shortfall of 1
		Mini 5v5	Spare capacity of 1	Spare capacity of 1
Football (3G pitches)	Stourbridge	Full size, floodlit	Shortfall of 0.75	Shortfall of 0.75
Cricket	Stourbridge	Saturday	Shortfall of 37	Shortfall of 37
		Sunday	Shortfall of 25	Shortfall of 25
		Midweek	Shortfall of 21	Shortfall of 21
	Dudley	Saturday	Shortfall of 65	Shortfall of 65
		Sunday	Shortfall of 17	Shortfall of 17
		Midweek	Spare capacity of 9	Spare capacity of 9
Hockey (sand AGPs)	Dudley	Full size, floodlit	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch	Resurfacing of existing pitch at Coseley Leisure Centre is required, or there is a shortfall of 1 pitch

Summary pitch sports

Sport	Current picture	Future picture
Tennis	There is a shortfall of capacity for two clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites).	There is a shortfall of capacity for all three clubs at their current venues. In addition, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites)
Netball	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.	There is a shortfall of capacity for league-based netball, causing the Dudley Netball League to export demand to neighbouring Sandwell. Additional courts should be established or access to an alternate venue should be secured to ensure demand can be adequately accommodated.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Sport	Current picture	Future picture
Bowls	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.	Three crown green clubs and one flat green club have a shortfall of capacity. This overuse is marginal and manageable on the crown greens and despite more substantial overuse on flat greens, it is not reported to be a concern. Three crown green are operating below the level of membership required to ensure that the greens that they use are sustainable.
Athletics	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.	There is an adequate quantity of existing formal facilities. Priority should be placed on protecting the tracks at the Dell Stadium and Manor Abbey Stadium, rather than developing additional provision, and ensuring that they remain of a sufficient quality to accommodate the levels of demand received.
Cycling	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.	Demand for formal cycling facilities is being met by Manor Abbey Stadium although the track requires protection and improvement to ensure it remains adequate.
Golf	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.	Despite limited supply of three golf facilities, this is sufficient to meet demand with a level of variety offered across the sites, with a driving range and 18-hole and 9-hole courses being provided at various price points and with various operational structures. It is imperative that the three existing sites are protected.
Water sports	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.	With three water sport facilities, Dudley is particularly well catered for with the majority of associated clubs openly looking to attract new members. Priority should be placed on protecting the provision and ensuring that quality remains sufficient.
Other sports	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.	American football is adequately catered for by Black Country Vipers at Stourbridge Rugby Club providing the Club is ensured of long-term access. There is sufficient supply of Baseball diamonds in Dudley although Stourbridge Titans Baseball Club have been priced out of Thorns Leisure Centre, causing them to export demand to Wolverhampton. Options to bring the Club back to the Borough should be explored. No supply or demand is identified in relation to Gaelic football, meaning no action is required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Recommendations

Sport	Priority recommendations
Football	<ul style="list-style-type: none"> Protect provision. Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Mary Stevens Park and Lea Vale Playing Fields. Where pitches remain overplayed, seek the transfer of demand. Formalise community use agreements for clubs utilising unsecure sites. Consider asset transfer of sites to clubs. Enable use of currently unavailable sites. Improve changing facilities where required.
3G pitches	<ul style="list-style-type: none"> Protect provision. Ensure all existing pitches have a sinking fund in place. Ensure all existing pitches remain on the FA register to host competitive matches. Resurface pitches at Thorns Leisure Centre and Redhill School as soon as feasibly possible. Look to provide an additional full size pitch within the Analysis Area to cater for future demand.
Cricket	<ul style="list-style-type: none"> Protect provision. Improve changing facilities where required. If Stourbridge CC is relocated, ensure any new facility provides suitable and sufficient facilities for the Club.
Rugby union	<ul style="list-style-type: none"> No action required.
Hockey	<ul style="list-style-type: none"> Explore the feasibility of proving a hockey suitable AGP at Old Swinford Hospital.
Golf	<ul style="list-style-type: none"> No action required.
Bowls	<ul style="list-style-type: none"> Protect provision. Support Hadcroft BC to increase membership.
Tennis	<ul style="list-style-type: none"> Protect provision. Seek to improve park courts such as at Mary Stevens Park via implementation of LTA products.
Netball	<ul style="list-style-type: none"> Protect provision.
Cycling	<ul style="list-style-type: none"> No action required.
Athletics	<ul style="list-style-type: none"> No action required.
Water sports	<ul style="list-style-type: none"> No action required.
Other sports	<ul style="list-style-type: none"> No action required.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
2	Amblecote Recreation Ground	Football	Council	One poor quality adult football pitch which is played to capacity.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
56	Junction Road Playing Fields	Football	Council	One youth 11v11, one youth 9v9 and one mini 5v5 pitch, all of poor quality. The youth 11v11 pitch is overplayed by 1.5 match equivalent sessions per week whilst the youth 9v9 pitch is played to capacity. The mini 5v5 pitch has discounted spare capacity due to poor pitch quality. Listed in the LFFP for pitch improvements.	Improve pitch quality through enhanced maintenance regime and in line with LFFP recommendations to alleviate overplay.	Council BFA/FF	Local	H	S	L	Protect Enhance
58	King Edward VI College Stourbridge (The Green Field)	Football	Education	Two standard quality adult football pitches which have discounted spare capacity due to unsecure tenure.	Sustain pitch quality through dedicated maintenance regime. Look to formalise community use agreement to provide users with security of tenure.	College BFA/FF ECB	Local	M	S	L	Protect Provide
		Cricket		One standard quality cricket square with eight wickets which is played to capacity at weekends although has capacity during the week.	Sustain square quality through dedicated maintenance regime.			L	L	L	
64	Lea Vale Playing Fields	Football	Council	One adult, two youth 11v11, one youth 9v9, one mini 7v7 and two mini 5v5 pitches, all of standard quality. The adult pitch is overplayed by one match equivalent session per week, whilst the youth 11v11 pitches are played to capacity. The youth 9v9 and mini 7v7 pitches are played to capacity at peak time and the mini 5v5 pitches have one match equivalent session of actual spare capacity. The site is serviced only by port-a-cabin facilities.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Council BFA/FF ECB	Local	H	S	L	Protect Enhance
		Cricket		One good quality cricket square which is serviced by 11 grass wickets and an NTP which is played to capacity. Football pitches are overmarked on site which damages the outfield when seasons overlap. Oldswinford & Stourbridge Social CC requires an expansion to the social space and changing rooms on site as well as improving compliance for disability cricket. The existing facilities are dated.	Sustain square quality through dedicated maintenance regime. Monitor future growth to ensure that overplay does not occur. Support Oldswinford & Stourbridge Social CC to improve ancillary provision on site.			M	M	M-H	

