

**A PLAYING PITCH STRATEGY UPDATE  
SHEPWAY DISTRICT COUNCIL**

**Folkestone**  
Hythe & Romney Marsh  
Shepway District Council



**JULY 2011**

# CONTENTS

	Page
Section 1 Introduction	1
Section 2 The Current Picture	2
Section 3 Methodology for Assessing Supply and Demand	9
Section 4 Supply and Demand of Playing Pitches	12
Section 5 The Playing Pitch Methodology	25
Section 6 Predicting the Future	56
Section 7 Concluding Priorities	81

# APPENDICES

Appendix A	Demographics
Appendix B (i)	Club Survey
Appendix B (ii)	School Questionnaire
Appendix B (iii)	Provider Questionnaire
Appendix C	Audit of Pitches
Appendix D	Pitch Carrying Capacity
Appendix E	Pitch Quality Assessment

### Introduction

1.1 In August 2010, Shepway District Council commenced an update of its Playing Pitch Strategy (PPS) 2004. The key areas of the study included:

- analysing the current level of pitch provision within the district
- meeting the requirements for playing pitches in accordance with the methodology developed by Sport England.

1.2 The PPS follows the Playing Pitch Methodology and guidance outlined by Sport England in “Towards a Level Playing Field – A Guide to the Production of Playing Pitch Strategies”.

1.3 The PPS covers voluntary participation in competitive outdoor pitch sports by adults and young people, therefore this strategy is primarily concerned with, and will apply the PPM calculations to the following sports (these will be referred to as ‘pitch sports’ in the body of the report):

- association football (football)
- rugby union (rugby)
- cricket
- hockey

#### 1.4 **Why develop a Playing Pitch Strategy?**

The PPS ensures a strategic approach to future playing pitch provision for the Shepway District. The PPS aims to research current levels of provision and compare this with likely future levels of demand taking into account predicted population increases. This research will identify any surplus or deficiency relating to the supply and demand of pitches in Shepway. The overall aim of the PPS is to provide a framework within which planning, investment and sport development decisions can be made, linking closely with other strategies to form part of the evidence base for the Local Development Framework (LDF).

1.5 It is important to note that in terms of the Playing Pitch Methodology, the strategy discusses the provision of playing *pitches* (i.e. the playing surface, safety margins and the wider area for repositioning the pitch within the playing field) and not playing *fields* nor open spaces (which include grass or other areas which are not used for sport). This is an important distinction because some of the areas surrounding pitches are not used for sport but are important in terms of open space. This wider context is briefly revisited in the final section.

1.6 The report covers the following five key areas:

- **The Current Picture** – a review of current participation trends and playing pitch and provision in England for pitch sports at national and local levels
- **Methodology** – a summary of the research process
- **Supply and Demand** – overview of the facilities and sport activity
- **Playing Pitch Methodology (PPM)** – set by Sport England
- **Concluding Priorities** - based on development of the main issues arising from the supply and demand analysis.



## The Current Picture

### *Introduction*

2.1 This section outlines the current situation in England with regards to playing pitch sports provision. The following aspects are discussed:

- The national context
- National trends in playing pitch provision and sport participation
- The local context

### **National Context**

*Consideration of the national context is paramount to set the context for this playing pitch assessment. The following section outlines planning policy relevant to the study.*

#### *Planning Policy Guidance (PPG) 17*

2.2 PPG17 defines outdoor sports facilities as those ‘with either natural or artificial surfaces’ and includes both public and privately owned facilities which include:

- Sports pitches
- Synthetic turf pitches (STPs)
- School and educational institution playing fields (those not in wider use do not feature in the core of this study, as not part of the pitch capacity for the four sports)

PPG17 recommends Local Authorities (LA) to undertake assessments of existing and future needs for open space, sports and recreational facilities which take into account quantity, quality and accessibility of facilities. By carrying out these assessments it should allow LAs to identify specific needs and also identify the areas with an over or under supply of pitches.

#### ***Sport England Strategy (2008-2011) – Grow, Sustain, Excel***

2.3 This strategy aims to ‘grow, sustain, excel’ participation in community sport. In this strategy Sport England identifies some national targets to be reached by 2012/13 which include:

- an increase of 1 million more people playing sport
- a 25% reduction in the number of 16-18 who drop out of at least 5 sports
- an increase in people’s satisfaction with their sporting experience
- improved talent development systems in at least 25 sports
- more children and young people taking part in 5 hours of sport a week

## National Trends in Playing Pitch Provision and Sport Participation

### Participation trends - Active People Survey

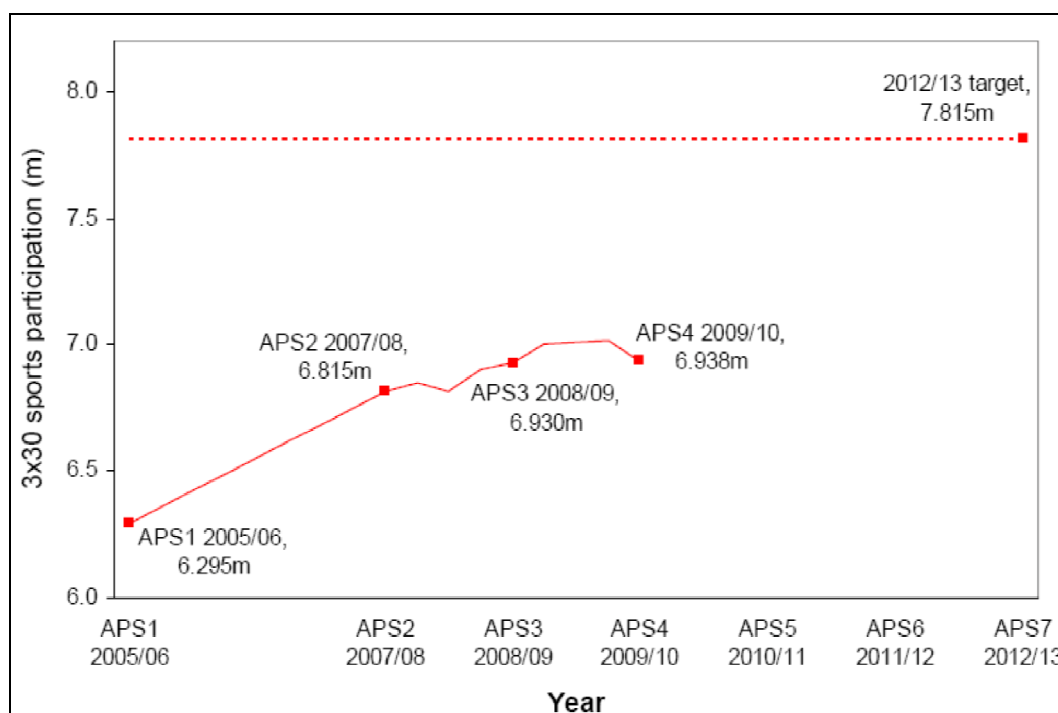
2.4 The Sport England Active People Surveys (APS) measure adult participation in physical activity. Table 2.1 outlines the national figures in participation (once a week) for the four sports relevant to this particular PPS.

**Table 2.1 National trends in pitch sports from Active People Surveys 1, 2, 3 and 4**

Sport	APS 1 2005 - 2006	APS 1 %	APS 2 2007- 2008	APS 2 %
Football	2,021,800	4.97	2,144,700	5.18
Rugby Union	185,600	0.46	230,300	0.56
Cricket	195,200	0.48	204,800	0.49
Hockey	93,900	0.23	99,900	0.24

Sport	APS 3 2008 - 2009	APS 3 %	APS 4 2009 - 2010	APS 4 %
Football	2,122,700	5.08	2,090,000	4.96
Rugby Union	207,500	0.50	194,200	0.46
Cricket	206,600	0.49	171,900	0.41
Hockey	95,700	5.08	86,800	0.21



Source: Sport England, APS 4

### *Kent Local Football Partnership Facility Strategy (2003-2006)*

2.2 This facility strategy was developed after consultation and discussion with members of Local Football Partnerships and key partners who will be involved in the implementation process. It lists a number of priorities for Kent, many of which are of particular importance for Shepway, including:

- stop the decline in adult league football
- support the development of FA Community Clubs
- recognise and support the growth in 5-a-side football
- promote the women's game and disability football
- address the current under provision of mini soccer pitches
- promote community access of school facilities
- use football as a tool to promote social inclusion.

### **Local Context**

- 2.3 Whilst consideration of the national context is important, the local context will determine the detail of this strategy, the relevant strategic documents are discussed below.

#### *Shepway District Local Plan Review*

- 2.4 This document was adopted in 2006 and its key findings, in relation to this playing pitch strategy are as follows:

- the council needs to satisfy the *increasing need* for open space and leisure and recreational facilities throughout the District
- to improve the quality and standard of provision of open space and recreational facilities and stimulate new provision to meet people's needs through the review of facilities supported by the Council, adherence to defined and adopted standards, consideration of local demand for particular activities and, through private and other public investment in partnership with the District Council
- to encourage a more efficient and effective use of recreational facilities and open spaces throughout the District by reviewing and re-organising the use of open spaces and the layout of sports pitches
- Cheriton Road Sport Ground and Folkestone Sports Centre are of strategic importance to the current provision of recreational facilities within the urban area of Folkestone
- the District Planning Authority supports the recommendations of the National Playing Field Association (NPFA) regarding outdoor play space, of a minimum 2.43 hectares per 1,000 population – *to be addressed in a separate play strategy*
- school playing fields can make an important contribution to (future) leisure and recreational open space provision and together with other less formal grass play and amenity areas on school sites, can enhance the visual amenity of neighbourhoods
- the District Council considers that more indoor and outdoor recreational and leisure facilities could be provided by the dual use of school and other facilities, although this is in the control of others including the local education authority (Kent County Council).
- outdoor sports facilities should be provided to the minimum NPFA standard of 1.6 hectares per 1,000 population.

#### *Shepway LDF Core Strategy*

- 2.5 This is the key part of the Local Development Framework (LDF) that will form the new development plan for the district, replacing the Local Plan.
- 2.6 The Core Strategy has reached the publication stage in 2011. It is not expected to feature as detailed policies as the Local Plan, being a long-term strategy, but it includes some major development proposals featuring sports facilities.

## SECTION 2 – THE CURRENT PICTURE

- 2.7 Local Plan policies on sports are expected to continue to apply, augmented by the overview of a green infrastructure policy in the Core Strategy. Completion of the Strategy will facilitate the production of other provisions in the LDF that can update detailed policies on sports and specific open spaces.

### *Shepway Participation Trends*

- 2.8 Whilst the national APS results provide useful indications of the changing nature of pitch sports nationally, it must be acknowledged that trends vary across the country at local levels. The table below indicates Shepway's situation in terms of adult participation in sport (3 sessions a week) from 2007 to 2010. From APS 3 to APS4 there has been no change within the Shepway district which is similar to the surrounding LAs.

**Table 2.3 Local trends in pitch sports from Active People surveys 1, 2 and 3**

Local Authority (LA)	APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		APS4 (Oct 2009-Oct 2010)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 3
Ashford	12.6%	507	15.8%	502	14.0%	507	No Change
Canterbury	14.5%	498	19.8%	503	17.9%	503	No Change
Dover	10.9%	502	16.0%	505	14.6%	646	No Change
Shepway	17.4%	504	12.4%	501	14.2%	503	No Change

Source: Sport England - Local Authorities: key results from Active People Surveys.

## Demographic analysis

2.9 In analysing the need and demand for any new playing pitches or outdoor sports facilities it is important to assess the size and composition of the local leisure market and the impact it will have upon facility usage. An analysis of the population in the district is shown in Table 2.3 below:

**Table 2.3 Demographic profile of Shepway**

<b>Population</b>	The resident population, according to the 2001 Census is 96,235 (194 <sup>th</sup> out of the 376 local authorities in England and Wales). The population density is 2.7 persons per hectare (243 <sup>rd</sup> out of 376).  The proportion of males to females is 48% to 52%.
<b>Age structure</b>	According to the 2001 Census, 20% of the resident population is under 16 years of age (as is the average for England and Wales), 54% is between 16 and 59 (compared to 59% in England and Wales) and 26% is aged 60 and over (compared to 21% in England and Wales). The average age of the Shepway population is 41, compared to an average for England and Wales of 39.
<b>Ethnic background</b>	The ethnic structure of the population is predominantly white – 97.3% compared to a national average (England) of 90.9%.
<b>Economic Activity</b>	The proportion of residents in full time employment is 60% compared to 60.6% in England and Wales. 3.4% of the local population is unemployed equal to the national figure.  16.4% of the population is retired compared to 13.6% of the population of England and Wales.
<b>Mobility</b>	24% of the Shepway households do not own a car, which is less than the national average of 26.8%. In terms of the proportion of households with one or more cars Shepway has above the national average, but not high relative to more local areas or many other rural districts.
<b>Health</b>	The percentage of people who stated they had a long-term illness, health problem or disability which limited daily activities or work was 20.5%, which is higher than the national average for England and Wales (18.2%)

Source: 2001 Census. *The results of the 2011 census are not available, but other contemporary demographic information is available as part of the Core Strategy evidence base and from other sources including NOMIS and Kent County Council.*

2.10 The relevance of these characteristics is explored in Table 2.4.

**Table 2.4 Demographic Summary (needs updating!)**

Demographic Indicator	Relevance to the district's playing pitches and outdoor sports facilities
Population of 100, 300 (2009) population density of 276 residents/sq.km.	Relatively large potential user base, but spread over a wide area. Therefore facilities in populated centres and ways of addressing access for those in rural areas may be a consideration.
Average proportion of young people, above average proportion of older people, and above average proportion of retired people. This disparity is expected to widen.	<p>Young people from the ages of 16-29 typically have high participation rates in a number of sports. The demographic analysis indicates that Shepway has an older-than-average population.</p> <p>This may mean that participation rates in most of the sports are lower-than-average, however, it is likely that there will be a higher participation rate in sports like bowls and golf.</p>
Slightly above average level of car ownership compared to national average, but not very high in a more relative context.	<p>This could indicate that the population is more mobile than average and thus facilities are easily accessible to a larger proportion of the population.</p> <p>However there are elements of the population with no access to private transport, particularly in the most deprived wards and some rural communities.</p>

2.11 The full breakdown of Shepway's demographic profile can be found in Appendix A.

## Section 3 - Methodology for assessing supply and demand

- 3.1 This section outlines the methodology which has been used to assess the supply and demand of playing pitches for the Shepway district.

### The Playing Pitch Methodology

- 3.2 As stated previously, the Playing Pitch Methodology is set out by Sport England in “Towards a Level Playing Field – A Guide to the Production of Playing Pitch Strategies”. The aim of the Playing Pitch Methodology is to determine the number of pitches required for each activity based on demand in an actual or predicted set of circumstances. The methodology measures demand (at peak times) in terms of teams requiring pitches and then compares this with the pitches available, thus enabling a tangible measure of the adequacy of existing supply.
- 3.3 The methodology relates precisely to the local situation and the task of collating and analysing the information highlights problems and issues from which policy options and solutions can be explored.
- 3.4 In line with this methodology, this strategy only applies to pitch provision for football, rugby, hockey and cricket.
- 3.5 Part of this methodology involves using the Playing Pitch Model (PPM), the steps of which are displayed below.

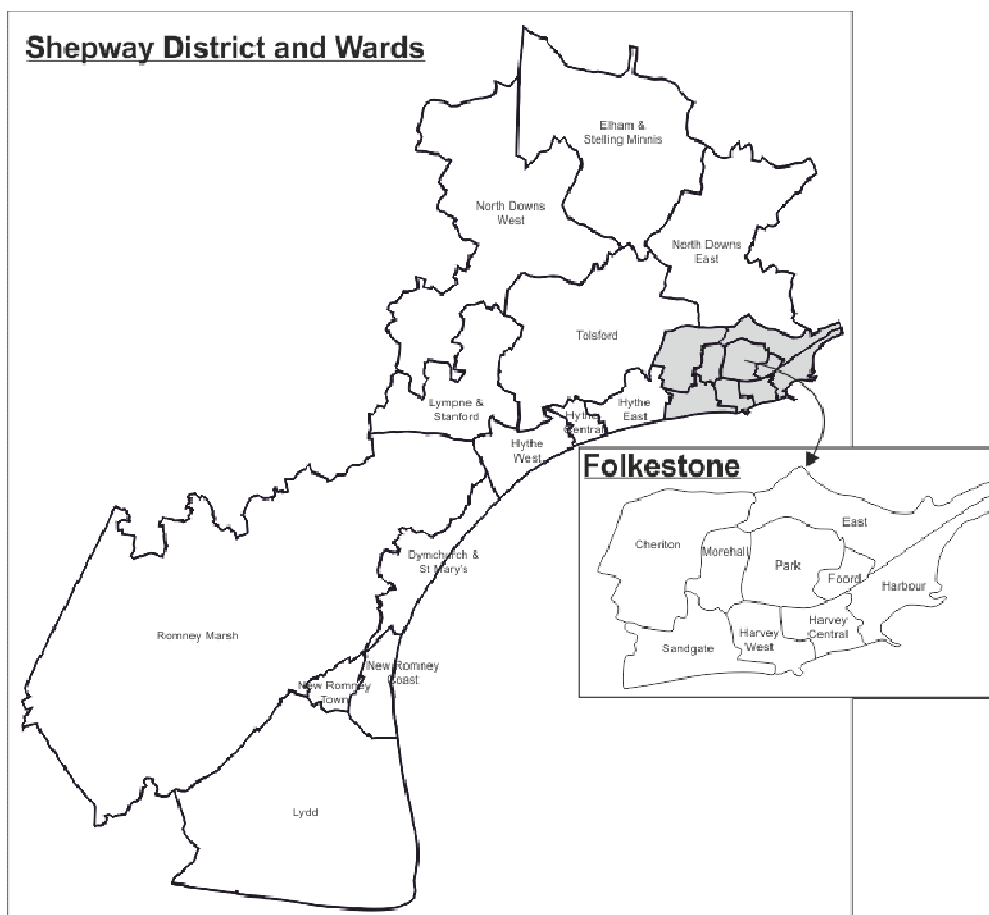
### The Playing Pitch Model

<b>Stage 1</b>	<b><i>Identifying teams/team equivalents*</i></b>
<b>Stage 2</b>	<b><i>Calculating home games per team per week</i></b>
<b>Stage 3</b>	<b><i>Assessing total home games per week</i></b>
<b>Stage 4</b>	<b><i>Establishing temporal demand for games</i></b>
<b>Stage 5</b>	<b><i>Defining pitches used/required on each day</i></b>
<b>Stage 6</b>	<b><i>Establishing pitches available</i></b>
<b>Stage 7</b>	<b><i>Assessing the findings</i></b>
<b>Stage 8</b>	<b><i>Identifying policy options and solutions</i></b>

- 3.6 The PPM focuses on the district as a whole and also on the individual wards within the district; these are shown in the following map. The model is used in three ways:
1. To reflect the existing situation using data on existing teams and pitches
  2. To test the adequacy of current provision by manipulating the variables in the model
  3. To predict future requirements for pitches, by incorporating planned pitches and projected changes in population.

\* Team equivalents – the use of pitches by groups other than recognised teams, such as school game lessons, resulting in a more accurate representation of pitch use activity.





*Playing pitches*

- 3.7 The success of the Playing Pitch Methodology depends largely on obtaining as accurate a tally as possible of the number of teams and pitches in Shepway. To achieve this, a full audit of pitches, users and providers within the district boundary was conducted.
- 3.8 Questionnaires (see Appendix C) were sent to:
- all known football, cricket, rugby and hockey clubs (identified in governing body and county association handbooks, league handbooks, pitch booking records, websites, local press, telephone directories, and local knowledge)
  - all known parish councils, schools and other providers of pitches within Shepway.

**Table 3.1 Consultation audit response rates for pitches**

	Questionnaires sent	Questionnaires returned	% data received from questionnaires	Successful phone calls/	% data received <sup>2</sup>
Association Football	38	21	55%	N/A	<b>100%</b>
Cricket	19	13	68%	1	<b>94%</b>
Rugby Union	1	1	100%	N/A	<b>100%</b>
Hockey	1	1	100%	N/A	<b>100%</b>
Primary/ Junior/ Infant	29	17	59%	1	<b>75%</b>
Secondary	6	4	67%	N/A	<b>75%</b>
Parish Councils	30	12	40%	1	<b>70%</b>
Others	1	1	100%	N/A	<b>100%</b>
<b>TOTAL</b>	<b>123</b>	<b>70</b>	<b>57%</b>		

3.9 The final survey response rate for playing pitches was 57%. Additionally, a number of site visits were undertaken.

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<sup>2</sup> Data from the clubs which did not respond were obtained through Council Officers, NGB handbooks and the internet

### Supply and demand of playing pitches

#### *Introduction*

- 4.1 This section outlines the current situation in Shepway in terms of pitch provision for, and demand from football, rugby, hockey and cricket clubs.

### Supply: playing pitch provision in Shepway

#### *Pitch Stock*

- 4.2 Overall, the research methods outlined in Section 3 identified 148 playing pitches in Shepway. This figure includes all known public, private, school and other pitches whether or not they are in secured public use. The full audit of pitches can be seen in Appendix D. They comprise:
- 51 adult football pitches
  - 36 junior football pitches
  - 15 mini soccer pitches
  - 31 cricket pitches
  - 8 rugby pitches
  - 7 hockey pitches

#### *Adult pitches*

- 4.3 Of these pitches, 97 (66%) are full-size adult football, cricket, rugby and hockey pitches. This equates to circa **one pitch for every 470 adults** in the district. This figure is based on the active population (as defined by Sport England, 18-55 years) from the 2009 mid year population figures for Shepway. As an illustration, the best figure PMP had encountered by 2004 was 1:365 in Kennett in Wiltshire and the worst was 1:2,637 in Newham. The national average was 1:989, therefore Shepway scores below the national average, in that there are fewer teams compared to the local population than other local authority areas.
- 4.4 Table 4.1 overleaf sets out a selection of previous results from studies PMP have undertaken in 2004.

**Table 4.1 Ratio of adult pitches per 1,000 adults**

	Ratio (Pitches: adults)
<b>England (2004)</b>	<b>1: 989</b>
<b>Shepway</b>	<b>1:470</b>

4.5 The local ratio for specific sports in comparison within the estimated national average is shown in Table 4.2. Again these figures are based on the active population (as defined by Sport England, 18-55 years) from the 2009 mid year population figures for Shepway. The results reflect Table 4.1, illustrating that although Shepway scores below the national average in terms of total adult pitches, this varies across sports. The district scores poorer than the national average for football, rugby and hockey but better than the national average for cricket.

**Table 4.2 Ratio of adult pitches to adults, by sport**

Sport	Shepway (pitches : adults)	England (2004) (pitches : adults)
Football	1:894	1: 1,840
Cricket	1:1,471	1: 4,243
Hockey (including STPs)	1:6,514	1: 8,271
Rugby	1:5,700	1: 8,968

Sub Area	(pitches : adults)
The North Downs	1:655
Folkestone/Hythe	1:1,139
The Romney Marsh	1:1,354

*Community pitches*

4.6 In line with documentation *Towards a Level Playing Field: A Manual for the Production of a Playing Pitch Strategy* by Sport England, the definition of ‘community pitches’ in this report refers to those pitches with ‘secured community use’, recognising that this has a considerable bearing upon the value of facilities both individually and collectively to the community at large.

## **SECTION 4 – SUPPLY AND DEMAND OF PLAYING PITCHES**

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- 4.7 In practice this definition embraces:
- all Local Authority and Parish Council facilities
  - any school facilities where they are subject to formal dual/community use agreements between the school/ education authority and the Council
  - any other institutional facilities which are available to the public as a result of formal dual/community agreements
  - any facilities owned, used or maintained by clubs/ private individuals which as a matter of policy or practice are available for use by large sections of the public through membership of a club or admission fee. In either case the 'cost of use' must be reasonable and affordable for the majority of the community.
- 4.8 Of the 148 pitches identified, 124 (84%) are secured for the local community. These comprise:
- 51 adult football pitches
  - 36 junior football pitches
  - 15 mini football pitches
  - 31 cricket pitches
  - 8 rugby pitches
  - 7 hockey pitches
- 4.9 Table 4.3 compares the percentage of pitches that were secured for community use in Shepway with those of other local authorities in Kent and an example of a high and low figure from previous PMP research.

**Table 4.3 Pitches with secured community use**

<b>Local Authority (Non SDC: 2004 data)</b>	<b>% of pitches secured for community use</b>
South Somerset District Council (High)	68.9%
<b>Shepway District Council (2011)</b>	<b>84%</b>
Maidstone Borough Council	61.0%
Canterbury City Council	50%
Royal Borough of Windsor and Maidenhead (Low)	33.2%

- 4.10 Table 4.3 shows that Shepway compares favourably (unless major changes have occurred elsewhere) with other local authorities and has a higher ratio of pitches secured for community use than the two other authorities in Kent for which PMP held data.
- 4.11 A full list of all the pitches can be found in Appendix D.

## SECTION 4 – SUPPLY AND DEMAND OF PLAYING PITCHES

### Areas of pitches

- 4.12 Standard sizes and areas for playing pitches published by Kent County Playing Fields Association, formally the NPFA, have been applied and has been assumed that pitches throughout Shepway are consistent with these standard measurements.
- 4.13 These sizes include the pitch itself, safety margins and side movement allowance. **They do not include areas of open space used for other sports and recreational purposes** (ie courts, greens, golf courses, picnic areas, heathland, woodland etc.).
- 4.14 The total estimated area of pitches by sport in Shepway is shown in Table 4.4. Table 4.5 shows the total estimated area of pitches with secured community use by sport. Comparison of the two tables shows that 84% of the total playing pitch area in Shepway is secured for community use.

**Table 4.4 Total area of all pitches by sport in Shepway in 2010**

	NPFA pitch areas (hectares)	Areas assumed for this report (hectares)	Number of pitches in Shepway	Area of pitches (hectares)
Adult football	0.82-0.9	0.86	51	43.86
Junior football <sup>3</sup>	0.4-0.6	0.5	36	18
Mini soccer	0.22	0.22	15	3.3
Cricket	1.4-1.6	1.5	31	46.5
Rugby	1.26	1.26	8	10.08
Hockey	0.6	0.6	7	4.2
		<b>Total</b>	<b>148</b>	<b>125.94</b>

**Table 4.5 Total area of secured community pitches by sport in Shepway in 2010**

	NPFA pitch areas (hectares)	Areas assumed for this report (hectares)	Number of pitches in Shepway	Area of pitches (hectares)
Adult football	0.82-0.9	0.86	46	39.56
Junior football <sup>3</sup>	0.4-0.6	0.5	24	12
Mini football	0.22	0.22	10	2.2
Cricket	1.4-1.6	1.5	29	43.5
Rugby	1.26	1.26	8	10.08
Hockey	0.6	0.6	7	4.2
		<b>Total</b>	<b>124</b>	<b>111.54</b>

### Location of pitches

- 4.15 The location of the existing pitches in the district has been examined for the catchment areas of the three sub-areas for analysis identified by the Shepway LDF. Table 4.6 illustrates the total area of playing pitches and those available for community use by catchment area (see Appendix ... for map 5.10).

<sup>3</sup> The dimensions for junior football pitches follow guidance from the NPFA and the English Schools Football Association. The Football Association only provides guidance for adult football.

**Table 4.6 Total area of pitches by sub-area in 2010**

Area	Total playing pitches (ha.)	Total playing pitches with secured community use (ha.)	% of playing pitch area with community use
The North Downs	40.04	36.74	91.8%
Folkestone/Hythe	60.52	54.36	89.8%
The Romney Marsh	25.38	20.44	80.5%
<b>Total</b>	<b>125.94</b>	<b>111.54</b>	<b>88.6%</b>

4.16 It can be seen from Table 4.6 that

- Folkestone/Hythe sub-area has a larger area of playing pitches than the other sub areas, there is also the largest percentage of pitches with secured community use in this urban area.
- Romney Marsh has the smallest area of pitches and proportion secured, but over 80% are still secured for community use.

4.17 Out of the 22 wards in Shepway, there are three without any playing pitch facilities, listed below:

- Folkestone East, which adjoins:
- Folkestone Harbour
- New Romney Coast e.g. Littlestone-on-Sea.

The population of these wards totals 13,170 (2009 mid year estimate).

## SECTION 4 – SUPPLY AND DEMAND OF PLAYING PITCHES

### Ownership

4.18 Table 4.7 and Table 4.8 summarise the ownership of playing pitches in Shepway:

**Table 4.7 Ownership of *all* playing pitches in Shepway**

Ownership	Adult football	Junior football	Mini soccer	Cricket	Rugby	Grass hockey	TOTAL
Public provision (LA)	11	1	1	2	0	6	21
LEA provision	12	25	9	12	4	1	63
Parish Council	13	8	4	4	0	0	29
MOD	8	0	0	1	0	0	9
Private provision	7	2	1	12	4	0	26
<b>Total</b>	<b>51</b>	<b>36</b>	<b>15</b>	<b>31</b>	<b>8</b>	<b>7</b>	<b>148</b>

**Table 4.8 Ownership of playing pitches *with secured community use* in Shepway**

Ownership	Adult football	Junior football	Mini soccer	Cricket	Rugby	Grass hockey	TOTAL
Public provision (LA)	11	0	1	2	0	6	20
LEA provision	12	16	5	10	4	1	48
Parish Council	12	6	3	4	0	0	25
MOD	4	0	0	1	0	0	5
Private provision	7	2	1	12	4	0	26
<b>Total</b>	<b>46</b>	<b>24</b>	<b>10</b>	<b>28</b>	<b>8</b>	<b>7</b>	<b>124</b>

4.19 The following key points can be drawn from the findings set out in Table 4.7 and Table 4.8:

- the LEA (schools) own more playing pitches than any other body, however only 48 out of 63 pitches are secured for community use
- nearly all pitches owned by the Local Authority are secured for community use, with all of the pitches in private provision secured for community use.
- 65% of pitches secured for the community are used for football (senior, junior and mini-soccer), 23% for cricket, 7% for rugby and 6% for hockey.

