NORTH EAST LINCOLNSHIRE COUNCIL

FINAL PLAYING PITCH STRATEGY

DECEMBER 2011

Integrity, Innovation, Inspiration
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NORTH EAST LINCOLNSHIRE COUNCIL
PLAYING PITCH STRATEGY

CONTENTS

PART 1: INTRODUCTION ................................................................. 5
PART 2: FUNDING PLAN ............................................................... 11
PART 3: SUMMARY OF ISSUES FROM ASSESSMENT REPORT ........... 16
PART 4: A STRATEGIC FRAMEWORK FOR FACILITY IMPROVEMENTS ....... 20
PART 5: MANAGEMENT OBJECTIVES ........................................... 21
PART 6: ACTION PLAN ............................................................... 46
PART 7: MONITORING AND REVIEW ............................................ 57
PART 8: CONCLUSIONS ............................................................... 58
PART 1: INTRODUCTION

This is an introduction to the Playing Pitch Strategy for North East Lincolnshire Council (NELC). Building upon the preceding Assessment Report, it proposes a strategic framework for the maintenance and improvement of existing playing pitches, outdoor sports facilities and ancillary facilities between 2011 and 2026. This Strategy will be capable of:

- Developing policy options;
- Making recommendations for playing pitch provision, protection and enhancement as well as maintenance recommendations;
- Clearly addressing the needs of all identified sports within the local area, picking up particular local demand issues;
- Addressing issues of population growth, and or major growth/regeneration areas up to 2026;
- Developing local standards, reflecting both qualitative and quantitative issues;
- Defining a clear process for improvements in community access to educational and non-Local Authority pitches;
- Providing a spatial plan for the classification of pitches.

1.1: Structure

The Strategy will be developed from research and analysis of playing pitch and outdoor sports facility provision and usage within North East Lincolnshire to provide:

- A strategic vision for the future improvement and prioritisation of playing pitch and outdoor sports facilities (including ancillary facilities) in North East Lincolnshire.
- A strategic framework for improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch and outdoor sports facility stock in the area.
- An area-wide and area-by-area sport-by-sport action plan.
- A site-specific action plan which also provides a spatial classification of pitches (where action is deemed necessary to maintain or improve quality).

The Strategy and Action Plan will recommend a number of priority projects for North East Lincolnshire, which should be implemented from 2011 to 2026. It should be recognised that the Strategy and Action Plan is outlined to provide a framework and, although resources may not currently be in place to implement it, partners and possible sources of external funding have been identified. There is a need to build key partnerships with education establishments, community clubs and private landowners to maintain and improve playing pitch and outdoor sports facility provision. In these instances the potential for the Council to take a strategic lead is more limited (except in terms of Section 106/CIL contributions). This document provides clarity about the way forward, and allows the Council to focus on key issues that it can directly influence and achieve.

The site-by-site Action Plan will provide recommended actions for each site, based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement.
1.2: Vision

The proposed vision for playing pitches and outdoor sports facilities (including ancillary facilities) is based on the themes within North East Lincolnshire Community Strategy and proposes that:

‘North East Lincolnshire work to create a carefully planned network of playing pitch facilities that are well managed and maintained and which through community participation contribute to enhancing the quality of life and sense of well-being of all sections of the community.’

This will be delivered on the basis of a 20 year rolling programme which is reviewed in detailed after ten years and is checked against achievement of the management objectives after three years.

1.3: Strategic framework for playing pitch facility improvements

The objectives set within this Strategy have been developed via the combination of information gathered during consultation, site visits and analysis. They reflect key areas to be addressed over its lifetime. However, implementation must be considered in the context of financial implications and the need for some proposals to also meet planning considerations.

1.4: National context

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

The following section summarises the key strategic documents relevant to this Strategy and link, where appropriate, to the aims and objectives set out later.

The recent Localism Bill, introduced in December 2010, contains the Government’s measures for strengthening local democracy. It establishes an aim to shift decision making powers from central Government to local councils and communities, giving them the legal support and confidence to deliver more innovative and efficient services. Plans include:

- Devolving significant new powers to councils.
- Establishing powerful new rights for local people and communities.
- Radically reforming planning.
- Making housing fairer and more democratic.
- Creating powerful incentives for economic growth.
One of the key aspects of the Bill with regard to open space, sport and recreation provision is the creation of the Community Right to Build. This will give communities more control over local housing decisions. It removes the need for any organisation bringing forward developments under this power to apply for planning permission, as long as it meets minimum criteria and is supported locally. It is part of the legislation’s wider Neighbourhood Planning reforms, which also sees the introduction of a New Homes Bonus. The scheme offers cash for councils that allow new homes to be built in their area, through matching council tax revenue raised on each new house for six years.

The long term implementation of the legislation is yet to be seen. However, the importance of councils having an up to date and clear understanding of sport and recreation provision is vital. Schemes such as the Community Right to Build and the New Homes Bonus are likely to increase the need for councils to be able to provide a sufficient amount of provision to an acceptable standard of quality.

**Sport England Strategy**

Sport England has recently clarified its primary role; to grow, sustain and excel participation in community sport. Its ambition is to get more people playing and enjoying sport and to help those with talent get to the very top. It seeks to achieve this through working closely with national governing bodies of sport and building strong partnerships with local authorities.

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

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

**A Sporting Future for the Playing Fields of England**

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

As a statutory consultee for the loss of playing fields, Sport England is a key partner. Regional planning officers should be kept informed of developing projects/schemes and can provide essential guidance and advice throughout the process, not just at planning application stage.
The Football Association (FA)

The FA’s National Game Strategy (2007-2012) provides a strategic framework that sets out the key priorities, expenditure proposals and targets for the national game (i.e., football) over a six year period.

The main issues facing grassroots football are identified as:

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

The Strategy also reinforces the urgent need to provide affordable, new and improved facilities in schools, clubs and on local authority sites.

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

The growth of the commercial sector in developing custom built 5-a-side facilities has changed the overall environment. High quality, modern facilities provided by Powerleague, Goals, JJB (now DW) and playfootball.net for example, have added new opportunities to participate and prompted a significant growth in the number of 5-a-side teams in recent years. To some extent this growth has impacted on the demand for traditional grass pitches.

On-going engagement with the FA is an important part of the sustainability and implementation of the Playing Pitch Strategy. KKP would recommend NELC further engages with the FA Regional Facility Manager (East Midlands) as part of the delivery of this Strategy.

Rugby Football Union (RFU)

The National Facilities Strategy provides a framework for the sustainable development of facilities for rugby union in England, at a national, regional and local level. The framework enables clubs, Constituent Bodies (CBs), the Rugby Football Union (RFU) and the Rugby Football Union for Women (RFUW) and other partners to:

- Identify priorities for facility developments to meet the various needs of the sport.
- Identify what facilities are required to meet the needs of the Government sports policy and the RFU’s Strategic Plan.
Support the prioritisation of investment and funding through a detailed set of developmental criteria, technical requirements, management / operational structures and potential financial viability which will be critical to the provision of quality rugby facilities.

Prioritise future investment to ensure that the right facilities are provided in the right locations and for the right reasons.

Identify and deliver a minimum standard for all facility provision.

The strategy shows clubs what facilities are needed to provide these different programmes, from grass roots through to the professional game.

On-going engagement with the RFU is an important part of the sustainability and implementation of the Playing Pitch Strategy. KKP would recommend NELC further engages with the RFU Regional Funding and Facilities Manager (Midlands) as part of the delivery of this Strategy.

**English Cricket Board (ECB)**

Grounds to Play – ECB Strategic Plan (2010 – 2013) continues to focus on the four pillars, as identified in the previous strategy: Building Partnerships. The pillars are:

- **Energising people and partnerships to deliver national goals at local level:**
  - Having streamlined the management of ECB and established the County Boards, where feasible, services currently provided from the centre will be transferred to County Boards;
  - Enhance asset growth through continuing interest free loans to community clubs, expanding NatWest Cricket Force, seeking to support corporate or public sector cricket grounds under threat of closure through the England and Wales Cricket Trust, and seeking to expand partnerships for Indoor Cricket.

- **Vibrant domestic game.**

- **Enhancing facilities, environments and participation:**
  - The focus of this plan will be on providing facilities to sustain participation levels rather than a focus on a substantial increase in participation;
  - The Cricket Foundation’s ‘Chance to Shine’ programme has been an outstanding success in reintroducing cricket into state schools. ECB will prioritise investment in the programme;
  - To further expand club/ school links and position the cricket club at the heart of the community, ECB will provide £1.5 million per annum capital improvement grants to local clubs that make their club facilities available to the local community and to local schools.

- **Successful England teams.**

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

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

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

Partners particularly applicable to community cricket include:

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

On-going engagement with the ECB is an important part of the sustainability and implementation of the Playing Pitch Strategy. KKP would recommend NELC further engages with the Regional Funding and Facilities Manager (Midlands) as part of the delivery of this Strategy.

1.5 Local planning context

The Core Strategy document is the key Development Plan Document for the Borough outlining the Council's overall approach to development. It will cover a period to 2026, but will be reviewed on a regular basis.

The Core Strategy sets out the long term spatial vision and objectives for the Borough and the strategic planning policies to deliver that vision. The North East Lincolnshire Core Strategy will also include a suite of Development Management policies aimed at addressing identified Core Strategy issues.

The Core Strategy does not set out individual land allocations for specific purposes. This will be covered in the Allocations Development Plan Document.

Formal Council approval to publish the Proposed Submission Core Strategy document has been granted (Full Council 15th July 2010). It should however be noted that publication has been delayed initially to address the implications arising from announcements regarding the revocation of the Regional Spatial Strategy and to strengthen the evidence base as a result of this. The Core Strategy document is currently undergoing final agreement/sign off prior to publication consultation which it is anticipated will now take place October 2011.
PART 2: FUNDING PLAN

2.1: Funding opportunities

In order to deliver much of the Action Plan it is recognised that external partner funding will need to be sought. Although seeking developer contributions will go some way towards meeting deficiencies, other potential sources of funding should be investigated. Below is a list of funding sources that are relevant for community improvement projects involving sports facilities.

<table>
<thead>
<tr>
<th>Awarding body</th>
<th>Description</th>
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<tbody>
<tr>
<td>Big Lottery Fund</td>
<td>Big invests in community groups and to projects that improve health, education and the environment</td>
</tr>
<tr>
<td>Sport England:</td>
<td>Sport England is keen to marry funding with other organisations that provide financial support to create and strengthen the best sports projects. Applicants are encouraged to maximise the levels of other sources of funding, and projects that secure higher levels of partnership funding are more likely to be successful.</td>
</tr>
<tr>
<td>Football Foundation</td>
<td>This trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots local development.</td>
</tr>
<tr>
<td>Rugby Football Foundation - The Loans Scheme</td>
<td>The Loans Scheme helps finance projects that contribute to the retention and recruitment of rugby players. Projects eligible for loans include: 1. Club House Facilities: General structural improvements, general refurbishment, storerooms and offices, kitchen facilities, training areas. 2. Grounds (other than pitches): Car parking facilities, ground access improvements, fencing, security measures.</td>
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[http://www.sportengland.org/funding.aspx](http://www.sportengland.org/funding.aspx)


<table>
<thead>
<tr>
<th>Awarding body</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby Football Foundation - The Grant Match Scheme</td>
<td>The Grant Match Scheme provides easy-to-access grant funding for playing projects that contribute to the recruitment and retention of community rugby players. Grants are available on a ‘match funding’ 50:50 basis to support a proposed project. Projects eligible for funding include: 1. Pitch Facilities – Playing surface improvement, pitch improvement, rugby posts, floodlights. 2. Club House Facilities – Changing rooms, shower facilities, washroom/lavatory, and measures to facilitate segregation (e.g. women, juniors). 3. Equipment – Large capital equipment, pitch maintenance capital equipment (e.g. mowers).</td>
</tr>
<tr>
<td>Biffaward</td>
<td>Biffaward is a multi-million pound fund which awards grants to community and environmental projects across the UK. The fund's money comes from landfill tax credits donated by Biffa Waste Services. Biffaward is managed by the Royal Society of Wildlife Trusts (RSWT) on Biffa's behalf. Under the Main Grants Scheme, grants are awarded to projects that provide or improve community spaces, cultural facilities and places for outdoor recreation.</td>
</tr>
<tr>
<td>EU Life Fund</td>
<td>LIFE is the EU’s financial instrument supporting environmental and nature conservation projects throughout the EU.</td>
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Protecting Playing Fields

SE has recently launched a funding programme; Protecting Playing Fields (PPF) as part of its Places People Play Olympic legacy mass participation programme and is investing £10 million of National Lottery funding in community sports projects over the next three years (2011-2014).