¹⁸ (S) -Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years)

¹⁹ (L) -Low - less than £50k; (M) -Medium - £50k-£250k; (H) -High £250k and above

**DUDLEY METROPOLITAN BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
68	Lye Town Football Club	Football	Sports Club	A standard quality adult pitch which is overmarked on a cricket outfield. The pitch is played to capacity. The site is without spectator toilets and changing facilities are in need of improvement, particularly to accommodate female demand. There are no dedicated changing rooms for female officials.	Sustain pitch quality through dedicated maintenance regime. Support the Club to improve ancillary provision on site.	Sports Club BFA/FF ECB	Local	M	M	M	Protect Enhance
		Cricket		One good quality cricket square with nine grass wickets and an NTP. The NTP is said to be of poor quality and is in need of replacement. The square is overplayed by 13 matches per season. The site hosts the Lye T10 Cricket League and Lye CC.	Sustain square quality through dedicated maintenance regime. Support the Club to replace the NTP on site as soon as feasibly possible. Look to better utilise the NTP on site or relocate some demand to an alternate square to one with spare capacity to alleviate overplay.			H	S	L	
72	Mary Stevens Park	Football	Council	Two youth 11v11, one youth 9v9, one mini 7v7 and one mini 5v5 pitch, all of poor quality. The youth 11v11 and youth 9v9 pitches are overplayed by one and 0.5 match equivalent sessions per week respectively whilst both mini pitch types have discounted spare capacity due to poor pitch quality. A mini 7v7 pitch over marks an adult pitch and a youth 9v9 pitch over marks a youth 11v11 pitch.	Improve pitch quality through enhanced maintenance regime to alleviate overplay.	Council BFA/FF ECB LTA EN	Key	H	S	L	Protect Enhance
		Cricket		One standard quality cricket square with three wickets. The square is accessed for charity games throughout the season and has capacity for additional midweek cricket.	Sustain square quality through dedicated maintenance regime.			L	L	L	
		Tennis		Three standard quality macadam tennis courts which are available for community use but without floodlighting. There are reported to be dips in the courts and tree overhang causes a build-up of moss. The site is used by the Parks tennis league. The site has been prioritised for the utilisation of LTA initiatives.	Improve court quality through enhanced maintenance regime to better accommodate informal and recreational demand. Explore options to further improve the recreational tennis offer via utilisation of technology provided by the LTA (e.g., Clubspark).			H	M	L	
		Netball		One standard quality macadam netball court which is available for community use but without floodlighting. The court hosts Walking Netball sessions.	Sustain court quality through dedicated maintenance regime.			L	L	L	

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
72	Mary Stevens Park	Bowls	Council	Two standard quality crown bowling greens used by Mary Stevens Park BC. The Club operates within the recommended capacity range. Green quality is said to have deteriorated in recent years due to a lack of maintenance and unofficial use.	Sustain green quality through dedicated maintenance regime.	Council BCGBA	Local	L	L	L	Protect Enhance
79	Old Swinford Hospital	Cricket	Private	One standard quality cricket square with six wickets which is unavailable for community use. Discussions have taken place regarding replacing the square on site with a hockey suitable AGP.	Explore future options for the site such as making the square available for community use or, if deemed to no longer be necessary, the feasibility of providing an AGP on site.	Private ECB EH RFU LTA	Local	H	L	H	Protect Provide
		Rugby Union		Two senior rugby union pitches of standard (M1/D1) quality which are unavailable for community use.	Sustain pitch quality through dedicated maintenance regime.			L	L	L	
		Tennis		Two macadam and two artificial tennis courts which are floodlit and of good quality but unavailable for community use.	Sustain court quality through dedicated maintenance regime.			L	L	L	
80	Old Swinford Hospital (Treherns Fields)	Rugby Union	Private	Four senior rugby union pitches of standard (M1/D1) quality which are unavailable for community use.	Sustain pitch quality through dedicated maintenance regime.	Private RFU	Local	L	L	L	Protect
82	Oldswinford C Of E Primary School	Netball	Education	One standard quality macadam netball court which is unavailable for community use.	Sustain court quality through dedicated maintenance regime.	School EN	Local	L	L	L	Protect
86	Pedmore C Of E Primary School	Netball	Education	Two standard quality macadam netballs courts which are unavailable for community use.	Sustain court quality through dedicated maintenance regime.	School EN	Local	L	L	L	Protect
87	Pedmore Cricket Club	Cricket	Sports Club	One good quality grass cricket square with 16 wickets. The square has spare capacity on Sundays.	Sustain square quality through dedicated maintenance regime.	Sports Club ECB	Local	L	L	L	Protect
88	Pedmore High School	Football	School	One youth 11v11, one youth 9v9 and one mini 5v5 pitch, all of standard quality. The youth 9v9 pitch is played to capacity whilst the remaining pitches are played to capacity at peak time.	Sustain pitch quality through dedicated maintenance regime.	School BFA/FF ECB LTA EN	Local	L	L	L	Protect
		Cricket		A standalone NTP of standard quality.	Sustain wicket quality through dedicated maintenance regime.			L	L	L	
		Tennis		Two macadam tennis courts that are or poor quality and unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Netball		Two macadam netball courts that are or poor quality and unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
91	Peters Hill Primary School	Netball	Education	One standard quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
99	Redhill School	3G	Education	One small-size 3G pitch measuring 90x45m. The pitch is FA approved although has exceeded its recommended lifespan.	Improve pitch quality through resurfacing as soon as feasibly possible.	School BFA/FF	Local	H	S	H	Protect Enhance