### **Demand: pitch sport clubs in Shepway**

4.20 Table 4.9 below illustrates the number of football, cricket, hockey and rugby teams identified as playing on pitches in Shepway. These include adult, junior and mini teams.



**Table 4.9 Sports clubs using playing pitches in Shepway**

	<b>Nr of clubs</b>	<b>Nr of teams</b>
Football	38	105
Cricket	19	66
Rugby union	1	18
Hockey	1	19

*Football Clubs in Shepway – an overview*

- 4.21 Of the 38 surveys sent out to football teams, 20 were returned representing a 53% response rate, which is good for a postal survey.
- 4.22 Alternative means of gaining the information required was undertaken, this included follow up telephone calls, internet/ desk research and NGB representatives/ handbook.
- 4.23 Some of the clubs which were on record were found to be no longer playing. In total there are 38 competitive football clubs, making up 105 teams that play within the district. In addition, there are a number of teams that are groups of friends that meet up to play on an ad hoc basis and a number of 5-a-side men’s teams. However these teams are not included in this analysis, as they do not play competitive matches on grass pitches in Shepway.
- 4.24 The following is a summary of key findings from the information available to us.

**Membership**

Both the senior and junior teams are spread across a large number of clubs, however there are more junior clubs that have more than one team. The largest clubs in the district are junior clubs, Folkestone Invicta Youth with 16 teams, Hawkinge Youth with 15 teams, and Grasshoppers Juniors and Stars and Stripes with 9 teams each. The only adult clubs with more than one team are New Romney (3 teams), Guidhall (2 teams), Folkestone Invicta (2 teams) and Folkestone Invicta Disability (2 teams).

From the percentage of clubs who replied, most clubs indicated that membership had either remained static or increased over the past five years. During this process, we have also spoken to many clubs that are no longer in existence, citing cost of facilities and membership to the Kent Football Association as key reasons.

There are currently no women’s teams in the district however there are 5 female junior teams. Girls participation in schools is also reported to be quite good.

**Standard of play**

The standard of play varies across the district. The majority of adult teams compete in the local Sunday Morning League. Other teams compete in the Kent Football League, the Ashford & District Saturday Football League and the Ashford & District Sunday Football League. Junior and mini teams mainly compete in the Molten East Kent Youth League, the Kent Sunday Junior Cup and the Valley Express Kent League.

***Facilities used***

There is a spread of facilities used by football clubs in the district, some use school facilities such as The Marsh Academy which is used by the Cinque Port Town of New Romney, and both the Grasshoppers junior and senior football clubs.

Other clubs use Council facilities such as Red Cow FC who sometimes use Cheriton Road Sports Ground, and Town Council facilities such as Stars and Stripes who use South Road, Hythe.

Some clubs in Shepway have their own ground such as Folkestone Invicta FC and Hythe Town FC. It appears that most teams use Council or Parish Council facilities, in particular Cheriton Road, the Stadium, South Road and the Rype (Lydd).

***Constraints***

The major constraints facing football clubs in the district are listed below with lack of appropriate local facilities listed twice as much as other constraints and is therefore the most commonly reported constraint by all football clubs in Shepway.

1. lack of appropriate local facilities
2. lack of external funding
3. lack of internal funding
4. lack of volunteers.
5. membership recruitment/retention
6. poor/no relationship with local clubs

***Future plans***

Clubs that play at Council facilities suggested that the standard of ancillary/ changing facilities needs improvement particularly at The Stadium, Church Road, Folkestone which has no shower facilities, one club also noted that the changing facilities at The Stadium as damp. Many clubs commented that Cheriton Road Sports Ground which has better facilities is too expensive to hire.

## SECTION 4 – SUPPLY AND DEMAND OF PLAYING PITCHES



### *Cricket Clubs in Shepway District – an overview*

- 4.25 Out of the 19 cricket clubs which were surveyed 13 questionnaires were returned. Further information about cricket clubs was accessed through alternative means by telephoning the clubs directly, meeting with club secretaries, the internet and contact with the Shepway Cricket Development Group. Currently 19 cricket clubs play their home games within Shepway, representing a total of 66 teams. Analysis of the responding clubs' membership, structure and aspirations is presented below:

#### **Membership**

The largest clubs in the district are Folkestone CC with 18 teams and Sibton Park CC (near Lyminge) with 12 teams; both of which play to a high standard in the Kent Cricket League accredited by the England & Wales Cricket Board. Folkestone CC is believed to have approximately 5 men's cricket teams, 5 women's cricket teams, and 7 male junior teams. Sibton Park CC has 4 men's teams and 5 junior male teams and 1 mini mixed team. In total within Shepway there are 35 men's teams, 6 women's teams, 17 junior male teams, 1 junior female team, 4 mixed junior teams and 3 mini mixed teams. All clubs have at least one men's team.

From the percentage of clubs who replied, most clubs indicated that membership had either remained static or increased over the past five years.

#### **Standard of play**

Clubs in the district play in a variety of competitions, such as the Kent Village League, East Kent Cricket League, Women's Cricket Southern League and Saxon Shore League (youth). Some clubs indicated that they play only friendly fixtures,

although these are very organised with full fixture lists. Some clubs also play in the Shepway Indoor Cricket League.

***Facilities used***

Cricket clubs use a variety of facilities across the district, some clubs own their own facilities for example Hythe Cricket and Squash Club own and play at The Grove. A number of clubs have been using their grounds for many years.

Others cricket clubs use Council facilities such as Cheriton Road and Town Council facilities such as South Road. Harvey Grammar School is the only school facility that is used by community cricket clubs.

***Constraints***

The major constraints facing cricket clubs in the district are as follows, with the most common constraint first:

1. lack of external funding
2. membership recruitment/ retention
3. lack of volunteers
4. lack of internal funding
5. lack of appropriate facilities
6. access difficulties for members
7. poor/no relationship with local clubs

***Future plans***

Elham Valley and Sibton Park CCs are renowned as an example of a very good site in East Kent, serving Shepway's North Downs area well.

Hythe Green have recently started using the new pavilion provided by the local council.

Current investment in the Cheriton Road ground is to a standard that would not only substantially benefit Folkestone CC but also allow the fulfilment of the aim of attracting Kent county games.

From those clubs that replied, most of them indicated that they intend to increase the number of members within their club in the future. New Romney and Littlestone Cricket Club plan to build a new pavilion at the Station Road ground in New Romney.





## **SECTION 4 – SUPPLY AND DEMAND OF PLAYING PITCHES**

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### *Rugby Union Clubs in Shepway District – an overview*

- 4.26 Folkestone Rugby Football Club is the only rugby club that currently plays their home games within Shepway, it has a total of 18 teams.

**Membership** Folkestone RFC has 4 adult male teams, 5 junior male teams, 2 junior female teams 6 mini teams and 1 veterans team (over 35's). The club has 220 junior male members, 35 junior female members, 209 male adult members, 7 adult female members and 104 male veteran members. The club indicated that its membership has increased 5% over the last five years.

**Standard of play** Folkestone RFC men's are understood to play in the London South East IV League and the Ladies team play in the National League 1 South East.

**Facilities used** Folkestone RFC has its own facilities at Bargrove, Newington, it owns two grass pitches and leases two others. These are the only rugby facilities in the district that is not on a school site. They are accessibly located for Folkestone, Hythe and elsewhere between the two towns and just off the M20. The Club also uses its match facilities to train on for approximately 20 hours a week, increasing wear and tear.

**Constraints** The club indicated that a lack of internal funding, a lack of external funding and access difficulties for members are all issues it is facing.

**Future plans** Folkestone RFC aims to increase the number of members in the future. The club also has future plans to expand the range of facilities and refurbish the existing facilities such as the floodlights.

### *Hockey Clubs in Shepway District – an overview*

- 4.27 Folkestone Optimists Hockey Club are the only hockey club that currently plays its home games within Shepway, it has a total of 19 teams.

**Membership** Folkestone Optimists HC has 6 adult male teams, 3 adult female teams, 5 junior male teams, and 3 junior female teams. The club has 245 members which indicates an approximate 113% increase in membership over the past five years.

**Standard of play** Folkestone Optimists HC Ladies are believed to play in the East Premier League whilst the men play in the Kent/Sussex Premier League. Both the female and male teams play in various Kent leagues. The junior sides compete in Junior Kent leagues.

**Facilities used** Folkestone Optimists HC plays its home matches at 'The County Ground' at Cheriton Road, using the Synthetic Turf Pitch (STP) which it hires from SDC. The Club also uses The Folkestone Academy's STP for both matchday venues and outdoor training, and also its indoor facilities for training purposes.

### **Constraints**

Folkestone Optimists HC commented that the Cheriton Road STP facilities are in bad condition; however these are being extensively improved. The STP is used for football and as a result there is wear and tear on the surface, and it is being replaced and with an upgraded facility. Lack of internal and external funding as well as lack of appropriate local facilities were highlighted as current constraints experienced by the club, although facilities are now benefiting from multi-million pound investment.

- 4.28 The above supply and demand data will be set in context by applying the *Playing Pitch Methodology* in Section 5.

## **The Playing Pitch Methodology**

- 5.1 The Playing Pitch Methodology (PPM) comprises eight stages. Stages One to Six involve numerical calculations, whilst Stages Seven and Eight develop issues and solutions. The methodology is employed to analyse the adequacy of current provision and to assess possible future situations, in order that latent and future demand (identified through Team Generation Rates), and the problems with quality, use and capacity of existing pitches can be taken into account.
- 5.2 It is implicit to the methodology that each sport is dealt with individually with a specific set of calculations for each because, despite some superficial similarities, they exhibit very different patterns of play.
- 5.3 We have further subdivided the analysis of some sports to deal with specific sub-sectors of activity, e.g. junior play or adult play, so that important aspects are not submerged in aggregated data. Football and rugby have been subdivided in this manner, whereas no differentiation has been made between junior and senior cricket and junior and senior hockey teams as they play on pitches of similar dimensions.
- 5.4 The summary of the findings for the District as a whole gives an indication of the shortfall/ surplus of pitches for each sport.

### *Pitch quality and carrying capacity*

- 5.5 The 1991 playing pitch methodology assumed that all pitches are of sufficient standard to sustain two games per week. The new playing pitch methodology suggests that the quality of a pitch should be taken into account. This information can be gained from three sources:
- club surveys
  - site visits
  - consultation with key officers and stakeholders.
- 5.6 Using all of this information, it is possible to make a judgement on the carrying capacity of the district's pitches. It is important to recognise that there is no formula for calculating the carrying capacity of pitches as it is dependent on a wide range of factors such as weather conditions, age/weight of users, quality of players, etc. However, through local knowledge, user surveys, interviews and an analysis of usage patterns from the previous season it is possible to consider the capacity of each pitch.
- 5.7 In calculating the carrying capacity of a pitch, the following should be considered:
- what proportion of games are cancelled due to the poor condition of the pitch?
  - is the condition of the pitch declining over the season?
  - what is the maintenance regime for the pitch at present?
  - could the capacity of the pitch be improved by enhanced maintenance?
  - the extent to which pitches are required to accommodate training activity?



## **SECTION 5 – THE PLAYING PITCH METHODOLOGY**

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- 5.8 The number of community matches a grass pitch can absorb is a function of the needs of other users and quality. For example, a school pitch may be able to accommodate one game each weekend, while a comparable Council pitch is able to allow two. The quality of pitches must be considered.
- 5.9 Some pitches cannot sustain the standard two games per week assumed in the previous playing pitch methodology. In the same way, a small number of pitches are considered to be capable of sustaining more than two games per week.
- 5.10 The audit was weighted according to the actual capability of each pitch. Pitches that were considered capable of sustaining only one match per week were therefore weighted as only equivalent to half a pitch in the audit. The weighting system used is outlined in Table 5.1 below.

**Table 5.1 Carrying capacity for community used pitches in the Shepway district**

<b>Carrying Capacity</b>	<b>Number of Pitches</b>	<b>Factor</b>	<b>Score (No. x factor)</b>
Three matches (or more) per week	10	1.5	15
Two matches per week	17	1.0	17
One match per week	19	0.5	9.5
One match or less per fortnight	0	0.25	0
Total	46		41.5

- 5.11 To assign a carrying capacity to each pitch, we have used the estimate provided by clubs for their own pitches and utilised the information gathered from surveys and consultation to estimate the carrying capacity for other pitches. Where we have received no specific comments regarding a pitch, the following assumptions have been made:
- carrying capacity of 0.5 for all school facilities as they are likely not to be able to take as many matches as a public facility
  - parish council/ local authority pitches have a carrying capacity of 1 (a standard assumption).
- 5.12 The following paragraphs outline the information on pitch quality gained from the surveys, site visits and consultation.

**Club surveys - quality of pitches and ancillary facilities**

5.13 All sports clubs playing on pitches in the district were asked about their perceptions of pitch quality by postal questionnaire. The number of clubs who rated a certain pitch characteristic as ‘poor’ is indicated below in Table 5.2.

**Table 5.2 Number of clubs dissatisfied with current facilities**

	<b>Football (n=15)<sup>4</sup></b>	<b>Cricket (n=7)<sup>6</sup></b>	<b>Rugby (n=1)<sup>6</sup></b>	<b>Hockey (n=1)<sup>6</sup></b>	<b>TOTAL (n=24)<sup>6</sup></b>
firmness of surface	2	2	0	0	4
grip underfoot	3	0	0	0	3
bounce of ball on pitch	4	3	0	0	7
evenness of pitch	8	2	0	0	10
length of grass	5	2	0	0	7
grass cover	7	1	0	0	8
posts and sockets	5	1	0	0	6
line markings	2	0	0	0	2
free from litter, dog fouling etc	9	2	0	0	11
changing facilities	10	3	0	1	14
showers	9	2	0	1	12
parking	6	1	0	0	7
value for money	9	1	0	0	10
overall quality of pitch	6	1	0	0	7

5.14 Table 5.2 indicates that the most commonly reported problems were as follows in order of most popular:

1. changing facilities
2. showers
3. litter and dog fouling
4. evenness of pitch and value for money
5. grass cover

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<sup>4</sup> (n= number of clubs responding to Question 17 in the sports club questionnaire)

## SECTION 5 – THE PLAYING PITCH METHODOLOGY

5.15 Pitches which were criticised in particular included:

- The Stadium, Church Road, for its poor changing facilities and lack of showers and also the overuse of the four football pitches on Sundays.
- Cheriton Road Sports Ground, for being too expensive for both Sunday Morning League and Youth teams.

### **All surveys - quality of pitches and ancillary facilities**

5.16 Table 5.3 below, lists all the comments made by schools, clubs and providers of facilities in relation to pitch provision and quality.

**Table 5.3 Quality of pitches and ancillary facilities**

<b>Establishment</b>	<b>View expressed</b>	<b>Strategy comment</b>
Dymchurch Cricket Club	Dymchurch recreation ground and clubhouse is experiencing repeated vandalism which has resulted in the deterioration of the site.	Many open spaces without natural surveillance (i.e. some overlooking by neighbouring uses) or in more remote areas can be at risk of anti-social behaviour.
New Romney & Littlestone Cricket Club	Visiting cricket teams have commented on the condition of the cricket pitch on Station Road in New Romney, stating that the pitch is getting dangerous due to its unevenness. [N.B. The Club is now proposing a new pavilion].	Cricket pitch maintenance is specialist and labour intensive. Conditions need to be seen relative to standard of play and will also be heavily influenced by factors such as weather and soils.
Westbourne Cricket Club	The Harvey Grammar School playing fields are also used by some school cricket teams, the pitch has a reputation of being very slow with little bounce.	Slow/low wickets are common at amateur level. Unless conditions are unusual (e.g. uncommonly dry and unusually fast bowler) genuinely dangerous pitches are very rare but would be highly concerning.
Blackbull Rovers Football Club	As a Sunday morning football team it is too expensive to play at Cheriton Road in Folkestone.	This feedback clearly highlights concerns held about 'value for money'.
Easteners Football Club (Youth)	The Stadium, Church Road is very heavily used on a Sunday morning by adult football teams. As a result, in wetter weather, it makes the pitches almost unplayable for the children by the afternoon.	Clearly cost and facilities are related; but perceptions will depend on what benchmark is used e.g. how costs/value relate to other sporting/leisure activities.
East Kent Eagles Football Club	Cheriton Road Sports Ground is too expensive and it is the only council facility with showers.	The main specific issue are the Stadium's poor facilities, and Cheriton Road's status of having showers, albeit at more of a cost.
Essemblee Football Club	Cheriton Road Sports Ground is too expensive for a Sunday morning team, but it is the only council facility with showers.	
Folkestone Invicta Football Club	SDC's pitches cost much more than surrounding districts.	

## **SECTION 5 – THE PLAYING PITCH METHODOLOGY**

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(Youth)		
Lydd United Football Club	There are not any playing pitches owned by SDC on the Marsh.	
Red Cow Football Club	Players like The Stadium because it is cheaper than the Polo Ground.	
Shepway Spartans Football Club	The changing facilities at The Stadium, Church Road are poor. There are no showers and the building is damp. The pitches are also poor and are not maintained adequately throughout the playing season.	
Stars and Stripes Football Club	There is a lack of mini soccer pitches for hire in the district which is contributing to lower numbers participating.	

## SECTION 5 – THE PLAYING PITCH METHODOLOGY

### Site Visits

- 5.17 During August and September 2010, a number of site visits were carried out on a selection of playing pitches within Shepway. The quality of the sites was assessed using the site assessment matrix as part of the PPM, a copy of which can be found in Appendix E.

The site assessment matrix rates both the ancillary facilities (changing rooms, parking etc) and pitches and provides a percentage score for each. The percentage score translate into the following ratings:

#### Ancillary Facilities

- over 90% - excellent
- 60% to 89% - good
- 40% to 59% - average
- 30% to 39% - poor
- less than 30% - very poor.

#### Pitches

- over 90% - excellent pitch
- 64% to 90% - good pitch
- 55% to 64% - average pitch
- 30% to 54% - below average pitch
- less than 30% - poor pitch

For ease of analysis, this qualitative rating has been divided into a three-point scale which rates ancillary facilities and pitches within this report as:

Excellent or good (60%< ) = <b>good quality</b>	
Average ( 55-59%) = <b>adequate quality</b>	
Below average or poor ( <54%)= <b>poor quality</b>	

- 5.18 Table 5.4 below, summarises the site assessment matrix results for a selection of playing pitches in Shepway.

**Table 5.4 Ancillary facilities and pitch conditions**

Pitch	Ward	Ancillary Facilities %	Pitches %
Dymchurch Recreation Ground (Dymchurch CC)	Dymchurch & St Marys	22	65
Jefferstone Lane, Recreation Ground	Dymchurch & St Marys	N/A	58
Elham Valley Cricket Ground, Holloway	Elham & Stelling Minnis	93	63
Le Quesne, North Road	Folkestone Cheriton	51	65
The Stadium, Church Road	Folkestone Cheriton	20	76
Pent Valley Playing Field, Coolinge Lane	Folkestone Harvey West	46	84
Morehall Recreation Ground	Folkestone Morehall	N/A	69
Buzzlines Stadium (Folkestone Invicta FC)	Folkestone Park	61	85
Cheriton Road Sports Ground	Folkestone Park	56	77
The County Ground (Folkestone CC)	Folkestone Park	78	85
Hythe Cricket and Squash Club Ground, The Grove	Hythe Central	93	85

## SHEPWAY DISTRICT

Hythe South Road Sports Ground (Hythe Green CC)	Hythe Central	100	71
Reachfields Stadium (Hythe Town FC)	Hythe West	73	79
Lindsey Field (Lydd Town FC), Dengemarsh Road	Lydd	78	92
The Banks Sport & Social Club, (Lydd CC)	Lydd	22	50
The Rype ('village green')	Lydd	N/A	48
Lympne Recreation Ground	Lympne & Stanford	37	71
New Romney Sports Club, Station Road	New Romney Town	24	85
Hawkinge Cricket Club, Cricketers Close	North Downs East	83	87
Selsted Cricket Ground	North Downs East	51	82
Jubilee Field (Lyminge FC), Woodland Road	North Downs West	20	60
Sibton Park Cricket Ground	North Downs West	85	94
Sellindge Sports & Social Club, Swan Lane	North Downs West	85	79
Stowting Cricket Ground, Dawes Field	North Downs West	51	77
Brookland Cricket Ground, The Ballcombs	Romney Marsh	59	71
Edgar Taylor Cricket Ground (Etchinghill CC)	Tolsford	51	74
New Burlington Ground (Folkestone RC)	Tolsford	93	92
Saltwood Cricket Ground	Tolsford	61	87

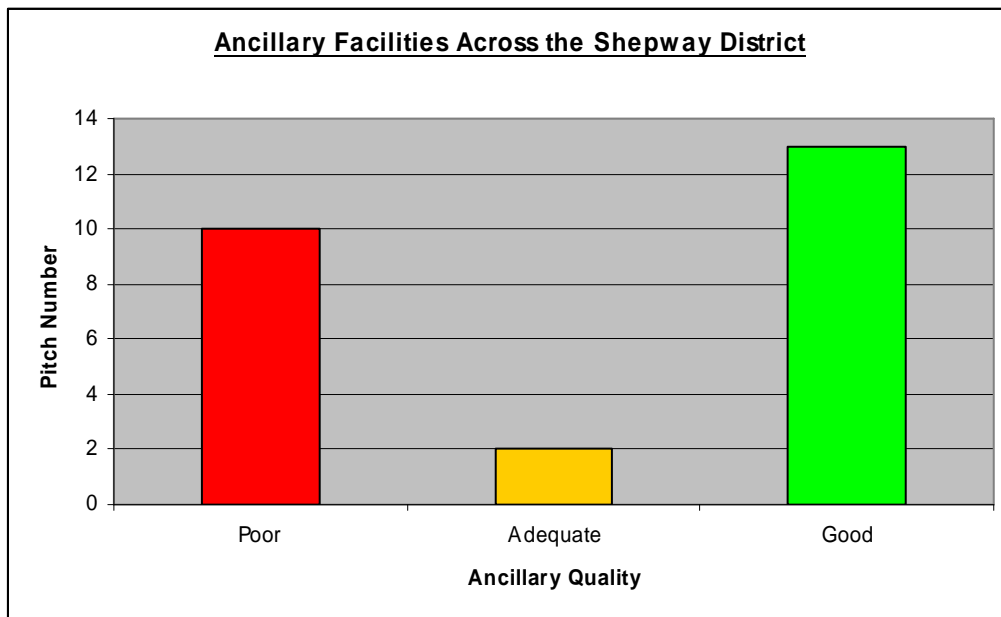
The site visits illustrate that in Shepway:

- changing facilities differ significantly from site to site, ranging from non-existent at The Rype to excellent at Sibton Park
- parking provision differs greatly between sites, ranging from excellent provision at the Jubilee Playing Fields in Lyminge to poor at Jefferstone Lane
- the line markings were not rated as 'excellent' at a single location
- grass length was deemed above average everywhere except at The Rype and at The Banks in Lydd.

5.19 The information gained from these site visits should be analysed alongside the data collected from other sources, such as the club and provider survey and Officer consultation.

## SHEPWAY DISTRICT

### Summary of ancillary quality issues



- 5.22 Across the district the ancillary facilities differ greatly in terms of quality. The changing facilities at The Stadium, Folkestone are an example of a poor ancillary facility and as has been mentioned previously this is one of the major issues raised by the football clubs in Shepway. The building was noted as being damp and in very poor condition (see Photograph 1). This is of particular concern as these changing facilities, as well as being used by many adult football teams on Sunday mornings, are also used by youth teams on Sunday afternoons. When the site visit was undertaken the ancillary facilities of The Stadium scored 20% which is one of the lowest results in the district, and falls under the category of being 'very poor'.
- 5.23 However in comparison Hythe Recreation Ground, South Road scored 100% for its ancillary facilities which falls under the category of being 'excellent' (see Photograph 2).
- 5.20 The issue of improving ancillary quality will be returned to in Section 6.



Photograph 1 – The Stadium

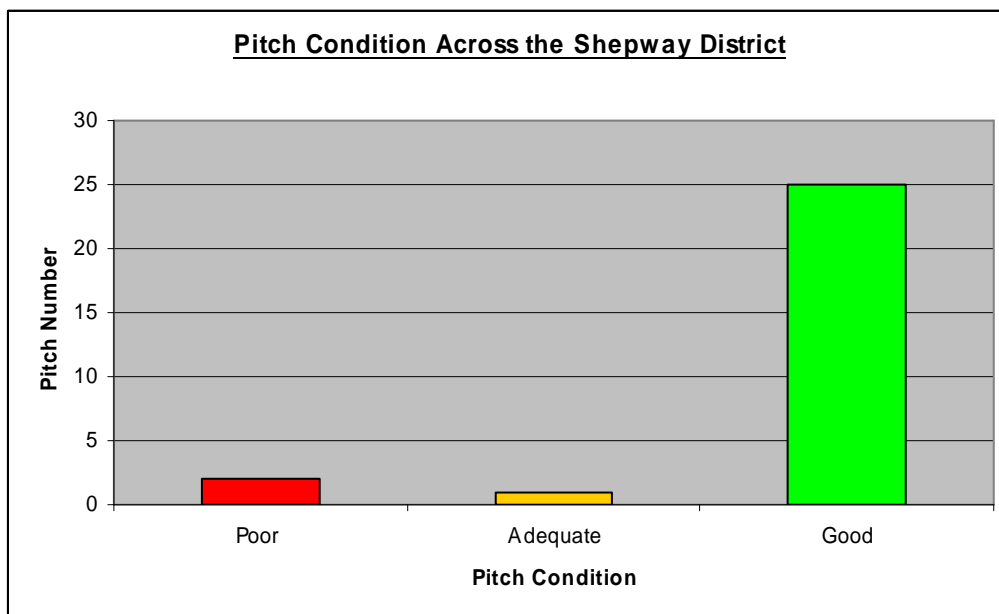


Photograph 2 – Hythe Cricket Club

## SHEPWAY DISTRICT

### *Summary of pitch quality issues*

- 5.21 The poor quality or lack of ancillary facilities currently promotes a negative image of the sites and is the most pressing problem for most pitch users.



- 5.22 There has been a large amount of negative feedback from cricket clubs over the quality of the wickets; it is not clear whether this is significant compared to issues often found with council owned pitches elsewhere. One cricket club has a long-standing policy of not arranging away fixtures with sides that use council facilities. It is now commonplace for higher standards of amateur cricket to rely on private facilities/maintenance given the intensive nature of care required to produce high quality wickets and to manage conditions.



Photograph 3 – Lydd Cricket Club



Photograph 4 – Brookland Cricket Club

- 5.23 All of these pitch considerations highlighted will be factored into the playing pitch modelling to give a more accurate representation of the pitch supply. It emphasised the need to consider not just whether the provision of land for new facilities such as cricket facilities is feasible, but also the degree to which their long-term management is secured. The issue of improving pitch quality will be returned to in Section 6.



## SHEPWAY DISTRICT

### ***Cost of hiring the Council's pitches***

5.24 The cost of hiring the Council's pitches compared to hiring pitches in the neighbouring authorities (Ashford Dover and Canterbury) is shown in Table 5.4 below. The table shows that:

- although adult football pitches are more expensive in Shepway than neighbouring boroughs other SDC run sites, such as The Stadium, Folkestone, are cheaper to hire as they have less ancillary facilities. This provide choice to the varying preferences of clubs.
- of particular concern is the relative cost of youth football at £43 in comparison to the hiring cost of a mini soccer pitch which is only £14 per session at Cheriton Road Sports Ground, Folkestone.



Neighbouring authorities

## SHEPWAY DISTRICT

**Table 5.5 Pitch hire costs**

Council	Pitch Type	Pitch	Youth	Senior	Mini Soccer
Shepway	Football	Cheriton Road Sports Ground	£43.00	£62.50	£14.00
		The Stadium	£21.50	£31.50	N/A
	Hockey	Cheriton Road Sports Ground	£42.50	Peak - £62.00 Off-peak - £20.50	
	STP for Football and Hockey*	Cheriton Road Sports Ground	£42.00	£60.00	
	Cricket	Cheriton Road County Ground	£54.50	£81.50	
		Cheriton Road Polo Ground Wicket	£34.50	£51.50	
		Le Quesne	£19.50	£28.00	
	Rugby	Cheriton Road Sports Ground	£43.00	£62.50	
	Rugby Training Grid	Cheriton Road Sports Ground	N/A	£14.00	
	Ashford	Football	Hythe Road	NOT IN USE THIS SEASON (2010-2011)	
Spearpoint			N/A	£50.00	N/A
TechPro			£25.00	£40.00	N/A
STP for Football		Pitchside	£60.00	£75.00	£30.00

\* floodlighting costs an additional £20.50 per hour

## SHEPWAY DISTRICT

### PPM calculations

5.25 Table 5.5 demonstrates the calculations undertaken to determine the surplus/ deficit of pitches in the district. It should be noted that the calculated surplus/ deficit is based upon the peak load of games to be played at a specific time during the week (i.e. am or pm on a day), however, for some sports e.g. mini-soccer, it may be possible to spread the games during the course of a Sunday morning and therefore not require the maximum amount of pitches. This will be considered further in Section 7.