The programme is being delivered via five funding rounds (with up to £2 million being awarded to projects in each round). Its focus is on protecting and improving playing fields and developing community sport. It will fund capital projects that create, develop and improve playing fields for sporting and community use and offer long term protection of the site for sport. Projects are likely to involve the construction of new pitches or improvement of existing ones that need levelling or drainage works.

Sport England’s 'Inspired Facilities' funding programme will be delivered via five funding rounds and is due to launch in Summer 2011 where clubs, community and voluntary sector groups and local authorities can apply for grants of between £25,000 and £150,000 where there is a proven local need for a facility to be modernised, extended or modified to open up new sporting opportunities.

The programme’s three priorities are:

- Organisations that have NOT previously received a Sport England Lottery grant of over £10,000.
- Projects that are the only public sports facility in the local community.
- Projects that offer local opportunities to people who do not currently play sport.

There may be opportunities for North East Lincolnshire to access this funding. Further details are available at:

http://www.sportengland.org/funding/protecting_playing_fields.aspx

2.2: Funder’s requirements

Below is a list of funding requirements that can typically be expected to be provided as part of a funding bid, some of which will fall directly out of the Playing Pitch Strategy:

- Identify need (i.e., why the Project is needed) and how the Project will address it.
- Articulate what difference the Project will make.
- Identify benefits, value for money and/or added value.
- Provide baseline information (i.e., the current situation).
- Articulate how the Project is consistent with local, regional and national policy.
- Financial need and project cost.
- Funding profile (i.e., Who’s providing what? Unit and overall costs).
- Technical information and requirements (e.g., planning permission).
- Targets, outputs and/or outcomes (i.e., the situation after the Project/what the Project will achieve).
- Evidence of support from partners and stakeholders.
- Background/essential documentation (e.g., community use agreement).
- Assessment of risk.
2.3: Indicative costs

The indicative costs of implementing key elements of the Action Plan are based on the following information taken from the Sport England kitbag.

The costs below are for the development of community sports facilities and are based on providing good quality sports facility for the 2nd Quarter 2011. These rounded costs are based on schemes most recently funded through the Lottery, updated to reflect current forecast price indices for 1st Quarter 2010 provided by the Building Cost Information Service (BCIS), prepared by Technical Team Lead of Sport England.

New work output is forecast to fall a little in 2011 as the cuts in public sector spending start to make their mark, partly mitigated by private sector output starting to recover more strongly. It is anticipated that there will be a return to sluggish growth in 2012, as public sector cuts deepen. The BCIS forecast is for tender prices to rise by 2.8% in the year to 4th quarter 2011, rising by 3.1% over the following year.

Tender prices could also be affected as a result of a new Government and potential impact on public spending. General building costs are likely to be further affected by environmental and sustainability considerations:

<table>
<thead>
<tr>
<th>Facility</th>
<th>Type</th>
<th>Indicative cost</th>
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<tbody>
<tr>
<td>Outdoor tennis court</td>
<td>2 court, macadam, fenced and floodlit</td>
<td>£145,000</td>
</tr>
<tr>
<td>Synthetic turf pitches</td>
<td>Senior football 23mm Sand Filled, Fenced and Floodlit (106 x 71m)</td>
<td>£730,000</td>
</tr>
<tr>
<td></td>
<td>Water based 101.4 x 63.0m fenced and floodlit</td>
<td>£815,000</td>
</tr>
<tr>
<td></td>
<td>Third generation turf pitch 65mm fenced and floodlit</td>
<td>£840,000</td>
</tr>
<tr>
<td>Grass pitch</td>
<td>Senior football pitch 107.90 x 71.33m</td>
<td>£75,000</td>
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<tr>
<td></td>
<td>Floodlighting</td>
<td>£50,000</td>
</tr>
<tr>
<td>Multi–use games areas</td>
<td>36.60 x 21.35m fenced and floodlit</td>
<td>£115,000</td>
</tr>
<tr>
<td>Athletics track</td>
<td>6 lane floodlit</td>
<td>£1,080,000</td>
</tr>
<tr>
<td>Cricket wicket</td>
<td>Artificial</td>
<td>£30,000</td>
</tr>
<tr>
<td>Bowls</td>
<td>Crown green</td>
<td>£110,000</td>
</tr>
<tr>
<td></td>
<td>Floodlighting</td>
<td>£27,500</td>
</tr>
<tr>
<td>Changing rooms</td>
<td>2 team changing pavilion</td>
<td>£250,000</td>
</tr>
<tr>
<td></td>
<td>4 team changing pavilion</td>
<td>£575,000</td>
</tr>
<tr>
<td></td>
<td>Modular outdoor changing room</td>
<td>£55,000</td>
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The costs above include allowances for external works (car parks, roads, paths, services connections etc) are included at an average rate of 15% addition to the cost of the works.
Maintenance of natural turf pitches

It is estimated to perform the requisite amount of maintenance on a natural turf pitch costs in the region of £12,700/annum\(^1\).

Maintenance of artificial turf pitches

The maintenance of artificial turf pitches should only be undertaken by fully trained and competent persons. It has been estimated that the current maintenance cost for a floodlit community/school soccer size pitch is in the region of £10,000/annum.

Rejuvenation processes, which may be necessary in five years, can cost in the region of £30,000 plus VAT.

Current estimates for resurfacing a soccer size pitch at today’s rates is in the region of £200,000. This does not allow for any other incidental costs such as repairs to fencing, floodlighting, etc, and assumes a life cycle of 10 years.

\(^1\) Assumes grounds maintenance is contracted out on a senior football pitch.
PART 3: SUMMARY OF ISSUES FROM ASSESSMENT REPORT

This section summarises the key issues identified in the Assessment Report. The Strategy has been developed in recognition of the consultation findings whilst drawing upon a core series of objectives which should be applied across the board and should not be attributed to any one particular type of facility. The Action Plans which form Part Six of this report are intended to focus specifically on particular sport/facility issues.

3.1: Football

- KKP identified a total of 228 teams playing in North East Lincolnshire.
- FA demand trend analysis and team generation rates (TGRs) highlight that participation rates in North East Lincolnshire are significantly higher than national and regional averages.
- The audit identifies 128 pitches as available for community use. In addition, there are a further 70 pitches, which are not currently accessible to the community.
- Nine sites are overplayed by 12.5 matches each week. However, several sites offer spare capacity and should be considered as options for diverting play.
- A number of clubs in North East Lincolnshire report latent demand. In the main this relates to the provision of changing accommodation of a good quality.
- The most likely future increases in the number of teams are identified in the category of senior men for which there will be an anticipated further 13 teams by 2026.
- The current playing pitch stock should be protected and consideration should be given to changing the designation of some senior pitches to cater for junior football as well as protecting spare capacity to help to improve the quality of pitches in the area.

3.2: Cricket

- There are 17 cricket pitches available for community use in North East Lincolnshire, accommodating 70 teams (including senior and junior).
- Site assessments score the large majority (75%) of cricket pitch provision as good quality.
- There is a strong senior and junior league structure which supports high levels of participation.
- Partners should support clubs to develop women’s and girl’s teams and signpost this demand to Cleethorpes CC which has been designed as a hub.
- Although it is difficult to fully express overplay through calculating the capacity of cricket pitches, it would appear, through analysis of play that there are a number of pitches operating over capacity i.e. Cleethorpes CC, Grimsby Town and King George V Playing Fields.
- Latent demand has been reported by two clubs (each for one mid week team) which suggests that demand is not being met by existing provision.
- The most likely future increases in the number of teams are identified in the category of senior men’s (seven teams) and junior boys for which there will be an anticipated further two teams by 2026.
- An analysis of current and future demand identifies a shortfall of cricket pitches across the area. This is most pronounced in the Urban Area where there is also estimated to an increase in teams by 2026. However, there are a five cricket pitches in the Urban area which are not currently available for community use and could potentially help address the shortfall of provision.
3.3: Rugby

- There are seven rugby union pitches and one rugby league pitch in the Borough which accommodate 25 rugby union teams.
- A further development has arisen in the development of two rugby league clubs including Immingham Wasps and Sidney Sussex Sharks. At present these clubs are training on football pitches and not competing formally.
- The distribution of rugby pitches is concentrated in the Urban Area and Western & Southern Arc analysis areas.
- Grimsby RFC has a pressing need to re-develop its changing accommodation and clubhouse.
- There is a high level of overplay in the area attributed to the high levels of match play and training.
- Cleethorpes RFC also reports latent demand for access to an additional pitch.
- There is likely to be a future deficit of rugby pitches by 2026.

3.4: Hockey

- There are two AGPs suitable for hockey and two grass hockey pitches in North East Lincolnshire. These are located at school sites.
- Grimsby Men’s Hockey Club and Wintringham Ladies’ Hockey Club have recently formed a partnership to create Grimsby Hockey Club and Grimsby Hockey Academy as an initiative to increase demand for hockey locally. The formation of the Academy has resulted in the development of an additional men’s team.
- Grimsby Hockey Club and the Academy are likely to maintain a strong period of growth which will require additional access to pitches for potentially an additional three teams and access for junior training.
- Towards a Level Playing Field suggests that an AGP should not accommodate more than four competitive matches on a peak day (normally a Saturday). Using this guidance it is recognised that the current patterns of play ensure that each site has capacity for additional play to be accommodated.

3.5: Bowls

- There are 25 bowling greens in the area, located across a range of sites including recreation grounds, parks and private social clubs.
- Participation in bowls in the area has decreased over the past three years.
- Given that the population over 65 is projected to increase by 2026, retention of existing provision in the area would help to sustain current levels of participation.
- Site assessments rate the large majority of bowling green provision as good quality. One site; Sussex Recreation Ground was assessed as below quality scoring 54%. However, it should be noted the green is not used as a bowling green due to a lack of demand but is maintained to a lower standard.
- Pay and play is available across all local authority managed sites but is more restricted at private sites. Pay and play is important as it can help to raise the profile of the game, increase levels of membership and revenue of sites.
- It is not thought likely that current and future demand for bowls will result in the need for new provision.
3.6: Tennis

- North East Lincolnshire provides 101 tennis courts. In total, there are three tennis clubs in the area. Consultation reports membership levels remained static and that it appears that current levels of demand can be met at present.
- Pay and play is available at a number of parks sites in the area. However, consultation reports that demand is in decline and that the revenue collected is no longer sufficient to cover maintenance costs.
- The LTA is keen for a Beacon site to be developed in the area and notes that Barretts Recreation Ground would be an ideal location.
- St James Tennis Club is unlikely to move in the current climate and will consolidate operations at the current site. Grimsby Tennis Centre has plans to resurface a number of courts in future years to maintain the quality.
- There is limited community use of tennis courts at education sites, primarily due to be a lack of demand for such provision. Clubs in the area already have established home grounds and North East Lincolnshire Council provides an extensive range of public courts, which therefore limits demand for accessing courts on education sites.
- Over two-fifths of the courts are rated as good quality.