**DUDLEY METROPOLITAN BOROUGH COUNCIL
STRATEGY & ACTION PLAN**

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
99	Redhill School	Tennis	Education	Four standard quality macadam tennis courts which are available for community use but without floodlighting.	Sustain court quality for curricular demand.	School LTA EN	Local	L	L	L	Protect
		Netball		Three standard quality macadam netball courts which are available for community use but without floodlighting.	Sustain court quality for curricular demand.			L	L	L	
100	Ridgewood High School	Football	Education	Two standard quality youth 11v11 pitches with discounted spare capacity due to unsecure tenure.	Sustain pitch quality through dedicated maintenance regime. Formalise community use agreement to provide users with security of tenure.	School BFA/FF LTA EN	Local	M	S	L	Protect
		Tennis		Six standard quality macadam tennis courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Netball		Six standard quality macadam netball courts which are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
102	Rufford Primary School	Football	Education	One standard quality youth 9v9 pitch which is overplayed by 0.5 match equivalent sessions per week.	Improve pitch quality through an enhanced maintenance regime to alleviate overplay.	School BFA/FF EN	Local	H	S	L	Protect Enhance
		Netball		One standard quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
110	South Road Playing Fields	Football	Council	Two poor quality youth 11v11 pitches which are overplayed by 0.5 match equivalent sessions per week. Listed for pitch and ancillary improvements in the LFFP. Changing facilities on site have been condemned by the Council.	Improve pitch and ancillary facility quality on site in line with LFFP recommendations and to alleviate overplay.	Council BFA/FF	Local	H	S	L	Protect Enhance
116	St. James CE Primary School	Football	Education	One poor quality mini 7v7 pitch which is unavailable for community use.	Sustain pitch quality for curricular demand.	School BFA/FF EN	Local	L	L	L	Protect
		Netball		One standard quality macadam netball court which is unavailable for community use.	Sustain court quality through dedicated maintenance regime.			L	L	L	
120	Stevens Park - Wollescote	Cricket	Council	A standalone NTP which is currently unused.	Sustain wicket quality for informal and recreational demand.	Council ECB LTA	Local	L	L	L	Protect Enhance
		Tennis		Three macadam tennis courts which are available for community use but without floodlighting. Courts are in extremely poor condition. Significant tree overhang is causing moss growth, whilst the chain mesh fencing is poor. Used by the Dudley Parks tennis league.	Improve court quality through enhanced maintenance regime to better accommodate informal and recreational demand.			M	S	L	