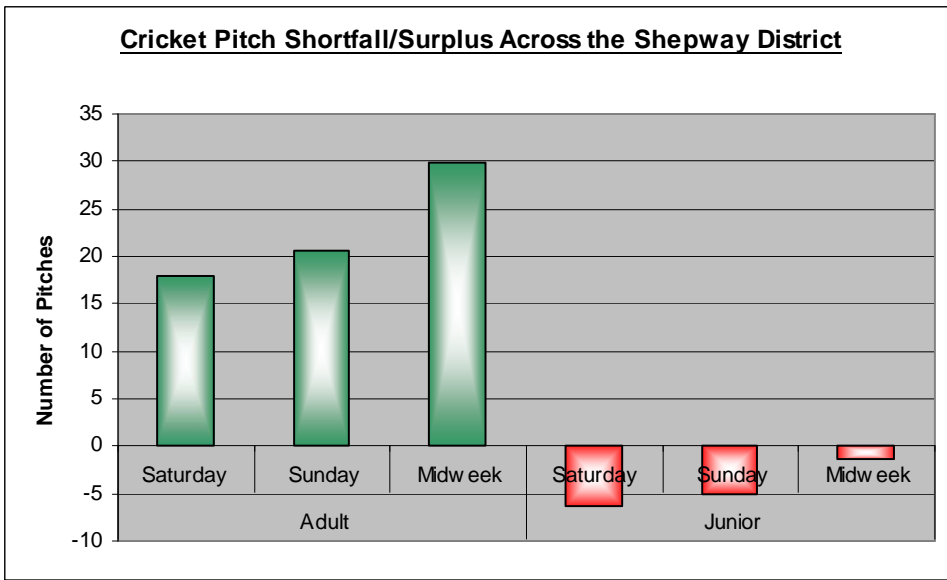
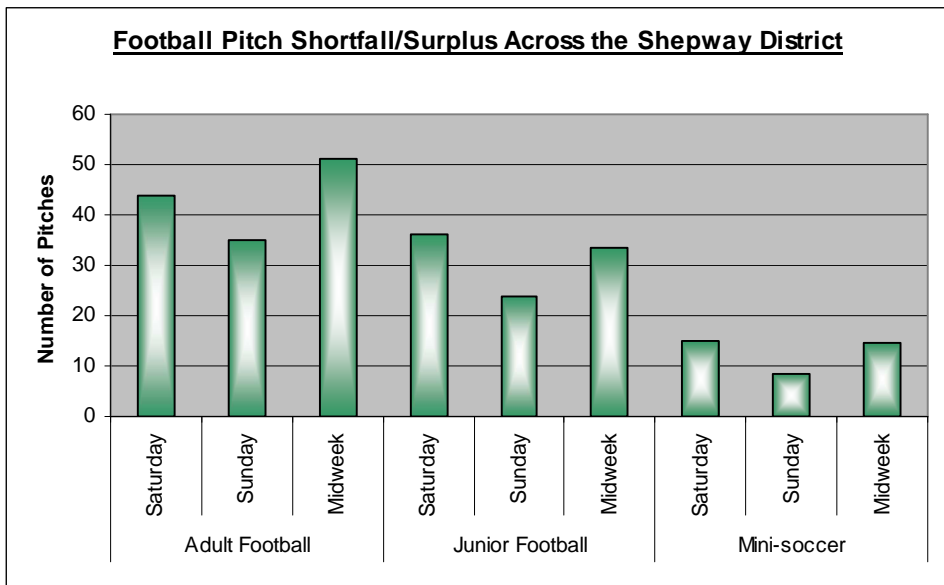
**Table 5.6 PPM calculations for the District (2010)**

		Football	Mini-soccer	Cricket	Rugby	Hockey	
STAGE ONE Identifying teams	Adult teams	39	17	41	5	11	
	Junior teams	49		25	13	8	
STAGE TWO Calculate home games per week	Adult games	0.6	0.4	0.6	0.4	0.2	
	Junior games	0.3		0.5	0.4	0.2	
STAGE THREE (S1x S2) Assessing total home games per week	Adult games	23.4	6.8	24.6	2	2.2	
	Junior games	14.7		15	5.2	1.6	
STAGE FOUR Establish temporal demand for pitches	Saturday	Adult games	31%	53%	100%	100%	
		Junior games	0%	0%	50%	0%	100%
	Sunday	Adult games	69%	94%	42%	0%	0%
		Junior games	84%	94%	40%	100%	0%
	Midweek	Adult games	0%	6%	5%	0%	0%
		Junior games	16%	6%	10%	0%	0%
STAGE FIVE (S3 x S4) Defining pitches used each day	Saturday	Adult pitches	7.3	13	2	2.2	
		Junior pitches	0	0	6.3	0	1.6
	Sunday	Adult pitches	16.2	6.4	10.3	0	0
		Junior pitches	12.4	6.4	5	5.2	0
	Midweek	Adult pitches	0	4.1	1.2	0	0
		Junior pitches	0	4.1	1.3	0	0
STAGE SIX Establishing pitches currently available	Adult pitches	51	15	31	8	7	
	Junior pitches	36		0	0	0	
STAGE SEVEN (S6-S5) <sup>5</sup> Identifying shortfall (-) and surplus (+)	Saturday	Adult pitches	43.7	15	18	6	5.9
		Junior pitches	36	15	-6.3	0	-1.6
	Sunday	Adult pitches	34.9	8.6	20.7	8	7
		Junior pitches	23.7	8.6	-5	-4.4	0
	Midweek	Adult pitches	51	14.6	29.8	8	7
		Junior pitches	33.6	14.6	-1.3	0	0

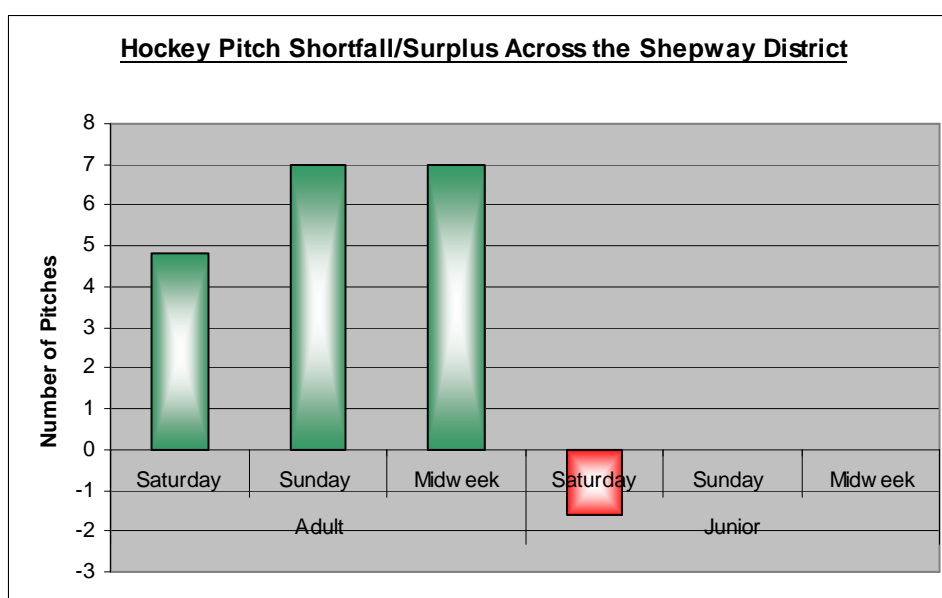
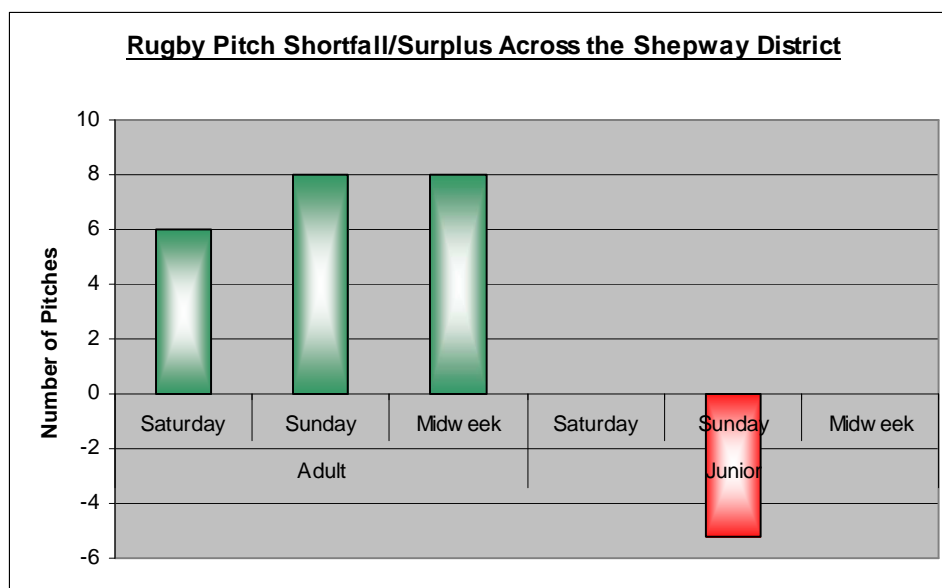
5.26 Key issues arising at the district level from Table 5.6 are (results have been rounded from the table):

<sup>5</sup> Green numbers refer to over-supplies, red numbers to deficits and grey number to non-peak times

# SHEPWAY DISTRICT



## SHEPWAY DISTRICT



5.28 When the PPM is applied at ward level, further detail is revealed. As has been mentioned there are three wards within the Shepway district which do not have playing pitches: Folkestone East & Folkestone Harbour, New Romney Coast.

5.29 As well as these, the following wards do not have any registered clubs which use the playing pitch facilities:

- Folkestone Foord
- Folkestone Harvey Central
- Folkestone Sandgate
- Hythe East
- Lympne and Stanford

## SHEPWAY DISTRICT

- 5.30 The results displayed below are proportionate to the number of clubs in each ward, for example, if a ward does not have any cricket pitches present and there are not any cricket clubs registered to that ward, the ward is therefore assumed to be meeting demand as there is no requirement for cricket pitches by clubs/teams.
- 5.31 Clearly, if teams are recorded within the ward but there are not any pitches available there will be a deficiency, and also if there are both clubs and pitches present within a ward and there are more teams than there are pitches there will be a deficiency in pitches.

**Table 5.7 Summary of PPM results by ward in 2010**

<b>Dymchurch and St. Mary's Bay</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	3	0	0.7	0	0
	Junior Teams	1		0	0	0
Sunday	Adult Teams	3	0	0.7	0	0
	Junior Teams	1		0	0	0
Midweek	Adult Teams	3	0	1	0	0
	Junior Teams	1		0	0	0
<b>Elham and Sterling Minnis</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	1	0	1.4	0	0
	Junior Teams	3		-0.9	0	0
Sunday	Adult Teams	1	0	1.5	0	0
	Junior Teams	3		-0.7	0	0
Midweek	Adult Teams	1	0	1.9	0	0
	Junior Teams	3		-0.2	0	0
<b>Folkestone Cheriton</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	4.6	3	0	0	0
	Junior Teams	2		0	0	0
Sunday	Adult Teams	1.6	3	0.2	0	0
	Junior Teams	-0.1		0	0	0
Midweek	Adult Teams	7	3	0.9	0	0
	Junior Teams	1.4		0	0	0
<b>Folkestone Foord</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	0	0	1	0	0
	Junior pitches	2		0	0	0
Sunday	Adult pitches	0	0	1	0	0
	Junior pitches	2		0	0	0
Midweek	Adult pitches	0	0	1	0	0
	Junior pitches	2		0	0	0
<b>Folkestone Harvey Central</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	0	1	0	0	0
	Junior pitches	0		0	0	0
Sunday	Adult pitches	0	1	0	0	0
	Junior pitches	0		0	0	0
Midweek	Adult pitches	0	1	0	0	0
	Junior pitches	0		0	0	0
<b>Folkestone Harvey West</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	0.6		1	0	0

## SHEPWAY DISTRICT

	Junior Teams	2	0	0	0	0
Sunday	Adult Teams	0.2	0	1	0	0
	Junior Teams	2		0	0	0
Midweek	Adult Teams	1	0	1	0	0
	Junior Teams	2		0	0	0
<b>Folkestone Moorhall</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	2	0	-0.3	0	0
	Junior Teams	1		0	0	0
Sunday	Adult Teams	2	0	-0.3	0	0
	Junior Teams	1		0	0	0
Midweek	Adult Teams	2	0	0	0	0
	Junior Teams	1		0	0	0

## SHEPWAY DISTRICT

<b>Folkestone Park</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	10.1	0	3.8	1	4.9
	Junior Teams	2		-2.4	0	-1.6
Sunday	Adult Teams	8.9	-2.4	4.5	1	6
	Junior Teams	-2		-1.9	0	0
Midweek	Adult Teams	11	0	6.7	1	6
	Junior Teams	1.2		-0.5	0	0
<b>Folkestone Sandgate</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	4	1	1	0	1
	Junior pitches	1		0	0	0
Sunday	Adult pitches	4	1	1	0	1
	Junior pitches	1		0	0	0
Midweek	Adult pitches	4	1	1	0	1
	Junior pitches	1		0	0	0
<b>Hythe Central</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	4.3	2	-0.2	0	0
	Junior Teams	2		-0.9	0	0
Sunday	Adult Teams	3.3	0	0.2	0	0
	Junior Teams	1		-0.7	0	0
Midweek	Adult Teams	5	2	1.8	0	0
	Junior Teams	1.8		-0.2	0	0
<b>Hythe East</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	1	0	0	0	0
	Junior pitches	0		0	0	0
Sunday	Adult pitches	1	0	0	0	0
	Junior pitches	0		0	0	0
Midweek	Adult pitches	1	0	0	0	0
	Junior pitches	0		0	0	0
<b>Hythe West</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	0.6	0	0	0	0
	Junior Teams	1		0	0	0
Sunday	Adult Teams	0.2	0	0	0	0
	Junior Teams	1		0	0	0
Midweek	Adult Teams	1	0	0	0	0
	Junior Teams	1		0	0	0
<b>Lydd</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	2.4	2	0.4	0	0
	Junior Teams	4		0	0	0
Sunday	Adult Teams	1.8	2	0.5	0	0
	Junior Teams	4		0	0	0
Midweek	Adult Teams	3	2	0.9	0	0
	Junior Teams	4		0	0	0
<b>Lympne and Stanford</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	1	0	0	0	0
	Junior pitches	0		0	0	0
Sunday	Adult pitches	1	0	0	0	0
	Junior pitches	0		0	0	0
Midweek	Adult pitches	1	0	0	0	0
	Junior pitches	0		0	0	0



## SHEPWAY DISTRICT

<b>New Romney Town</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	1.9	1	2	1	0
	Junior Teams	5		0	0	0
Sunday	Adult Teams	0.5	0.6	1.4	1	0
	Junior Teams	3		0	0	0
Midweek	Adult Teams	3	0.6	2	1	0
	Junior Teams	4.6		0	0	0
<b>North Downs East</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	2.4	1	2	0	0
	Junior Teams	3		-1.8	0	0
Sunday	Adult Teams	1.8	-0.6	-0.4	0	0
	Junior Teams	0.7		0	0	0
Midweek	Adult Teams	3	1	2	0	0
	Junior Teams	2.6		0	0	0
<b>North Downs West</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	1.8	1	2	0	0
	Junior Teams	2		0	0	0
Sunday	Adult Teams	1.6	1	3.8	0	0
	Junior Teams	2		0	0	0
Midweek	Adult Teams	2	1	5	0	0
	Junior Teams	2		0	0	0
<b>Romney Marsh</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	0	0	1	0	0
	Junior Teams	3		0	0	0
Sunday	Adult Teams	0	0	0.4	0	0
	Junior Teams	3		0	0	0
Midweek	Adult Teams	0	0	1	0	0
	Junior Teams	3		0	0	0
<b>Tolsford</b>		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	3	2	3	4	0
	Junior Teams	2		-0.6	0	0
Sunday	Adult Teams	3	2	1.8	6	0
	Junior Teams	2		0	-4.4	0
Midweek	Adult Teams	3	2	3	6	0
	Junior Teams	2		0	0	0

5.27 The key issues arising from Table 5.7 are:

- Elham and Stelling Minnis display a deficiency in junior cricket pitches on a Saturday.
- Folkestone Cheriton displays a shortfall in adult football pitches on a Saturday and junior football pitches on a Sunday which is in proportion to when the largest numbers of football teams use the football pitches. Folkestone Cheriton is the only ward within Shepway to display a deficiency in adult football pitches.
- Folkestone Park holds the largest number of junior football teams, mini-soccer teams, both adult and junior cricket teams, and also both adult and

## SHEPWAY DISTRICT

junior hockey teams in the district. Folkestone Park displays a shortfall in junior football pitches on a Sunday, mini-soccer pitches on a Sunday, junior cricket pitches on a Saturday and midweek, and junior hockey pitches on a Saturday. These figures are relative to the large number of teams recorded within the ward.

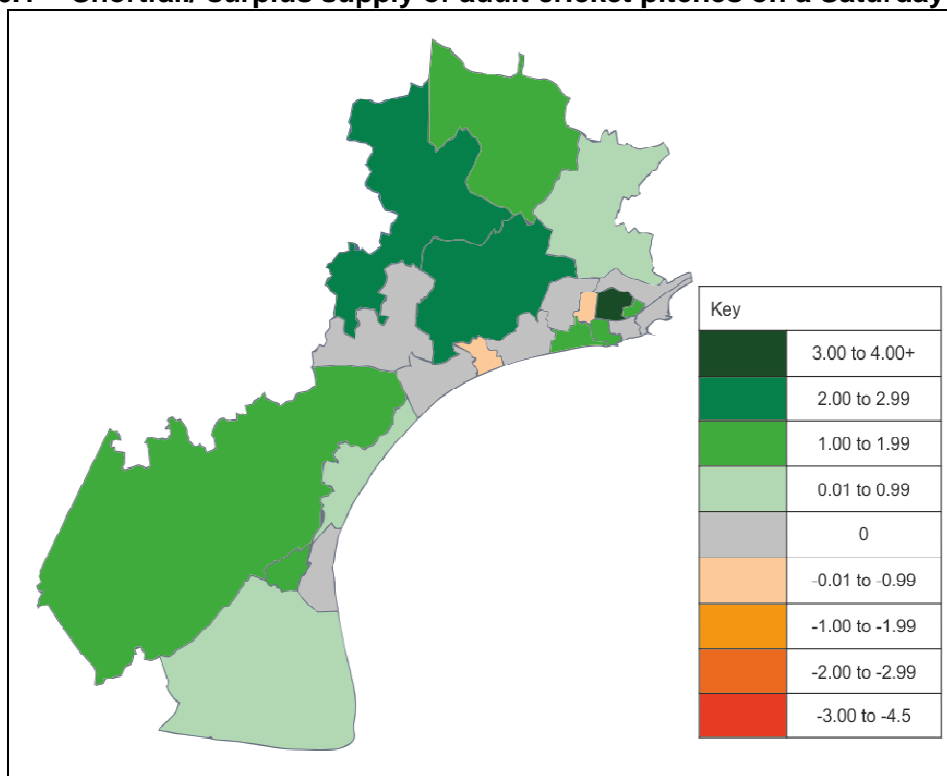
- Hythe Central only displays a shortfall in cricket pitches. There is a deficiency for both adult and junior cricket pitches on Saturdays, midweek there is only a deficiency for junior cricket pitches.
- North Downs East displays a shortfall for junior cricket pitches on a Saturday and a shortfall for adult cricket pitches on a Sunday. The ward also displays a deficiency in mini-soccer pitches on a Sunday.
- Tolsford displays a deficiency in junior cricket pitches on a Saturday and junior rugby pitches on a Sunday.

Green numbers refer to over-supplies, red numbers to deficits and grey number to non-peak times

*Maps showing surplus and deficit by ward*

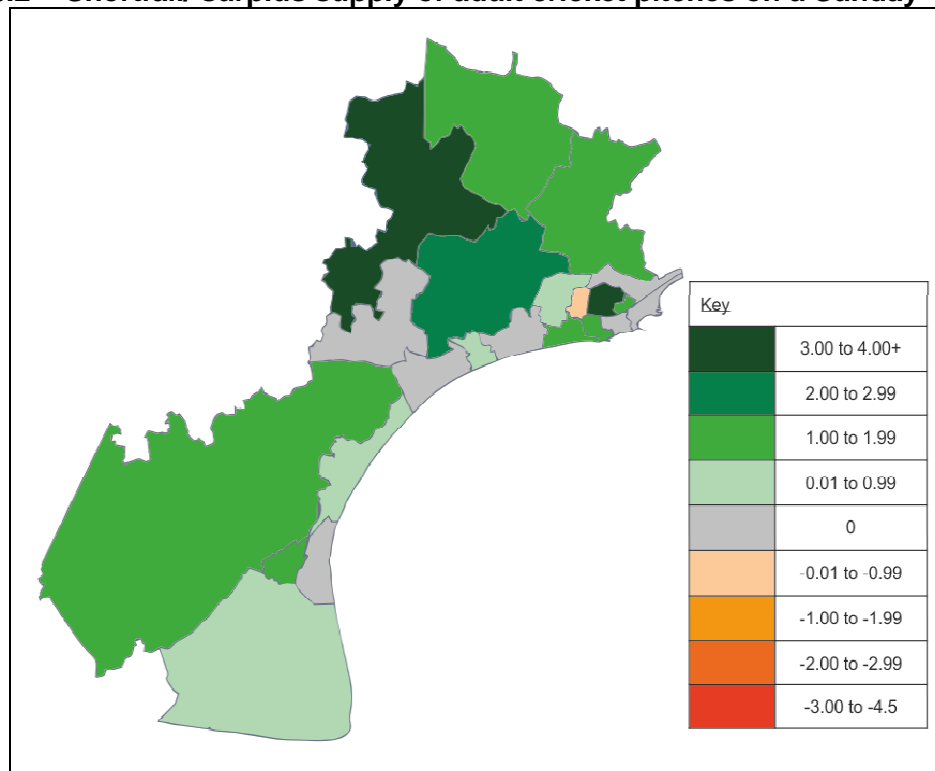
5.28 Maps showing surplus and deficit by ward and by sport for 2010 are shown below.