3.7: Athletics

- There are two athletic clubs in North East Lincolnshire; Grimsby Harriers and Athletic Club and Cleethorpes Athletic Club. Both are based at the King George V Stadium and operate training sessions on alternative evenings.
- Improving lighting at the track and increasing daytime use at weekends would allow both clubs to train more often.
- There is also demand to provide additional storage at the track.
- Membership levels across both clubs generally remain consistent.

3.8: Netball

- There are 34 netball courts in North East Lincolnshire. The majority are located at education sites.
- Netball is played both outdoor and indoor.
- It is reported that there is a waiting list for the Grimsby & District Netball League which is in part attributed to the lack of available facilities.
- The average score for netball courts across North East Lincolnshire is 69%.

3.9: Rounders

- At present, there are no organised rounders teams or leagues established in North East Lincolnshire. However, it is likely that participation will increase through ‘return to rounders’ sessions.

3.10: Other sports

- Demand for a number of other grass pitch sports/facilities has also been examined. With the exception of archery, consultation with NGBs has not identified the need for North East Lincolnshire to consider additional provision. It is noted that users are willing to travel further to access specialist provision associated with these sports.
3.11: Schools

- Community use varies according to individual school circumstance.
- In the majority of instances, where pitches are available and in use, access to school changing accommodation is limited or non-existent.
- The quality and quantity of sports facilities (pitch and non-pitch) at school sites varies across the area.
PART 4: A STRATEGIC FRAMEWORK FOR FACILITY IMPROVEMENTS

4.1: Introduction

The following section provides a framework for NELC and its partners to maintain and improve the playing pitch and outdoor sports facilities across the Borough. The overall vision in North East Lincolnshire is to achieve an increase in sport and physical activity in line with regional and national targets and aspirations. In order to achieve this, it is vital that the Strategy, emerging from the Assessment Report, provides all stakeholders in the Borough with an opportunity to deal with the issues inside a clear, yet achievable, framework. This includes the opportunity to galvanise the strength of the North East Lincolnshire Sports Association (NELSA) as a recognised body which monitors and evaluates the delivery of facility improvements across the Borough, notwithstanding the Council’s overall strategic lead role.

The Strategy will also respond to other drivers including the Sustainable Community Strategy, sports development objectives and planning gain.

4.2: Strategic objectives

The proposed vision is based upon a clear, achievable framework of strategic objectives (within boxed text which should be adopted as policy) which are supported by a range of management objectives. The management objectives need to be implemented to enable the policy objectives to be delivered. It is recommended that NELC adopt the following strategic objectives (as policy) to enable it to achieve the vision of the Strategy:

**OBJECTIVE 1**
To maximise community access to all outdoor facilities across North East Lincolnshire

**OBJECTIVE 2**
To address quantitative deficiencies to meet existing unmet demand and plan for new provision (as and where required)

**OBJECTIVE 3**
To address qualitative deficiencies and enhance existing provision to support high levels of participation

**OBJECTIVE 4**
To support the development of local leagues and clubs to meet their needs within North East Lincolnshire
PART 5: MANAGEMENT OBJECTIVES

The management objectives need to be implemented to enable the policy objectives to be delivered. It is recommended that NELC also adopt the following management objectives across a range of departments to enable it to achieve the vision of the Strategy:

**OBJECTIVE 1**
To maximise community access to all outdoor facilities across North East Lincolnshire

- a. Adopt accessibility standards.
- b. Work in partnership with local schools to maintain, improve and encourage community use of school facilities.
- c. Secure tenure and access to sites across the Borough for high quality, development minded clubs through lease arrangements.

Management objective (a) – Adopt accessibility standards

Community access to outdoor sport and recreation facilities in North East Lincolnshire is important. The use of accessibility standards enables the identification of areas of deficiency. Accessibility in this instance refers to the distance to travel to provision, rather than to access for disabled people.

The methodology used to identify catchment areas takes data from user surveys and takes the distance from which the majority of users have travelled to reach sites. The results are rationalised into walking, cycling and for larger sites, public transport and/or driving distances. The approach used adopts 5, 10, 15 or 20 minute travel times and converts them into distances using typical walking, cycling, and public transport or driving times. Taking both into account, we have then recommended a 15 minute walk time distance threshold is applied to outdoor sports in North East Lincolnshire. This standard has then been used to map pitch and non-pitch facilities to identify deficiencies.
Through application of a fifteen minute walk time, it is evident that whilst the main settlement areas (which thus correlate with the patterns of population density) are well served by playing pitch facilities, with only minor gaps in provision.

Figure 5.2: Non pitch facilities with a 15 minute walk time
Again through application of a fifteen minute walk time, it is evident that the majority of main settlement areas are served by non-pitch facilities. However, there are some gaps in provision in the more densely populated areas of the Urban Area and small areas of the Estuary Zone.

It is important to note that whilst adults are able to travel further to access provision there is a need for more localised provision to support participation for younger players and hence a walk time catchment is widely considered to be more appropriate for all facility types.

Management objective (b) – Work in partnership with leisure services and local schools and colleges to maintain, improve and encourage community use of school facilities through the development of formal community use agreements (including ensuring that fees and charges are accessible)

Colleges, secondary schools, and indeed primary schools where the facilities exist, have an important role in a playing pitch strategy. It is not uncommon for school pitch stock not to be fully maximised for community use. Even on established dual use sites, community access to outdoor sports facilities is limited. The Assessment Report identified several issues relating to the use of school facilities:

- Formal community use is limited and often based on informal agreements between individual schools and clubs.
- There is no strategic guidance as to which clubs are allocated the use of playing pitch facilities (i.e. in accordance with a strategic need).
- School facilities are, in general, unattractive to community clubs (e.g., because of the lack of access to ancillary facilities).
- There are management issues inherent in developing, implementing and managing dual-use agreements. Advice and guidance can be obtained from Sport England’s Planning Bulletin 16 – School Sites and Community Provision (2004). ([www.sportengland.org/planningkitbag](http://www.sportengland.org/planningkitbag)).

During the production of this assessment the Building Schools for the Future (BSF) programme has been revoked by the Government. The programme had sought to provide a new range of shared sports facilities in North East Lincolnshire to help meet both the current and future needs of the area. It is therefore advocated that a similar programme be developed in partnership with the Council, local schools, School Sports Partnerships and sports clubs to secure the long term use of school sites for public use.

Where appropriate, it will be important for schools to negotiate and sign formal and long-term agreements that secure community use. The proposals in this document, therefore, need to be examined against these issues:

- Whilst BSF presented an opportunity to deal with some of the issues outlined above it is important to note that it is not the only solution and should only be seen as one part of the strategic approach to the future provision of outdoor sports facilities.
- The analysis provides a clear indication of the future pitch requirements and provides a basis for partners to negotiate.
It is recommended that a working group, led by a partner from the education sector (i.e. through the School Sports Partnership) but supported by a range of other sectors including sport and leisure, is established to implement the strategic direction in relation to the increased use of school facilities. This should incorporate the following representation:

- Sports development officers.
- Partnership development manager(s).
- PE/Education officers.
- Individual school representative.
- Parks/grounds maintenance professionals.

Broadly speaking, its role should be to:

- To better understand current community use, practices and issues by ‘auditing’ schools.
- Identify and pilot one school/club formal community use agreement with a view to rolling out the model across the area.
- Ensure that funding to improve the quality of the facilities is identified and secured.
- As part of any agreement secure a management arrangement for community access, which does not rely on existing school staff structures.
- Ensure that pitch provision at schools meets the needs of the local community and contributes towards overcoming deficiencies in the area (as identified in the assessment above).

Management objective (c) - Secure tenure and access to sites across the Borough for high quality development minded clubs through lease arrangements

As well as improving the quality of well-used, local authority sites, there are a number of sites which have poor quality (or no) ancillary facilities. They tend to be used by a single club on a season-by-season basis. Such sites are therefore considered the ‘home ground’ of the club, despite not always having a long-term lease. It is recommended that security of tenure should be granted to the clubs playing on these sites (minimum 25 years) so the clubs are in a position to apply for external funding to improve the ancillary facilities.

There is a need to develop an effective leasing system in North East Lincolnshire. There is potential for a number of sites in the Borough to be leased to sports clubs and/or organisations. Each club will be required to meet service and/or strategic objectives set out by the Borough Council. However, an additional set of criteria should be considered, which take into account the quality of the club, aligned to its long term development objectives and sustainability.

In the context of the Comprehensive Spending Review, which announced public spending cuts, it is increasingly important for the Council to work with voluntary sector organisations in order that they may be able to take greater levels of ownership and support the wider development and maintenance of facilities. To facilitate this, the Council should support and enable clubs to generate sufficient funds to allow this.
Table 5.1: Recommended criteria for lease of sport sites to clubs/organisations

<table>
<thead>
<tr>
<th>Club</th>
<th>Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubs should have Clubmark/FA Charter Standard accreditation award.</td>
<td>Sites should be those identified as tier C sites for new clubs (i.e. not those with a Borough-wide significance) but which offer development potential. For established clubs which have proven success in terms of self-management tier A and B sites are appropriate.</td>
</tr>
<tr>
<td>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</td>
<td>As a priority, sites should require capital investment to improve (which can be attributed to the presence of a Clubmark/Charter Standard club).</td>
</tr>
<tr>
<td>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers.</td>
<td>Sites should be leased with the intention that investment can be sourced to contribute towards improvement of the site.</td>
</tr>
<tr>
<td>Ideally, clubs should have already identified (and received an agreement in principle) any match funding required for initial capital investment identified.</td>
<td>An NGB/NELC representative should sit on a management committee for each site leased to a club.</td>
</tr>
<tr>
<td>Clubs have processes in place to ensure capacity to maintain sites to the existing standards.</td>
<td></td>
</tr>
</tbody>
</table>

NELC will further recognise the value of Clubmark/Charter Standard by adopting a policy of prioritising the clubs that are to have access to these better quality facilities. This may be achieved by inviting clubs to apply for season long leases on a particular site as an initial trial.

**Club outcomes for self-management agreements**

NELC should 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.
OBJECTIVE 2
To address quantitative deficiencies to meet existing unmet demand and plan for new provision (as and where required)

d. Adopt minimum levels of provision which are accessible and sustainable and which commensurate to supporting current and future demand.

e. Regularly review and refresh area by area plans taking account of any improvements in pitch quality (and hence increases in pitch capacity) and also any new negotiations for community use of education sites in the future.

f. Rectify inadequacies and meet identified shortfalls as outlined in the Assessment Report through improvements to the current pitch stock and ancillary facilities in line with the Action Plan. For example, seek to address this through maximising the use of areas around pitches and re-designating a proportion of the surplus adult pitches for other sports with an identified shortfall (e.g. junior football and mini-soccer), where another solution has not been identified (i.e. access to additional provision).

g. Identify opportunities to add to the overall pitch stock in the Borough to accommodate both latent and potential future demand.

h. Establish an approach to securing developer contributions which prioritis projects according to a range of core criteria (which as a core should identify strategic need, sports development objectives, sustainability of provision and work with target groups).

i. Work with facility providers to establish an approach to co-ordinate investment to address the community’s needs, to target priority areas and to reduce duplication of provision.