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
120	Stevens Park - Wollescote	Bowls	Council	One crown and one flat bowling green. The greens cannot be used on Sundays due to a covenant. The crown green is in poor condition whilst the flat green is of standard quality. The greens are said to suffer from vandalism and unofficial use. Lye & Wollescote BC is hoping to install boundary fencing to prevent this. Black Country BC wants to extend the clubhouse servicing the flat green on site. The crown green operates within the recommended capacity whilst the flat green exceeds it.	Improve green quality through enhanced maintenance regime. Support the Clubs to improve ancillary provision on site and restrict unofficial use. Monitor demand from Black Country BC to ensure overplay doesn't cause green quality to deteriorate.	Council BE BCGBA	Local	H	S	M	Protect Enhance
121	War Memorial Athletic Ground	Football	Sports Club	One adult and one mini 5v5 pitch, both of good quality. The adult pitch is overplayed by 0.5 match equivalent sessions per week whilst the mini pitch has one match equivalent session of actual spare capacity. Both the adult and mini 5v5 pitch over mark cricket outfield. Stourbridge FC plans to expand ancillary provision on site. Stourbridge FC shares its lease of War Memorial Athletic Ground with Stourbridge CC; however, it reports that it would ideally like to take sole control of the site. The Club also aspires to install a full-size 3G pitch on site.	Sustain pitch quality through dedicated maintenance regime. Ensure Stourbridge CC are adequately provided for elsewhere. Support the Club to expand ancillary and pitch provision on site to better accommodate current demand and alleviate overplay. Explore the feasibility of providing a full size 3G pitch on site, subject to adequate relocation of the cricket club.	Sports Club BFA/FF ECB	Local	H	S	H	Protect Enhance Provide
		Cricket		One standard quality cricket square with 14 grass wickets and an NTP. Drainage of the outfield is said to be problematic and some wickets are uneven. The square is overplayed by 24 matches per season. The NTP on site is of poor quality and in need of replacement. Toilets on site are of poor quality. Used by Stourbridge CC plus Amblecote & Wollaston CC and Worcestershire County CC on an ad hoc basis.	Improve square quality through enhanced maintenance regime and replace the NTP on site. Look to relocate some demand to the NTP or to an alternate square with actual spare capacity. or; Ensure suitable and sufficient facilities are provided elsewhere for Stourbridge CC as part of Stourbridge FC's aspirations to take on the site.			H	S	H	
133	The Mere	Football	Council	One poor quality mini 7v7 pitch which is played to capacity at peak time. The Council indicates more pitches were previously marked on site.	Improve pitch quality through enhanced maintenance regime. Explore the feasibility of marking additional pitches on site to support local shortfalls.	Council BFA/FF	Local	M	S	L	Protect Enhance Provide
134	The Ridge Primary School	Football	Education	One poor quality mini 5v5 pitch which is unavailable for community use.	Improve pitch quality to better accommodate curricular demand.	School BFA/FF	Local	L	L	L	Protect Enhance
134	The Ridge Primary School	Netball	Education	One standard quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect Enhance

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Site ID	Site	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales ¹⁸	Cost ¹⁹	Aim
138	Thorns Leisure Centre/Thorns Collegiate Academy	3G	Education	One full size 3G pitch which is floodlit and available for community use. The pitch is of poor quality and has exceeded its recommended lifespan.	Improve pitch quality through resurfacing as soon as feasibly possible.	School BFA/FF LTA EN BSUK	Key	H	S	H	Protect Enhance
		Tennis		One standard quality macadam tennis court which is unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Netball		One standard quality and three poor quality macadam netball courts that are unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
		Baseball		One baseball/softball diamond of adequate quality which was previously used by Stourbridge Titans Baseball Club although the Club indicates it has been priced out of the facility.	Sustain diamond quality through dedicated maintenance regime. Review pricing structure to attract Stourbridge Titans Baseball Club back to the site.			H	S	L	
139	Thorns Primary School	Netball	Education	One standard quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
142	Withymoor Playing Fields	Football	Council	One mini 7v7 and two mini 5v5 pitches, all of poor quality. Both pitch types have discounted spare capacity due to poor pitch quality.	Improve pitch quality through enhanced maintenance regime.	Council BFA/FF	Local	M	S	L	Protect Enhance
143	Withymoor Primary School	Football	Education	One standard quality mini 7v7 pitch with discounted spare capacity due to unsecure tenure.	Sustain pitch quality through dedicated maintenance regime.	School BFA/FF EN	Local	L	L	L	Protect
		Netball		One poor quality macadam netball court which is unavailable for community use.	Sustain court quality for curricular demand.			L	L	L	
144	Wollaston Recreation Ground	Football	Council	Two adult and one mini 7v7 pitch, all of poor quality. The adult pitches are overplayed by 2.5 match equivalent sessions per week whilst the mini 7v7 pitch has discounted spare capacity due to poor pitch quality. The site is listed in the LFFP for pitch improvements. Ancillary provision on site is also said to be in need of improvement.	Improve pitch quality through enhanced maintenance regime and in line with LFFP recommendations to alleviate overplay. Explore the feasibility of improving ancillary provision on site.	Council BFA/FF	Local	H	S	L	Protect Enhance
154	Stourbridge Golf Club	Golf	Sports Club	An 18 hole, par 70 golf course which is of good quality. The Club does not actively offer weekend access due to tee times generally being reserved for competitions.	Sustain course quality through dedicated maintenance regime.	Sports Club EG	Local	L	L	L	Protect
166	The Hadcroft	Bowls	Private	One standard quality crown bowling green used by Hadcroft BC. The Club is operating below the recommended capacity.	Sustain green quality through dedicated maintenance regime. Support Hadcroft BC to increase membership.	Private BCGBA	Local	M	S	L	Protect
176	Gig Mill Primary School	Football	Education	Two macadam netball courts that are of standard quality and unavailable for community use.	Sustain court quality for curricular demand.	School EN	Local	L	L	L	Protect
-	Wollescote Road	Cricket	Council	A disused square that has a planning application for a telecommunications development.	Ensure appropriate mitigation in line with NPPF and Sport England's Playing Fields Policy.	ECB	Local	H	S	L	Protect

PART 7: HOUSING GROWTH SCENARIOS

The PPOSS provides an estimate of demand for pitch sports based on population forecasts to 2039. This future demand is translated into teams likely to be generated, rather than actual pitch provision required. The Sport England Playing Pitch Calculator adds to this, updating the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved via team generation rates in the Assessment Report to determine how many new teams would be generated from an increase in population derived from housing growth and gives the associated costs of supplying the increased pitch provision.

Experience shows that housing sites with 600 dwellings or more are likely to generate demand for new provision to be created. For such large scale developments, consideration should be given to providing multi-pitch sites with suitable ancillary provision, including appropriate clubhouse/changing facilities and car parking. Single pitch sites which have been provided traditionally by developers are not considered to provide long term sustainable provision for the relevant sports.