**Map 6.1 Shortfall/ surplus supply of adult cricket pitches on a Saturday**

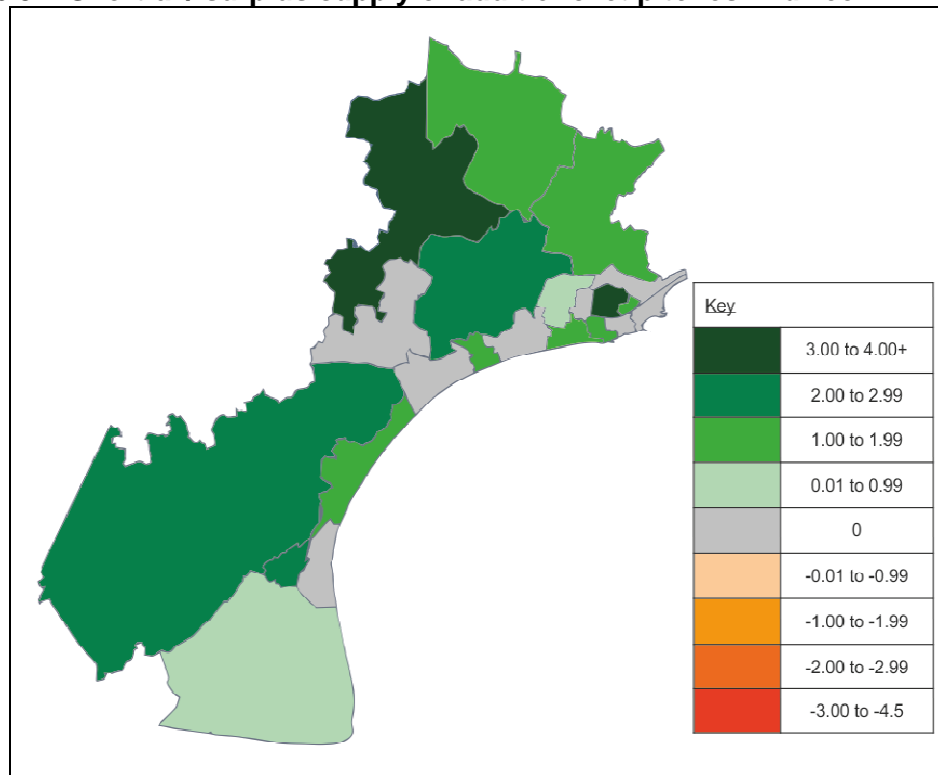


# SHEPWAY DISTRICT

**Map 6.2 Shortfall/ surplus supply of adult cricket pitches on a Sunday**

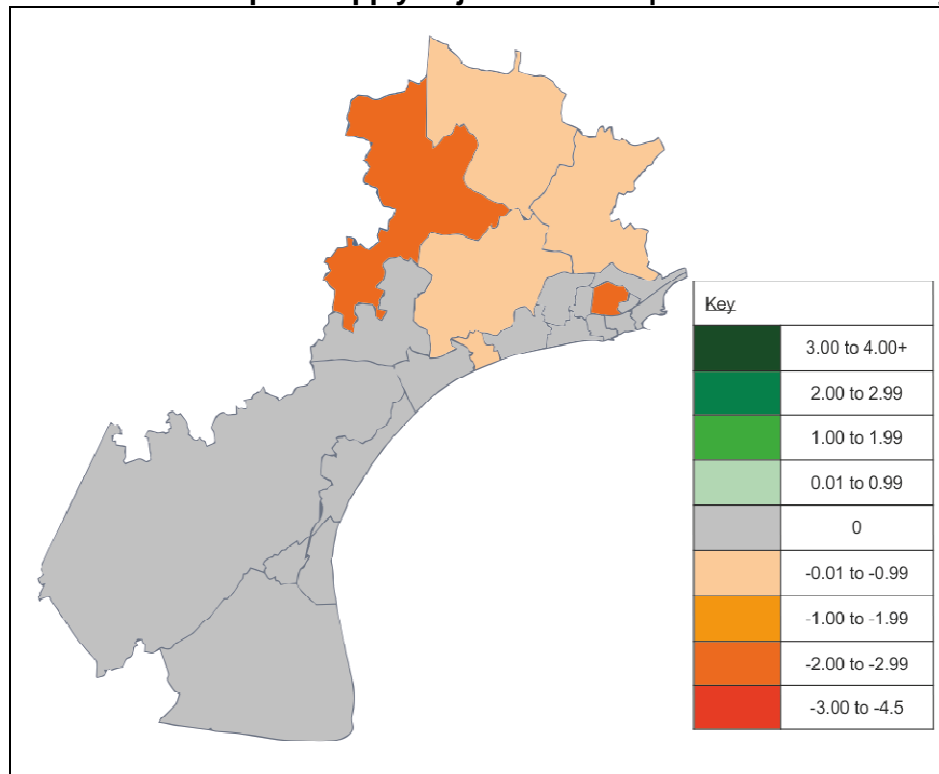


**Map 6.3 Shortfall/ surplus supply of adult cricket pitches midweek**

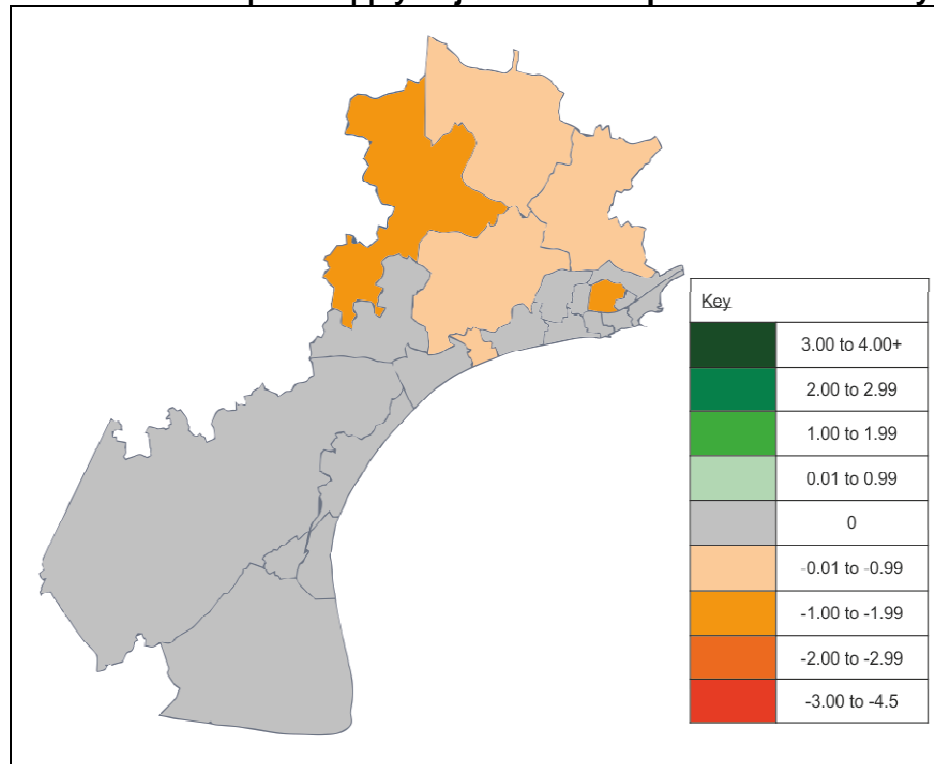


# SHEPWAY DISTRICT

**Map 6.4 Shortfall/ surplus supply of junior cricket pitches on a Saturday**

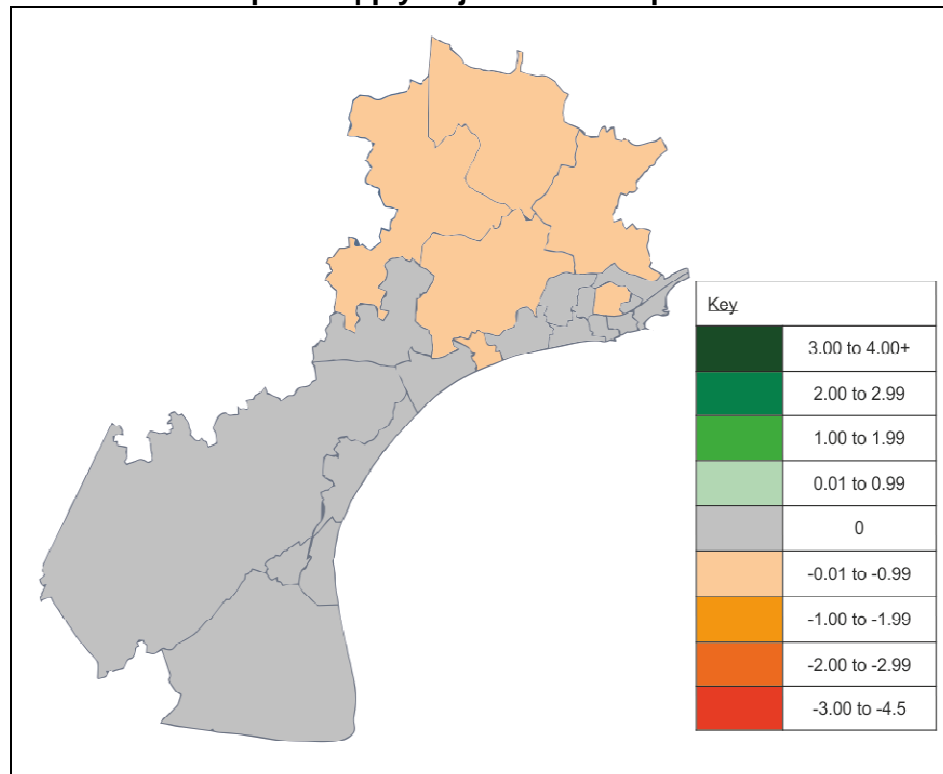


**Map 6.5 Shortfall/ surplus supply of junior cricket pitches on a Sunday**

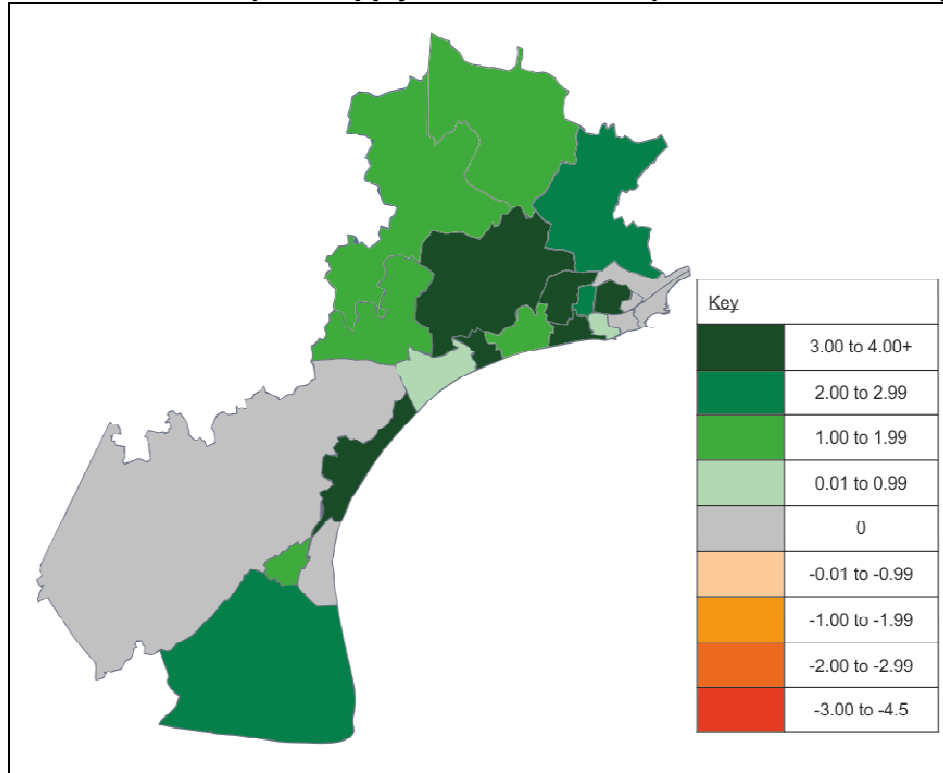


# SHEPWAY DISTRICT

**Map 6.6 Shortfall/ surplus supply of junior cricket pitches midweek**

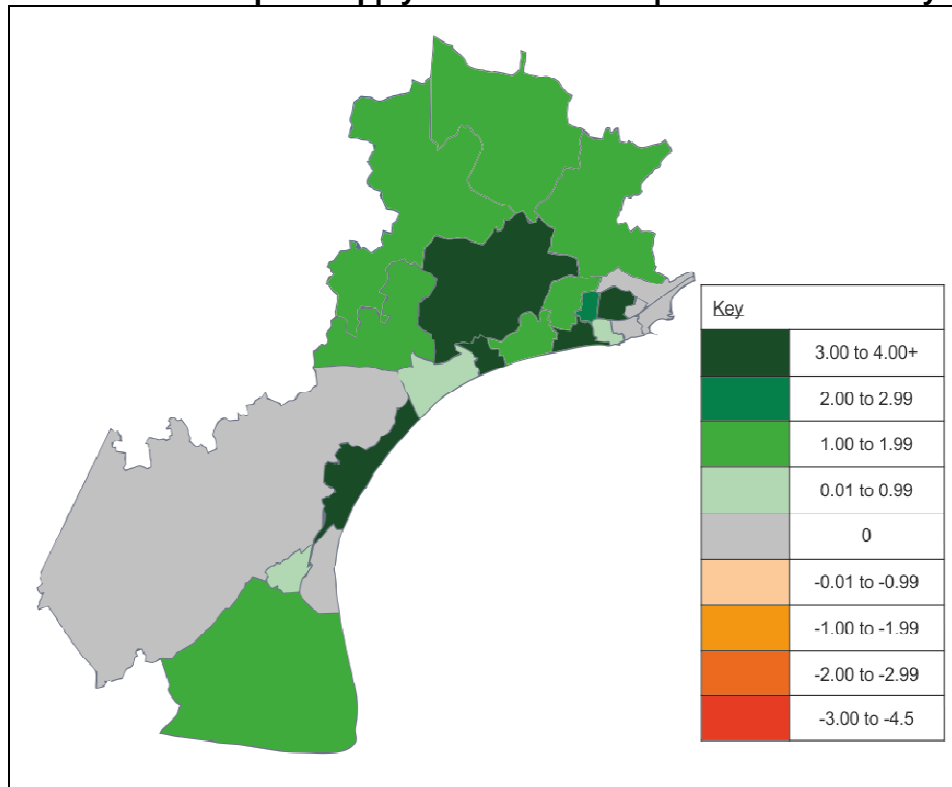


**Map 6.7 Shortfall/ surplus supply of adult football pitches on a Saturday**

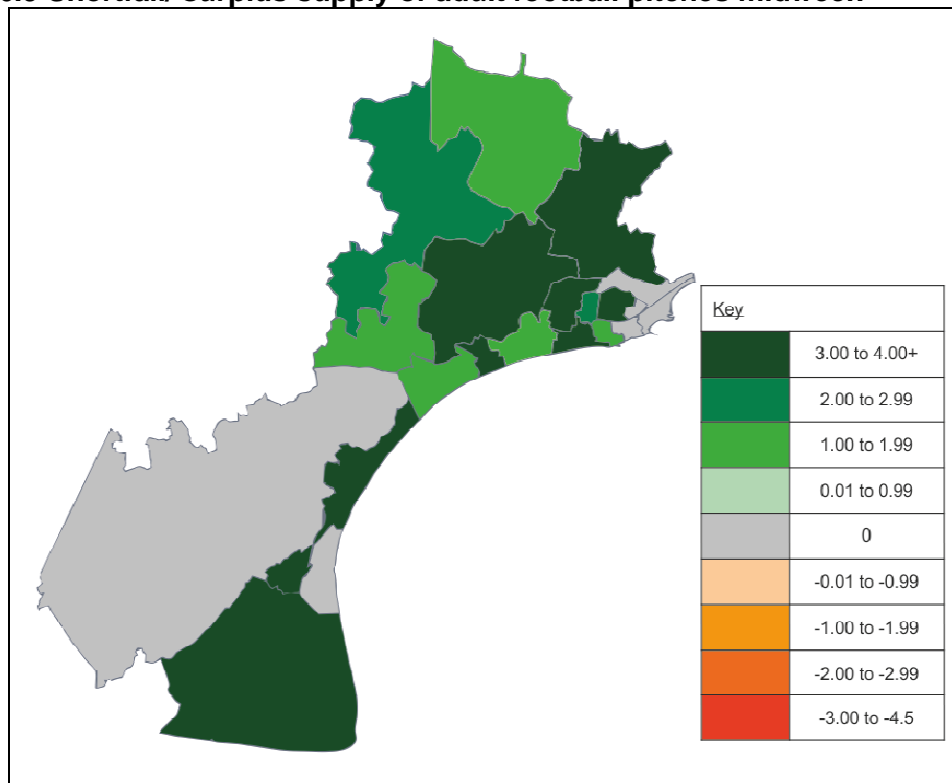


# SHEPWAY DISTRICT

**Map 6.8 Shortfall/ surplus supply of adult football pitches on a Sunday**

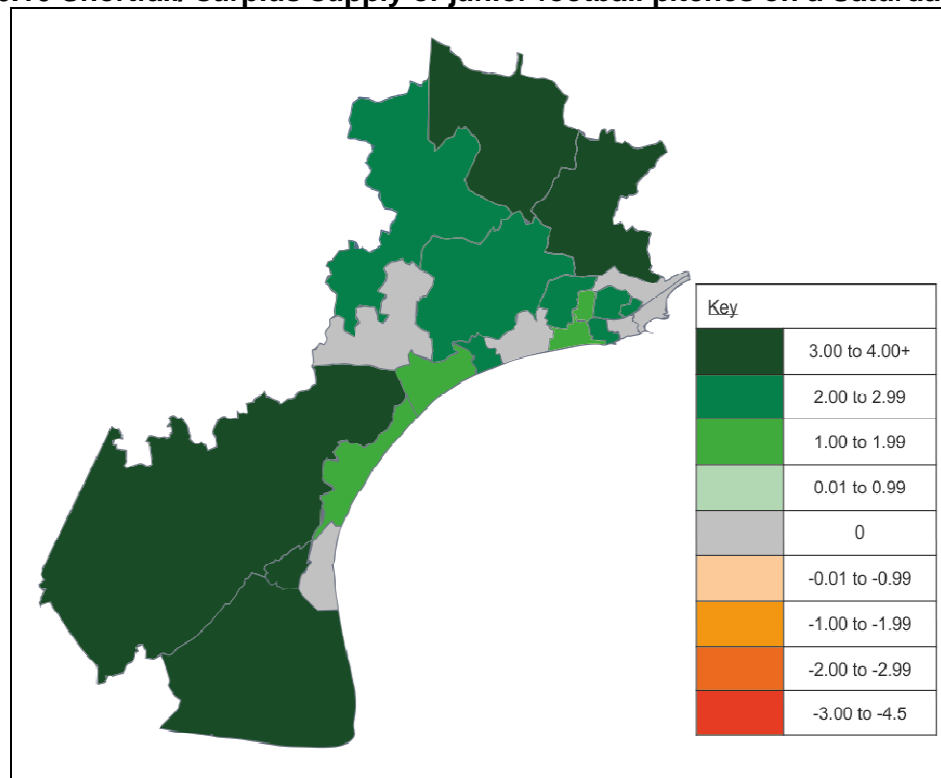


**Map 6.9 Shortfall/ surplus supply of adult football pitches midweek**

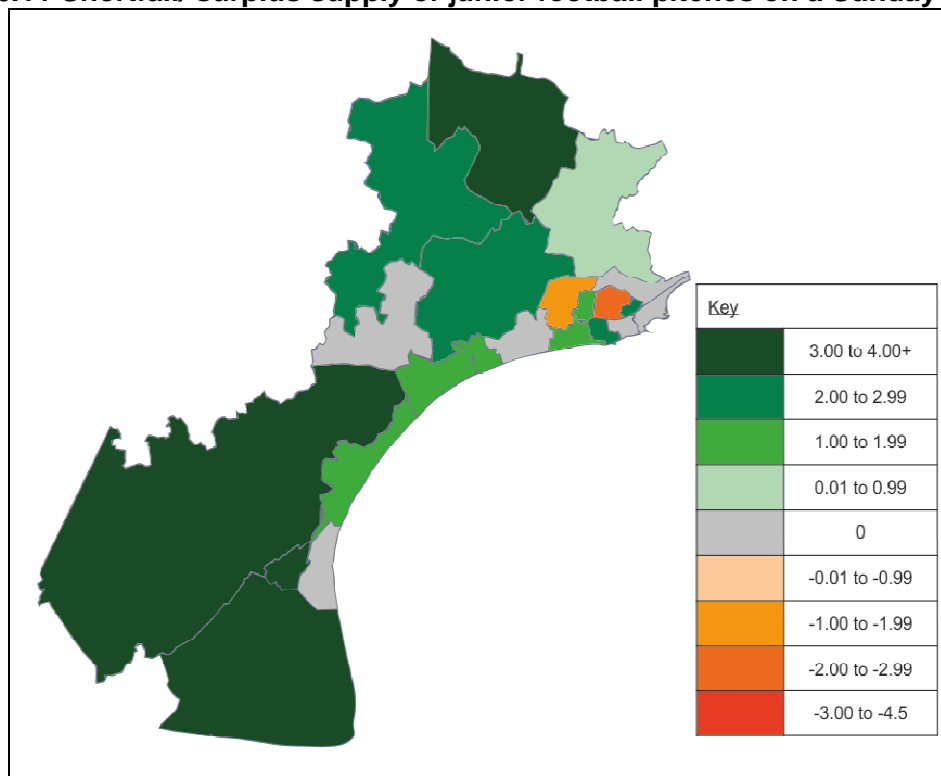


# SHEPWAY DISTRICT

**Map 6.10 Shortfall/ surplus supply of junior football pitches on a Saturday**

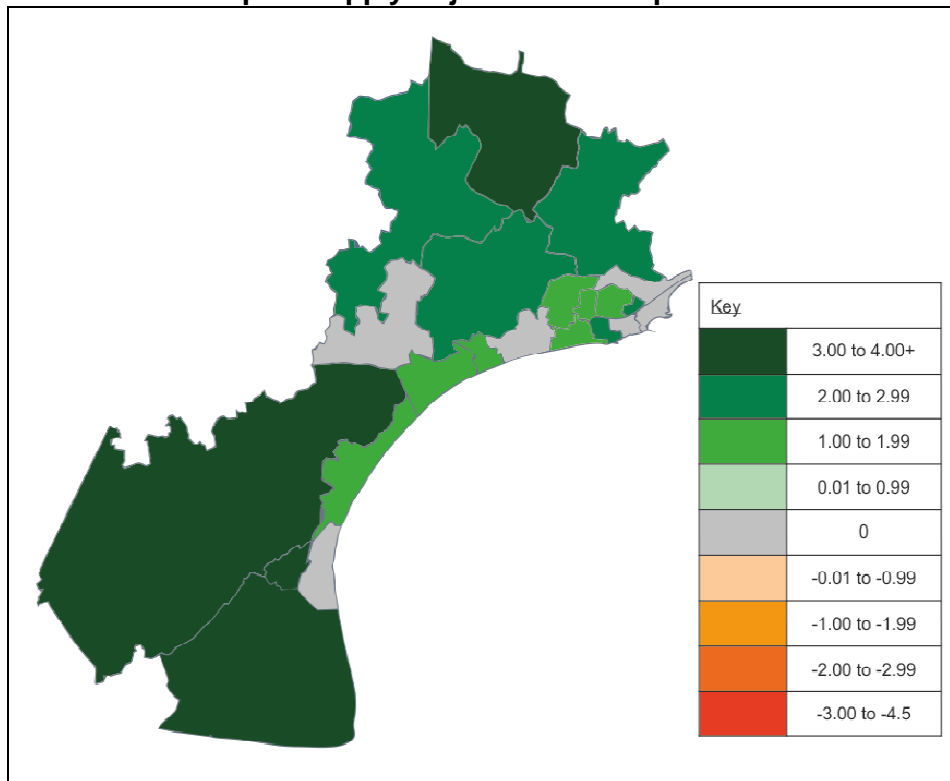


**Map 6.11 Shortfall/ surplus supply of junior football pitches on a Sunday**

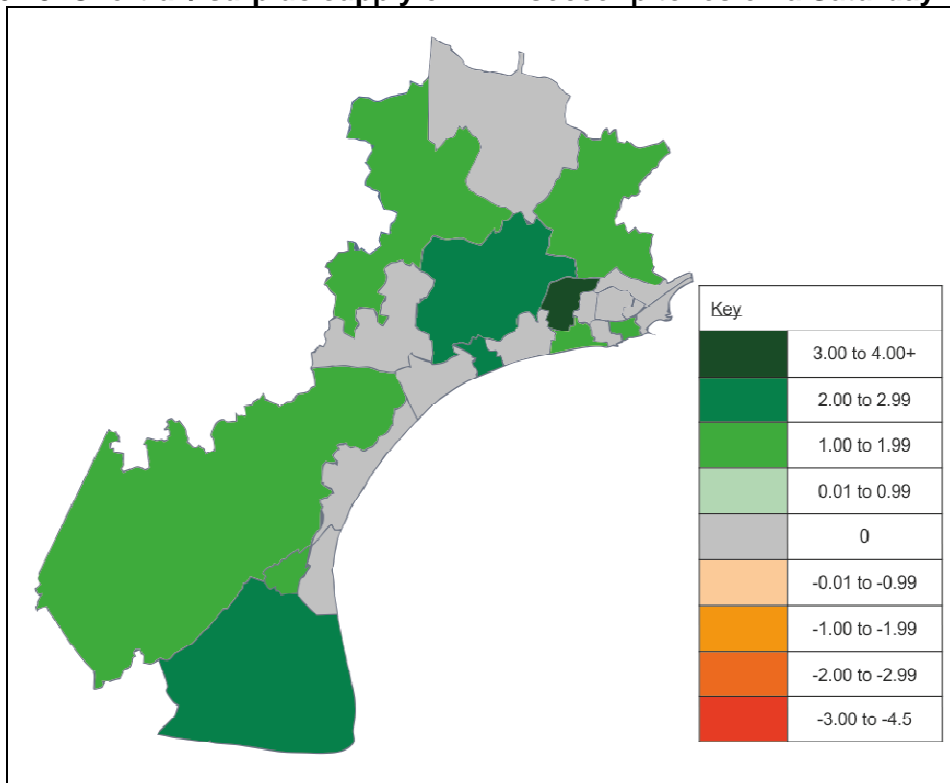


# SHEPWAY DISTRICT

**Map 6.12 Shortfall/ surplus supply of junior football pitches midweek**



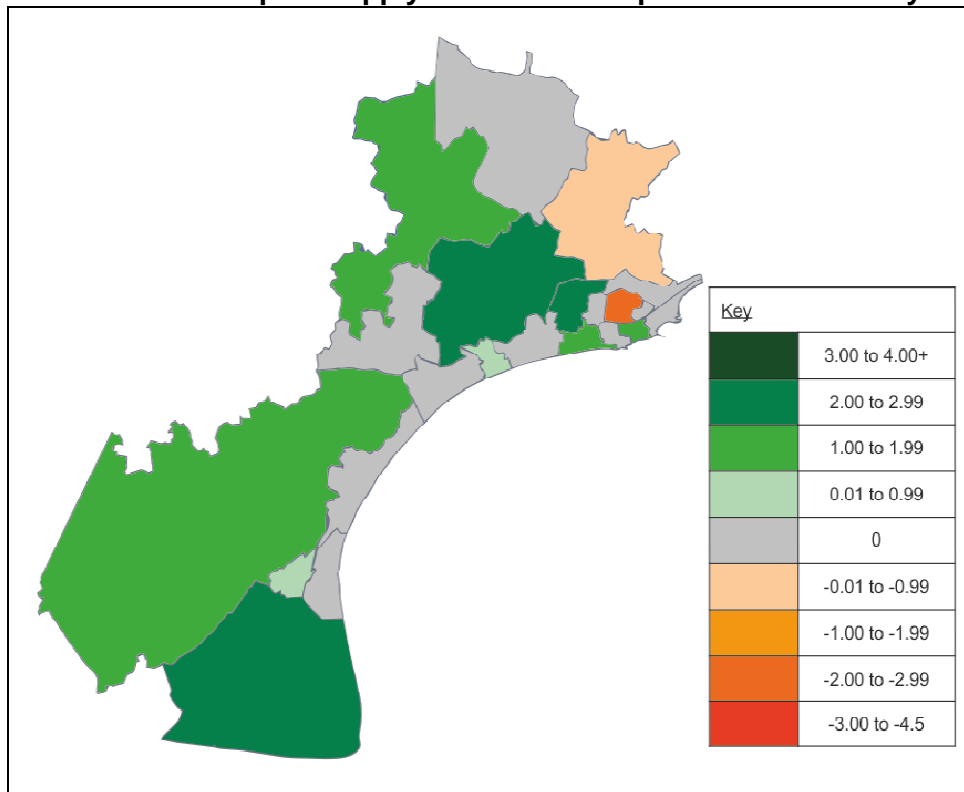
**Map 6.13 Shortfall/ surplus supply of mini soccer pitches on a Saturday**