Management objective (d) - Adopt minimum levels of provision which are accessible and sustainable and which commensurate to supporting current and future demand.

In order to achieve the management objectives set out within the core strategic objective it is vital that NELC has a clear understanding of the surpluses and deficiencies on an area by area basis both now and in the future. The following tables provide a summary of the surpluses and deficiencies (for playing pitches) identified at present and the future levels in 2026. The supporting commentary suggests how such issues can be tackled.

Deficiencies in the supply of playing pitches are expressed by a range of instances which include an overall shortage and/or when existing pitch(es) cannot accommodate existing demand, particularly at peak periods and as a result of poor quality facilities which do not offer sufficient capacity. It is important that some surpluses (i.e. spare capacity) are built into the pitch provision and indeed all outdoor sports facilities across the Borough as an integral aspect of allowing rest and rotation of pitches and also ensuring that pitches are available for training purposes and to support informal play.
The following tables address the issues associated with surpluses and deficiencies in provision which arise across the analysis areas. Recommendations identify the need for additional provision, by analysis area, as identified through playing pitch modelling for the future (2026).

It is important that the recommendations for pitches are placed within the wider context of demand and housing development and considers facility development which may be feasible in the long-term and where the latent demand/pressure for additional pitches both now and in the future has been identified.

The identified deficiencies should be addressed through a range of actions including improvements to the current pitch stock and re-aligning a proportion of the existing pitch stock i.e. changing some senior pitches to junior pitches.

Demand for junior provision should be revisited in three years (i.e. 2014) to further quantify it in terms of provision required. It is important that the Strategy also recognises the long term need for senior pitches as juniors progress into senior football, cricket and rugby.

The levels of spare capacity recorded on some senior football pitches in North East Lincolnshire does not necessarily equate to an oversupply of pitches. Spare capacity is most often recorded on school sites. It is also advisable to retain some spare capacity to account for training needs and to allow pitches to rest and rotate.

Where there is enough spare capacity senior pitches should be used to accommodate junior and mini play, for which, there is significant growing demand (including latent demand). In particular, demand for junior pitches is highest in the Urban Area, which reflects where play is centralised.

In summary, the current playing pitch stock should be protected and consideration should be given to changing the designation of some senior pitches to cater for junior football as well as protecting spare capacity to help to improve the quality of pitches in the area.

However, these surpluses and deficiencies must be considered within the context of other findings within the report including:

- Variable community use of school pitches which can contribute to the overall pitches stock.
- The number of sites which are currently not operating at capacity.
- The number of sites which are only used informally.
- The potential to re-align the pitch stock i.e. surplus adult pitches could be re-marked as junior pitches. However it is important to note that adult pitches should not be lost completely and levels should also be maintained to support future requirements (i.e. as junior teams progress to adult football) and to ensure capacity at peak usage time is retained.

To ensure that there is an element of future-proofing built into the Strategy we have modelled future scenarios based on population increases up to 2026. Whilst making accurate predictions is very difficult and can change with lifestyle changes and demographic changes very significantly over a short period, the scenarios for the future show, with some certainty that the pressure on junior football and mini-soccer pitches and all rugby pitches will increase.
Generally identified deficiencies can be overcome either by further securing community use at existing sites, for example at education sites. In some instances, the realignment and improvement of existing stock will meet the assessed deficiencies. However, for football, provision of new pitches and facilities will be required in the future to support the predicted future demand.

It is also important, particularly in planning future provision that surpluses and deficiencies are understood on an area by area basis particularly given the different issues which face the areas.

Although the Council is a lead partner in pitch provision, it should support the needs of all sporting clubs and bodies to work together to make the recommendations of this strategy a reality.

The following tables provide a summary of the demand for playing pitches identified at present and the future levels in 2026. The supporting commentary suggests how such issues can be tackled.

*Area-by-area analysis of deficiencies*

**Estuary Zone**

<table>
<thead>
<tr>
<th>Summary of surpluses/deficiencies</th>
<th>Key issues</th>
<th>Proposed action</th>
</tr>
</thead>
</table>
| **Football**                      | Small deficiency of junior and mini football coupled with a slight oversupply of adult pitches. | It is vital that all current sites are protected from development. The undersupply of junior pitches should be rectified through a range of methods including:  
  ● The conversion of senior pitches at the Immingham Resource Centre (not a holistic approach) into junior and mini-soccer pitches.  
  ● Transfer of senior football to Roval Drive on the basis that the facilities are upgraded. |
| **Rugby league**                  | Emerging demand for rugby league identified.                                | Consideration should be given to the development of a pitch suitable for rugby league.                                                          |
| **Cricket**                       | Sites are generally overplayed and there is some demand to increase existing site capacity. | It is vital that all current sites are protected. Where feasible consideration should be given to the development of additional wickets to increase capacity, particularly at Roval Drive. |
### Rural Area

<table>
<thead>
<tr>
<th>Summary of surpluses/deficiencies</th>
<th>Key issues</th>
<th>Proposed action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Football</strong></td>
<td>Spare capacity not sufficient to equate to surplus provision.</td>
<td>Spare capacity should be maintained and consideration given to opportunities to increase the number of junior pitches in the future.</td>
</tr>
<tr>
<td><strong>Cricket</strong></td>
<td>The balance of pitches in the area is good.</td>
<td>Sites are protected from development.</td>
</tr>
</tbody>
</table>

### Urban Area

<table>
<thead>
<tr>
<th>Summary of surpluses/deficiencies</th>
<th>Key issues</th>
<th>Proposed action</th>
</tr>
</thead>
</table>
| **Football**                      | There are a significant number of junior teams playing in this analysis area on/across adult pitches. There is also predicted to be a growth in mini-soccer in this area. | It is vital that all current sites are protected from development. The undersupply of junior pitches should be rectified through a range of methods including:  
  - The conversion of senior pitches (not a holistic approach) into junior pitches.  
  - Increased community use of school sites. |
| **Cricket**                       | Sites are generally overplayed creating a large deficiency of pitches due to the large number of senior teams playing in the area. Sites overplayed include Cleethorpes, Grimsby Town and King George V Playing Fields. In the future it is likely that the increase in population will also create demand for additional pitches in the area. | It is vital that all current sites are protected and that clubs are supported to increase the availability of practice wickets or artificial wickets for juniors. Securing access to artificial wickets at school sites, for example, will also help additional demand to be catered for. However, it is likely that investment will be needed to bring the wickets up to a standard suitable for competitive cricket. |
| **Rugby**                         | Demand for rugby pitches in the area is high and is reflected in the large number of teams being accommodated at Grimsby RFC. This is coupled by the high levels of overplay (calculated at six matches per week) and quality issues associated with the pitches. | In the long-term additional pitches will be needed. Grimsby RFC has aspirations to develop an area of land on the site (which is currently a poor quality floodlit training area) that could support training. This would help to relieve pressure on grass pitches in the area. |
Western and Southern Arc

<table>
<thead>
<tr>
<th>Summary of surpluses/deficiencies</th>
<th>Key issues</th>
<th>Proposed action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>There are a significant number of junior teams playing in this analysis area on/across adult pitches. A number of sites are also overplayed.</td>
<td>It is vital that all current sites are protected from development. The undersupply of junior pitches should be rectified through a range of methods including: - The conversion of senior pitches (not a holistic approach) into junior pitches. - Increased community use of school sites.</td>
</tr>
<tr>
<td>Cricket</td>
<td>There is some demand to increase existing site capacity.</td>
<td>It is vital that all current sites are protected. Where feasible consideration should be given to the development of additional wickets at Butt Lane Playing Field.</td>
</tr>
<tr>
<td>Rugby</td>
<td>Demand for rugby pitches in the area is high and is reflected in the large number of teams being accommodated at Lucarlys. This is coupled by the high levels of overplay (calculated at six matches per week)</td>
<td>In the long-term additional pitches will be needed to accommodate Cleethorpes RFC.</td>
</tr>
</tbody>
</table>

Management objective (e) - Regularly review and refresh area by area plans taking account of any improvements in pitch quality (and hence increases in pitch capacity) and also any new negotiations for community use of education sites in the future.

It is important that NELC maintains the data contained with the accompanying Playing Pitch Database. This will enable NELC to refresh and update area by area plans on a regular basis. The accompanying databases are intended to be refreshed on a season by season basis and it is important that there is cross-departmental working, including for example, the Countryside Service and the Sports Development Team, to ensure that this is achieved and that results are used to inform subsequent annual facility development plans.

Results should be shared with partners across the Borough via a consultative mechanism such as NELSA.
Management objective (f) - Rectify inadequacies and meet identified shortfalls as outlined in the Assessment Report through improvements to the current pitch stock and ancillary facilities in line with the Action Plan.

NELC and partners should rectify identified inadequacies and meet identified shortfalls as outlined in the Assessment Report through improvements to the current pitch stock and ancillary facilities. It is important that the current levels of pitch provision are protected, maintained and enhanced to secure provision now and in the future.

The enhancement of provision should be viewed against the backdrop of reduced public funding, including LA budgets, for all community facilities. Lower land and property values may also restrict the potential to secure contributions from private developers.

Latent demand, national changes in sport participation and proposed housing growth should be recognised and factored into future facility planning. Assuming an increase in participation and housing growth occurs, it will obviously impact on the future need for certain types of sports facilities. Sports development work also approximates latent demand which cannot currently be quantified (i.e., it is not being suppressed by a lack of facilities) but is likely to occur. The following table highlights the main development trends in each sport and their likely impact on facilities. However, it is important to note that these may be subject to change.

**Table 5.2: Likely future sport-by-sport demand trends**

<table>
<thead>
<tr>
<th>Sport</th>
<th>Future development trend</th>
<th>Strategy impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>Likely that junior clubs will continue to grow in number and to develop into large multi-team entities.</td>
<td>Consider re-allocating leases to Charter Standard clubs with a large number of teams. Work with clubs to identify facility development opportunities.</td>
</tr>
<tr>
<td></td>
<td>Demand for senior football is also likely to be sustained by the high levels of junior participation onward flow of players and supported by the FA’s National Strategy. FA targets for growth are 20,500 new teams by 2012.</td>
<td>Continually invest in the improvement of ‘key centres’ to improve ancillary facilities (see site by site action plan).</td>
</tr>
<tr>
<td>Cricket</td>
<td>Clubs have strong and active senior and junior sections which access a range of club facilities across the Borough. The John Pettit Grimsby &amp; District Cricket League also fosters and promotes a high level of participation for adults and juniors across its mid-week and weekend leagues</td>
<td>Strong demand for cricket in the area and a need to maintain a good supply of wicket (both artificial and fine turf).</td>
</tr>
<tr>
<td>Rugby union</td>
<td>There are two rugby union clubs in the Borough. Grimsby RUFC has facility development plans which are likely to support the on-going growth and development of the club.</td>
<td>Existing clubs are likely to field more teams in the future, and therefore have a demand for more pitches. It is important, therefore, to work with clubs to maintain the current pitch stock and to support facility development where appropriate.</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Sport</th>
<th>Future development trend</th>
<th>Strategy impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby</td>
<td>Structures are emerging in the Urban Area and Estuary Zone.</td>
<td>Consideration should be given to the provision of dedicated pitches.</td>
</tr>
<tr>
<td>Hockey</td>
<td>The Grimsby Hockey Academy has been developed with the aim of rejuvenating interest in hockey which has resulted in the development of a second men's team and a high influx of juniors.</td>
<td>Demand for facilities is likely to remain constant.</td>
</tr>
<tr>
<td>Bowls</td>
<td>Whilst participation in the area has declined there is likely to be future increases in demand.</td>
<td>Likely that any future increases will be accommodated on existing facilities.</td>
</tr>
<tr>
<td>Tennis</td>
<td>It would appear that membership levels in clubs are static. It is likely that any increase in participation will be accommodated at existing courts in the Borough. Parks tennis is also considered to be declining.</td>
<td>Increases in participation can be accommodated by existing provision.</td>
</tr>
<tr>
<td>Athletics</td>
<td>Membership levels across both clubs generally remain consistent.</td>
<td>Demand for facilities is likely to remain constant.</td>
</tr>
<tr>
<td>Netball</td>
<td>There is a waiting list for the Grimsby &amp; District Netball League which is in part attributed to the lack of available facilities.</td>
<td>Demand for access to more facilities.</td>
</tr>
<tr>
<td>Rounders</td>
<td>There are no organised rounders teams or leagues established in North East Lincolnshire.</td>
<td>It is likely that participation will increase through 'return to rounders' sessions.</td>
</tr>
<tr>
<td>AGPs</td>
<td>Demand for AGPs for football is on the increase. Provision of 3G pitches can help to reduce overplay of football pitches.</td>
<td>Continue to work with schools and clubs to identify partnership arrangements.</td>
</tr>
</tbody>
</table>

Management objective (g) - Identify opportunities to add to the overall pitch stock in the Borough to accommodate both latent and potential future demand.