Where demand does not warrant new pitch provision, the Action Plan in this document should be consulted to determine whether the additional demand can be accommodated via existing provision (in which case no further action is required). If this is not the case, contributions should be sought to enhance existing provision in the locality to accommodate the increased demand. This can be through, for example, improving quality, or providing new or improved ancillary provision. Consultation with appropriate NGBs should also be used to assist in the selection of suitable sites and suitable enhancements.

The scenarios below are provided as a guide to show the potential additional demand for pitch sports that could be generated from housing growth in Dudley, thus showing how the calculator works and what it provides. The demand is shown in match equivalent sessions per week for most sports, except for cricket, where match equivalent sessions are by season. Training demand is expressed in either hours or match equivalent sessions. Where expressed in hours, it is expected that demand will be to either a 3G pitch (to accommodate football demand) or an AGP (to accommodate hockey demand). Where expressed in match equivalent sessions, it is expected training will take place on floodlit grass pitches (rugby).

The scenarios are based on one individual development that is already planned in Dudley as well as the total housing allocation within the previously proposed Black Country Plan (which will now be replaced by four separate local plans). These are as follows:

- ◀ **Scenario One** – Development of Ketley Quarry/Ketley Farm, Dudley Road, Kingswinford - 612 dwellings.
- ◀ **Scenario Two** – Accumulative demand for pitch sports generated from housing growth from the total anticipated housing growth across the Black Country.

For reference, the indicative figures assume that population growth will average 2.3²⁰ per dwelling.

²⁰ The occupancy rate of 2.3 is in line with figures used in the 2011 Census.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Scenario One – Development of Ketley Quarry/Ketley Farm, Dudley Road, Kingswinford - 612 dwellings.

The estimated additional population derived from housing growth from 612 dwellings with an occupancy rate of 2.3 per household is 1,407 people.

This population increase equates to 0.91 match equivalent sessions of demand per week for grass pitch sports and 2.95 match equivalent sessions of demand per season for cricket. Training demand equates to 1.83 hours of use per week for football on 3G pitches.

Table 7.1: Likely demand for grass pitch sports generated from 612 dwellings

Pitch sport	Estimated demand by sport for 612 dwellings	
	Match demand (match sessions) per week ²¹	Training demand ²²
Adult football	0.19	1.83 hours
Youth football	0.42	
Mini soccer	0.30	
Rugby union	0.00	0.00 match equivalent sessions
Rugby league	0.00	0.00 match equivalent sessions
Adult hockey	0.00	0.00 hours
Junior & mixed hockey	0.00	0.00 hours
Cricket	2.95	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.2: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost ²³	Lifecycle Cost (per annum) ²⁴	Number	Capital cost
Adult football	0.19	£18,289	£3,859	0.39	£63,098
Youth football	0.42	£32,257	£6,744	0.55	£89,413
Mini soccer	0.30	£7,094	£1,490	0	£0
Rugby union	0.00	£0	£0	0	£0
Rugby league	0.00	£0	£0	0	£0
Cricket	0.07	£18,320	£3,701	0.13	£21,425
Sand based AGPs	0.00	£0	£0	0	£0
3G	0.05	£45,554	£1,774	0.10	£15,795

Overall, an additional 0.91 grass football pitches, 0.07 cricket squares and 0.05 full-size 3G pitches will be required to accommodate increased demand from the Ketley Quarry/Ketley Farm development. This would require an expected capital cost of £121,514 and a lifecycle

²¹ As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

²² Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

²³ Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

²⁴ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

cost per annum of £17,568. To facilitate the increased provision, 1.17 changing rooms would need to be provided at a capital cost of £189,731.

As none of these figures represent full pitch developments, contributions to improve existing facilities within the vicinity of the development should be sought. Similarly, despite one changing room being required, a single standalone changing room is unlikely to have any benefit and so allocations for changing rooms should also be directed to improve existing facilities.

Scenario Two – Accumulative demand for pitch sports generated from housing growth from the total anticipated housing growth across the Black Country.

The estimated additional population from housing growth from all the scenarios is 19,687 dwellings with an occupancy rate of 2.3 per household this equates to 45,280 people. This equates to 13,235 dwellings in Dudley (30,441 people), 9,158 dwellings in Sandwell (21,064 people), 14,760 dwellings in Walsall (33,948 people) and 12,100 dwellings in Wolverhampton (27,830 people).

This population increase equates to 72.43 (19.35 Dudley, 11.11 Sandwell, 28.17 Walsall and 13.80 Wolverhampton) match equivalent sessions of demand per week for grass pitch sports, 2.62 match equivalent sessions of demand per week on AGPs for hockey (0.28 Sandwell, 1.82 Walsall and 1.24 Wolverhampton) and 201.62 match equivalent sessions of demand per season for cricket (64.60 Dudley, 22.85 Sandwell, 56.78 Walsall and 57.39 Wolverhampton).

Training demand equates to 139.31 hours (38.69 Dudley, 21.97 Sandwell, 52.34 Walsall and 26.31 Wolverhampton) of use per week for football on 3G pitches and hockey equates to 9.27 hours of use per week on AGPs (0.62 Sandwell, 4.83 Walsall and 3.82 Wolverhampton). There are also 3.03 match equivalent sessions per week of training for rugby on a floodlit grass pitch (0.13 Sandwell, 2.17 Walsall, 0.73 Wolverhampton).