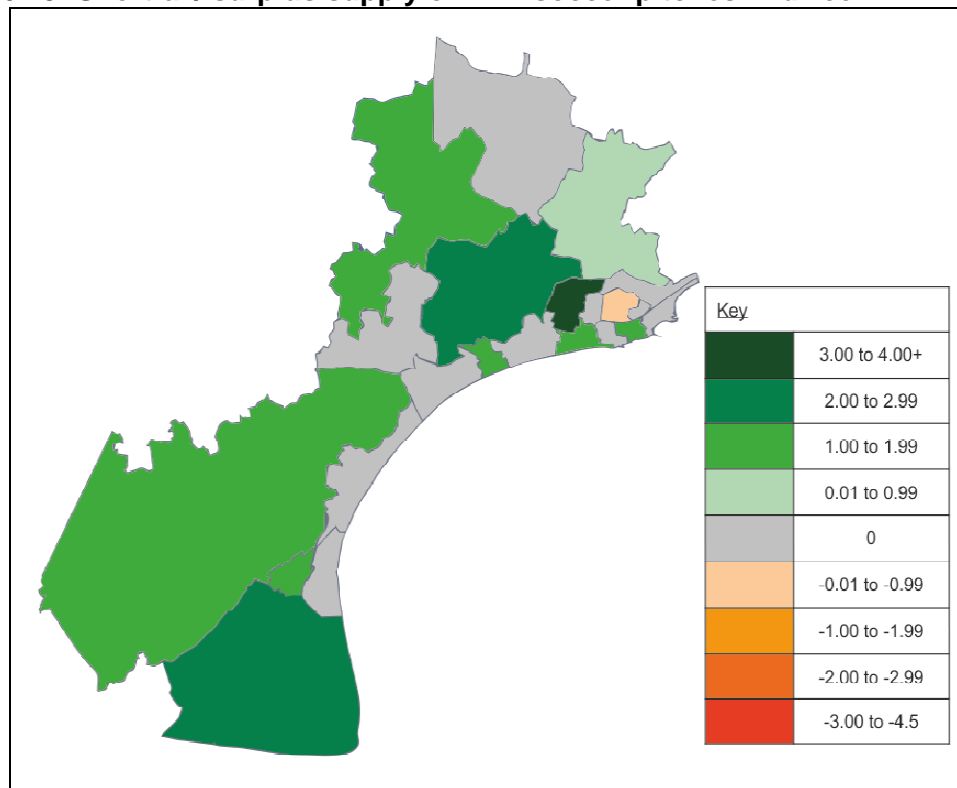


**SHEPWAY DISTRICT**

**Map 6.14 Shortfall/ surplus supply of mini soccer pitches on a Sunday**

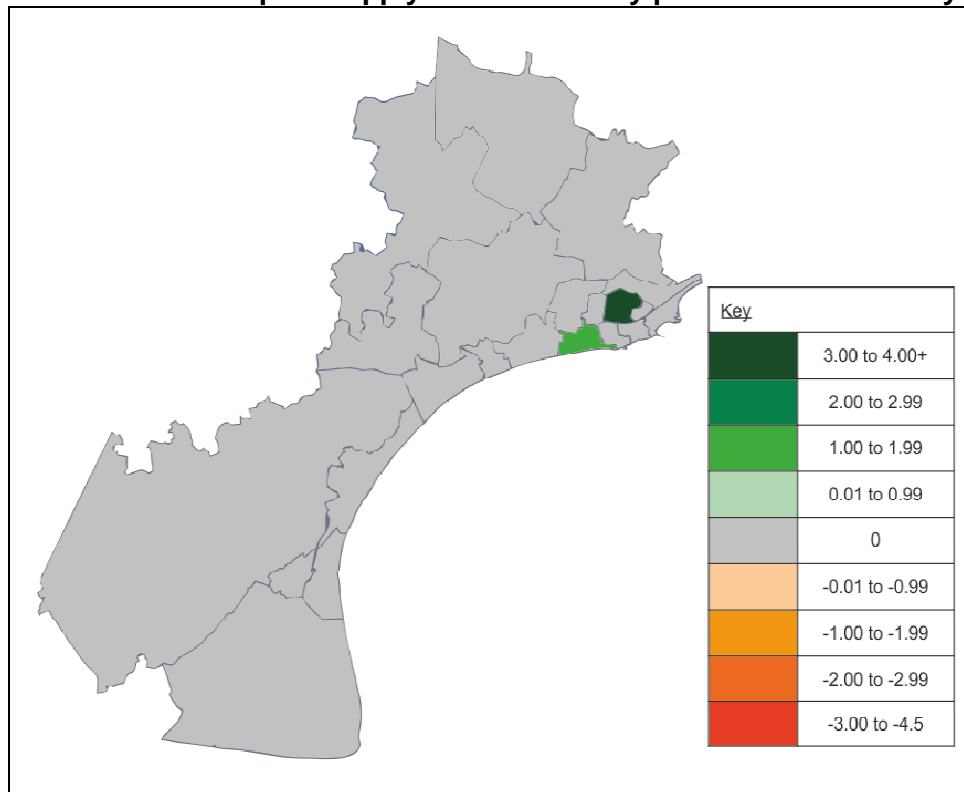


**Map 6.15 Shortfall/ surplus supply of mini soccer pitches midweek**

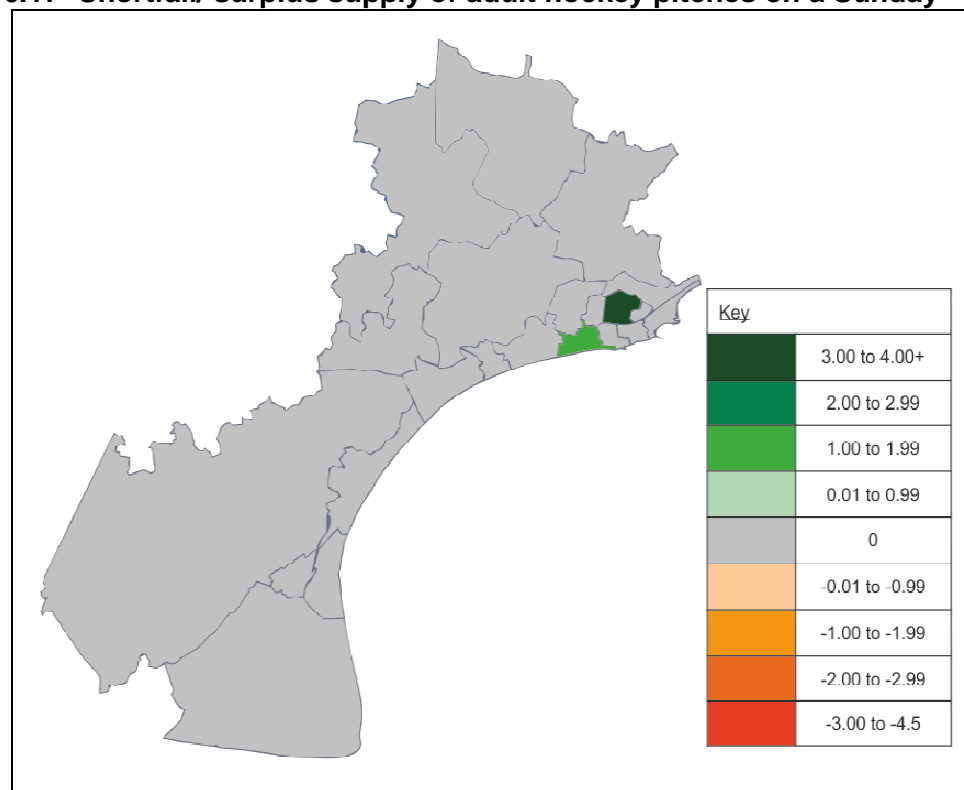


# SHEPWAY DISTRICT

**Map 6.16 Shortfall/ surplus supply of adult hockey pitches on a Saturday**

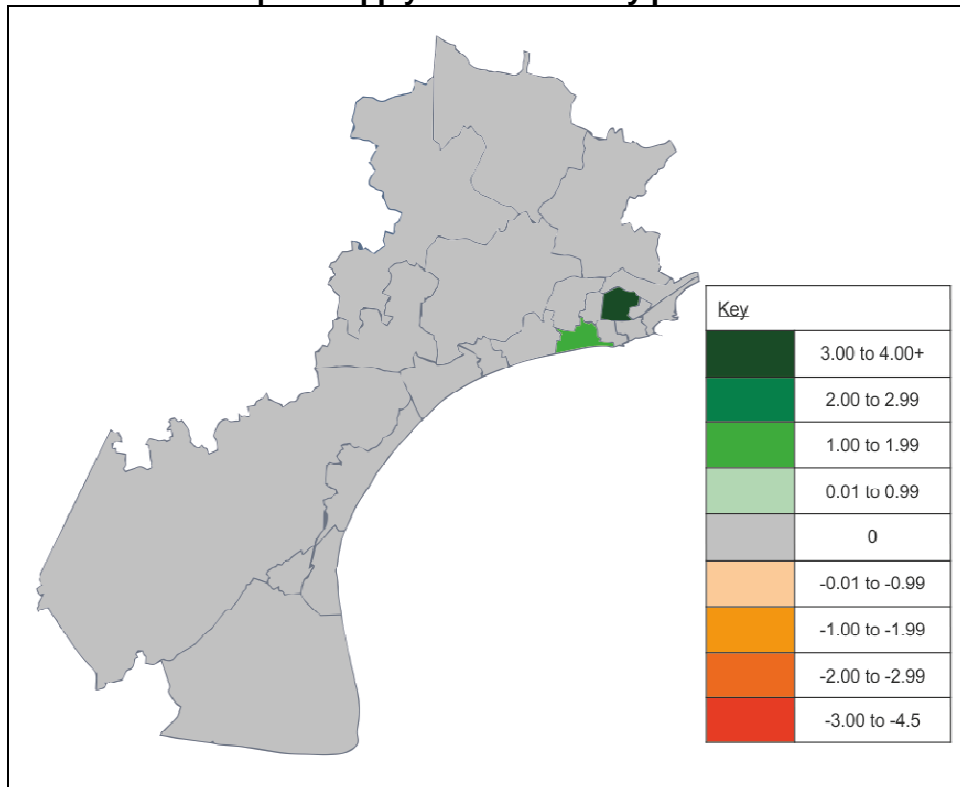


**Map 6.17 Shortfall/ surplus supply of adult hockey pitches on a Sunday**

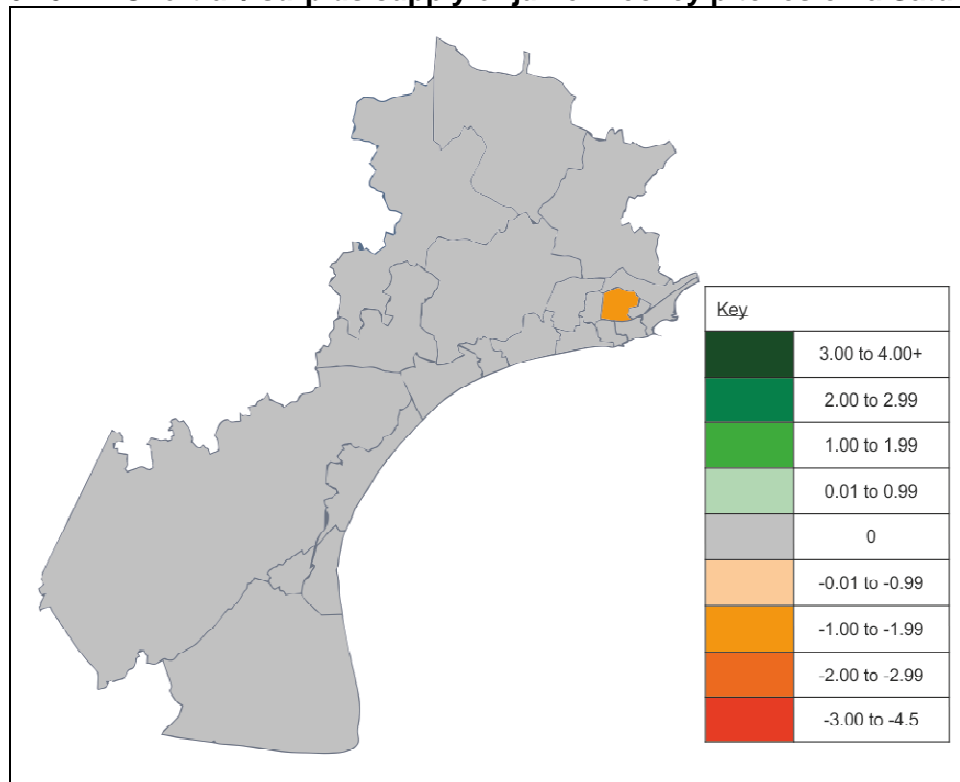


# SHEPWAY DISTRICT

**Map 6.18 Shortfall/ surplus supply of adult hockey pitches midweek**

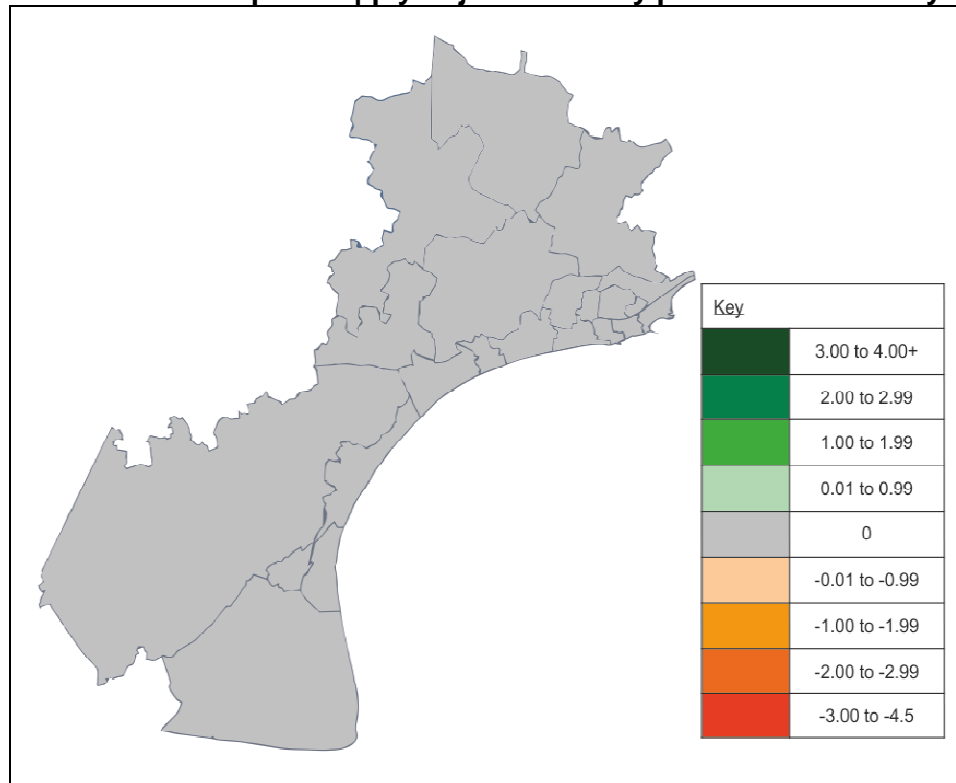


**Map 6.19 Shortfall/ surplus supply of junior hockey pitches on a Saturday**

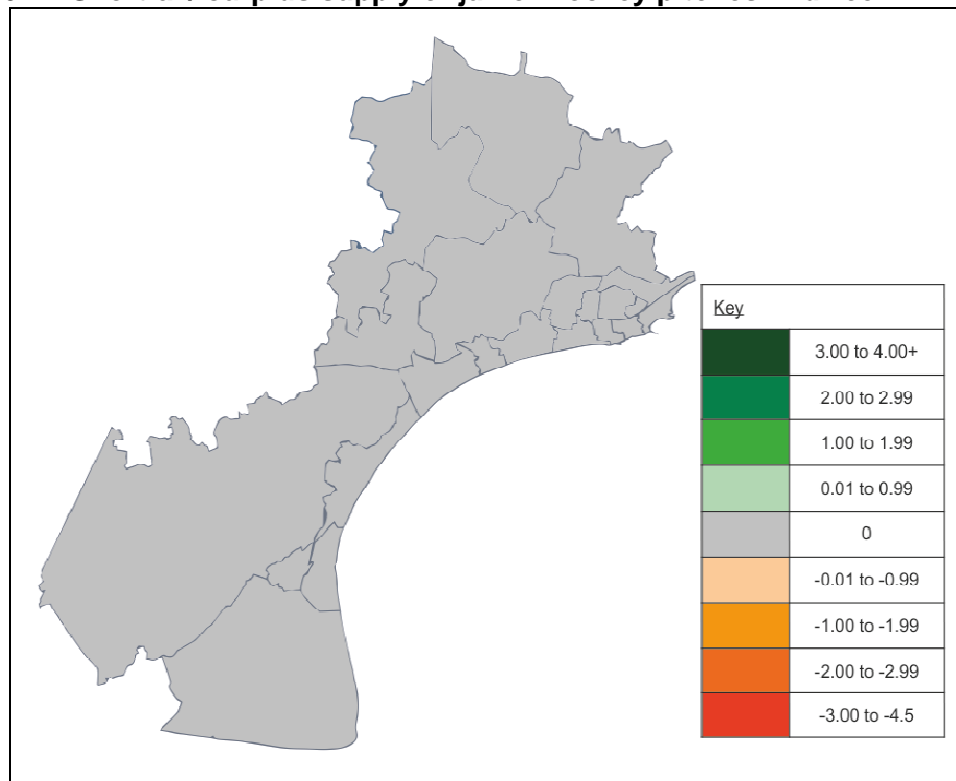


# SHEPWAY DISTRICT

### Map 6.20 Shortfall/ surplus supply of junior hockey pitches on a Sunday

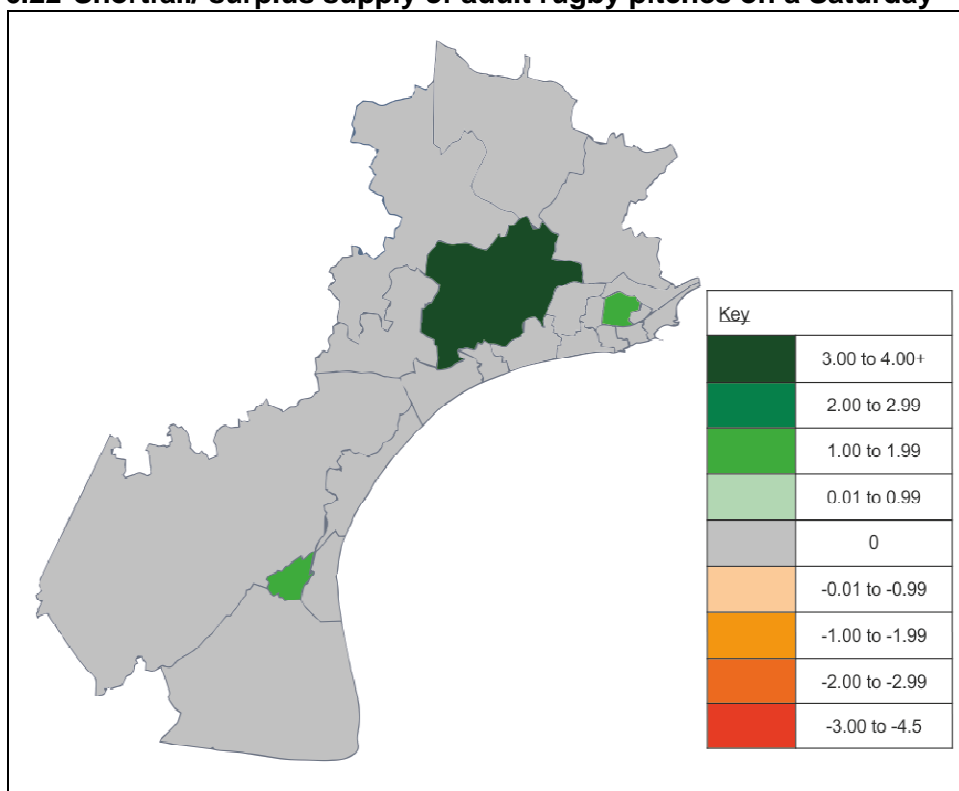


### Map 6.21 Shortfall/ surplus supply of junior hockey pitches midweek

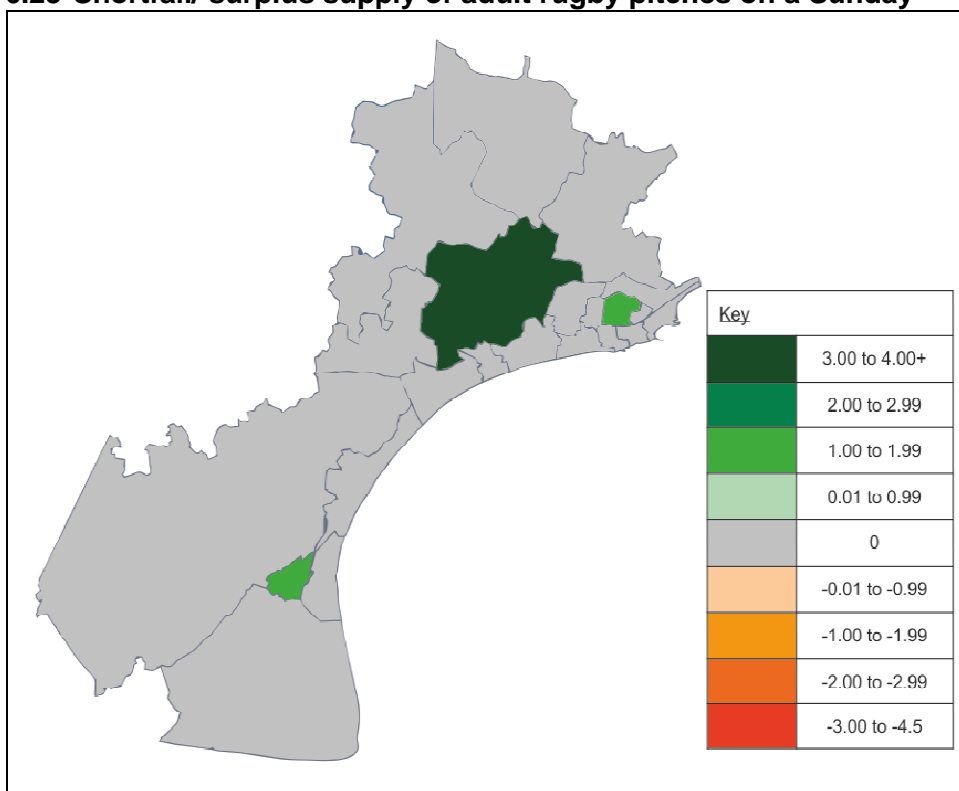


# SHEPWAY DISTRICT

### Map 6.22 Shortfall/ surplus supply of adult rugby pitches on a Saturday

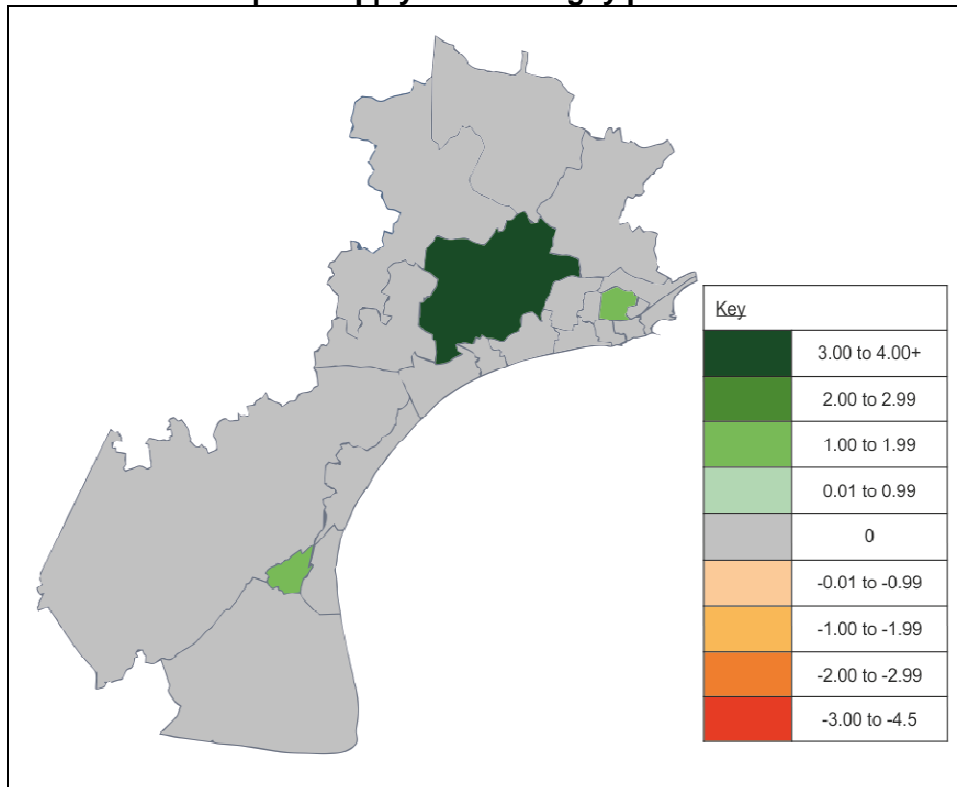


### Map 6.23 Shortfall/ surplus supply of adult rugby pitches on a Sunday

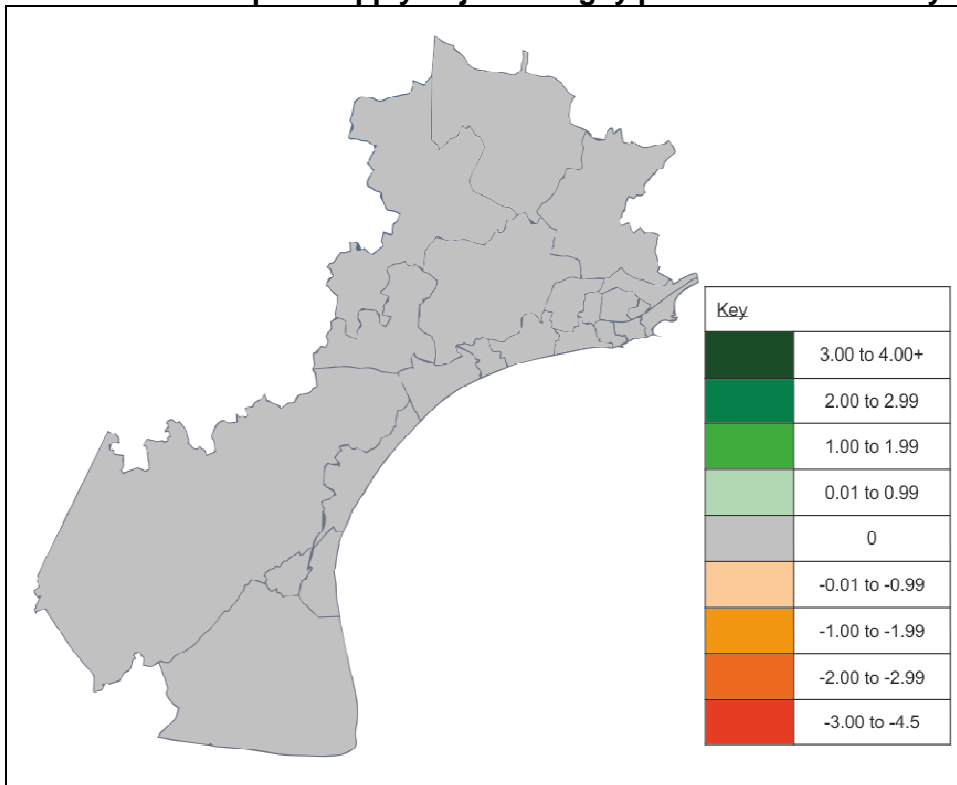


# SHEPWAY DISTRICT

**Map 6.24 Shortfall/ surplus supply of adult rugby pitches midweek**

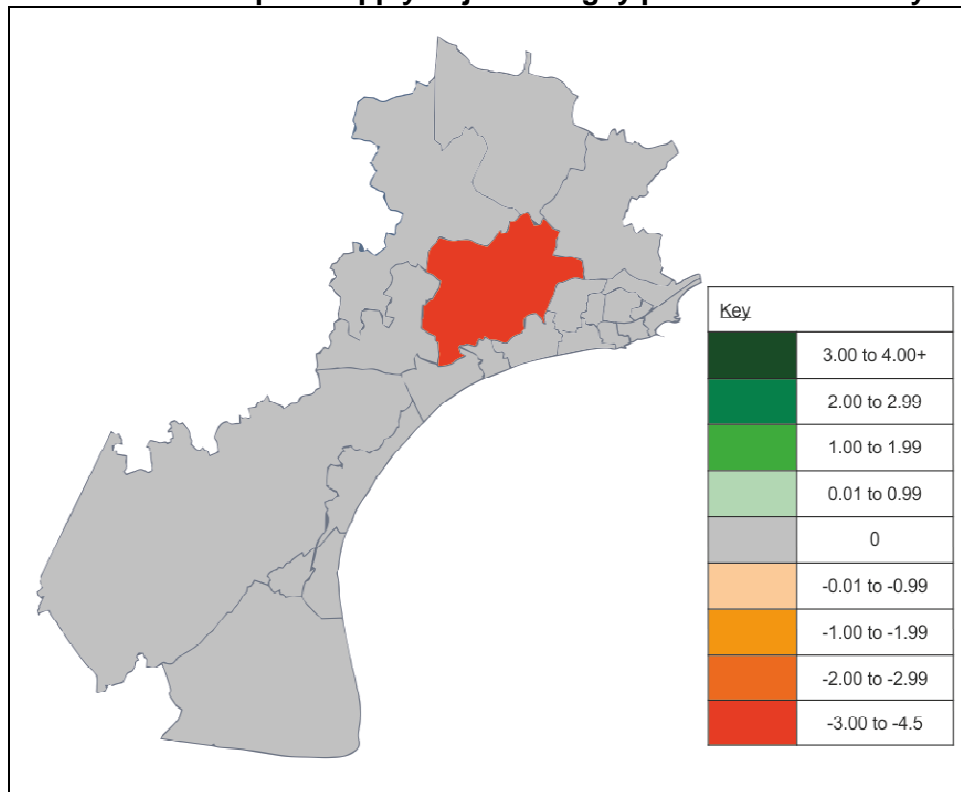


**Map 6.25 Shortfall/ surplus supply of junior rugby pitches on a Saturday**

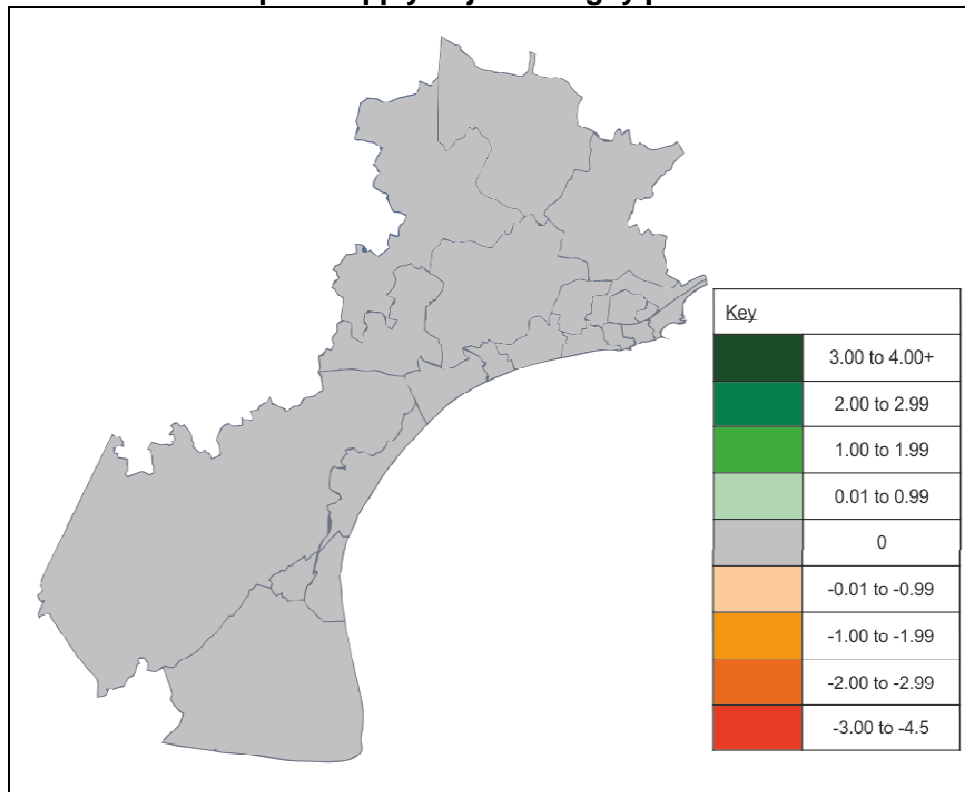


# SHEPWAY DISTRICT

### Map 6.26 Shortfall/ surplus supply of junior rugby pitches on a Sunday



### Map 6.27 Shortfall/ surplus supply of junior rugby pitches Midweek



## Predicting the Future

### *Team Generation Rates*

- 6.1 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band for the relevant sport (e.g. for adult football it is the 16-45 age group) by the number of teams playing that sport. Calculating TGRs enables fair comparison to be made between different areas where similar studies have been undertaken.
- 6.2 TGRs can be calculated for each of the individual disciplines, e.g. adult men's football, adult women's football, mini-soccer. Once these TGRs have been calculated, they can be brought together to form one TGR for each sport.
- 6.3 The TGRs for each sport in Shepway are shown in Table 5.12 to 5.15 below, compared to the national average based on Sport England database of Playing Pitch Strategy information as at March 2004 (supplied for this project).

**Table 5.8 Football Team Generation Rates**

Age group	TGR
Senior male	1:444
Senior female	n/a
Junior male	1:88
Junior female	1:500
<b>Overall Shepway</b>	<b>1:478</b>
Overall national average*	1:239
Mini-soccer	1:280

**Table 5.9 Cricket Team Generation Rates**

Age group	TGR
Senior male	1:656
Senior female	1:3883
Junior male	1:220
Junior female	1:1,025
<b>Overall Shepway</b>	<b>1:845</b>
Overall national average*	1:761



## SHEPWAY DISTRICT

**Table 5.10 Rugby Union Team Generation Rates**

Age group	TGR
Senior male	1:3,200
Senior female	N/A
Junior male	1:640
Junior female	1:600
<b>Overall Shepway</b>	<b>1:3,067</b>
Overall national average*	1:1,498
Mini-rugby	1:933

**Table 5.11 Hockey Team Generation Rates**

Age group	TGR
Senior male	1:2,471
Senior female	1:4400
Junior male	1:620
Junior female	1:967
<b>Overall Shepway</b>	<b>1:2,153</b>
Overall national average*	1:2,567

*\*TGRS shown above are from 2004.*

*Overall the TGR for Shepway is 1:318 for all sports together.*

*What do these numbers mean?*

6.4 The following examples help clarify what TGRs mean:

1:100 → high TGR → relatively low latent (unmet) demand

1: 1000 → low TGR → relatively high latent (unmet) demand

6.5 These figures are only a guide and do not specify the sport or refer to local conditions. For example, the national popularity of football will mean that it will almost always have the lowest TGR. Equally, Hockey usually has the highest. Therefore, it is more useful to compare Shepway's TGRs with other areas.

6.6 PMP previously (up to 2004) found that football TGRs range from 1:118 in Mid-Devon to 1:636 in Waltham Forest. This means that Shepway has the lowest TGR from our experience so far. Furthermore, the Sport and Leisure Potential Profile of Shepway in Appendix A shows that the population of the district has a significantly lower than average propensity to take part in football (16.2% compared to 19.7% nationally). This

## SHEPWAY DISTRICT

may contribute to the low TGR, and could be attributable to demographics or 'regionality' (e.g. lack of major professional football clubs in the vicinity).

6.7 Other authorities in Kent differ significantly with regard to football TGR's, with Maidstone having a high TGR of 1:169 and Canterbury more similar to Shepways low TGR, with 1:527.

6.8 For cricket, the TGRs have ranged from 1:212 in West Devon to 1:9,450 in Newham. The majority of TGR's for cricket are below 1:1,000, however Shepway's TGR of 1:1,144 is comparable with other studies, eg Croydon (1:1,114) and Swindon (1:1,161). Furthermore, it is in between of the cricket TGR's of other Kent authorities, Maidstone at 1:326 and Canterbury at 1:1725.

6.9 For rugby union, TGRs have ranged from 1:495 in Mid-Devon to 1:6,615 in Newham. Shepways TGR of 1:4,203 is comparable to Maidstone's at 1:4,656 although Canterbury's is significantly lower at 1:1894.

6.10 For hockey, TGRs have ranged from 1:881 in Bath and North East Somerset to 1:9,890 in Rochdale. Shepways TGR of 1:4,110 is comparable to North Wiltshire at 1:4,400 however it is significantly lower than other authorities in Kent (Maidstone, 1:858, Canterbury, 1:1,841).

6.11 These results suggest that Shepway could have a latent demand for football, relative to other areas in the country. Shepway also shows some level of latent demand for rugby, cricket and hockey although cricket has the lowest level of latent demand of these sports; using TGR factors as an estimate.

### *Projections for 2016*

6.12 By applying TGRs to the population projections for 2016, we can project the theoretical number of teams that would be generated over the next few years. This can then be applied to the PPM model to forecast the future shortfall/surplus of pitches, assuming that no new pitches are built or removed in the interim and that TGRs remain the same.

### *Population growth*

6.13 As a baseline, the Strategy uses the most recent ward-by-ward population estimate available, supplied by Kent County Council based on the Office for National Statistics (ONS) information: 2009 KCC Ward Level Population Estimates. However this information contains no forward looking population forecast for 2016, required by the Strategy to calculate TGR and therefore a justifiable forecast to 2016 is required.

6.14 As an initial point of comparison, 2008 ONS subnational projections have been studied which estimate population change in Shepway from 2008 to 2033. The ONS subnational projections show a population increase of 5.8% between 2009 (100,500) and 2016 (106,300). This is higher as a projection than most other estimates, it not being 'strategy led' (i.e. the local ability to absorb growth).