The Council should use, and regularly update, the Action Plan within this Strategy for improvements to its own pitches whilst recognising the need to support partners including clubs across the Borough. This Action Plan should list the improvements to be made to each site. As developer contributions are secured the upgrades can occur. Contributions should be focused upon both qualitative and quantitative improvements as appropriate in each analysis area.

Furthermore any potential school sites which become redundant over the lifetime of the Strategy may offer potential for meeting community needs on a localised basis. Where schools are closed their playing fields may be converted to dedicated community use to help address any unmet community needs.
Management objective (h) - Establish an approach to securing developer contributions which prioritises projects according to a range of core criteria.

It is important that this strategy informs policies and emerging supplementary planning documents by setting out the Council approach to securing sport and recreational facilities through new housing development. The guidance should form the basis for negotiation with developers to secure contributions for the provision of appropriate facilities and their long term maintenance. A number of management objectives should be implemented to enable the above to be delivered:

- Continue to ensure that where sites are lost, through development or closure, that facilities of the same or improved standard are provided to meet the continued needs of residents.
- Where pitches are lost due to redevelopment, re-provision or a contribution for investment should be sought for elsewhere as appropriate in an accessible location.
- Planning consent should include appropriate conditions.
- A ‘central pot’ for developer contributions across the Borough should be established to put towards playing pitch facility provision and maintenance, whilst recognising that contributions will need to be ring fenced for use within the area of the Borough that they originated.
- Where new pitches are provided, changing rooms should be located on site.

Management objective (i) - Work with facility providers to establish an approach to co-ordinate investment to address the community’s needs, to target priority areas and to reduce duplication of provision.

It is likely that the majority of investment in new provision across the Borough will not be made by NELC directly, it is important that it seeks to direct and lead a strategic and co-ordinated approach to facility development by schools, colleges, sports clubs and the commercial sector to address community needs whilst avoiding duplication of provision. In delivering this objective NELC should maintain a regular dialogue with local partners and that work continues with sports clubs through NELSA.
OBJECTIVE 3
To address qualitative deficiencies and enhance existing provision to continue to support high levels of participation.

j. Adopt a Borough wide quality standard.

k. Increase the capacity of sites.

l. Adopt a tiered approach to the management and improvement of facilities which allows for facility developments to be programmed within a phased approach including ancillary facilities such as changing accommodation and car parking.

m. Invest in key strategic multi-pitch/sport sites across the Borough which accommodate the greatest number of teams and are located in the areas of highest population density including for example King George V Playing Fields.

n. Projects should improve pitch/surface quality as a priority and improvements to ancillary facilities including changing accommodation and parking.

o. Secure developer contributions wherever possible to improve the quality of existing outdoor playing fields in the Borough and provide new ones where a shortfall has been identified or is predicted to be significant in the future.

Management objective (j) – Adopt a Borough wide quality standard

To support achievement of this objective NELC should adopt the following quality standard for provision, to be achieved by 2026:

“All outdoor sports facilities should be rated as good or adequate quality.”

This standard, based on an achievable target using existing quality scoring to provide a baseline, should be used to identify deficiencies and hence investment should be prioritised to those sites which fail to meet the proposed quality standard (using the site audit database, provided in electronic format). The policy approach to these outdoor recreation facilities achieving these standards should be to enhance quality and therefore the planning system should seek to protect them.

Good quality refers to facilities that have, for example, good grass cover, an even surface, are free from vandalism, litter etc, have access for disabled people and are supported by good quality ancillary facilities including changing accommodation, toilets and car parking. Please refer to the Sport England quality assessment carried out in the Assessment Audit.

3 Based on the SE ‘Towards a Level Playing Field’ toolkit assessment and achieving 65% score.
**Management objective (k) – Increase the capacity of sites**

NELC and partners should work to deliver improvements to pitch sites which are rated as average quality or below. This will assist in increasing the capacity of sites across the Borough. Those sites which require capacity improvements include those sites identified as poor quality in the Assessment Report.

**Management objective (l) – Adopt a tiered approach to the management and improvement of facilities which allows for facility developments to be programmed within a phased approach including ancillary facilities such as changing accommodation and car parking**

North East Lincolnshire has a small number of ‘key centres’, which are sites which are considered to be the most popular and therefore need to be of a high standard in order that they can accommodate a sufficient number of matches per week. This applies mainly to football pitch hire. However, NELC should extend this provision model to recognise the supply and demand issues identified throughout the Assessment Report (i.e. current levels of overplay) and the investment necessary to improve all sites in the Borough based on current levels of usage. The identification of sites is based on their strategic importance in a Borough-wide context (i.e. they accommodate the majority of play). In addition to this, there are a number of sites which have been identified as accommodating both senior and junior matches, sometimes concurrently. Not only could such sites require a mixture of mini, junior and senior pitches, but they also require split-level ancillary facilities, in order to maximise their usage at all times.

In the context of developing a tiered model approach to the management of sports facilities, North East Lincolnshire has a large number of multi-team junior clubs which place a great demand on the pitch stock across the Borough. Therefore, there are a number of sites which are still owned and maintained by the local authority, but are actually booked by the clubs for the entire season. The sites are then recognised as the ‘home ground’ of the club. Such sites are fundamentally different from those which can be hired on a regular basis because they are, in effect, ‘allocated’ to a certain club and management responsibility, in terms of allocating teams to pitches, is transferred to the individual club.

*Table 5.3: Proposed tiered site criteria*

<table>
<thead>
<tr>
<th>Tier A: Flagship</th>
<th>Tier B: Key centre</th>
<th>Tier C: Club site</th>
<th>Tier D: School site</th>
<th>Tier E: Strategic reserve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategically placed in the Borough context.</td>
<td>Strategically placed in the local and Borough context.</td>
<td>Strategically placed in the local context.</td>
<td>Strategically placed in the local context.</td>
<td>Strategically placed in the local context.</td>
</tr>
<tr>
<td>Could accommodate more than five pitches/courts.</td>
<td>Could accommodate more than three pitches/courts.</td>
<td>Could accommodate more than one pitch/court.</td>
<td>Could accommodate more than one pitch/court.</td>
<td>Likely to be single-pitch/court sites with limited demand.</td>
</tr>
<tr>
<td>Can serve a range of sports.</td>
<td>Can be single sport provision.</td>
<td>Can be single sport provision.</td>
<td>Can be single sport provision.</td>
<td>Supports informal demand and/or training etc.</td>
</tr>
</tbody>
</table>
Tier A sites are sites that have been identified as having Borough-wide significance. These are the identified ‘key centres’ and are often multi-pitch sites catering for more than one type of sport and on a weekly basis cater for a high level of play. They should be maintained to a high standard, although in some instances improvements in the quality of these pitches will relieve pressure on football pitches across the Borough and increase the capacity and adequacy of the pitch stock. It is recommended that tier A sites are continually improved in order to preserve their status as the key football sites in the Borough. As multi-pitch sites they should be able to accommodate all types of football concurrently, including male/female mixed mini-soccer, junior male/female 11-a-side football and senior male/female, as well as small-sided football if deemed appropriate (in the form of MUGAs etc.). As a consequence, the following recommendations relate to all tier A sites:

- All sites should have segregated changing facilities with suitable shower facilities.
- All sites should have dedicated changing facilities for junior, male and female teams that are of sufficient size and quality for the target user group. It is vital that the changing rooms should be totally secluded for a range of obvious reasons, including child protection issues etc.
- A mixture of senior, junior and mini-soccer pitches should be located on tier A sites to actively encourage a cross-section of teams to make use of the facilities. The types of pitches should be driven by local deficiencies in pitch types as highlighted in the Assessment Report.

It is therefore anticipated that a significant amount of the annual maintenance budget, and any available capital investment (planning gain etc.) should be spent on such sites. Due to the recommendations highlighted above, any initial investment is considered to be at least a medium-term priority.
Tier B sites recognise the growing emphasis on dedicated football venues catering for both senior and junior (especially mini-soccer) matches. The conditions recommended for junior football are becoming more stringent. This should be reflected in the provision of a unique tier of pitches for junior football solely that can ensure player safety, as well as being maintained more efficiently. At present, there are no dedicated junior and mini-soccer sites in the Borough. It is anticipated that both junior and mini-football matches will be played on these sites. Initial investment could be required in the short term.

Additionally, it is considered that some financial investment will be necessary to improve the ancillary facilities at tier A and B sites in order that they complement the pitches in terms of access, flexibility (i.e. single-sex changing if necessary), quality and that they meet the rules and regulations of local competitions. They should be designated as medium priority for investment.

As previously referenced, tier C sites refer to those sites which are hired to clubs for a season, or are sites which have been leased on a long-term basis. The level of priority attached to them for Council-generated investment is relatively low and consideration should be given, on a site-by-site basis, to the feasibility of a club taking a long-term lease on the site, in order that external funding can be sought. It is possible that sites could be included in this tier which are not currently hired or leased to a club, but have the potential to be leased to a suitable club. Such sites will require some level of investment, either to the pitches or ancillary facilities, and it is anticipated that one of the conditions of offering a hire / lease is that the club would be in a position to source external funding to improve the facilities.

Tier D sites are those which are to be made available as strategic reserve which could be used for summer ‘friendly’ matches, training purposes or informally. They could be single-pitch sites with limited usage, or have no recognised current usage.

Management objective (m) – Invest in key strategic multi-pitch/sport sites across the Borough which accommodate the greatest number of teams and are located in the areas of highest population density

Consultation highlighted a number of key sites across the Borough. These are the sites which are considered to be the most popular and include Bradley Recreation Ground and King George V Playing Fields. They need to be high quality in order that they can accommodate a sufficient number of matches per week. Partners should extend this provision model to recognise the supply and demand issues identified throughout the Assessment Report (i.e. current levels of overplay) and the investment necessary to improve all sites in the area based on current levels of usage. The identification of sites is based on strategic importance in a Borough-wide context (i.e. they accommodate the majority of play). In addition, there are a number of sites which have been identified as accommodating both senior and junior matches, sometimes concurrently. Not only could such sites require a mixture of mini, junior and senior pitches, but they also require split-level ancillary facilities, in order to maximise their usage at all times.
Management objective (n) – Projects should improve pitch/surface quality as a priority and improvements to ancillary facilities including changing accommodation and parking

It is vital that local clubs and organisations have access to the best facilities possible, both to accommodate current levels of participation and to stimulate new activity. These facilities must meet the minimum specification requirements set out by governing bodies of sport, leagues/competitions as well as (as far as possible) meet the aspirations of sports clubs in the Borough.