Table 7.3: Likely demand for grass pitch sports generated from all housing demand across the Black Country

Pitch sport	Dudley		Sandwell		Walsall		Wolverhampton		Black Country	
	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand	Match demand (MES) per week	Training demand
Adult football	4.17	38.69 hours	3.44	21.97 hours	7.10	52.34 hours	4.47	26.31 hours	19.18	139.31 hours
Youth football	8.72		5.27		12.51		5.82		32.32	
Mini soccer	6.46		2.27		6.57		2.86		18.16	
Rugby union	0.00	0.00 match equivalent sessions	0.13	0.13 match equivalent sessions	1.99	2.17 match equivalent sessions	0.65	0.73 match equivalent sessions	2.77	3.03 match equivalent sessions
Rugby league	0.00	0.00 match equivalent sessions	0.00	0.00 match equivalent sessions	0.00	0.00 match equivalent sessions	0.00	0.00 match equivalent sessions	0	0.00 match equivalent sessions
Adult hockey	0.00	0.00 hours	0.19	0.57 hours	1.29	3.87 hours	1.14	3.43 hours	2.62	7.87 hours
Junior & mixed hockey	0.00	0.00 hours	0.09	0.05 hours	0.53	0.96 hours	0.10	0.39 hours	0.72	1.40 hours
Cricket	64.60	-	22.85	-	56.78	-	57.39	-	201.62	-

The table below translates estimated demand into new pitch provision with associated capital and lifestyle costs.

Table 7.4: Estimated demand and costs for new pitch provision from all housing demand across the Black Country

Pitch type	Dudley					Sandwell					Walsall				
	Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms	
	Pitches required to meet demand	Capital cost ²⁵	Lifecycle Cost (per annum) ²⁶	No.	Capital cost	Pitches required to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost	Pitches required to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost
Adult football	4.17	£395,698	£83,492	8.33	£1,365,159	3.44	£326,765	£68,947	6.88	£1,127,339	7.10	£674,057	£142,226	14.19	£2,325,497
Youth football	8.72	£662,392	£139,102	10.87	£1,781,410	5.27	£400,549	£84,115	6.82	£1,117,072	12.51	£950,496	£199,604	15.27	£2,501,755
Mini soccer	6.46	£153,469	£32,228	0.00	£0	2.27	£53,996	£11,339	0.00	£0	6.57	£155,950	£32,749	0.00	£0
Rugby union	0.00	£0	£0	0.00	£0	0.13	£16,786	£3,592	0.25	£41,366	1.99	£265,247	£56,763	3.99	£653,644
Rugby league	0.00	£0	£0	0.00	£0	0.00	£0	£0	0.00	£0	0.00	£0	£0	0.00	£0
Cricket	1.43	£400,130	£80,826	2.86	£467,949	0.50	£140,902	£28,462	1.01	£164,783	1.23	£345,213	£69,733	2.46	£403,723
Sand based AGPs	0.00	£0	£0	0.00	£0	0.05	£37,327	£1,157	0.09	£15,516	0.33	£258,978	£8,028	0.66	£107,647
3G	1.02	£962,303	£37,479	2.04	£333,663	0.58	£546,430	£21,282	1.16	£189,466	1.38	£1,301,867	£50,704	2.75	£451,401
Total	21.79	£2,573,992	£373,129	24.09	£3,948,180	12.24	£1,522,755	£218,895	16.20	£2,655,541	31.10	£3,951,807	£559,808	39.32	£6,443,667

²⁵ Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

²⁶ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Pitch type	Wolverhampton					Black Country				
	Estimated demand and costs for new pitches			Changing rooms		Estimated demand and costs for new pitches			Changing rooms	
	Pitches required to meet demand	Capital cost ²⁷	Lifecycle Cost (per annum) ²⁸	No.	Capital cost	Pitches required to meet demand	Capital cost	Lifecycle Cost (per annum)	No.	Capital cost
Adult football	4.47	£424,714	£89,615	8.94	£1,465,265	19.18	£1,821,234	£384,280	38.34	£6,283,260
Youth football	5.82	£442,590	£92,944	7.70	£1,261,152	32.32	£2,456,027	£515,765	40.66	£6,661,389
Mini soccer	2.86	£67,898	£14,259	0.00	£0	18.16	£431,313	£90,575	0.00	£0
Rugby union	0.65	£86,423	£18,494	1.30	£212,971	2.77	£368,456	£78,849	5.54	£907,981
Rugby league	0.00	£0	£0	0.00	£0	0.00	£0	£0	0.00	£0
Cricket	1.26	£353,841	£71,476	2.53	£413,814	4.42	£1,240,086	£250,497	8.86	£1,450,269
Sand based AGPs	0.29	£225,481	£6,990	0.57	£93,724	0.67	£521,786	£16,175	1.32	£216,887
3G	0.69	£654,367	£25,486	1.38	£226,891	3.67	£3,464,967	£134,951	7.33	£1,201,421
Total	16.04	£2,255,314	£319,263	22.42	£3,673,816	81.17	£10,303,868	£1,471,095	102.03	£16,721,204

Population growth due to the housing developments across all allocated sites in the Black County Plan indicates there will be a need for 81.17 pitches. This demand is aggregated across most pitch types with football identified as having the highest theoretical increases of pitch need (due to associated demand).