6.15 KCC were commissioned by the Council to undertake detailed modelling of demographic scenarios based on the three housing growth options for the Plan period 2006-2026 (6,000, 8,000 and 9,735) set out in the Core Strategy Preferred Options and the outcomes are set against the aforementioned 2008 ONS subnational projections. This reveals a discrepancy between the two sets of data based essentially on the premise that the KCC modelling scenarios are policy led (i.e. using proposed Core

## SHEPWAY DISTRICT

Strategy housing targets) and the subnational projections are trend led (i.e. extrapolate recent changes due to migration etc).

- 6.16 The 8,000 dwelling growth scenario was used, being the most appropriate out of the three growth options after verification against the most up to date expected dwelling delivery. It is relatively liberal (equating to 400pa, which is an aspiration in the LDF Core Strategy Proposed Submission document 2011, but the policy requirement is to ensure 350pa dwellings or more are hit). Using the relevant population growth figures attributable to the 8,000 dwelling scenario as set out in the KCC modelling outcomes (between 2006 and 2011), a 2009 population figure was calculated simply by dividing the increase in population by 5 (i.e. the number of years between 2006 and 2011) and adding 3/5 of this to the 2006 total (3/5 due to the 2009 falling midway between 2006 and 2011 in terms of financial years).
- 6.17 Once a 2009 population figure had been calculated (99,772), the 2016 population figure (102,838) stated in the outcomes of the KCC modelling (8,000 dwelling growth scenario) can be used as a future forecast and a percentage population increase calculated of **3.0% (rounded) between 2009 and 2016**. This figure can then be applied to the 2009 KCC Ward Level Population Estimates to obtain a projection to 2016 and although not the only method, it is considered to be the best available ward level projection.
- 6.18 This predicted population increase has been applied to the 2009 mid year population figures, however as the overall increase from 2009 to 2016 is relatively small it therefore does not alter future predictions of pitch usage to that of present. In summary population growth is limited because the nature of demographic restructuring means development is needed just to meet the new households need of the existing population. Natural change would mean a decline in population due to the elderly local population and associated limited fertility.
- 6.19 Sport England recommend an assumed 10% growth in sport across the district, this together with the modest population increase of 1.5% provides an indication of pitch shortfall/surplus into 2016. From these calculations it is assumed that more pitches will ultimately be used/needed into the future within Shepway due to the expected marginal population increase and expected growth in sport which would have the effect of increasing the number of teams (both adult and junior) for football cricket rugby and hockey throughout Shepway.

## SHEPWAY DISTRICT

### *Sports development*

6.20 The Council has in place a Sport and Physical Activity Strategy (2004) which aims:

To promote regular opportunities for sport and physical activities through cohesive partnerships and by providing high quality facilities which will benefit the people of Shepway.

Key Policy Aim	Statement
Facility Development	To lead the development of new and improved facilities across the district, through direct provision and in partnership with key stakeholders resulting in high quality facilities accessible to the whole community.
Sport development and participation	To co-ordinate and promote the sport development opportunities that exist in the district and to identify and work with key stakeholders to create further opportunities
Physical activity promotion	To work in partnership with other providers to promote the health benefits of physical activity and to provide opportunities for the whole community to become more active.
Sport and physical activity in schools	To support the development and provision of curricular and extra-curricular sport and physical activity in local schools.
Target groups	To promote equality of access to facilities and opportunities to participate to the whole community and specific target groups.
Community benefit	To work with partners to ensure that sport and physical activity facilities and participation opportunities contribute to additional community benefits, such as regeneration and crime reduction.
Partnership development and support	To develop partnerships and information sharing mechanisms with and between key stakeholders. In particular, to support the development of all local sports clubs and volunteers.

**Table 5.12 Summary of PPM results by ward in 2016**

Dymchurch and St. Mary's Bay		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	2	0	-0.2	-0.3	-0.1
	Junior Teams	1		0	0	-0.2
Sunday	Adult Teams	0.8	-0.7	0	0	0
	Junior Teams	-0.3		0.2	-0.2	0
Midweek	Adult Teams	3	0	0.9	0	0
	Junior Teams	0.7		0.8	0	0
Elham and Sterling Minnis		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	0.7	0	1.7	-0.1	0
	Junior Teams	3		1.7	0	-0.1
Sunday	Adult Teams	0.3	-0.2	1.7	0	0
	Junior Teams	2.6		1.7	-0.1	0
Midweek	Adult Teams	1	0	2	0	0
	Junior Teams	2.9		1.9	0	0
Folkestone Cheriton		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	5.8	3	-0.3	-0.4	-0.1
	Junior Teams	2		-0.2	0	-0.3
Sunday	Adult Teams	4.3	2.2	0	0	0
	Junior Teams	0.4		0.1	-0.3	0
Midweek	Adult Teams	7	2.9	2	0	0
	Junior Teams	1.7		0.8	0	0

## SHEPWAY DISTRICT

Folkestone East		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	-0.7	0	-0.8	-0.2	-0.1
	Junior Teams	0		-0.7	0	-0.2
Sunday	Adult Teams	-1.7	-0.5	-0.6	0	0
	Junior Teams	-1		-0.6	-0.2	0
Midweek	Adult Teams	0	0	-0.1	0	0
	Junior Teams	-0.2		-0.1	0	0
Folkestone Foord		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	-0.9	0	0.1	-0.2	-0.1
	Junior pitches	2		0.2	0	-0.2
Sunday	Adult pitches	-1.9	-0.6	0.3	0	0
	Junior pitches	0.8		0.3	-0.2	0
Midweek	Adult pitches	0	0	0.9	0	0
	Junior pitches	1.8		0.8	0	0
Folkestone Harbour		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	-0.8	0	-0.8	-0.2	-0.1
	Junior pitches	0		-0.8	0	-0.2
Sunday	Adult pitches	-1.8	-0.6	-0.7	0	0
	Junior pitches	-1.1		-0.6	-0.2	0
Midweek	Adult pitches	0	0	-0.1	0	0
	Junior pitches	-0.2		-0.2	0	0
Folkestone Harvey Central		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	-0.8	1	-0.8	-0.2	-0.1
	Junior pitches	0		-0.8	0	-0.2
Sunday	Adult pitches	-1.7	0.5	-0.6	0	0
	Junior pitches	-1.1		-0.6	-0.2	0
Midweek	Adult pitches	0	1	-0.1	0	0
	Junior pitches	-0.2		-0.2	0	0
Folkestone Harvey West		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	0.4	0	0.4	-0.2	-0.1
	Junior Teams	2		0.4	0	-0.1
Sunday	Adult Teams	-0.4	-0.4	0.5	0	0
	Junior Teams	1.2		0.5	-0.2	0
Midweek	Adult Teams	1	0	0.9	0	0
	Junior Teams	1.8		0.9	0	0
Folkestone Moorhall		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	1.3	0	-0.7	-0.2	-0.1
	Junior Teams	1		-0.7	0	-0.2
Sunday	Adult Teams	0.4	-0.5	-0.6	0	0
	Junior Teams	0		-0.6	-0.2	0
Midweek	Adult Teams	2	0	-0.1	0	0
	Junior Teams	0.8		-0.1	0	0
Folkestone Park		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	10.1	0	6	0.7	5.9
	Junior Teams	2		6.1	0	5.8
Sunday	Adult Teams	8.9	-0.6	6.2	1	6
	Junior Teams	0.7		6.3	-0.2	6
Midweek	Adult Teams	11	0	6.9	1	6
	Junior Teams	1.8		6.8	0	6

## SHEPWAY DISTRICT

Folkestone Sandgate		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	3	1	0.2	-0.2	0.9
	Junior pitches	1		0.3	0	0.8
Sunday	Adult pitches	2	0.5	0.4	0	1
	Junior pitches	0		0.4	-0.2	1
Midweek	Adult pitches	4	1	0.9	0	1
	Junior pitches	1		0.9	0	1
Hythe Central		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	4.1	2	1.1	-0.3	-0.1
	Junior Teams	2		1.1	0	-0.2
Sunday	Adult Teams	3	1.4	1.3	0	0
	Junior Teams	0.8		1.3	-0.2	0
Midweek	Adult Teams	5	2	1.9	0	0
	Junior Teams	1.8		1.8	0	0
Hythe East		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	0.3	0	-0.7	-0.2	-0.1
	Junior pitches	0		-0.6	0	-0.2
Sunday	Adult pitches	-0.5	-0.5	-0.5	0	0
	Junior pitches	-0.9		-0.5	-0.2	0
Midweek	Adult pitches	1.0	0	-0.1	0	0
	Junior pitches	-0.2		-0.1	0	0
Hythe West		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	0.3	0	-0.7	-0.2	-0.1
	Junior Teams	1		-0.7	0	-0.2
Sunday	Adult Teams	-0.5	-0.5	-0.6	0	0
	Junior Teams	0.1		-0.5	-0.2	0
Midweek	Adult Teams	1	0	-0.1	0	0
	Junior Teams	0.8		-0.1	0	0
Lydd		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult Teams	2	2	0	-0.3	-0.1
	Junior Teams	4		0	0	-0.2
Sunday	Adult Teams	0.8	1.3	0.2	0	0
	Junior Teams	2.7		0.2	-0.2	0
Midweek	Adult Teams	3	2	0.9	0	0
	Junior Teams	3.7		0.8	0	0
Lympne and Stanford		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	0.7	0	-0.3	-0.1	0
	Junior pitches	0		-0.3	0	-0.1
Sunday	Adult pitches	0.3	-0.2	-0.3	0	0
	Junior pitches	-0.4		-0.2	-0.1	0
Midweek	Adult pitches	1.0	0	0	0	0
	Junior pitches	-0.1		-0.1	0	0
New Romney Coast		Football	Mini-soccer	Cricket	Rugby	Hockey
Saturday	Adult pitches	-0.5	0	-0.6	-0.2	-0.1
	Junior pitches	0		-0.5	0	-0.1
Sunday	Adult pitches	-1.2	-0.4	-0.4	0	0
	Junior pitches	-0.7		-0.4	-0.1	0

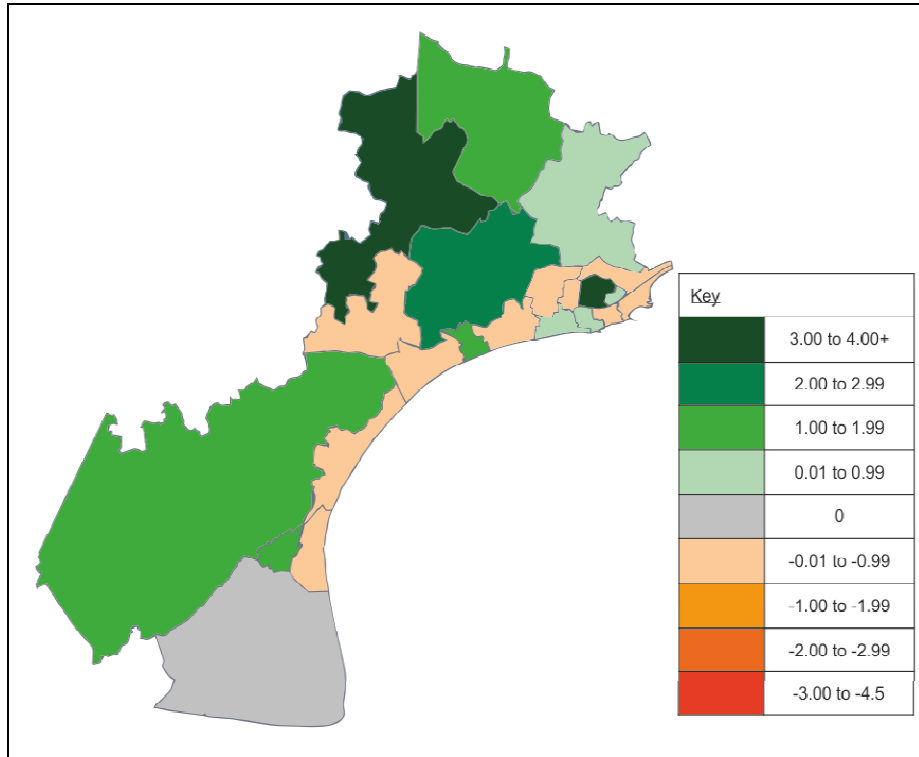
## SHEPWAY DISTRICT

Midweek	Adult pitches	0	0	-0.1	0	0
	Junior pitches	-0.1		-0.1	0	0
<b>New Romney Town</b>		<b>Football</b>	<b>Mini-soccer</b>	<b>Cricket</b>	<b>Rugby</b>	<b>Hockey</b>
Saturday	Adult Teams	2.4	1	1.4	0.8	-0.1
	Junior Teams	5		1.4	0	-0.1
Sunday	Adult Teams	1.7	0.6	1.5	1	0
	Junior Teams	4.2		1.6	-0.1	0
Midweek	Adult Teams	3	1	1.9	1	0
	Junior Teams	4.9		1.9	0	0
<b>North Downs East</b>		<b>Football</b>	<b>Mini-soccer</b>	<b>Cricket</b>	<b>Rugby</b>	<b>Hockey</b>
Saturday	Adult Teams	1.7	1	0.7	-0.4	-0.1
	Junior Teams	3		0.7	0	-0.3
Sunday	Adult Teams	0.1	0.1	0.9	0	0
	Junior Teams	1.3		1	-0.3	0
Midweek	Adult Teams	3	0.9	1.9	0	0
	Junior Teams	2.7		1.7	0	0
<b>North Downs West</b>		<b>Football</b>	<b>Mini-soccer</b>	<b>Cricket</b>	<b>Rugby</b>	<b>Hockey</b>
Saturday	Adult Teams	1.3	1	4.3	-0.2	-0.1
	Junior Teams	2		4.3	0	-0.2
Sunday	Adult Teams	0.5	0.5	4.4	0	0
	Junior Teams	1.1		4.5	-0.2	0
Midweek	Adult Teams	2	1	4.9	0	0
	Junior Teams	1.8		4.9	0	0
<b>Romney Marsh</b>		<b>Football</b>	<b>Mini-soccer</b>	<b>Cricket</b>	<b>Rugby</b>	<b>Hockey</b>
Saturday	Adult Teams	-0.4	1	1.6	-0.1	0
	Junior Teams	3		1.6	0	-0.1
Sunday	Adult Teams	-0.8	0.7	1.7	0	0
	Junior Teams	2.5		1.7	-0.1	0
Midweek	Adult Teams	0	1	2	0	0
	Junior Teams	2.9		1.9	0	0
<b>Tolsford</b>		<b>Football</b>	<b>Mini-soccer</b>	<b>Cricket</b>	<b>Rugby</b>	<b>Hockey</b>
Saturday	Adult Teams	2.7	2	2.7	5.9	0
	Junior Teams	2		2.7	0	-0.1
Sunday	Adult Teams	2.3	1.8	2.7	6	0
	Junior Teams	1.6		2.8	-0.1	0
Midweek	Adult Teams	3	2	3	6	0
	Junior Teams	1.9		2.9	0	0

# SHEPWAY DISTRICT

*Maps showing future surplus and deficit by ward and by sport for 2016*

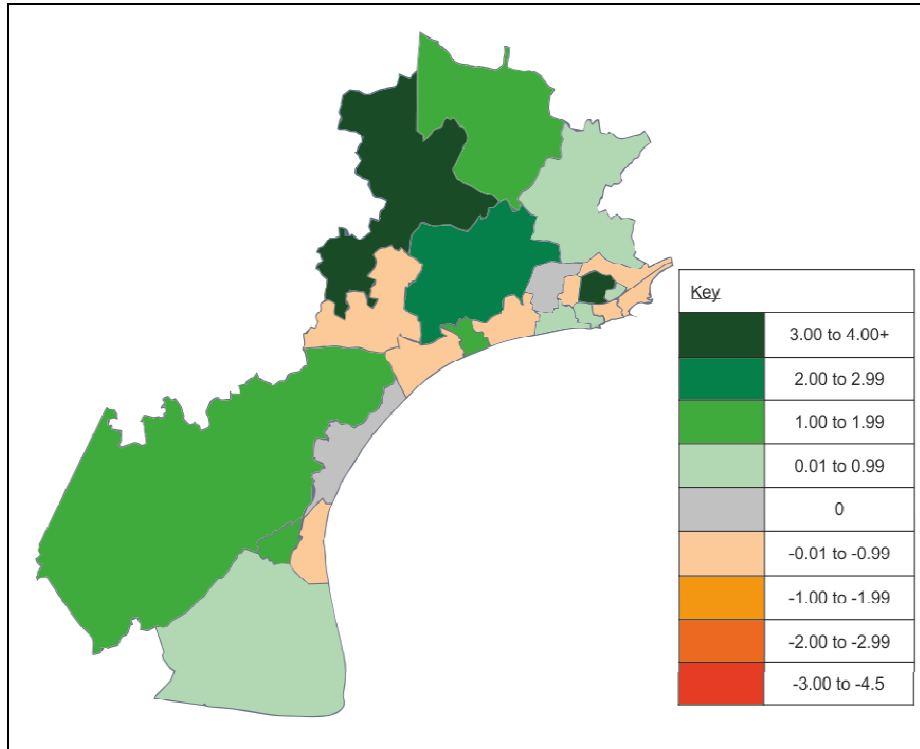
**Map 6.28 Shortfall/ surplus supply of adult cricket pitches on a Sunday**



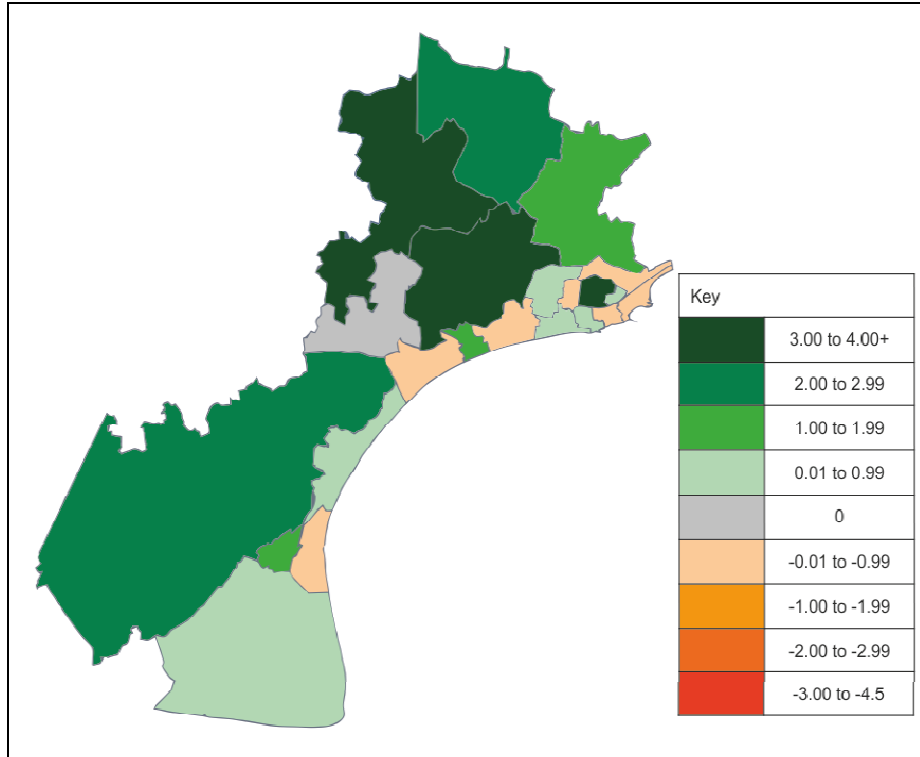
**Map 6.29 Shortfall/ surplus supply of adult cricket pitches on a Sunday**