There are some key sites that have poor quality facilities. The lack of (or poor) quality facilities is not conducive to retaining existing players nor attracting new participants. Consultation suggests that it is one of the primary reasons limiting participation, as many clubs identify latent demand.

Due to local authority budget constraints, it is clear that, across the life of this strategy, not all of those sites currently without changing facilities can be upgraded to have suitable changing facilities. Furthermore in some locations the provision of changing accommodation is not economic or efficient. Where a decision to dispose of facilities is made the receipt should be used to invest in specific ancillary facilities.

It is therefore important to prioritise those sites which, by upgrading the changing facilities, will have the greatest impact on the largest number (and variety) of teams. The following sites should therefore be considered short-term priorities for partners to upgrade the changing facilities:

*Table 5.4: Short-term priority sites for changing facilities*

<table>
<thead>
<tr>
<th>Site</th>
<th>Current quality</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barretts Recreation Ground</td>
<td><strong>B</strong></td>
<td>Redevelop changing accommodation in partnership with representatives from all sports based at the site.</td>
</tr>
<tr>
<td>Roval Drive</td>
<td><strong>C</strong></td>
<td>As a key site in the Estuary Zone the changing accommodation should be prioritised as the first project for NELC to redevelop.</td>
</tr>
<tr>
<td>King George V Playing Fields</td>
<td><strong>B</strong></td>
<td>Re-develop changing accommodation as a proposed satellite site to Bradley Football Development Centre.</td>
</tr>
<tr>
<td>Butt Lane Playing Field</td>
<td><strong>C</strong></td>
<td>Work to undertake pavilion improvements.</td>
</tr>
<tr>
<td>Mount Pleasant Playing Field</td>
<td><strong>B</strong></td>
<td>Undertake improvements to shower and toilet facilities.</td>
</tr>
<tr>
<td>Chapel Lane Playing Fields</td>
<td><strong>C</strong></td>
<td>No community use of the facility or demand identified. Consider maintaining the pitch as strategic reserve.</td>
</tr>
<tr>
<td>Sussex Recreation Ground</td>
<td><strong>B</strong></td>
<td>Improve the quality of changing provision at the site.</td>
</tr>
<tr>
<td>Grimsby RFC</td>
<td>-</td>
<td>The Club has a pressing need to increase the capacity and quality of its changing accommodation.</td>
</tr>
</tbody>
</table>

4 Rating defined via NELC condition surveys.
In order to improve the overall quality of the playing pitch stock, it is necessary to ensure that pitches are not overplayed beyond recommended weekly carrying capacity (Sport England suggests that a good pitch can accommodate two matches per week). This is determined by assessing pitch quality and allocating a weekly match limit to each.

Sites played beyond capacity may require remedial action to help reduce this, for example at Immingham Resource Centre where pitches scored as poor and are overplayed due to poor pitch quality. Whilst this works both ways in so much as poor pitch condition is a symptom of pitches being played overcapacity, potential improvements may make sites more attractive and therefore more popular. Hence creating a continuous cycle of overplay. There is a need to balance pitch improvements alongside the transfer of play to alternative pitch sites.

**Management objective (o) – Secure developer contribution wherever possible to improve the quality of existing outdoor playing fields in the Borough and provide new ones where a shortfall has been identified or is predicted to be significant in the future**

Partners, led by NELC, should ensure that developer contributions are directed to areas of need, underpinned by a robust strategy for improvement in playing pitch and outdoor sports facilities.

**Management objective (p) – Use receipt from the disposal of facilities to invest in ancillary facilities**

Any receipt secured from facility disposal through the release of redundant sites should be invested into local pitch and ancillary facilities. This should also be used to deliver community asset transfer where appropriate in order to complete backlog maintenance work and encourage clubs to take on ownership arrangements.
OBJECTIVE 4
To support the development of local leagues and clubs to meet their needs within North East Lincolnshire

o. Support high levels of participation at clubs which contribute to the achievement of sports development objectives.

p. Work with local clubs which have achieved quality accreditation to, where relevant, identify and secure facility improvements, appropriate sites for new facility development and funding opportunities.

q. Support local clubs to demonstrate sustainability.

Management objective (q) – Support participation at clubs which contribute to the achievement of sports development objectives

It is important that sports development objectives, to some extent, dictate and are embedded within the outcomes of the Strategy. To this end, the following objectives are suggested for use to monitor and evaluate the future sustainability, and relative success, of facility projects which are identified and supported:

- Increasing participation.
- Raising standards.
- Workforce development.
- Improving facilities.

Management objective (r) - Work with local clubs which have achieved quality accreditation to, where relevant, identify and secure facility improvements, appropriate sites for new facility development and funding opportunities

NELC should adopt a policy/charter which supports quality accredited clubs (http://www.clubmark.org.uk/files/images/clubmark-charter-large.gif). Clubmark and FA Charter Standard help clubs to achieve their own aims and ambitions and to support the complementary objectives and targets of partners in local authorities, schools/school sport partnerships and other community agencies.

Support to quality accredited clubs may include offering discounted facility hire and priority bookings slots as well as assembling bespoke benefits packages incorporating free or reduced cost access to courses.

The adoption of a charter as policy also benefits partners:

- **Grow**: Research suggests that Clubmark clubs are better equipped to drive and manage increased levels of participation; particularly, but not solely, for young people.
- **Meeting targets**: Having Clubmark clubs to work with will assist local authorities and SSPs to achieve targets for youth participation and school-club links.
Parental confidence: Being seen to actively address issues such as equity and child protection gives parents confidence when considering or choosing a club for their children - thus helping to boost introductory participation.

Sustaining participation levels: Clubmark stimulates innovation and improvements to how clubs cater for junior (and all) members. The culture it promotes boosts the morale of players and ensures that volunteers are recognised for their contribution.

Continuous improvement: Accreditation encourages clubs to adopt better, more organised systems and structures, helping them to run more effectively and efficiently.

Coaches and coaching: Research suggests Clubmark clubs both deploy more, and work harder to develop the skills of, coaches. This leads to better quality provision and improved player performance.

School-club links: Increasingly, schools are seeking guarantees of quality and the presence of child-friendly systems and procedures. Clubmark clubs are the first invited to work with local school sport partnerships and individual schools. Teachers and schools staff are actively encouraged to signpost pupils to them.

Management objective (s) – Support local clubs to demonstrate sustainability

Local sports clubs should be supported to have demonstrable sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership working. For example, the Council should continue to support club development and encourage clubs to develop evidence of business plans and sports development plans to generate an income through their facilities. All clubs should be encouraged to register as Community Amateur Sports Clubs (CASC)\(^5\). Clubs should also be encouraged to work with partners locally whether volunteer support agencies or linking with local businesses.

\(^5\) [http://www.cascinfo.co.uk/cascbenefits](http://www.cascinfo.co.uk/cascbenefits)
5.1: Sport specific objectives

Sports development objectives should also guide delivery of sports specific objectives and should be read within the context of the summary findings identified by the Assessment Report.

**FOOTBALL OBJECTIVE**
To meet identified deficiencies in junior and mini football provision

**Senior football**
- Protect the current playing pitch stock.
- Invest in ancillary facilities.
- Work with clubs to ensure that sites are not played beyond their capacity and encourage play, where possible, to be transferred to alternative venues which have suitable spare capacity.
- The anticipated surplus of senior pitches should be considered in contributing towards addressing the current and future deficit of junior and mini pitches.
- Develop more lease arrangements with large, sustainable, development-minded (i.e. Charter Standard) clubs to manage their own ‘home’ sites thus facilitating club development.
- Continue to support clubs in the management and identified improvements of their provision.
- Maximise community use of education sites.
- Work with clubs to secure potential sites to accommodate latent demand identified.
- Support clubs with facility development aspirations through the planning and application stages as far as possible.

**Women and girls’ football**
- Invest in central venue sites able to accommodate anticipated growth in girls’ football.
- Increase the quality and standard of changing rooms to accommodate segregated changing.

**Junior boys’ football**
- Work to engage landowners/managers of sites which are not currently available (i.e. primary schools) to encourage greater community use to meet identified deficiencies in local provision.
- Increase the quality and standard of changing rooms to accommodate segregated changing.

**Mini football**
- Work to engage landowners/managers of sites which are not currently available (i.e. primary schools) to encourage greater community use to meet identified deficiencies in local provision.
- Utilise senior pitches in areas of oversupply and create more pitches where land is available.
Increase the quality and standard of changing rooms to accommodate segregated changing.

CRICKET OBJECTIVE
To maintain current provision levels and increase access to sites which are not available for community use

- Partners should support clubs to develop women’s and girl’s teams and signpost this demand to Cleethorpes CC which has been designed as a hub.
- Increase the capacity of existing club pitches to help accommodate identified demand. In particular, investigate the provision of additional artificial wickets for juniors.
- Increase the quality of wickets at education sites to help reduce the shortfall of pitches in the Borough.
- Ensure that maintenance levels of wickets and pitches remains sufficient to accommodate the high levels of play.
- Support clubs to access funding to develop their ancillary facilities to further meet local needs.
- Support clubs to develop and improve practice facilities.
- Support the development of cricket informally within parks in the Borough.
- Ensure that schools continue to work with clubs and the ECB to develop the game.
- Partners should support Grimsby Town Cricket Club to develop disability cricket. Improvements to the general quality of the site will need to be made to facilitate this.

RUGBY OBJECTIVE
To work towards meeting identified deficiencies and increase quality as required

- As a priority, support club development plans to increase the capacity of existing sites, particularly to accommodate junior and mini-rugby.
- Continue to work with Grimsby RFC to support facility development plans.
- Foster the emerging rugby league structures and consider re-designating pitches where demand exists.

HOCKEY OBJECTIVE
To maintain current levels of provision

- Work to ensure that plans are in place to maintain AGP quality in the long term.
- Ensure access at Oasis Academy Wintringham is maintained at existing sites at an appropriate level to meet demand.

BOWLS OBJECTIVE
To support and encourage junior bowls development in order to sustain future participation levels in the sport

- Support clubs to improve green quality and increase the quality and standard of changing rooms where demand has been identified.
- Ensure bowling greens and pavilions are safe, secure facilities.
Consider alternative uses for the defunct bowling green at Sussex Recreation Ground, for example, croquet.

- Encourage clubs to increase membership levels.
- Support and encourage clubs to provide pay and play opportunities.

**TENNIS OBJECTIVE**
Work with partners to promote the sport locally

- Where demand exists, support tennis clubs to improve court quality and/or install floodlighting (in order to increase the capacity) of existing tennis court provision.
- Continue to support and encourage junior development at key tennis clubs in order to increase participation levels in the sport.
- Work with the LTA to develop Barrets Recreation Ground as a Beacon Status site.
- Work with local clubs to deliver activity within parks to encourage greater use of local authority courts.
- Ensure the appropriate court quality across education sites.

**ATHLETICS OBJECTIVE**
To improve and maintain current provision

- Quality of the athletic track facilities should be maintained and improved as required, particularly through the provision of additional lighting and storage facilities.
- Increase the hours during which the track is open through the weekend, particularly during the winter months.
- Support clubs in securing sufficient access to indoor facilities.

**NETBALL OBJECTIVE**
To improve and maintain current provision

- Work with local facility providers to increase access to facilities.

**ROUNDERS OBJECTIVE**
To improve and maintain current provision

- Consider access to facility provision in light of participation through ‘return to rounders’.
- Partners should work with Humber County Sports Partnership (CSP) to increase and sustain rounders participation in the area.
EDUCATION OBJECTIVE
To work with schools to encourage greater community use.

- Secure existing community use through implementation of formal community use agreements where they are not currently in existence in order to provide sustainable community access.
- Ensure appropriate access to changing provision on school sites to support community use.
PART 6: ACTION PLAN

6.1: Introduction

The Action Plan does not identify all quality improvements required. Specific details on how this is best achieved can be found in the accompanying assessment database. Prioritisation of improvements should be led through the annual maintenance planning programme.

Priority timescales: (S) - Short (1-2 years); (M) - Medium (3-5 years); (L) - Long (6+ years).

Cost: (£) £1-55,000; (££) £55,001-99,999; (£££) £100,000+

6.2: Justification of sites within the action plan

The Action Plan details policy options relating to individual sites and the need to enhance and develop new provision. The following criteria have been used to identify priorities and justify the inclusion of sites within the Action Plan. Just one of the following may apply:

- A project is currently underway to enhance the existing site and/or funding has been secured.
- An evaluation of site use is required as it is of poor quality and is reportedly underused.
- The desired action is small scale, short term and will enhance the quality of current provision, whilst aiding community use.
- The importance of the site is identified in other strategies.

6.3: Management and development

The following issues should be considered when undertaking site development or enhancement:

- Financial viability.
- Security of tenure.
- Planning permission requirements and any foreseen difficulties in securing permission.
- Gaining revenue funding from planning contributions in order to maintain existing sites.
- Gaining planning contributions to assist with the creation of new provision where need has been identified.
- Analysis of the possibility of shared site management opportunities.
- The availability of opportunities to lease sites to external organisations.
- Options to assist community groups to gain funding to enhance existing provision.
- Negotiation with landowners to increase access to private strategic sites.

The following tables set out a series of recommended actions relating to sport and site specific issues within the Borough.
6.4: Area by area specific action plan

The Action Plan has been created to be implemented over a fifteen-year timescale. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur. It is not feasible to include all sites with identified development issues. Only sites, which meet the criteria listed above, have, therefore, been included.

Estuary Zone

<table>
<thead>
<tr>
<th>Site</th>
<th>KKP ref</th>
<th>Management</th>
<th>Issue to be resolved</th>
<th>Recommended actions</th>
<th>Cost</th>
<th>Priority</th>
<th>Proposed Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blossom Way Sports &amp; Social Club</td>
<td>2 &amp; 81</td>
<td>Club</td>
<td>Blossom Way offers some spare capacity for both football, and at the weekend, cricket. It is however, operating at capacity in terms of midweek cricket.</td>
<td>Work to increase play at the site and ensure maintenance is increased to maintain current quality levels.</td>
<td>£</td>
<td>L</td>
<td>C</td>
</tr>
<tr>
<td>Roval Drive</td>
<td>39</td>
<td>NELC</td>
<td>This is a key site in the Estuary Zone as the only local authority site in this area. Pitches are rated as average quality. However, the quality of the changing accommodation is poor. There is some spare capacity at the site for football, and at the weekend, cricket. Users seek alternatives due to the poor quality of facilities.</td>
<td>Develop as the primary venue for senior football in Estuary Zone. Changing accommodation should be prioritised as the first project for NELC to redevelop. Consider development of additional wickets to increase cricket capacity.</td>
<td>££</td>
<td>S</td>
<td>B</td>
</tr>
<tr>
<td>Immingham Resource Centre</td>
<td>69</td>
<td>School</td>
<td>Site is the home ground of Immingham Pilgrims FC (Charter Standard). Overplayed by four matches each week. In part attributed to poor quality pitches. Litter and glass are a problem at the site which has open access.</td>
<td>Work with teams playing at this site to consider transferring a proportion of play to Roval Drive (subject to improvements/re-provision of changing accommodation). The venue should be considered as the principal venue for junior and mini-soccer.</td>
<td>£</td>
<td>M</td>
<td>D</td>
</tr>
</tbody>
</table>
## Rural Area

<table>
<thead>
<tr>
<th>Site</th>
<th>KKP ref</th>
<th>Management</th>
<th>Issue to be resolved</th>
<th>Recommended actions</th>
<th>Cost</th>
<th>Priority</th>
<th>Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapel Lane Playing Fields</td>
<td>7</td>
<td>NELC</td>
<td>No use is assigned to the mini-soccer pitch. Whilst the pitch is in good condition the changing facilities are poor quality.</td>
<td>As a single pitch site this should not be considered a priority for investment. NELC should either seek to lease the pitch and associated ancillary facilities to a local club or consider maintaining the site as strategic reserve.</td>
<td>-</td>
<td>M</td>
<td>E</td>
</tr>
<tr>
<td>Stallingborough Playing Fields</td>
<td>46</td>
<td>Stallingborough Parish Council</td>
<td>Pitches are rated as good quality and offer spare capacity in terms of both football and cricket.</td>
<td>Work to maintain the current management and operations.</td>
<td>-</td>
<td>L</td>
<td>B</td>
</tr>
</tbody>
</table>
### Urban Area

<table>
<thead>
<tr>
<th>Site</th>
<th>KKP ref</th>
<th>Management</th>
<th>Issue to be resolved</th>
<th>Recommended actions</th>
<th>Cost</th>
<th>Priority</th>
<th>Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barretts Recreation Ground</td>
<td>1 &amp; 79</td>
<td>NELC</td>
<td>This is a key site for sport in the area including football, cricket, tennis and bowls. There is demand for the poor quality of changing facilities to be addressed which would service football and cricket teams based at the site. The LTA also believes that there is potential for the site to be developed as a Beacon Status site in the future.</td>
<td>Seek funding opportunities for the re-development of the changing accommodation. Explore opportunities to establish a Beacon Status site for tennis in partnership with the LTA and local clubs.</td>
<td>£££</td>
<td>S</td>
<td>A</td>
</tr>
<tr>
<td>Bradley Recreation Ground</td>
<td>4 &amp; 75</td>
<td>NELC</td>
<td>Flagship facility for North East Lincolnshire and the surrounding area. Spare capacity identified. The cricket pitches, however, are approaching capacity.</td>
<td>Maintain spare capacity to support the rest and rotation of the pitches.</td>
<td>-</td>
<td>L</td>
<td>A</td>
</tr>
<tr>
<td>Clee Fields Playing Field</td>
<td>9</td>
<td>NELC</td>
<td>Pitches at the site are overplayed.</td>
<td>Improve pitch quality, which in return will increase the capacity of the site and reduce the extent of overplay.</td>
<td>£</td>
<td>M</td>
<td>B</td>
</tr>
<tr>
<td>Cleethorpes Cricket Club</td>
<td>10</td>
<td>Club</td>
<td>The pitch is approaching capacity.</td>
<td>The Club should work to ensure that pitch quality is sustained.</td>
<td>-</td>
<td>S</td>
<td>C</td>
</tr>
<tr>
<td>Dunlop Oil and Marine Ltd</td>
<td>12</td>
<td>Private</td>
<td>No current use is assigned to the mini-soccer pitches which are rated as poor quality.</td>
<td>Consider community use opportunities for the site.</td>
<td>-</td>
<td>M</td>
<td>C</td>
</tr>
<tr>
<td>Site</td>
<td>KKP ref</td>
<td>Management</td>
<td>Issue to be resolved</td>
<td>Recommended actions</td>
<td>Cost</td>
<td>Priority</td>
<td>Tier</td>
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<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------</td>
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<td>------</td>
</tr>
<tr>
<td>Grimsby RFC</td>
<td>16</td>
<td>Club</td>
<td>The Club has a pressing need to redevelop its clubhouse and changing accommodation to accommodate a four team changing block alongside refurbishment of the two existing blocks. Coupled with this is a need to ensure that pitches are of an appropriate standard to accommodate the range of play. Overplay is attributed to the high number of teams using the site and the high levels of training which are factored into the analysis of play. There is a lack of appropriate quality training facilities.</td>
<td>As a key club in the local community and also of regional significance, work with the Club to progress plans for redevelopments of the clubhouse and changing accommodation. Take measures to ensure that pitch provision can meet demand through improvements in quality. Consideration also needs to be given to developing an improved parking solution.</td>
<td>£££</td>
<td>S</td>
<td>A</td>
</tr>
<tr>
<td>Grimsby Town Cricket Club</td>
<td>17</td>
<td>Club</td>
<td>The pitch is approaching capacity.</td>
<td>The Club should work to ensure that the pitch quality can be sustained.</td>
<td>£</td>
<td>M-L</td>
<td>C</td>
</tr>
<tr>
<td>Hardys Recreation Ground</td>
<td>18</td>
<td>NEJC</td>
<td>There is space for three pitches to be marked but only two marked due to the poor ground conditions and heavy waterlogging. Play is limited at the site by the poor quality of pitch and changing provision.</td>
<td>Alternative uses for this site should be considered.</td>
<td>-</td>
<td>M-L</td>
<td>B</td>
</tr>
</tbody>
</table>
### NORTH EAST LINCOLNSHIRE COUNCIL
### PLAYING PITCH STRATEGY

<table>
<thead>
<tr>
<th>Site</th>
<th>KKP ref</th>
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<tbody>
<tr>
<td>Havelock Academy</td>
<td>19</td>
<td>School</td>
<td>A number of teams have had to relocate for the duration of the redevelopment work. The number of pitches will remain the same. However, only two will be made available for community use whilst there are currently four pitches available for community use.</td>
<td>Formalise community use at an accessible rate for clubs with existing users to secure future use. Explore opportunity for increasing use of the pitches/facilities (although this may be dependent on site access and the layout of the site)</td>
<td>-</td>
<td>S</td>
<td>D</td>
</tr>
<tr>
<td>Ormiston Maritime Academy</td>
<td>21</td>
<td>School</td>
<td>Club surveys report that the pitches have previously suffered waterlogging. However, as part of the School redevelopment these pitches have been relaid for the season (2012/2013) and should offer a much improved surface. Users report that there are limitations on the level of access offered for toilets and changing facilities during the weekend.</td>
<td>Work to ensure regular access to ancillary facilities for clubs using the site during the weekend.</td>
<td>-</td>
<td>S</td>
<td>D</td>
</tr>
<tr>
<td>King George V Playing Fields</td>
<td>25</td>
<td>NELC</td>
<td>There is spare capacity of the football pitches. However, the cricket pitches are overplayed. The site is also prone to vandalism. Poor quality changing accommodation.</td>
<td>Re-develop the site as a satellite site to Bradley Football Development Centre.</td>
<td>£££</td>
<td>M-L</td>
<td>A</td>
</tr>
<tr>
<td>Macaulay Primary School</td>
<td>29</td>
<td>School</td>
<td>This is an extensive site which could accommodate more play. However, users note that parking is an issue.</td>
<td>Play should not be increased unless solutions can be identified for car parking.</td>
<td>£</td>
<td>S</td>
<td>D</td>
</tr>
</tbody>
</table>

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6 It is important to note that the consultation was conducted during a time of major redevelopment work for the School and thus in part reflects the comments cited. It is acknowledged that since this time the quality of and access to facilities has greatly improved.

---

December 2011

Final Strategy: Knight Kavanagh & Page
### NORTH EAST LINCOLNSHIRE COUNCIL
PLAYING PITCH STRATEGY

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<tbody>
<tr>
<td>Oasis Academy Wintringham</td>
<td>37</td>
<td>School</td>
<td>The School accommodates Grimsby FC Academy. This limits community use of the grass football pitches. However, there is extensive use of the AGP for hockey and some occasional use of the rugby pitch by Grimsby RFC. A number of football clubs have cited demand to play at Oasis Academy Wintringham.</td>
<td>A formal community use agreement should be drawn up with clubs using the school facilities in order to secure future use.</td>
<td>-</td>
<td>S</td>
<td>D</td>
</tr>
<tr>
<td>Scartho Top</td>
<td>40</td>
<td>NELC</td>
<td>The site has two average quality senior football pitches with no competitive play assigned.</td>
<td>Seek opportunities to lease the pitch and associated ancillary facilities to a local club or consider maintaining the site as strategic reserve. Site should not be considered a priority for investment.</td>
<td>-</td>
<td>S</td>
<td>E</td>
</tr>
<tr>
<td>Sidney Park</td>
<td>41</td>
<td>NELC</td>
<td>The Park is a hub for football, rugby league and bowls. The football pitches have spare capacity.</td>
<td>Covert one football pitch into a rugby league pitch, for at least one season, to test the emerging demand.</td>
<td>£</td>
<td>S</td>
<td>B</td>
</tr>
<tr>
<td>St James School</td>
<td>45</td>
<td>School</td>
<td>The School accommodates some community use of the football pitches.</td>
<td>Ensure community use is protected.</td>
<td>-</td>
<td>S</td>
<td>D</td>
</tr>
<tr>
<td>St James Tennis Club</td>
<td>100</td>
<td>Club</td>
<td>There is a need to consider the quality of the pavilion and changing accommodation.</td>
<td>Engage partners to consider the long term sustainability of the tennis club based at the School.</td>
<td>-</td>
<td>L</td>
<td>C</td>
</tr>
</tbody>
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## NORTH EAST LINCOLNSHIRE COUNCIL
### PLAYING PITCH STRATEGY

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<tbody>
<tr>
<td>Sussex Recreation Ground</td>
<td>48</td>
<td>NELC</td>
<td>The football pitch is overplayed as a result of poor quality.</td>
<td>Improve pitch quality to increase the capacity of the site and reduce the extent of overplay.</td>
<td>£££</td>
<td>M</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Changing accommodation is also identified as poor quality.</td>
<td>Improve the quality of changing provision at the site.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>There has been a decline in demand for bowling and one green is maintained to a lower standard.</td>
<td>Consider alternative uses for the defunct bowling green, for example, croquet.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sutcliffe Avenue Playing Fields</td>
<td>49</td>
<td>NELC</td>
<td>The pitches are poor quality and played to capacity.</td>
<td>Improve the quality to increase the capacity of the site and reduce the extent of overplay.</td>
<td>£</td>
<td>S</td>
<td>B</td>
</tr>
<tr>
<td>The Stamford Club</td>
<td>50</td>
<td>Club</td>
<td>Cleethorpes Town has taken on the lease of the Club. It is keen to develop more pitches at the site to accommodate the high levels of demand.</td>
<td>Support the Club to undertake works to increase the number of pitches at the site.</td>
<td>££</td>
<td>M</td>
<td>C</td>
</tr>
<tr>
<td>John Whitgift Academy</td>
<td>52</td>
<td>School</td>
<td>The site accommodates a number of community clubs. The pitches are average quality.</td>
<td>Work with the School to ensure community access to the school is maintained as it transfers to Academy status. Encourage the setting up of community use agreements.</td>
<td>-</td>
<td>S</td>
<td>D</td>
</tr>
<tr>
<td>Ross Sports Ground</td>
<td>70 &amp; 82</td>
<td>Trust</td>
<td>This is a principal site for the development of junior football and cricket.</td>
<td>Support the Trust to secure additional funding to undertake final ground work improvements.</td>
<td>£</td>
<td>S</td>
<td>B</td>
</tr>
<tr>
<td>Haverstone Park</td>
<td>72</td>
<td>NELC</td>
<td>The site has been the recognised centre for mini-soccer. It also provides good quality bowls and tennis facilities.</td>
<td>Maintain the current quality and levels of play at the site.</td>
<td>-</td>
<td>M-L</td>
<td>A</td>
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</tr>
<tr>
<td>West Marsh Community Centre</td>
<td>73</td>
<td>Community Centre</td>
<td>There is demand to increase primary school use of the AGP facility.</td>
<td>Work to support the Centre encourage greater primary school use of the AGP.</td>
<td>-</td>
<td>M</td>
<td>C</td>
</tr>
<tr>
<td>Carr Lane Social Club</td>
<td>83</td>
<td>Club</td>
<td>There is currently no community use of the football pitch, it is thought due to lack of demand but there has previously been use. The quality of away changing facilities for bowling is poor.</td>
<td>Support the Club to seek funding opportunities to improve the quality of changing provision.</td>
<td>£</td>
<td>M</td>
<td>C</td>
</tr>
<tr>
<td>Matthew Humberstone Lower</td>
<td>89</td>
<td>NELC</td>
<td>There is minimal spare capacity at the site.</td>
<td>No further play should be accommodated at this site to allow for the rest and rotation of pitches.</td>
<td>-</td>
<td>L</td>
<td>B</td>
</tr>
<tr>
<td>Grimsby Tennis Centre</td>
<td>101</td>
<td>Club</td>
<td>The Club has plans to re-surface a number of courts at the site.</td>
<td>Support the Club to work in partnership with the LTA to seek funding opportunities to plan for court resurfacing.</td>
<td>£</td>
<td>M-L</td>
<td>C</td>
</tr>
<tr>
<td>Duke of York Gardens</td>
<td>103</td>
<td>NELC</td>
<td>The site has one below average quality tennis court.</td>
<td>No demand has been identified to upgrade the facility. However, it should be maintained for recreation purposes.</td>
<td>-</td>
<td>L</td>
<td>E</td>
</tr>
<tr>
<td>Grant Thorald Park</td>
<td>104</td>
<td>NELC</td>
<td>There is minimal spare capacity at the site.</td>
<td>No further play should be directed to this site.</td>
<td>-</td>
<td>S</td>
<td>B</td>
</tr>
<tr>
<td>Grimsby &amp; West End Bowling Club</td>
<td>105</td>
<td>Club</td>
<td>The Club has facility development plans to develop changing provision at the site.</td>
<td>Support the Club to seek funding opportunities to develop changing provision.</td>
<td>£</td>
<td>M-L</td>
<td>C</td>
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Western and Southern Arc

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<tr>
<td>British Legion Sports and Social Club</td>
<td>5</td>
<td>Club</td>
<td>The pitches are regarded as good quality. However, changing accommodation is poor but is being considered for replacement.</td>
<td>Support the Club to seek funding opportunities to re-develop changing provision.</td>
<td>£</td>
<td>M</td>
<td>C</td>
</tr>
<tr>
<td>Butt Lane Playing Field</td>
<td>6</td>
<td>NELC</td>
<td>The site is currently operating at capacity and the changing accommodation is identified as poor quality.</td>
<td>Consider the site for asset transfer.</td>
<td>-</td>
<td>S</td>
<td>B</td>
</tr>
<tr>
<td>Lucarlys</td>
<td>11</td>
<td>Club</td>
<td>The football pitches are approaching capacity and users report that the lack of verti-draining results in pitches becoming unplayable for the remainder of the season. Overplay of the rugby pitches is attributed to the high number of teams using the site and the high levels of training which are factored into the analysis of play. It is also important to note that the site tenure is not secured and any end to the current lease (due to expire by 2015) would place a high demand on that area with no further pitches available to meet this demand.</td>
<td>Improving the quality of the pitches is necessary for both sports. The development of Lucarlys should be as a joined approach rather than splitting out the solutions relating to each sport. There is demand for better access to floodlit training provision on the site to support continued club development.</td>
<td>££</td>
<td>S</td>
<td>C</td>
</tr>
<tr>
<td>Greenlands Recreation Field</td>
<td>15</td>
<td>NELC</td>
<td>This is a popular site locally which is overplayed due to average quality pitches. There are some issues with the changing accommodation at the site.</td>
<td>Improve pitch quality to increase the capacity of the site and reduce the extent of overplay.</td>
<td>£</td>
<td>M</td>
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<tr>
<td>Humberston Academy</td>
<td>23</td>
<td>School</td>
<td>There is potential to increase community use of the site.</td>
<td>Work with the School to promote greater use of the site which would allow other pitches, including Butt Lane and Jubilee Park, in the Western &amp; Southern Arc to be rested.</td>
<td>-</td>
<td>M</td>
<td>D</td>
</tr>
<tr>
<td>Jubilee Park (St Christopher's)</td>
<td>24</td>
<td>NELC</td>
<td>The site is currently operating at capacity. The pitches are average quality.</td>
<td>Improve pitch quality to increase the capacity of the site and reduce the extent of overplay.</td>
<td>£</td>
<td>M</td>
<td>B</td>
</tr>
<tr>
<td>Mount Pleasant Playing Field</td>
<td>31</td>
<td>NELC</td>
<td>The site is prone to flooding and has poor quality pitches which results in overplay.</td>
<td>Improve pitch quality to increase the capacity of the site and reduce the extent of overplay. Work to address the inadequate ancillary facilities including improvements to shower and toilet facilities.</td>
<td>£</td>
<td>M</td>
<td>B</td>
</tr>
<tr>
<td>Neville Turner Way Playing Fields</td>
<td>32</td>
<td>NELC</td>
<td>The site is regarded as poor quality overall. The bowling club reports demand for access to water, electricity, a kitchen and toilet facilities. Tennis courts are run down and rated as poor quality.</td>
<td>Work in partnership with Waltham Parish Council and clubs based at the site to seek funding to upgrade facilities.</td>
<td>££</td>
<td>M</td>
<td>B</td>
</tr>
<tr>
<td>Poplar Road</td>
<td>98</td>
<td>NELC</td>
<td>The quality of the bowling green has recently improved as part of a £2m grant from the Heritage Lottery Fund (HLF).</td>
<td>Maintain current site quality.</td>
<td>-</td>
<td>M-L</td>
<td>B</td>
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</table>
PART 7: MONITORING AND REVIEW

It is important that there is regular monitoring (i.e. quarterly) and review against the actions identified in the Strategy.

The Council can monitor on an annual basis changes in the supply and demand for facilities by updating the assessment database with changes to site and team information.

This is important as regular monitoring of changes in supply and demand can avoid the need for a complete review of the Strategy after three years.

A Playing Pitch Strategy should be subject to a full review every three years under Sport England recommendations. However, annual monitoring of key supply and demand data can extend the life of the Strategy to five years.
PART 8: CONCLUSIONS

The Playing Pitch Strategy seeks to provide guidance for planning decisions made across the Borough in the eleven years up to 2026. By addressing the issues identified in the Assessment Report and using the strategic framework presented in this Strategy, the current and future sporting and recreational needs of North East Lincolnshire can be satisfied. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

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

The production of this Strategy should be regarded as the beginning of the planning process. The success of this Strategy and the benefits that are gained are dependent upon regular engagement between all partners involved and the adoption of a strategic approach. The Strategy is intended to be flexible and regularly updated using the accompanying database tools provided.