The PPOSS Assessment Reports for all four authorities broadly identifies there are capacity issues for grass football pitches, rugby union pitches and cricket squares, as well as a need for an increased supply of 3G and hockey suitable AGPs. As evidenced in Part 4 of this report, in most cases, for football and rugby union, the existing quantity of grass pitches can accommodate for all known future demand through improvement of quality (and therefore increases to capacity). For the remaining pitch sports or facility types i.e., cricket, 3G pitches and hockey suitable AGPs, this is not the case and as such an increase of provision is required.

The above individual scenarios (one to nine, and those tested in other authority strategies) highlight that there is not sufficient demand generated from any single allocation to provide new provision. On this basis, contributions should be sought and for football and rugby and used to improved sites (identified in the PPOSS Action Plan) in the locality of any allocation. For the remaining facility needs, there is a strong requirement to pool capital receipts from individual allocations to provide for new cricket, 3G and hockey suitable AGPs.

²⁷ Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

²⁸ Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

Conclusion

For the scenarios above, the tables show that, through housing growth relating to the aforementioned developments, demand will be generated for football and cricket. The level of demand generated for football is such that new provision could be warranted although this would likely only be a single pitch development. No demand is identified for hockey, although this is due to all demand currently being exported outside of the Borough and therefore does not necessarily provide a true reflection.

There is unlikely to be a requirement for new provision for cricket pitches or 3G pitches, over and above what is already required. Instead, as the demand generated from the housing growth at specific developments does not equate to a whole pitch, contributions would be better focused on improving existing sites to increase capacity to an appropriate level. The PPOSS and in particular the Action Plan, as well as future consultation with NGBs, should be used to inform this (e.g. to select suitable sites).

This is particularly the case for football and cricket as there is a lack of supply to meet current and future demand. With housing growth in the area expected to exacerbate these shortfalls, off-site contributions should be sought to increase capacity for these sports, whether that be through pitch quality improvements or ancillary improvements to ensure underused sites can be fully utilised.

However, as shown in the final scenario, when considering all housing growth allocated to Dudley in the previously proposed Black Country Plan (now to be replaced by four separate local plans), new football, cricket and 3G provision is likely to be required.

To provide the greatest impact, contributions from housing developments could be pooled together to improve key sites. The action plan identifies high priority sites which would likely provide the most benefit from investment. This includes:

- | | |
|--------------------------------|------------------------------------|
| ◆ Burton Road Playing Fields | ◆ Junction Road Playing Fields |
| ◆ Clayton Park | ◆ King George V Park (Stourbridge) |
| ◆ Coseley Cricket Club | ◆ Lea Vale Playing Fields |
| ◆ Coseley Leisure Centre | ◆ Lye Town Football Club |
| ◆ Donkey Pool Playing Fields | ◆ Mary Stevens Park |
| ◆ Dudley Wood Playing Fields | ◆ Sledmere Playing Fields |
| ◆ Goals Soccer Centre (Dudley) | ◆ South Road Playing Fields |
| ◆ Halesowen College | ◆ War Memorial Athletic Ground |
| ◆ Halesowen Cricket Club | ◆ Wollaston Recreation Ground |
| ◆ Homer Hill Recreation Ground | |

However, if high priority sites in the local area of the development cannot be identified for investment, contributions should be pooled in order to fund the creation of new provision, particularly for cricket, in consultation with Sport England and the relevant NGB to ensure the potential provision would be utilised and sustainable.

PART 8: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE

The section below is a generalised approach on how to deliver a PPOSS whilst also keeping it robust and up to date. However, a more tailored approach should also be considered and designed for Dudley based on the requirements and priorities of the Steering Group.

Delivery

The PPOSS seeks to provide guidance for maintenance/management decisions and investment made across Dudley. By addressing the issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of the Borough can be satisfied. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

It is important that this document is used in a practical manner, is engaged with partners and encourages partnerships to be developed, to ensure that outdoor sports facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.

The creation of this document should be regarded as part of the planning process. The success of this Strategy and the benefits that are gained are dependent upon regular engagement between all partners involved and the adoption of a strategic approach. Each member of the steering group should take the lead to ensure the PPOSS is used and applied appropriately within their area of work and influence.

To help ensure the PPOSS is well used, it should be regarded as the key document within the study area guiding the improvement and protection of playing pitch and outdoor sport provision. It needs to be the document people regularly turn to for information on the how the current demand is met and what actions are required to improve the situation and meet future demand. In order for this to be achieved, the Steering Group needs to have a clear understanding of how the PPOSS can be applied and therefore delivered.

The process of completing the PPOSS will hopefully have already resulted in a number of benefits that will help with its application and delivery. These may include enhanced partnership working across different agendas and organisations, pooling of resources along with strengthening relationships and understanding between different stakeholders and between members of the steering group and the sporting community. The drivers behind the PPOSS and the work to develop the recommendations and action plan will have also highlighted, and helped the steering group to understand, the key areas to which it can be applied and how it can be delivered.

Monitoring and updating

It is important that there is regular monitoring and review against the actions identified in the Strategy. This monitoring should continue be led by the local authority and supported by all members of, and reported back to, the Steering Group. Understanding and learning lessons from how the PPOSS has been applied should also form a key component of monitoring its delivery. It is possible that in the interim between reviews the Steering Group could also operate as a 'virtual' group; prepared to comment on suggestions and updates electronically when relevant.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

It is agreed that the Council (potentially via consultants e.g., KKP) is responsible for keeping the database and background supply and demand information up to date in order that area-by-area action plans can be updated. This should be carried out in consultation with the NGBs, particularly around affiliation time when information is updated.