**SHEPWAY DISTRICT**

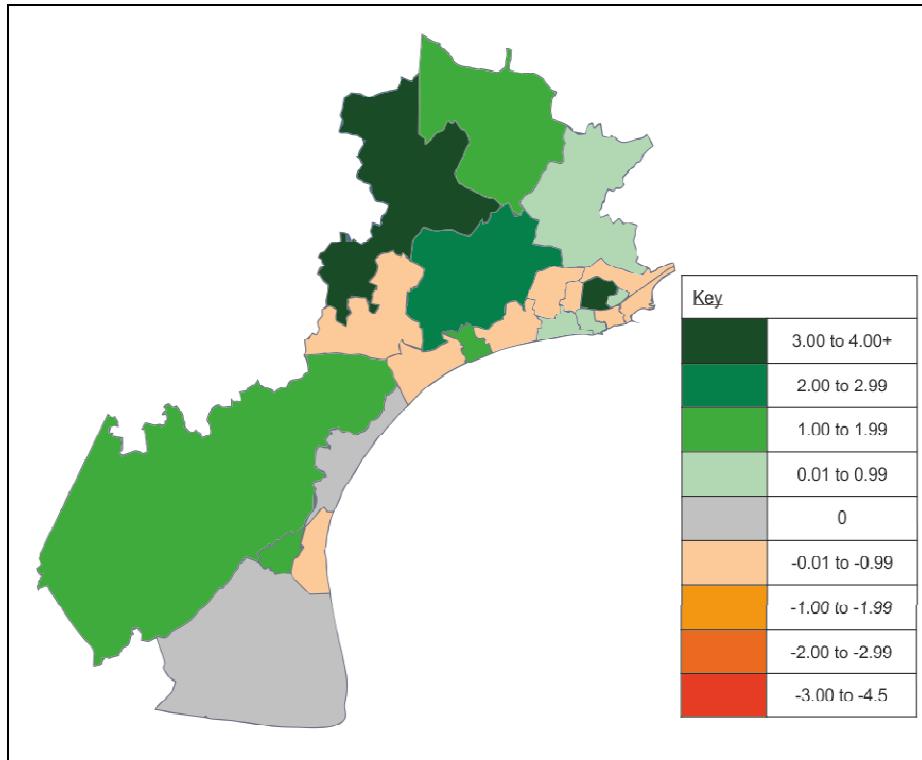


**7 Map 6.30 Shortfall/ surplus supply of adult cricket pitches midweek**

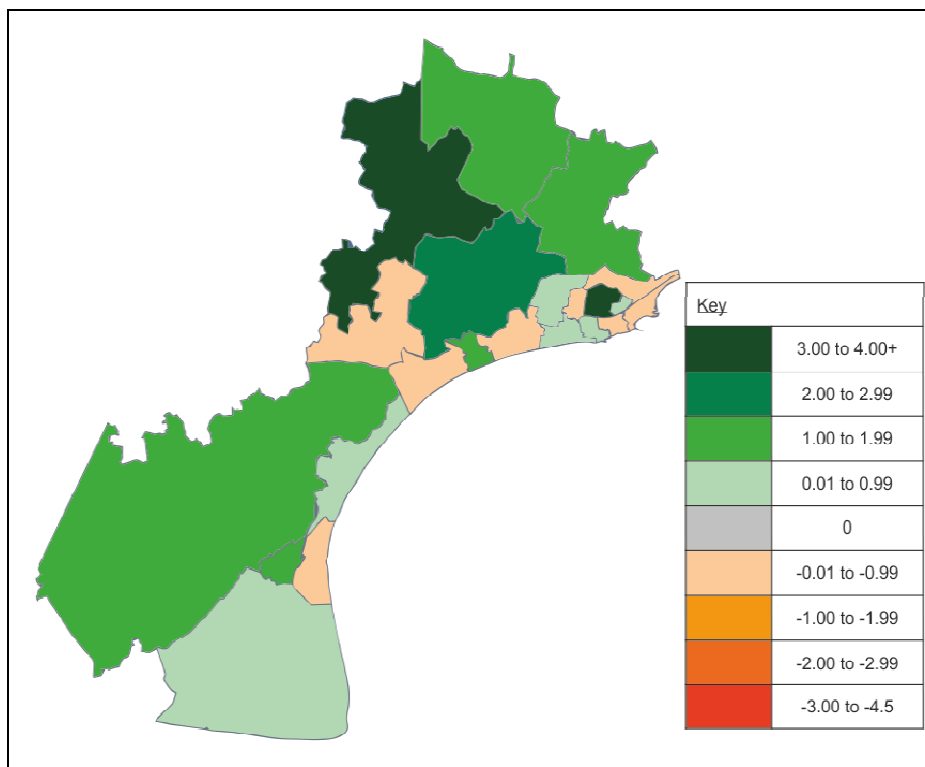


**Map 6.31 Shortfall/ surplus supply of junior cricket pitches on a Saturday**

# SHEPWAY DISTRICT

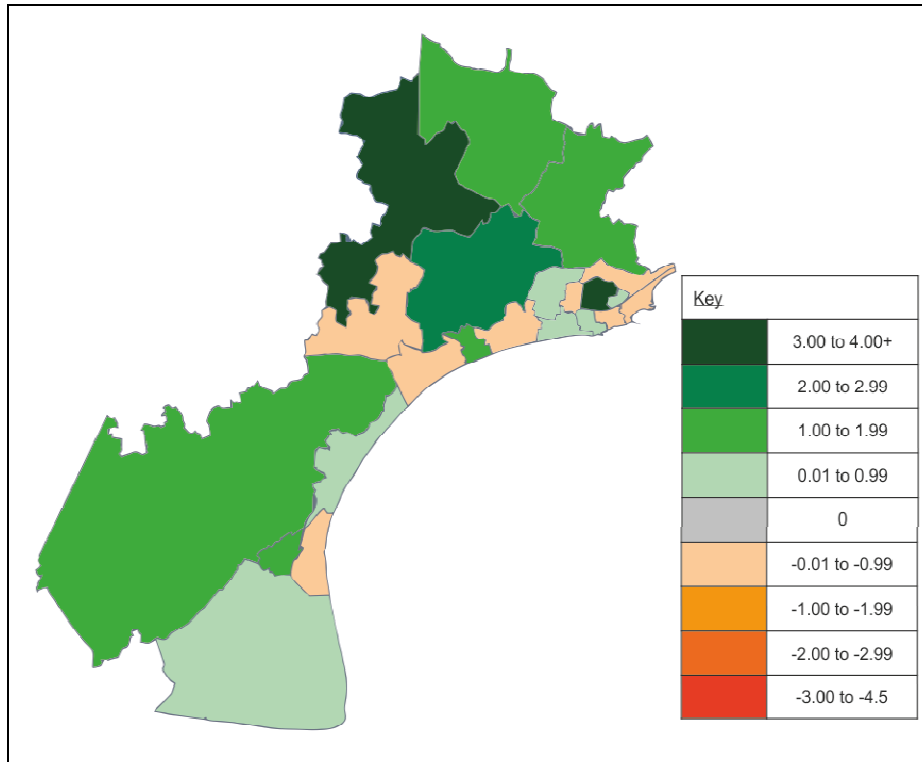


**Map 6.32 Shortfall/ surplus supply of junior cricket pitches on a Sunday**

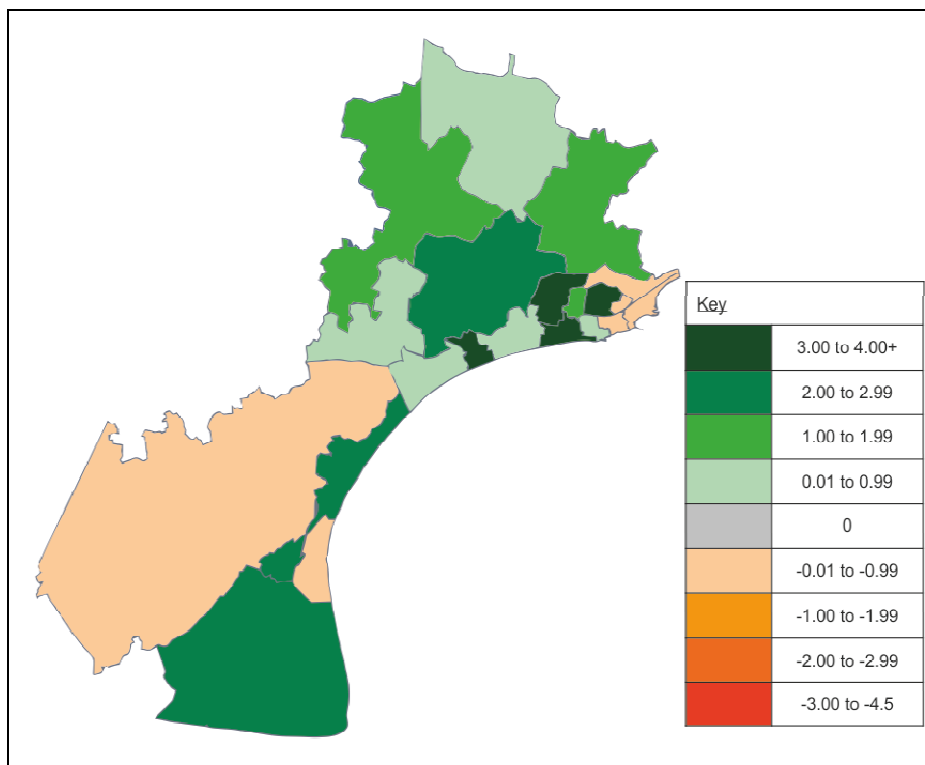


**Map 6.33 Shortfall/ surplus supply of junior cricket pitches midweek**

**SHEPWAY DISTRICT**

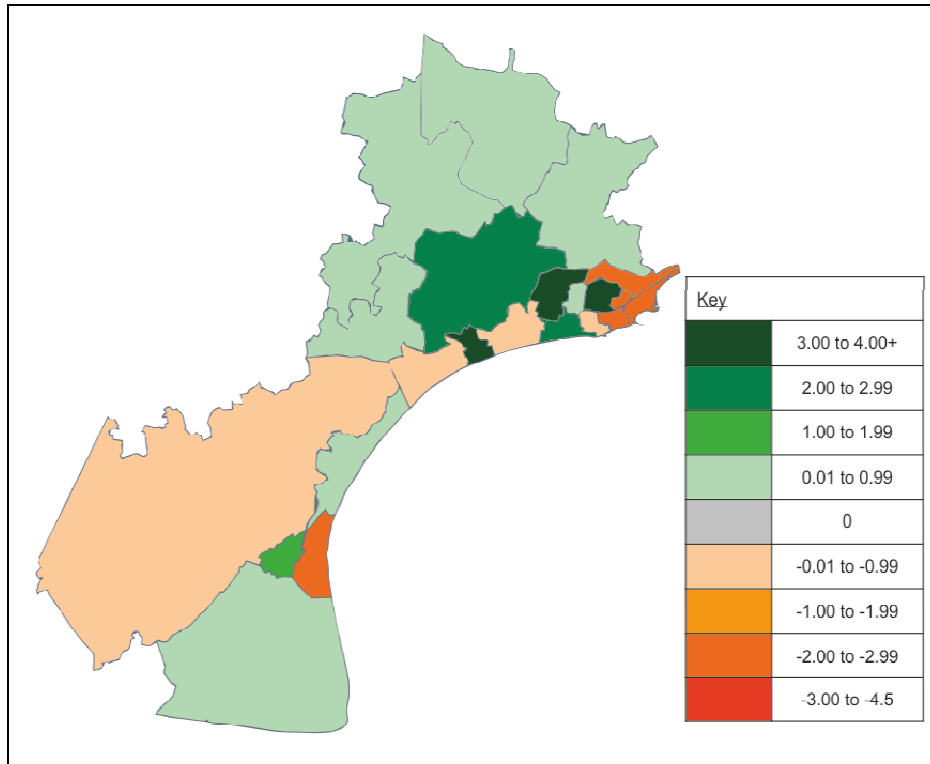


**Map 6.34 Shortfall/ surplus supply of adult football pitches on a Saturday**

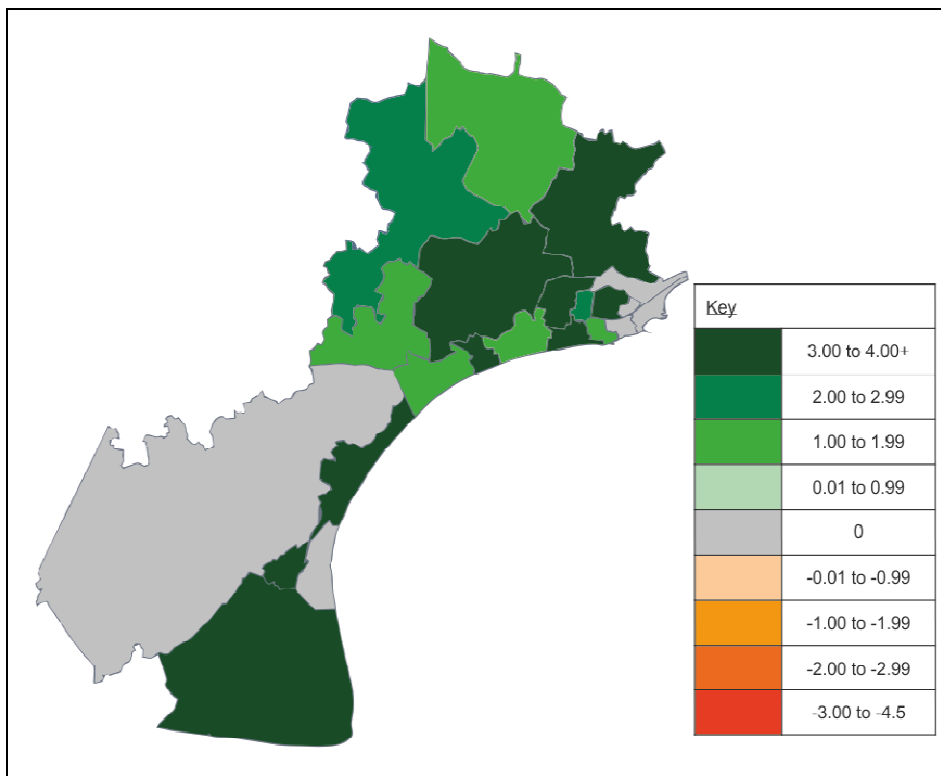


**Map 6.35 Shortfall/ surplus supply of adult football pitches on a Sunday**

**SHEPWAY DISTRICT**

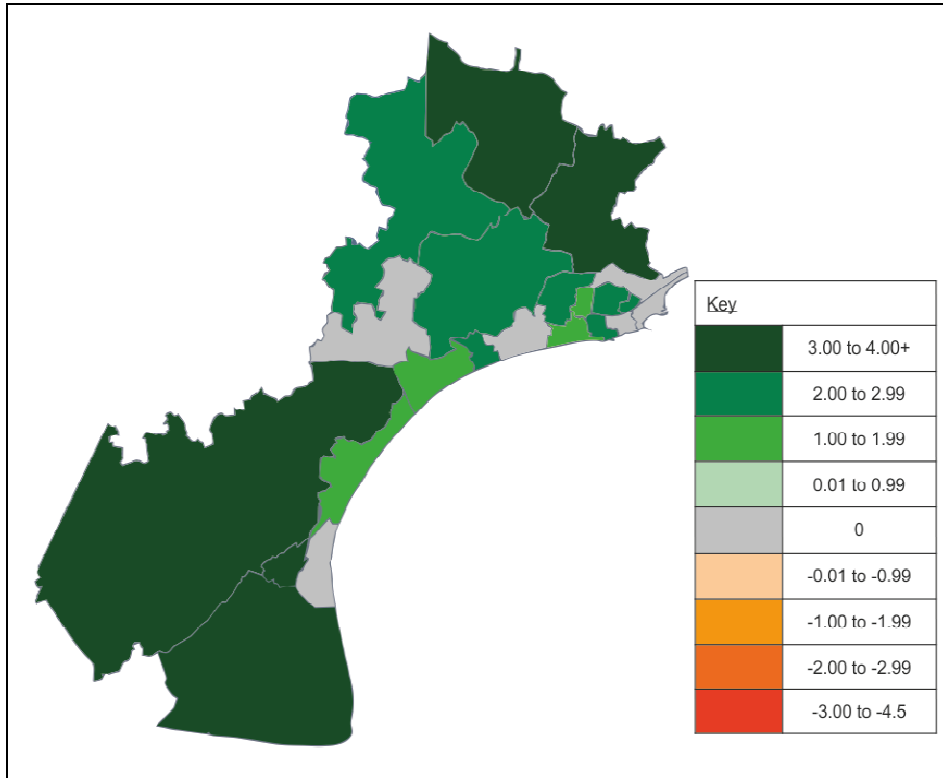


**Map 6.36 Shortfall/ surplus supply of adult football pitches midweek**

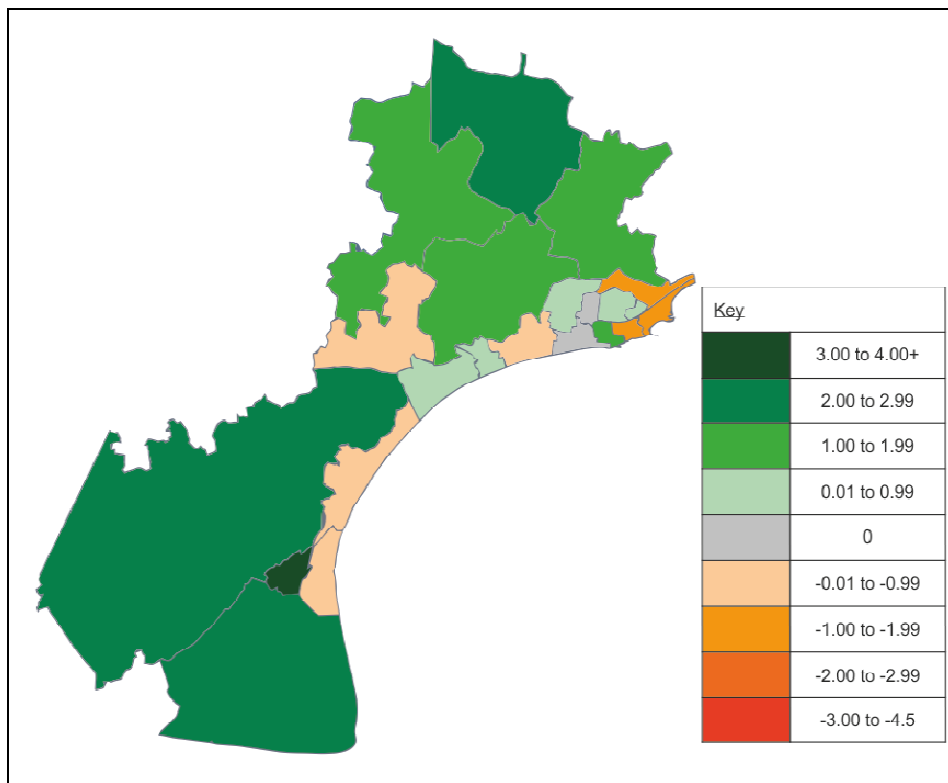


**Map 6.37 Shortfall/ surplus supply of junior football pitches on a Saturday**

**SHEPWAY DISTRICT**

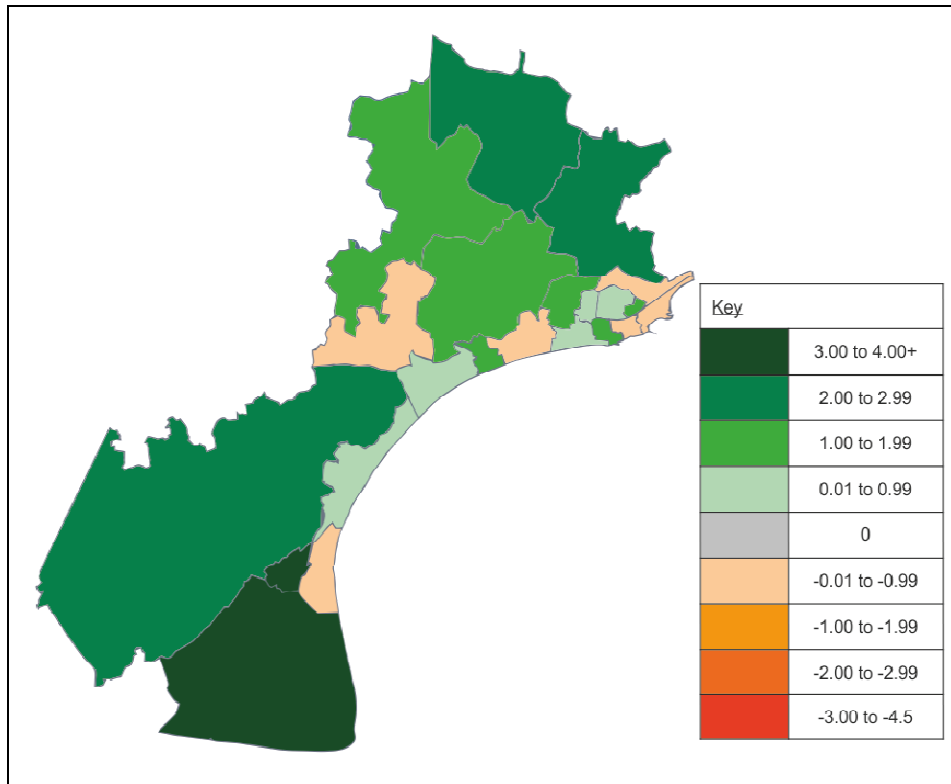


**Map 6.38 Shortfall/ surplus supply of junior football pitches on a Sunday**



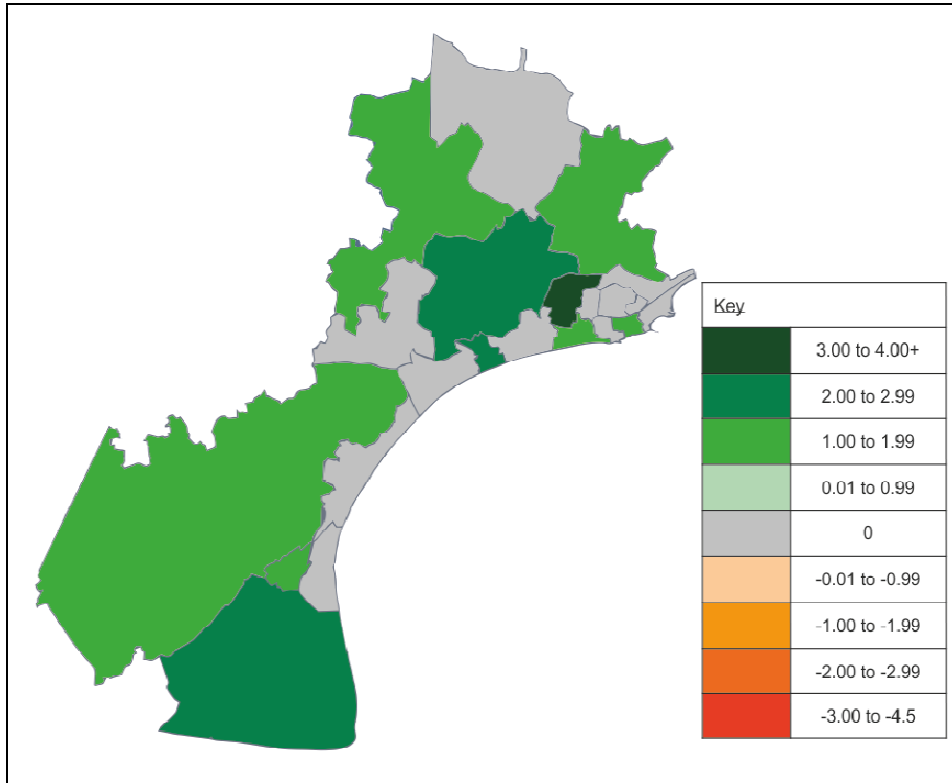
# SHEPWAY DISTRICT

**Map 6.39 Shortfall/ surplus supply of junior football pitches midweek**

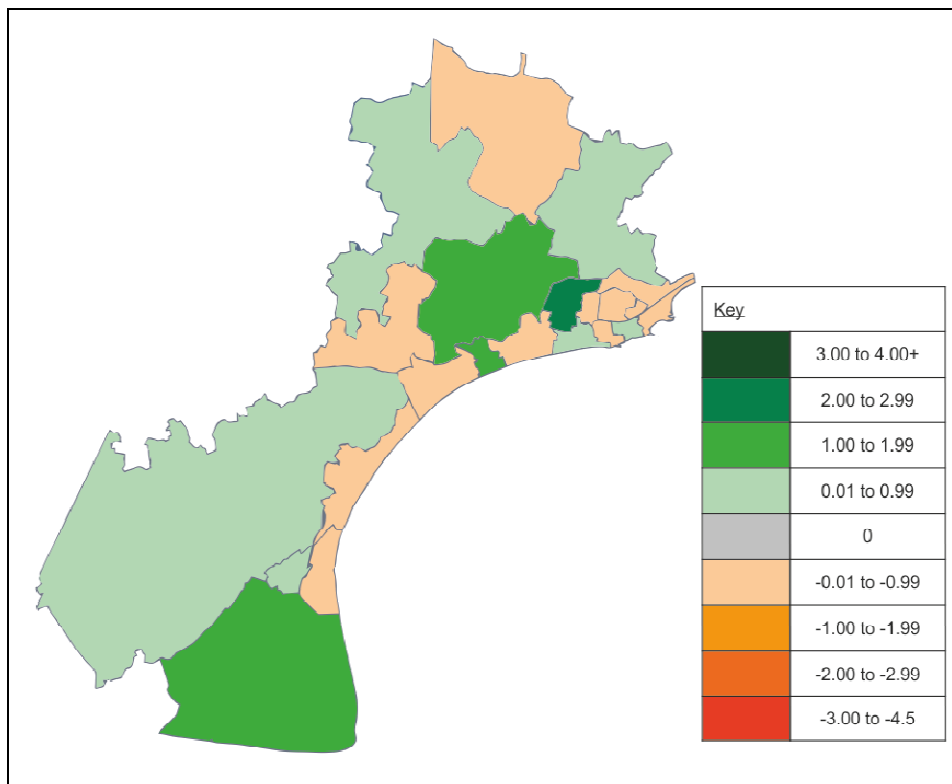


**Map 6.40 Shortfall/ surplus supply of mini soccer pitches on a Saturday**

**SHEPWAY DISTRICT**

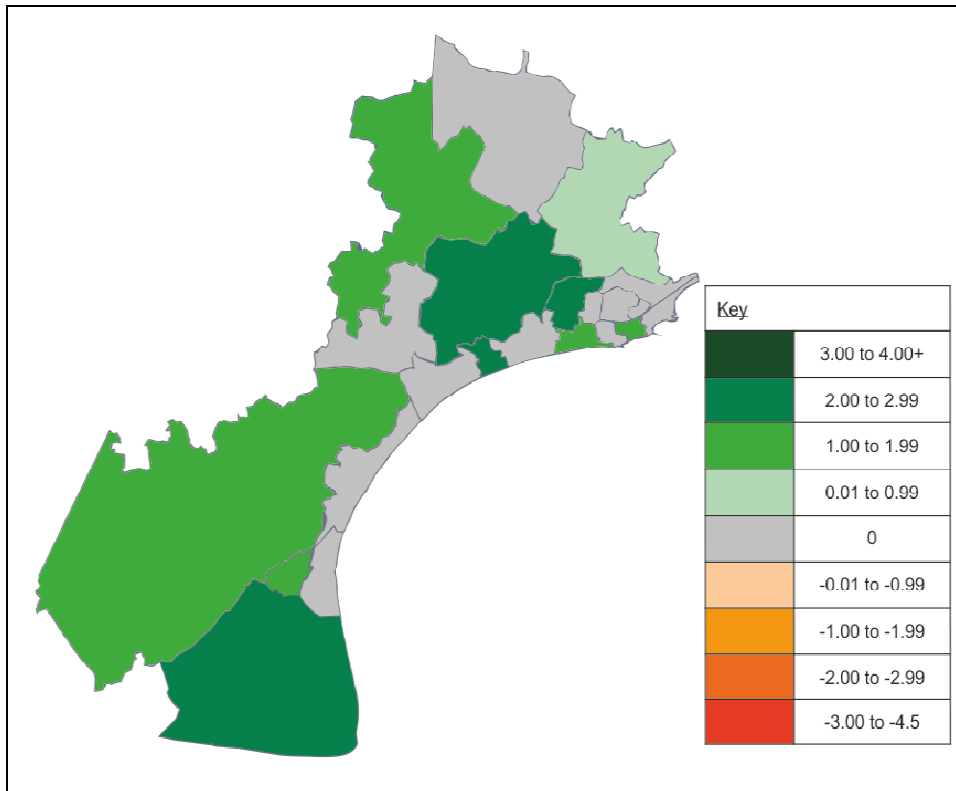


**Map 6.41 Shortfall/ surplus supply of mini soccer pitches on a Sunday**

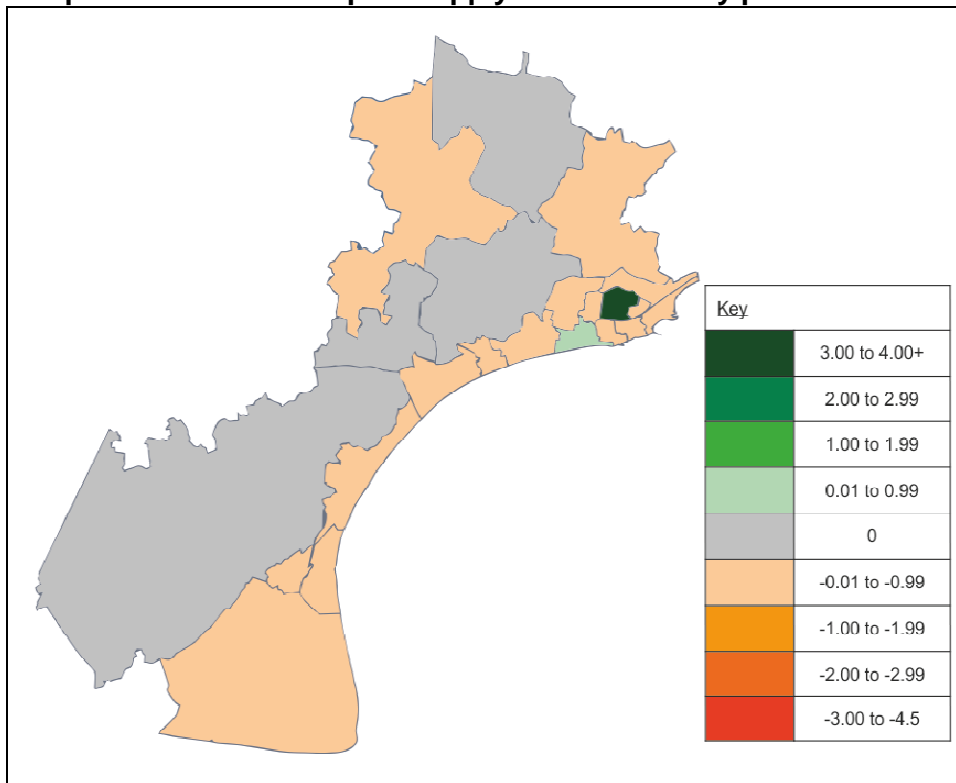


# SHEPWAY DISTRICT

## Map 6.42 Shortfall/ surplus supply of mini soccer pitches midweek



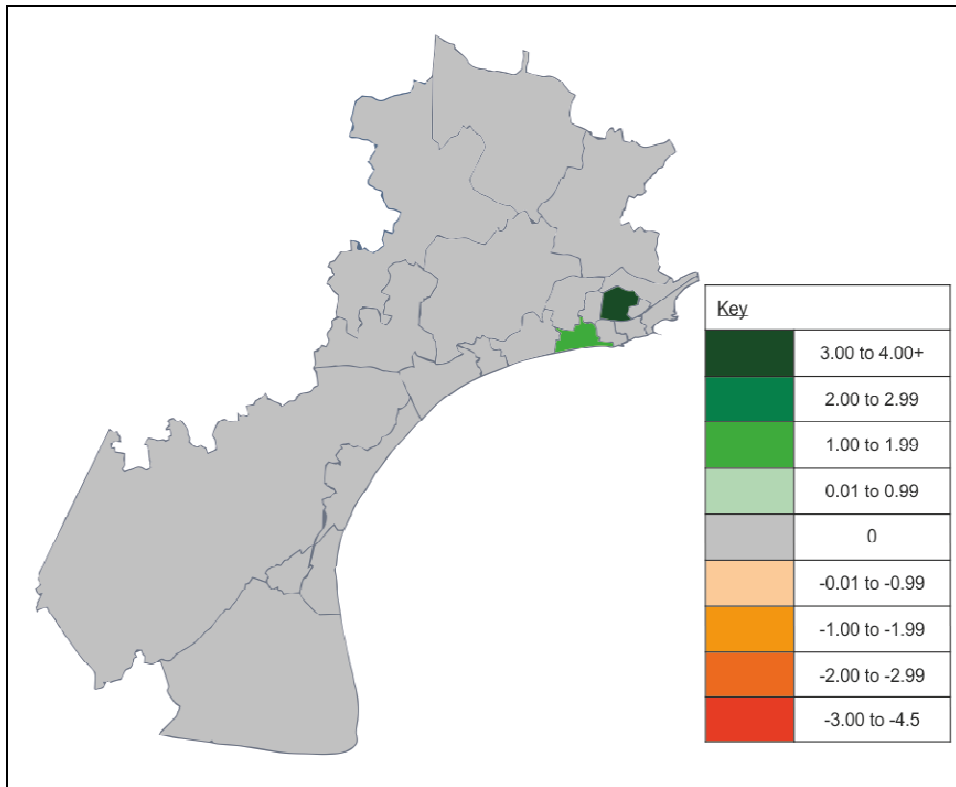
## Map 6.43 Shortfall/ surplus supply of adult hockey pitches on a Saturday



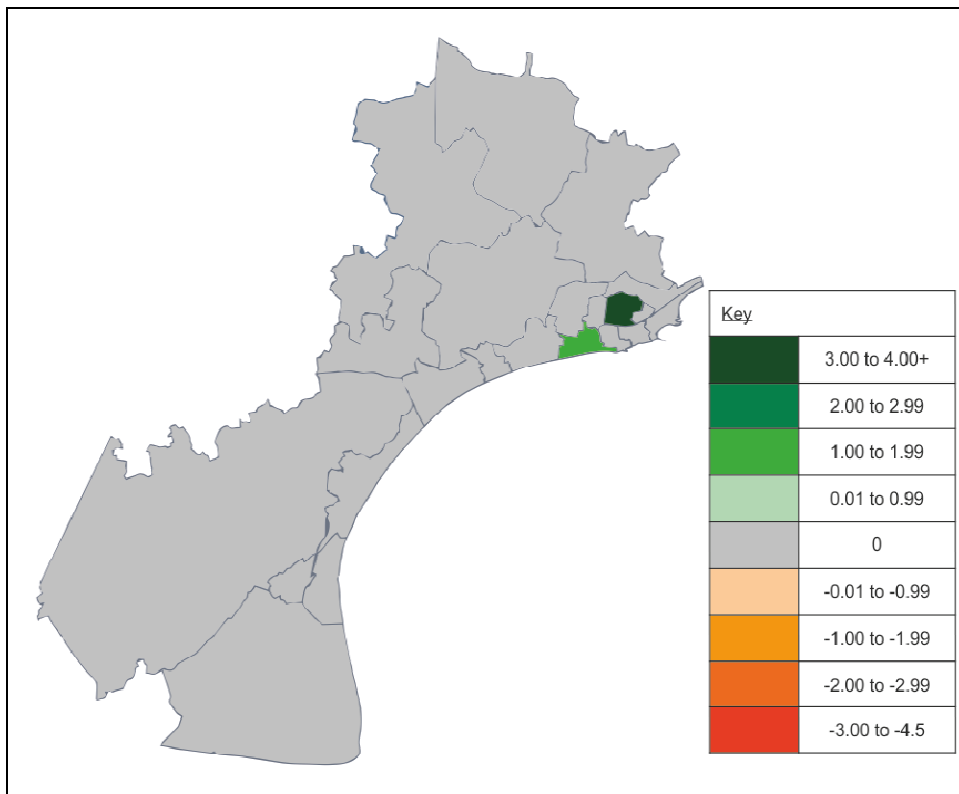


# SHEPWAY DISTRICT

**Map 6.44 Shortfall/ surplus supply of adult hockey pitches on a Sunday**

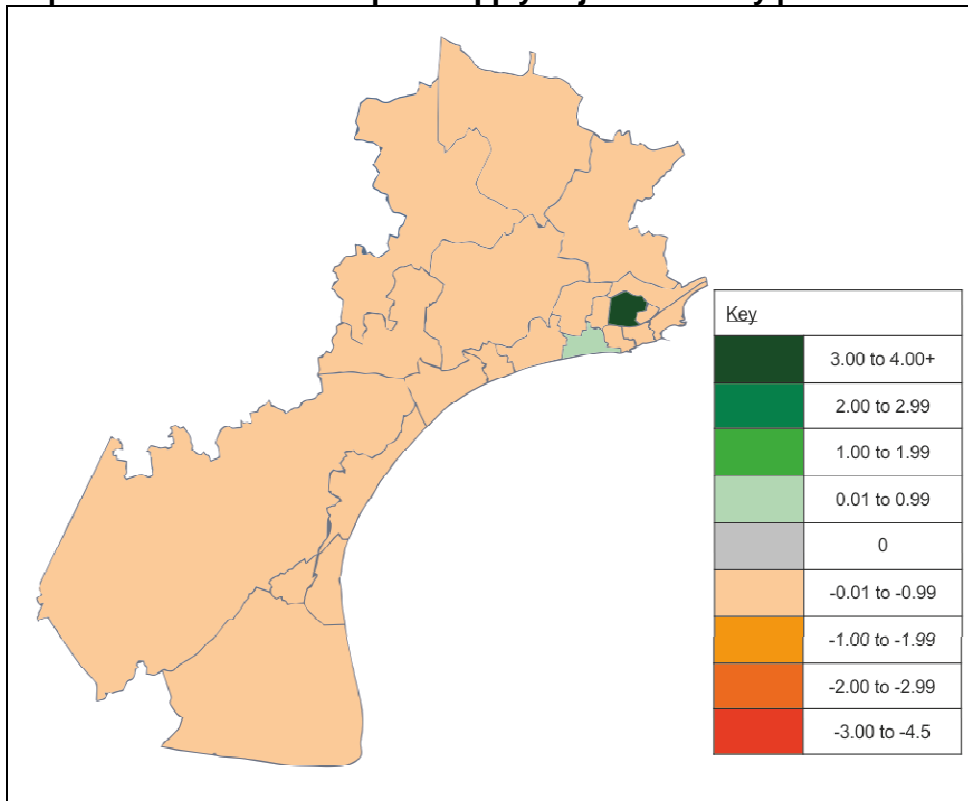


**Map 6.45 Shortfall/ surplus supply of adult hockey pitches midweek**

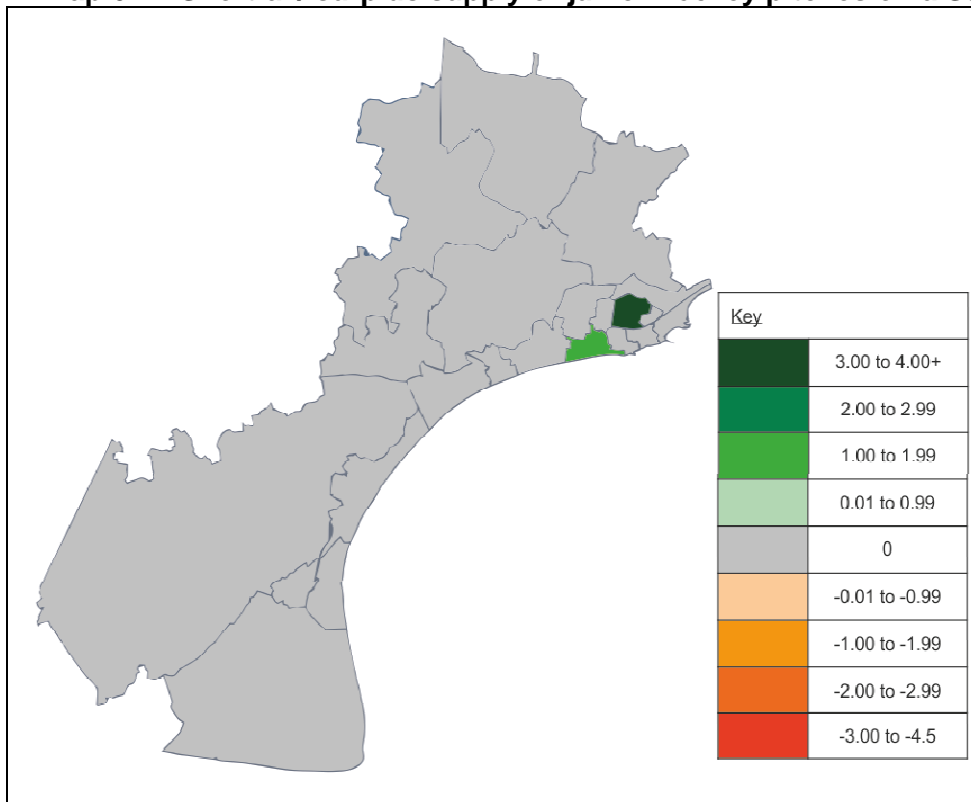


# SHEPWAY DISTRICT

**Map 6.46 Shortfall/ surplus supply of junior hockey pitches on a Saturday**

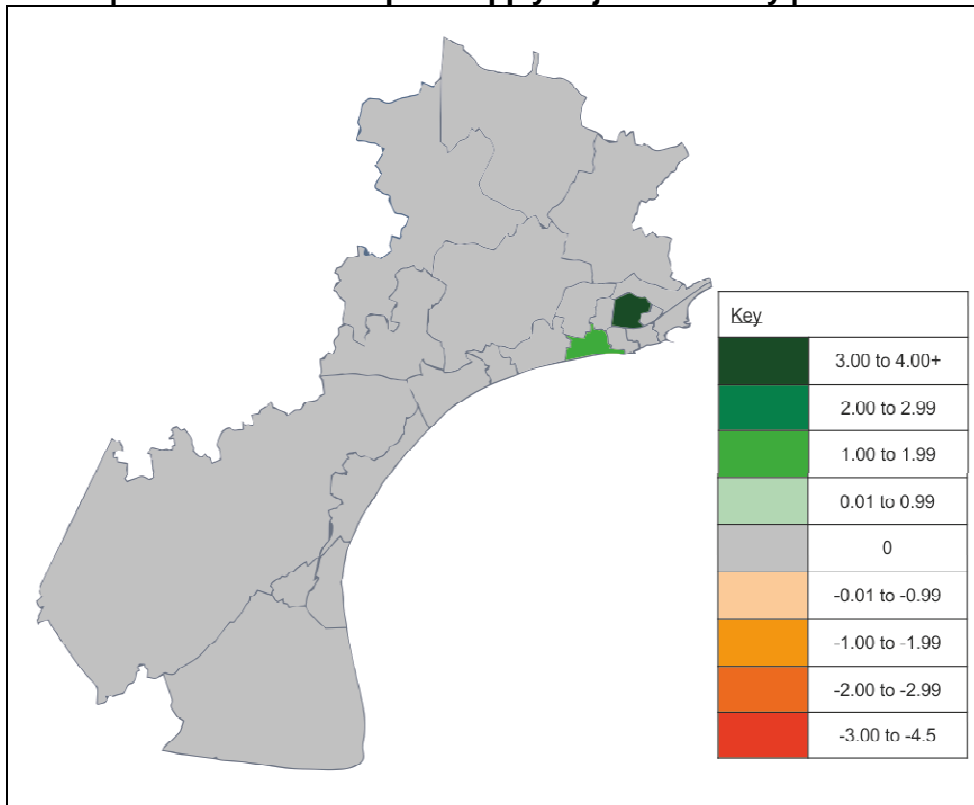


**Map 6.47 Shortfall/ surplus supply of junior hockey pitches on a Sunday**

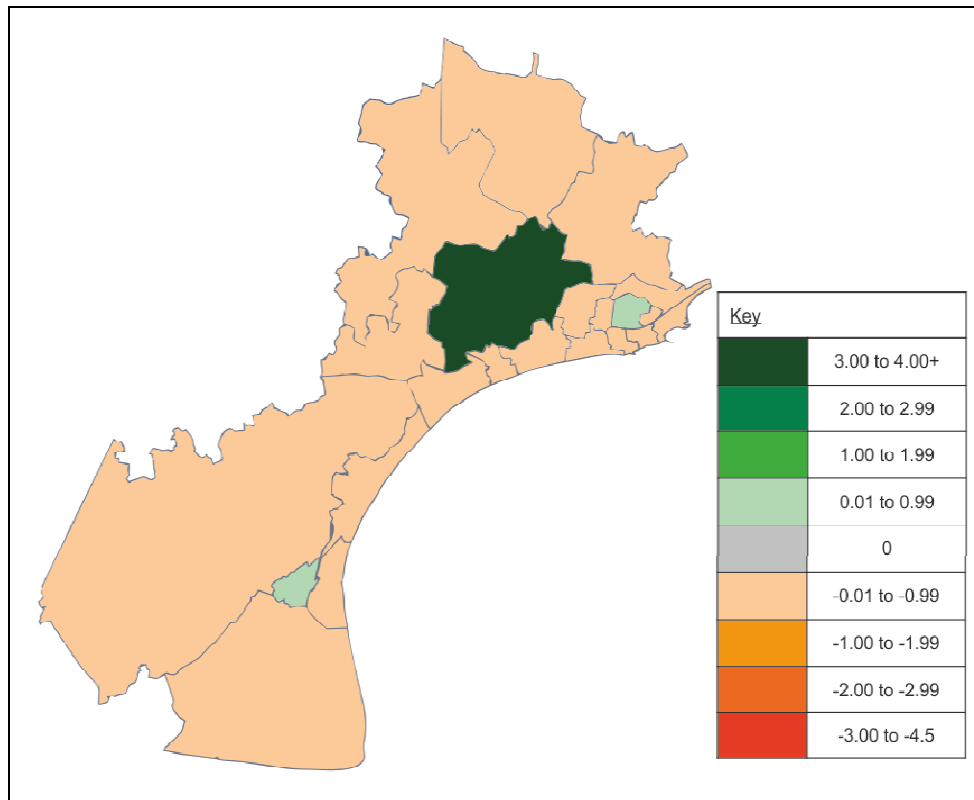


# SHEPWAY DISTRICT

### Map 6.48 Shortfall/ surplus supply of junior hockey pitches midweek

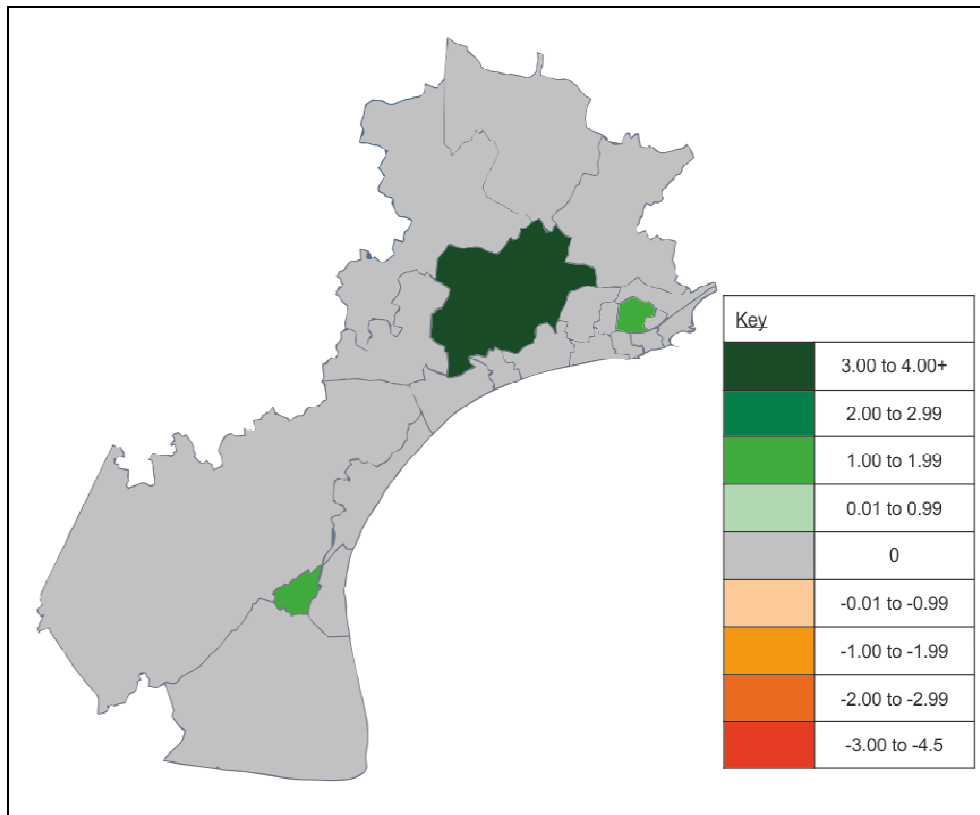


### Map 6.49 Shortfall/ surplus supply of adult rugby pitches on a Saturday

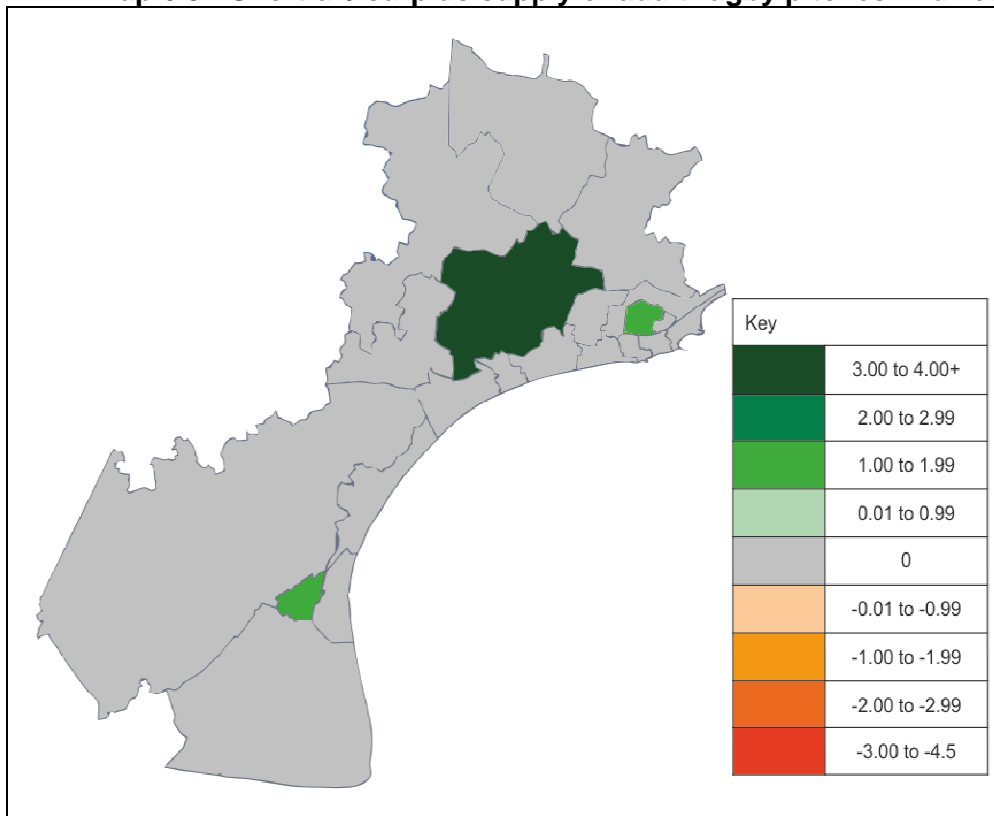


# SHEPWAY DISTRICT

**Map 6.50 Shortfall/ surplus supply of adult rugby pitches on a Sunday**



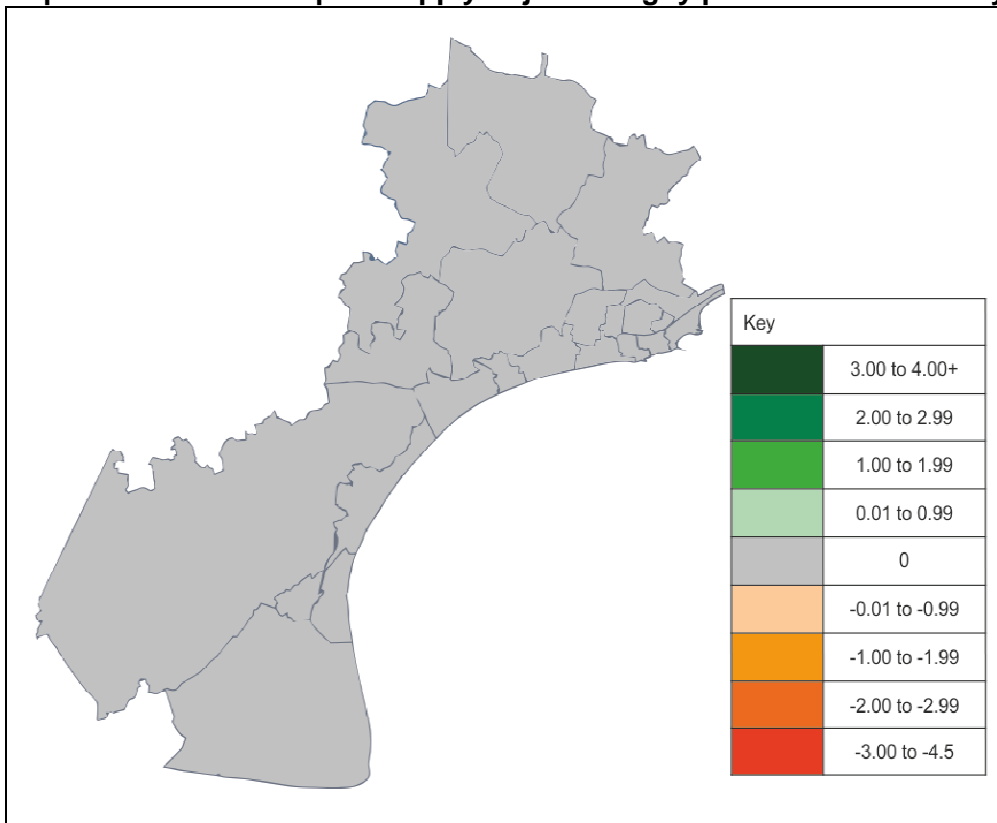
**Map 6.51 Shortfall/ surplus supply of adult rugby pitches midweek**



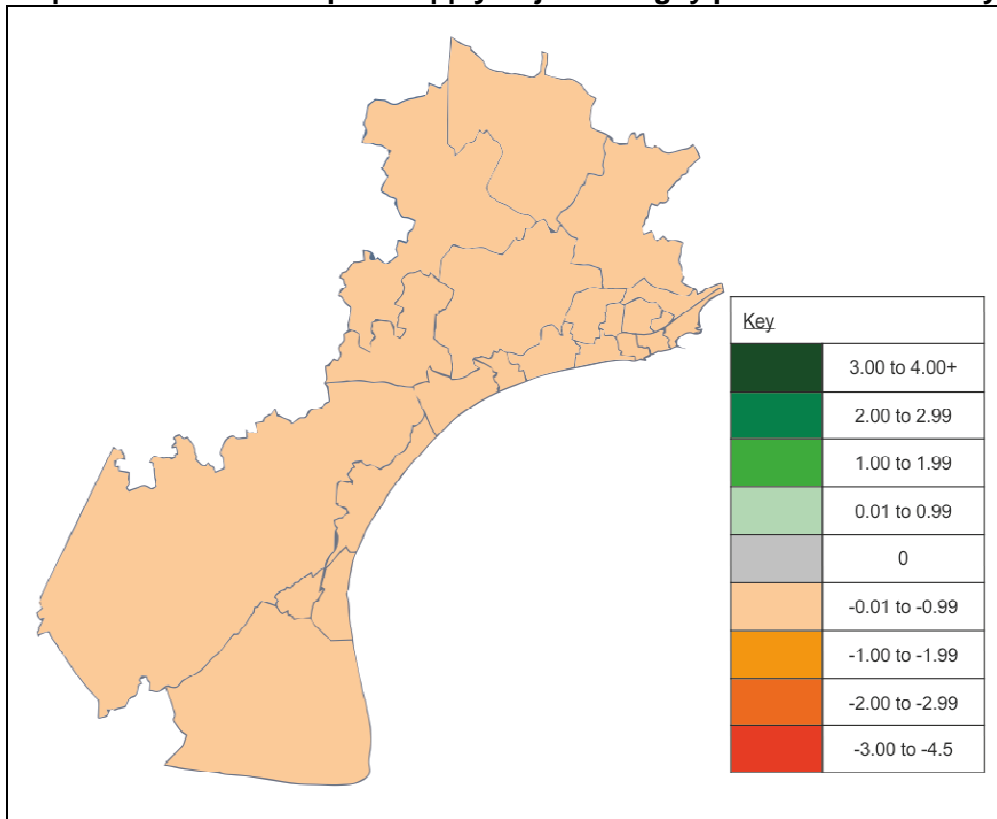


# SHEPWAY DISTRICT

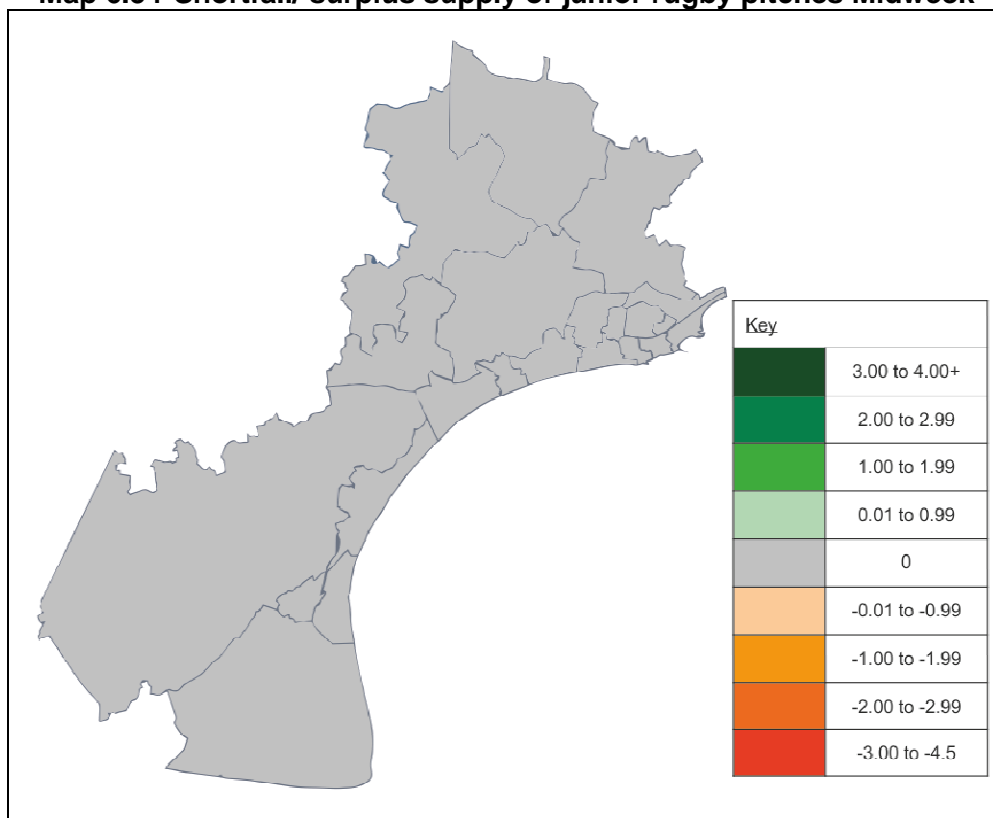
### Map 6.52 Shortfall/ surplus supply of junior rugby pitches on a Saturday



### Map 6.53 Shortfall/ surplus supply of junior rugby pitches on a Sunday



**Map 6.54 Shortfall/ surplus supply of junior rugby pitches Midweek**



6.21 It can be seen from the issues raised above, that there can be key changes over a period of years (such as an increase in population and participation) that will significantly change the supply/ demand of pitches. The capability to model ‘*what if?*’ scenarios ensure that a changing local context can always be accommodated and local policies changed to reflect this. This should form the basis of monitoring of the situation.

*Conclusion*

6.22 This section has presented the modelling element of the Playing Pitch Strategy. However it is important to ensure that all the data, both quantitative and qualitative, are brought together when presenting the way forward for the strategy. The overall conclusions will be covered in Section 7.

### Concluding Priorities

- 7.1 This update should be taken forward in the context of a range of plans and programmes locally and nationally. In terms of the Shepway LDF for planning, there are several evidence base documents now available that put sports provision – especially outdoor pitches – in a long-term development context. Notably, the *Shepway Open Spaces: Sports & Recreation* report draws directly from this technical work. Furthermore a *Shepway Green Infrastructure Report* looks strategically at the broad type, disposition and connections between different kinds of open areas, including pitches.
- 7.2 Since the original PPS in 2004, recommended actions have been delivered, including:
- Upgrading Cheriton Road Sports Ground including a new STP (underway)
  - Increased developer contributions for pitches (within the scope of planning law and individual sustainable development circumstances of proposals).
- 7.3 Sports provision in Shepway is already often very good but collective working, including utilising increased neighbourhood level activism (e.g. growing opportunities for parish councils), is required to maximise the quality and quantity of sports opportunities.
- 7.4 All organisations responsible for providing/developing pitch sports in Shepway should consider the following actions:
- all providers in the **public, voluntary, commercial and education** sectors should strive to protect existing areas of playing pitch land and open space and maximise their potential
  - providers should seek to retain a degree of spare capacity of pitches. This is an integral part of playing pitch provision and sports development, to accommodate latent and future demand and allow for rest and recovery of pitches
  - shortfalls should be met firstly through the upgrading of existing facilities and pitches rather than the acquisition of new land. Existing provision could prioritise the following types of investment:
    - improve drainage of sites
    - improve changing facilities, including dedicated provision for women and children
    - improve access, spectator facilities and car parking.
  - in addition to improvement schemes, the second priority to meet shortfalls is to acquire by agreement or negotiating community access to private sports pitches and school sites, or securing leasing agreements with existing landowners.

Shepway District Council has an important role in planning and co-ordinating provision of playing pitches in the District, working with others. Councils, including Kent County, should also play a major part in assisting other providers (such as



## SHEPWAY DISTRICT

schools) to allow community access and maintain and enhance the quality of their provision.

7.5 The remaining conclusions draw from key principles identified in the PPS.

### **Protection of existing provision**

- 7.6 Management of all aspects of infrastructure is a critical part of modern planning and public/private sector activity. The concept of green infrastructure has grown since the original PPS and outdoor sports pitches fall firmly within its grasp. National and local policy are predicated on the retention (and improvement) of all key green infrastructure and the absolute protection of essential or precious uses.
- 7.7 Sports pitches should continue be protected in line with local needs as set out in this study. A strategic approach nevertheless requires consideration be given to the priorities for change in the future given scarce resources and the imperative to ensure pitches are maintainable and functional. That is to say protection of land is not enough and cannot be isolated from the delivery of sports better pitches.
- 7.8 This research sets out needs for protection. Section 4 established that Shepway has very good provision of pitches for hockey, rugby and especially football and cricket, the ratio per person being far less than the national average.
- 7.9 The North Downs part of Shepway is particularly well provided for, with just 655 sports adults per sports pitch. It also has an often high quality of grounds/clubs, for example Sibton Park cricket club. Section 4 also showed that Shepway has a high ratio of pitches secured for community use (84%). All sub-areas of the district score well on this measure, with Romney Marsh being the lowest at 80.5%.
- 7.10 Protection of sports pitches in Shepway currently extends to include pitches which are (or were) solely for the use of specific people i.e. not just the general public. The fortunes of these organisations in continuing to provide sports varies, for example many sports clubs are thriving, but the facilities traditionally provided for by other or larger organisations are under great pressure as they dispense with discretionary activities in the face of financial restrictions e.g. grounds of major local employers falling into under-use. These may present opportunities outside of the planning system for wider use to be arranged.

### **Overcoming sport specific deficiencies and issues**

- 7.11 At present quantitative deficiencies are limited, although a range of qualitative issues are identified (such as the perennial issue of cricket wicket maintenance). Section 5 showed a district-wide major surplus for football, although there are smaller deficits for junior provision in the three other sports. This suggests that cricket grounds (for example) just need to be used more for junior purposes –there being no space impediment for doing so; although pitches whether natural or artificial clearly need to be safe.
- 7.12 Looking forward and accounting for Shepway’s proposed growth, there are still only isolated occasions of more significant deficits, and most places have surplus pitches, sometimes significantly so. Probably due to the identified possible ‘latent demand’, the situation for football is expected to get ‘tighter’ where there are not already issues (especially adult provision at weekend peaks) and many areas will have a slight deficit of hockey pitches on a Saturday.

## SHEPWAY DISTRICT

- 7.13 However most places where possible future shortfalls may be most widespread are many of the most urban areas e.g. east Folkestone, where land for new pitches is very scarce. (The issue of optimising current provision is considered next).
- 7.14 Considering future need in Shepway spatially, Maps 6.28 onwards show variation by sport. Issues arising are now addressed sport-by-sport. *For football:* the pattern is complex. The main areas with deficiencies for different kinds of football/varying days of the week are- wards in east Folkestone and New Romney Coast.
- 7.15 *For cricket:* there is expected to be a consistency of areas with a (very modest) future deficit in places including wards in east Folkestone, Morehall Ward, outer wards of Hythe and New Romney Coast.
- 7.16 *For hockey:* there is little spatial variation but Folkestone Morehall and Sandgate do not have any deficits. Other wards may have slight deficits on occasions i.e. on a Saturday. *For rugby,* there are no shortfalls projected other than for juniors on a Sunday, when it is district-wide.
- 7.17 Nineteen out of 22 Shepway wards (86%) contain sports pitches within their own boundaries. Unsurprisingly, the three other are in more urban areas. New Romney Coastal ward is part of a wider built-up settlement and functions alongside New Romney town in particular. This applies to many aspects of life, including sport. For example New Romney & Littlestone Cricket Club have evident historical links with 'New Romney Coast' and is located just inland of the ward. The other wards without pitches are Folkestone East and Harbour, which represents a more sizeable neighbourhood without immediate access to team sports pitches.
- 7.18 A ward-based analysis is fine-grained but in many respects potentially not highly realistic given the very minimal practical impact on how people lives of ward boundaries; so these results should be seen in their wider context.
- 7.19 This study did not attempt to address all sports, and not only is other sport such as those played individually relevant in terms of health benefits, other forms of collective physical activity may be significant in lifestyle respects e.g. rambling, the growth of personal fitness training and so on.
- 7.20 Outdoor water-based activity is one aspect of active recreation which is growing in Shepway, particularly through proposals utilising the district's extensive coastline. Exciting proposals in this respect can be seen at Folkestone Seafront (Harbour), and Nickolls Quarry, Hythe which has planning permission.

### Enhancement of existing provision

- 7.21 One recurrent theme from this update's research is that there are few deficits other than when focusing exclusively on youth sports demand, certainly at present. This may require agencies to explore how to support increased youth sports oversight capacity.
- 7.22 The main specific pitch(es) where qualitative issues are most persistently raised in the survey (see Table 5.16) is considered to be issues with football clubs using The Stadium, Church Road, Cheriton (Folkestone).
- 7.23

## SHEPWAY DISTRICT

- 7.24 Enhancement is an ongoing process, but efforts to improve Shepway sports in recent years are now just coming in fruition. Some of this lies beyond the scope of this update. Most significantly however major qualitative and quantitative gains will be realised in the urban area to the benefit of the whole of the district with the delivery a completely revised set of sports and outdoor facilities at Cheriton Road in the middle of Folkestone.
- 7.25 Development at Cheriton Road, home to the highest level cricket and hockey clubs in the largest town of Shepway, have been summarised as *“Erection of sports pavilion and sports hall., construction of 2 all terrain pitches (ATP), 2 outdoor netball courts and 1 Multi Use Games Area (MUGA), refurbishment of cricket stands, construction of cricket nets and other associated operational development, landscaping”* (planning permission). It also improves other sports including netball and tennis; and provides potential benefits for Folkestone Invicta football club.
- 7.26 However investment has also occurred at places like Sellindge sports ground, where the pavilion is expanding and land for football pitches is under investigation, and South Road Hythe; with further proposals elsewhere such as New Romney/Littlestone.
- 7.27 *The Shepway Open Spaces: Sports & Recreation* report, looking at information on outdoor recreation in the district identified ‘better use and management of open spaces to deliver qualitative upgrades’ as one of the key themes to address.
- 7.28 When seen through the prism of green infrastructure, and its emphasis on the multi-functionality of open spaces (for instance the wildlife benefits of grassed pitches surrounded by less used margins and hedgerows/tranquil habitats etc) enhancement of existing places is critical to a range of objectives.
- 7.29 The need to get the best out of existing facilities will require flexibility from those who use and oversee pitches. Financial constraints are perhaps more important than ever and there are no easy solutions, although new funding streams could emerge. (The introduction of the National Lottery in the 1990s enabled many local teams to invest in their facilities).
- 7.30 The new developer contributions regime - Community Infrastructure Levy - being introduced may offer some possibilities, but sport will be competing alongside a range of other infrastructure including transport, essential utilities, public services such education and many other local community interests. Nevertheless the sporting sector can benefit from major non-financial resources in terms of the time and effort of volunteers, which should be supported and optimised.