As a guide, if no review and subsequent update has been carried out within three years of the PPOSS being signed off by the steering group, then Sport England and the NGBs would consider it and the information on which it is based to be out of date. The nature of the supply and in particular the demand for provision is likely to change year-on-year, meaning that without any form of review and update it would be difficult to make the case that the supply and demand information and assessment work is sufficiently robust.

An annual review should not be regarded as a particularly resource intensive task. However, it should highlight:

- ◀ How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g., the priority of some may increase following the delivery of others).
- ◀ How the PPOSS has been applied and the lessons learnt.
- ◀ Any changes to particularly important sites and/or clubs in the area (e.g., the most used or high quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- ◀ Any development of a specific sport or particular format of a sport.
- ◀ Any new or emerging issues and opportunities.

Alongside regular steering group meetings a good way to keep the strategy up to date and maintain relationships is to hold sport specific meetings with the NGBs and other relevant parties. These meetings look to update the key supply and demand information, if necessary amend the assessment work, track progress with implementing the recommendations and action plan and highlight any new issues and opportunities.















These meetings could be timed to fit with the annual affiliation process undertaken by the NGBs which would help to capture any changes in the number and nature of sports clubs in the area. Other information that is already collected on a regular basis such as pitch booking records for local authority and other sites could be fed into these meetings.

The NGBs are also able to indicate any further performance quality assessments that have been undertaken within the study area.

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

Checklists

In order for this Strategy to be signed off by the steering group, a Stage D Checklist: Develop the Strategy, is signed off.

Stage D Checklist: Develop the Strategy	Tick 	
	Yes	Requires Attention
Step 7: Develop the recommendations and action plan		
1. Have a number of study area specific scenarios been looked at to help explore key issues and findings along with possible recommendations and actions?		
2. Have any recommendations and actions regarding AGP provision taken into account the guidance in the 'Selecting the Right Artificial Surface' document and any NGB specific information?		
3. Do the recommendations reflect the drivers, vision and objectives of the work?		
4. Are the recommendations precise enough to enable the development of clear individual area, sport and site specific actions to help achieve them?		
5. Have all relevant parties been engaged with the development of, and are signed up to the delivery of, the recommendations and actions?		
6. Are the recommendations and actions clearly presented?		
7. Has particular attention been paid to the situation at priority sites and those which are being significantly overplayed?		
8. Have area, sport and site specific solutions been proposed to protect, enhance, and provide playing pitch provision to meet the current and future demand?		
9. Has guidance on the future of any sites highlighted as being at risk been provided?		
10. Do the recommendations and actions seek to make the best use of existing pitches?		
11. Has the detriment and benefit of proposals to relocate provision been presented?		
12. Has the level and type of any new playing pitch provision required been presented?		
13. Has the importance of providing appropriate and fit for purpose ancillary facilities been highlighted in order to maximise the potential benefit to sport of any pitches?		
14. Have the recommendations sought to ensure an adequate amount of spare capacity in the provision of accessible pitches with secured community use?		
15. Does the PPS provide a steer as to the future of any spare capacity and any provision that may be genuinely surplus to requirements (paragraphs D12 to D15)?		
16. Does the action plan cover the points listed in paragraph D17?		
17. Does the action plan provide the most appropriate actions to improve provision in the study area rather than just those which the local authority can deliver?		
18. Does the action plan represent an infrastructure plan for playing pitches with deliverable area, sport and site specific actions and projects?		
Step 8: Write and Adopt the Strategy		
1. Does the PPS document provide the reader with a clear understanding of the areas listed in paragraph D20?		

DUDLEY METROPOLITAN BOROUGH COUNCIL STRATEGY & ACTION PLAN

2.	Is it clear from the PPS document why the recommendations and actions have been included, how they are to be delivered and what they will achieve?	✓	
3.	Does the PPS document indicate how it should be used and applied in different areas and circumstances along with the benefits of doing so?	✓	
4.	Has the PPS document been subject to appropriate consultation?	✓	
5.	Do all members of the steering group and other relevant parties endorse the PPS and recognise its lead role in guiding the improvement of pitches in the study area?	✓	
6.	Has the PPS document been formally adopted by the local authority and is its status recognised across all relevant departments?	✓	

To help ensure the PPS is delivered and is kept robust and up to date, the steering group can refer to the new methodology Stage E Checklist: Deliver the strategy and keep it robust and up to date:

Stage E: Deliver the strategy and keep it robust and up to date	Tick ✓	
	Yes	Requires Attention
Step 9: Apply & deliver the strategy		
1. Are steering group members clear on how the PPS can be applied across a range of relevant areas?		
2. Is each member of the steering group committed to taking the lead to help ensure the PPS is used and applied appropriately within their area of work and influence?		
3. Has a process been put in place to ensure regular monitoring of how the recommendations and action plan are being delivered and the PPS is being applied?		
Step 10: Keep the strategy robust & up to date		
1. Has a process been put in place to ensure the PPS is kept robust and up to date?		
2. Does the process involve an annual update of the PPS?		
3. Is the steering group to be maintained and is it clear of its on-going role?		
4. Is regular liaison with the NGBs and other parties planned?		
5. Has all the supply and demand information been collated and presented in a format (i.e. single document that can be filtered accordingly) that will help people to review it and highlight any changes?		
6. Have any changes made to the Active Places Power data been fed back to Sport England?		

For more information, see:

<https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport>