

PLAYING PITCH ASSESSMENT:
CHELTENHAM BOROUGH

STRATEGY AND ACTION PLAN
(February 2002)

CONTENTS	Page
Introduction	3
Context	3
Scope of the Strategy	3
Preparing the Strategy	4
National Policy Context	5
Outdoor Sports in Cheltenham	7
Pitch and Non-Pitch Shortfall and Requirement	14
Strategy	17
Aim	17
Policy Objectives	17
Management Objectives	18
Policy and Management Issues	19
Planning Policy Issues	20
Action Plan	24
Sport Specific Action Plans	25
Site Specific Action Plans	31

INTRODUCTION

The Strategy has been developed from research and analysis of playing pitch and non-pitch provision and use within and around Cheltenham. Playing pitch provision covers football, rugby, cricket and hockey pitch supply and demand. The latter examines the provision of and requirement for bowls, tennis, netball, croquet, rounders and athletics.

Research and consultation work was carried out between February and August 2001 culminating in the production of an Assessment Report in December 2001. Accompanying the Assessment Report were two annexes; Annex A summarising pitch provision on a site-by-site basis and Annex B providing an audit and summary of some of the clubs playing within and around Cheltenham. Copies of these Reports are available from the Head of Parks & Landscape at Cheltenham Borough Council (CBC).

The Strategy & Action Plan sets out a realistic vision for CBC and its partners in relation to the provision and improvement of playing pitches, non-pitches and associated facilities within the Borough. It is split into three parts; Context, Strategy and Action Plan.

CONTEXT

Scope of the Strategy

The Strategy principally covers the Cheltenham Borough area and is produced for CBC. However, the Strategy also takes into consideration and makes recommendations on outdoor sports facilities provided by the voluntary, private and education sectors. It is therefore a document that should be used by the sporting community in partnership with CBC.

The Strategy sets out the vision over the next 20 years for the provision and use of outdoor sports facilities within the Cheltenham Borough area. Outdoor sports provision comprises of two main elements; playing pitches and non-pitches. Playing pitch provision is that which services football, rugby, cricket and hockey. Non-pitch provision is that which services bowls, tennis, netball, croquet, rounders and athletics

Cheltenham is one of Gloucestershire's two major urban settlements. Gloucester, which is of a similar size to Cheltenham, is only seven and a half miles (12 kilometres) to the south west. The land immediately around Cheltenham and Gloucester is predominantly rural in character with a range of settlements varying from urban areas such as Bishop's

Cheltenham Borough Council: Playing Pitch Assessment

Cleeve to more isolated small villages such as Elmstone Hardwick and Staverton.

The tight administrative boundaries around Cheltenham and the close proximity of Gloucester and rural settlements are important issues in terms of cross boundary movements for sports participation. Both residents of Cheltenham and residents of outlying villages within Tewkesbury Borough and the City of Gloucester will use sports facilities within Cheltenham. Furthermore, a number of these settlements contain playing pitches and non-pitch facilities which are important to the overall contribution to sports provision and participation within the area. In many cases, these facilities are outside of Cheltenham Borough.

The study has identified all clubs and teams, whether from inside or outside of Cheltenham Borough, that use pitches and non-pitch facilities for competitive league matches within the Borough's boundary. For example Winchcombe Hockey Club, from Tewkesbury Borough, play its matches on an artificial turf pitch in Cheltenham

Where possible, the study has also identified clubs or teams that have their nominal base within Cheltenham Borough but have to play on pitches within a neighbouring Borough. For example, Cheltenham North RUFC who originated from within Cheltenham have had to relocate to Bishop's Cleeve.

The research and analysis findings presented in the Assessment Report are based on supply and demand for outdoor sports facilities in the context of the whole Borough area and a wider Cheltenham 'Strategic Pitch Sites Catchment Area'. It is important to note that a number of playing pitch sites which cater for teams which are based in Cheltenham are outside of the Borough. A number of sites are for example privately owned within Tewkesbury Borough.

Preparing the Strategy

CBC commissioned the Assessment in November 2000. The principal research and consultation was carried out between February and August 2001. The study uses the methodology within the 'Playing Pitch Strategy' document published by the Sports Council, NPFA and Central Council for Physical Recreation in 1991. This document outlines an assessment process based on a local qualitative evaluation. This method was devised to enable policy makers to review playing pitch requirements and provision at a local level.

The method uses sport 'teams' as the basic unit of demand. Sports are evaluated separately and a demand equation that compares the number of matches to be accommodated with the number of pitches available. In this study, a team-based analysis is used based on use of

Cheltenham Borough Council: Playing Pitch Assessment

pitches at individual sites. The primary method of research involves detailed consultation with representatives from the following groups:

- regional governing bodies
- sports leagues
- sports clubs
- site managers
- local authority – Leisure, Planning, LEA
- schools

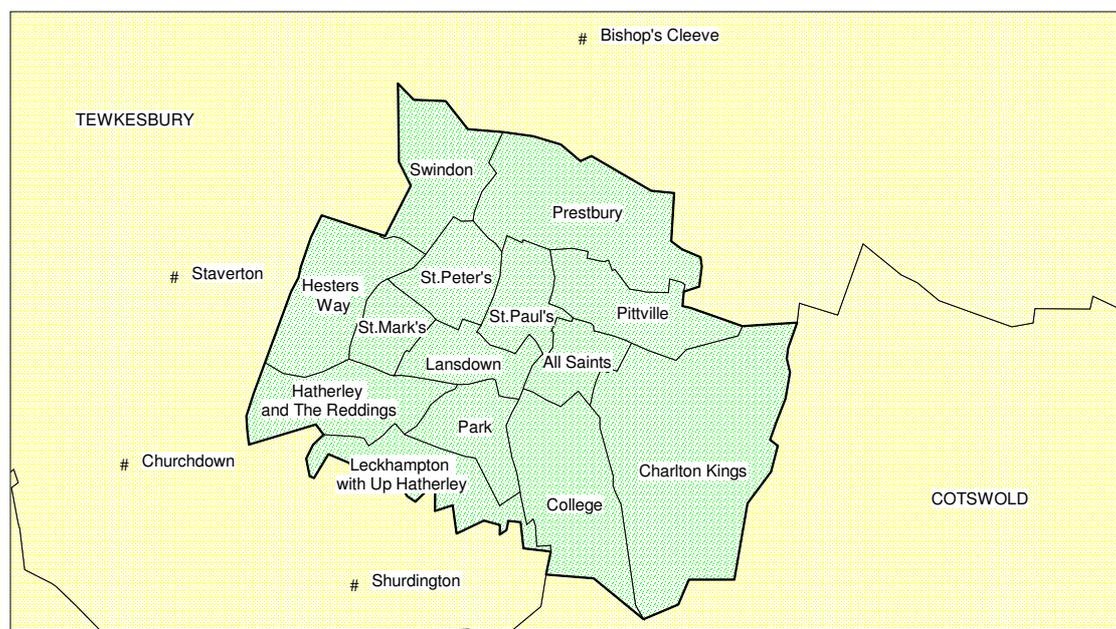
Cheltenham Borough Council: Playing Pitch Assessment

In this case research into the adequacy of football pitch and facility provision was supplemented by the distribution of a club-based playing pitch questionnaire. Each league secretary distributed the questionnaire to clubs via the league meetings or questionnaires were sent direct to clubs.

The questionnaire sought information relating to the quality of the pitch, changing accommodation and parking. The questionnaires were used as one source to identify latent or suppressed demand along with interviews and meeting with local club representatives

The questionnaires were used to assess the standard of facilities as perceived by users and to qualify what facilities are required at specific sites and how those facilities may assist the development of the club.

Wards within Cheltenham Borough and key neighbouring settlements



National Policy Context

The Government views playing field strategies as an essential element to underpinning its strategy for the protection and provision of outdoor playing space. In the Government's strategy for sport, 'A Sporting Future for All' (1999), it highlights the need and importance for local authorities to carry out playing pitch assessments. Audits, assessments and strategies for playing pitches are also seen as pivotal in the Government's approach to protect and provide playing pitches to schools and the wider community.

The Government, recognising the continued loss and risk to playing fields, has tightened up some aspects of legislation and policy regarding these facilities. In 1996, the Government introduced the Town & Country Planning (General Development Procedure) (Amendment) Order. This made provisions for Sport England to be a statutory consultee on proposals that affect playing fields. A playing field, for the purposes of the Order, is defined as the whole of a site that encompasses at least one playing pitch.

In 1998, the Department of the Environment, Transport & the Regions introduced new legislation in the form of the Town & Country Planning (Playing Fields) (England) Direction. The Direction states that where a local planning authority is approving development on playing fields within local authority ownership and those used by educational institutions, and where Sport England has objected, the planning application must be referred to the Secretary of State.

Further legislation, within the Schools Standards and Framework Act (SSFA) 1998, was introduced by the Government requiring all state schools to seek approval from the Secretary of State for Education and Employment (Education and Skills since July 2001) for the sale of their playing fields. Section 77 of the SSFA seeks to protect school playing fields against disposal or change of use by requiring the prior consent of the Secretary of State before disposal or change of use may take place. The Department for Education and Employment produced guidance on section 77 of the SSFA within Circular 3/99 'The Protection of School Playing Fields' in June 1999.

Circular 3/99 has recently been replaced by guidance from the Department for Education and Skills entitled 'The Protection of School Playing Fields and Land for City Academies'. The guidance aims to strengthen the existing measures for protecting school playing fields.

In particular, the guidance intends to support the development and improvement of sporting and play provision for the benefit of schools and their local communities, and to provide wider access to these facilities. Applications for disposal or change of use of playing fields will not only have to take account of existing community use but the potential use of the facilities for the local community.

The Government has re-affirmed its policies to sport in 'A Sporting Future for All' published by the Department of Media, Culture and Sport in 2000. Paragraph 8.6 seeks to continue protecting sports pitches through planning and education requirements. It also looks to further strengthen or extend protection of playing fields by; revising PPG17 to

Cheltenham Borough Council: Playing Pitch Assessment

tighten the categories of possible exception¹, better monitoring of applications affecting playing fields and the setting up of a National Advisory Panel to monitor school playing field disposal.

¹ In March 2001 the Government issued a public consultation draft 'Revision of Planning Policy Guidance Note 17 Sport, Open Space and Recreation'.

The Action Plan for 'A Sporting Future for All' published in December 2000 looks to local authorities to establish databases of playing pitch provision over the next five years as part of the local plan process. Local authorities are also required to produce a playing fields audit and strategy linked to sports development objectives over the same period.

Since 1996, Sport England has published a number of documents reflecting issues and guidance relating to playing fields. Sport England's policy on planning applications for development on playing fields is included in their planning policy statement 'A Sporting Future for the Playing Fields of England' (1998).

Sport England's planning policy statement puts forward a presumption against development which would lead to the loss of, or would prejudice the use of, all or any part of a playing field, or land last used as playing field or land allocated for use as a playing field in an adopted or draft deposit local plan. There are a number of exceptions to this rule, one of which includes the production of a carefully quantified and documented assessment of current and future needs. This should demonstrate that there is an excess of playing field provision in the catchment and that the site has no special significance to the interests of sport.

Outdoor Sports in Cheltenham

Football

There are around 60 teams playing adult football within Cheltenham. Adult football on pitches within the Borough is almost equally split between Saturday afternoons and Sunday mornings with 26 teams playing in the Cheltenham Association Football League and 31 teams within the C&G Cheltenham Sunday Football League.

The number of teams playing in both leagues has declined over the last five years. In general terms, the number of designated pitches available in and around the Borough has the potential to be sufficient to accommodate current demand. However, league administrators consider the standard of provision as inadequate. The quality of playing surfaces and availability of changing accommodation has resulted in senior football not having access to enough pitches of an appropriate quality to properly deliver its desired league fixture schedule.

None of the pitch sites within the Borough have the capacity to accommodate more matches without substantial investment in pitch quality and ancillary facility improvement.

Cheltenham Borough Council: Playing Pitch Assessment

There is limited participation within Cheltenham at U16 and U17 age levels. C&G Youth Football League has divisions only up to U15. Only five teams registered for U15 competition in the 2000/2001 season. This reflects a significant decline in teams from these age groups over the last five years. U16 and U17 teams from Cheltenham based clubs have also moved to youth leagues in Stroud and Gloucester.

One consequence of this is that some junior clubs are now looking to put younger age groups within these leagues such as Charlton Rovers, which has U14, U15 and U16 teams playing in the Stroud League. This contributes to a situation that leaves a potentially widening gap in provision for boys between U14 and U15 playing junior football and open age participation within Cheltenham. There is concern amongst some administrators that this will compound an already identified decline in senior participation.

CBC in association with local leagues has identified the need to provide improved opportunities for 16-18 year old participation. This will include work with existing clubs to develop and support U16, U17 and U18 teams.

Junior competitive football for teams at U9 to U15 age levels based in Cheltenham is provided almost exclusively through the C&G Cheltenham Youth Football League. All matches are played on Sunday afternoon. There are 25 teams playing on pitches within the Borough and seven playing on pitches within the 'travel to play' area. There are 33 teams within the small-sided game that come from around the Cheltenham and surrounding area.

The number of pitches available for junior football is sufficient to accommodate current demand. Quality of pitches and changing facilities means that many pitches are played up to and beyond capacity. The standard, availability and location of pitches are considered by league secretaries to be a significant contributory factor to the decline of football beyond U14 age level in Cheltenham.

In total there are around 44 senior football pitches, ten junior football pitches and eight mini-soccer pitches available for teams playing structure competitive football. These pitches are on a mix of CBC, school, voluntary sector and privately owned sites throughout the Borough.

Summary of football shortfall and need

In summary the research has identified a current shortfall of three mini-soccer pitches. At present levels of demand research has not identified a current shortfall of additional senior or junior pitches.

However, over the short to medium term (2003/2004) the research indicates a need for seven senior pitches, six junior pitches and nine mini-soccer pitches (inclusive of the three identified above) will be required to meet future demand.

Cricket

There are 12 cricket pitches within the Borough, five of which are privately owned and seven on CBC owned pitch sites. The majority of CBC owned sites are of poor quality with limited use. Many teams playing within the County league have relocated to other pitches within and outside of the Borough because of the lack of safety and quality of the squares and outfield.

Cheltenham Borough Council: Playing Pitch Assessment

Consultation with development officers and league secretaries indicates that poor quality pitches is inhibiting participation in competitive cricket. Some clubs are restricted to playing friendly matches or have been relegated because they cannot find pitches of a high enough standard to meet league requirements.

The standard of these pitches is also inhibiting the development of junior cricket on local park's pitches. Junior development is concentrated in private clubs on the boundary of Cheltenham Borough. There are five privately owned cricket pitch sites beyond the Borough boundary which are used by Cheltenham based residents.

Summary of cricket shortfall and need

Through the Active Sport programme, development staff and clubs anticipate the creation of six new junior/youth 'clubs'. This would generate an additional three matches per week. Taking in to consideration the current availability of pitches, Cheltenham can anticipate an additional **shortfall of one pitch in the next four years.**

However, a more fundamental issue is the effect the quality of existing Council-owned facilities are having on the ability of clubs to play within competitive leagues and develop junior and adult sections. It is recommended that the Council invest in quality cricket pitches at Swindon Village and The Burrows thereby creating cricket centres in the north and south of the Borough.

Rugby

There are seven clubs based within and around Cheltenham:

- ❑ Cheltenham RUFC at the Prince of Wales Stadium, Tommy Taylor's Lane
- ❑ Old Patesians RUFC at Sandy Road Playing Fields
- ❑ Cheltenham Saracens RUFC at King George V Playing Fields, Brooklyn Road
- ❑ Cheltenham & Gloucester (Higher Education) College RUFC and RFLC at the Folley, Gardener's Lane.
- ❑ Cheltenham Civil Service Area Sports Ground, Tewkesbury Road (within Tewkesbury Borough)
- ❑ Cheltenham North RUFC at Stoke Orchard Road, Bishop's Cleeve (within Tewkesbury Borough)
- ❑ Smith's Industries RUFC, Southam Lane, Bishop's Cleeve (within Tewkesbury Borough)

21 senior rugby pitches and three junior rugby pitches are currently used by clubs or available for club or community use. 12 of the 24 available pitches are located on Gloucestershire County Council (GCC) school and private school sites. GCC also owns playing fields at Prestbury Lane that until this April contained two rugby pitches. CBC

Cheltenham Borough Council: Playing Pitch Assessment

owns seven pitches, five of which are either leased or hired out by established clubs. The remaining two pitches are used on an occasional basis. The remaining three pitches are located at Cheltenham & Gloucester College and at Eagle Star Sports Ground.

There are a further seven senior rugby pitches located in Tewkesbury Borough. However, they are within close proximity to Cheltenham and considered to be predominantly used by residents within Cheltenham.

Summary of rugby shortfall and need

The analysis above indicates that there is a current need for three senior and two junior pitches within the Borough. With the proposed rugby development initiatives from Active Sports and other programmes there is an anticipated demand of an additional one senior pitch and two junior pitches in the medium term.

Hockey

Competitive men's hockey is played within the Sun Life South West Hockey League and ladies hockey within the Western League. All league hockey within Cheltenham is played on artificial turf pitches (ATP) and the only club to have its own ATP is East Gloucestershire LHC. However, this facility is undersized for competitive hockey and is primarily used for tennis by the East Gloucestershire Lawn Tennis Club.

In total there are five ATPs and two redgras available for competitive community use. There are also a number of grass hockey pitches primarily located on school sites. However, none of these are used outside of school use.

There are approximately 12 hockey clubs (men's, ladies and mixed) within Cheltenham producing around 36 teams. Junior hockey is provided at East Gloucestershire LHC, Lansdown HC and the Cheltenham Junior Hockey Association. There are a further five hockey clubs from outside of the Borough that play some of their matches on ATP or redgra pitches within Cheltenham.

Summary of hockey shortfall and need

There is no current need for additional artificial turf pitches within Cheltenham. However, the Council needs to explore the potential of allowing access, which it is currently restricting, on some sites. This would allow for more pitch time, in particular mid-week evening training, where there is currently an unmet demand with teams travelling out of the Borough to train.

Tennis

Tennis in Cheltenham is serviced by eight clubs some of which play on the same courts. The Clubs are spread out covering most areas of the

Cheltenham Borough Council: Playing Pitch Assessment

Borough. There is a dedicated Tennis Centre at Pittville School, the Pittville Tennis Centre, which was provided by a Lawn Tennis Association (LTA) and Sport England Lottery Fund (SELF) grant. Public courts are provided for 'pay and play' tennis at Montpellier Park (although the courts are in bad repair), Pittville Park and Pittville Tennis Centre.

Summary of tennis shortfall and need

Overall an additional four courts are seen as being required to accommodate latent demand. Administrators believe this increase would satisfy demand beyond 2004.

Improvements are needed to the courts at Montpelier Park and Prestbury Recreation Ground. Improvements to the latter would allow Prestbury TC to become affiliated to the LTA and compete in local leagues.

Netball

Netball in Cheltenham is serviced by the Gloucestershire County League which has six divisions. There are eight clubs in the Borough which are affiliated to the All England Netball Association. All matches are played at the same time on a Saturday afternoon on a home and away basis. Training and league fixtures are played in the main at two venues, one inside the Borough at Cheltenham Bournside School and one outside at Bentham Indoor Sports Centre near Brockworth.

Summary of netball shortfall and need

The research has concluded that there is currently no shortfall in the provision outdoor netball courts. Some Clubs have highlighted difficulties in obtaining indoor court time for training purposes. There is a need to assess the availability of indoor Sports Halls to cater for this demand. The Active Sports Programme is likely to increase the demand for both indoor and outdoor facilities. This demand could be met by improved access to existing school courts.

Bowls

There are three bowling clubs within Cheltenham Borough. A fourth bowling club is located at a bowling green at Dowty-Rotol Sports Ground in Staverton. This site is identified as a strategic site within the wider Cheltenham 'travel to play area'. A further bowling club, Churchdown BC was considered to be too far from Cheltenham to be assessed.

At a national level indoor bowls is having an impact on outdoor bowls participation. There is no significant evidence to suggest that indoor provision has led to the reduction of outdoor bowling in Cheltenham. However, CBC should carry out continuous monitoring of the levels of activity at outdoor bowling clubs.

Summary of bowls shortfall and needs

The research indicates that none of the above bowling greens are currently at capacity. The Clubs have indicated a reduction or levelling off in membership despite initiatives to attract new members.

Cheltenham BC has introduced women members for the first time this season. If the number of women members' increase significantly there may be a need for the Club to refurbish the existing pavilion.

Athletics

There are two affiliated athletics clubs within Cheltenham; Cheltenham Harriers AC and Almost Athletes AC. The latter is mainly a road running club whilst Cheltenham Harriers AC has both track and field athletes and is the main user of the facilities at the Prince of Wales Stadium.

Summary of athletics shortfall and needs

Set up a junior development scheme with links to local schools. Currently, the club does not have enough graded coaches to cater for a significant increase in junior members. The club hopes to increase the number of graded coaches through the Active Sports programmes and other initiatives. The club would also benefit from a base and additional storage space at the Stadium. The Council should investigate the possibility of a clubroom within the stadium and a joint management arrangement of the bar with Cheltenham RUFC. CBC should also investigate the possibility of providing additional and secure storage space within the Stadium.

Croquet

Cheltenham Croquet Club is considered one of the premier venues in United Kingdom. Up to this season there have been ten playing lawns and one training lawn. Two of the lawns are currently being levelled to create three full size grade A lawns. A further small area of rough land is also being levelled to provide a small practice lawn. Once the work is complete the Club will then be at capacity in terms of land area with 11 full size lawns, approximately 32m by 26m, and a practice lawn.

There are around 200 members at the Club and it has remained at that level for around the last five years. The Club is open all year round with an internal league for members between October and March. Between April and September the Club is heavily used for the Croquet Association Championships in June, cup competitions, tournaments, league fixtures and social games.

Summary of croquet provision

Cheltenham Croquet Club is often heavily over subscribed for Open National Tournaments and large events. The Club is at capacity in terms of the amount of lawns that can be accommodated within the site. The provision of smaller pavilions would improve the standard and facilities at the Club increasing its value as one of the premier Croquet Clubs in the Country. The large pavilion could be extended and improved in terms of facility space and security. This would again enhance the value of the Club on the national circuit.

Rounders

The Cheltenham & District Mixed Rounders League was established over 15 years ago. The season starts in May and continues until August. The number of teams in the league has remained relatively constant over the last number of years at around 18 teams in three divisions. The league is finding it increasingly difficult to get good quality pitches. Many of the rounders pitches are marked over winter/spring playing pitches, such as rugby and football, which get churned up during their seasons. This has left the rounders pitches uneven and difficult to play on. The result is that more and more teams have their home venue at the same site.

Summary of rounders provision

The amount of venues available to teams playing in the local rounders league has diminished in recent years with many teams playing on the same site. Furthermore, many pitches are located on sites with other pitch uses. This has had an impact on the quality of the pitches and in some cases meant that teams have had to leave particular sites. The provision of single use rounders pitches would help in providing pitches to meet the needs of the league and teams.

Pitch and Non-Pitch Shortfall and Requirement

Shortfall and requirement is made up of the following:

- Current/suppressed demand identified through research and consultation
- Inadequate pitches and associated facilities which is suppressing/inhibiting demand

Below is a summary of the identified shortfall and need resulting from current/suppressed demand.

Summary of shortfall and need

Pitch/Non-pitch sport	Shortfall and need
Football	Over the short to medium term (2003/2004) seven senior pitches, six junior pitches and nine mini-soccer pitches will be required to meet future demand.
Cricket	Through the Active Sport programme, CBC can anticipate a shortfall of one pitch in the next four years. The quality of existing CBC owned facilities is effecting the ability of clubs to develop and play within competitive leagues. It is recommended that CBC invest in quality cricket pitches at Swindon Village and The Burrows to create cricket centres in the north and south of the Borough.
Rugby	There is a current need for three senior and two junior pitches within the Borough. With the proposed rugby development initiatives from Active Sports and other programmes there is an anticipated demand for an additional one senior pitch and two junior pitches in the medium term.
Hockey	At present there is no need for additional artificial turf pitches within the Borough. However, CBC needs to explore the potential of allowing access, which it is currently restricting, on some sites. This would allow for more pitch time, in particular mid-week evening training, where there is currently an unmet demand with teams travelling out of the Borough.
Tennis	An additional four courts are required to accommodate latent demand which would satisfy demand beyond 2004. Improvements are needed to the courts at Montpelier Park and Prestbury Recreation Ground.
Netball	There is currently no shortfall in the provision outdoor netball courts. The Active Sports Programme is likely to increase the demand for both indoor and outdoor facilities. This demand could be met by improved access to existing school courts.
Bowls	None of the bowling greens are at capacity. The Clubs have indicated a reduction or levelling off in membership despite initiatives to attract new members.
Athletics	Currently, the club does not have enough graded coaches to cater for a significant increase in junior members. The club hopes to increase the number of graded coaches through the Active Sports programmes and other initiatives. The club would also benefit from a base and additional storage space at the Stadium.

Cheltenham Borough Council: Playing Pitch Assessment

Croquet	Cheltenham Croquet Club is often heavily over subscribed for Open National Tournaments and large events. The Club is at capacity in terms of the amount of lawns that can be accommodated within the site. The provision of smaller pavilions would improve the standard and facilities at the Club increasing its value as one of the premier Croquet Clubs in the Country. The large pavilion could be extended and improved in terms of facility space and security.
Rounders	The amount of venues available to teams playing in the local rounders league has diminished in recent years with many teams playing on the same site. Furthermore, many pitches are located on sites with other pitch uses. The provision of single use rounders pitches would help in providing pitches to meet the needs of the league and teams.

Cheltenham Borough Council: Playing Pitch Assessment

The table below indicates the available amount of outdoor sports space and the required amount of outdoor sports space required to meet the current levels of latent/suppressed demand within the Borough and within the wider 'Strategic Pitch Catchment Area'. The local standard takes into account the current level of provision and additional provision required to meet latent/suppressed demand.

Summary of current pitch requirement and local standard within Cheltenham and the 'Strategic Pitch Catchment Area'

	Cheltenham Borough	Cheltenham Strategic Pitch Catchment Area
Estimated current available playing pitch and non-pitch space (ha per 1,000 population)	1.55	1.67
Current required playing pitch and non-pitch space: local standard (ha per 1,000 population)	1.85	1.96

The figures above are represented on a hectare per 1,000 population basis and provides CBC with a local standard for the revised local plan.

The study has also identified a number of pitch sites that have inadequate pitches and/or ancillary facilities that are suppressing demand. CBC should identify phased and targeted investment opportunities to improve these pitch sites. These improvements should generate additional demand for outdoor sports facilities. These pitch sites are identified in the table below:

Cheltenham Borough Council: Playing Pitch Assessment

Summary of inadequate outdoor sports provision

Site	Number of pitches	Comment/required improvements
The Beeches	2 senior and 1 junior football	Pitches over played - need surface and drainage improvement
Brizen	1 mini-soccer	Waterlogging problems – need drainage improvement
The Burrows	3 senior and 1 junior football 3 cricket squares	Pitch surface at capacity and showing signs of deterioration – surface improvement. Inadequate changing facilities – increase no. of changing rooms. Quality of wickets poor and dangerous – improvement and security of squares
Clyde Crescent	1 junior football	No changing facilities – provision of changing accommodation
Dowty Arle Court	1 cricket square	Pitch too small for competitive cricket
The Folley	3 football and 2 rugby	Number of pitches and changing facilities inadequate at peak time – improvement to changing accommodation
Elmfield Road	1 rugby	No changing facilities – provision of changing accommodation
KGV Playing Fields	8 football and 1 rugby	Inadequate/insecure changing facilities and poor drainage on lower levels – improve changing accommodation through additional secure rooms and drainage improvements to lower pitches
Montpelier Park	6 tarmac tennis courts	Courts in poor state of repair - need resurfacing and improved security.
Naunton Park	2 football and 1 cricket square	Quality of wicket poor – improvement and security of square
Prestbury Recreation Ground	2 tarmac tennis courts	Courts in poor state of repair - need resurfacing and improved security.
Prestbury Road	2 rugby	Study has identified a need for secure rugby provision for all clubs within the Borough
Priors Farm	3 football and 1 cricket	Drainage poor which has prohibited use of facilities – improvements to drainage
St. Peter's Recreation Ground	1 football	No changing facilities – provision of changing accommodation
Sandy Lane	2 rugby and 1 cricket	Drainage and ground conditions poor – improvements to drainage and square
Swindon Village	3 football 3 cricket	Poor drainage – drainage infrastructure improvements Poor quality of wickets – improvement to quality and security of squares.
Welch Road	3 football	Drainage and security at site considered poor – improvements to changing facility security and drainage infrastructure.

Cheltenham Borough Council: Playing Pitch Assessment

Whaddon Road Recreation Ground	1 football and 1 mini-soccer	Pitches showing signs of wear and tear and inadequate changing facilities – improvements to pitch surface and changing accommodation
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STRATEGY

Aim

The overall vision of the Playing Pitch Strategy is

'To provide an appropriate distribution of a range of quality outdoor sports facilities by 2020 which will sustain a growing sporting community and provide opportunities for participation for all the Borough's residents.'

The Strategy is aimed at supporting a number of Statutory, Corporate and wider objectives, to which CBC is a partner, such as:

- The Local Plan and planning policies on the provision and protection of playing pitches
- 'Our town, our future, Cheltenham 2000-2005' (and subsequent frameworks)
- Best Value Performance Plan
- Cheltenham's Cultural Strategy, 2001-2006 (currently in draft)
- The Green Care Strategy
- The Gloucestershire Active Sports Development Plans, 2001-2006

Policy Objectives

CBC will work to provide, and assist in the provision of, good quality, accessible outdoor sports facilities appropriate to meet the needs of the community within and beyond the Borough. The achievement of the strategic aim should be carried out through the implementation of the following policy objectives:

1. Provide usable, accessible and viable outdoor sports facilities within the Borough in the context of the Green Care Strategy
2. Work with neighbouring authorities and seek support from partner agencies in providing and assisting in the provision of high quality facilities and ensuring the continued provision of such facilities within and beyond the Borough's boundaries
3. Improve opportunities for access to outdoor sports facilities
4. Increase the demand for and participation in outdoor sports through sports development initiatives
5. Improve the health and well being of the Borough's residents by assisting in the provision of high quality opportunities for sporting activities
6. Assist the development of local sports clubs to meet their needs and aspirations within the Borough
7. Identify and maintain appropriate resources to ensure outdoor sport facility improvements are sustained

Management Objectives

A number of management objectives need to be produced and implemented to enable the above policy objectives to be delivered. It is recommended that CBC adopt the following management objectives to enable it to achieve the aim and objectives of the Strategy:

- Within a phased programme, improve the quality of outdoor sports facilities including their ancillary amenities such as changing accommodation and car parking.
- Ensure the appropriate distribution of outdoor sports facilities commensurate with need
- Use development opportunities to provide improvements to existing facility provision or additional facilities where appropriate
- Work in partnership with the Local Education Authority and local schools to maintain, improve and encourage access to school facilities
- Increase participation in outdoor sports through sports development initiatives and increased opportunities at good quality facilities
- Work with the sporting community to identify facility need and increase and/or improve the existing provision
- Work with local clubs to produce sports development plans and where relevant identify and secure facility improvements, appropriate sites for new facility development and funding opportunities
- Develop supplementary planning guidance to enable specific local clubs, where needs have been identified, to implement development proposals
- Develop a policy within the revised local plan along with supplementary planning guidance that would seek the provision of high quality sports facilities in lieu of the loss of existing facilities to meet the consequent suppressed and future demand
- Strive to ensure that where sites may be lost through development or closure of access that facilities of the same or improved standard are provided to meet the continued needs of residents within and beyond Cheltenham

Cheltenham Borough Council: Playing Pitch Assessment

- ❑ Assist the development of local sports clubs to meet their needs and aspirations within the Borough
- ❑ Work to ensure appropriate resources are made available to maintain sites to an appropriate standard
- ❑ Work with, and assist partner agencies to provide, usable, accessible and viable outdoor sports facilities within the Borough
- ❑ Identify outdoor sports facilities that are well used but have the potential to further increase participation in sport
- ❑ Identify areas of open space that have the potential to contribute to outdoor sports provision within the Borough

Policy and management issues

The Council should consider the introduction of developmental orientated management policies targeted at encouraging closer partnership between users and CMBC/pitch owners. This should allow more effective use of facilities, more appropriate allocation of resources linked to Corporate Objectives, create incentives for good practice and allow/encourage Best Value in service delivery.

Management policies may include:

Through CBC owned site	On and through voluntary sector ownership/ management	Hire/lease/DRR conditions
Ensure revenue maintenance on CBC sites through hypothecation of pitch hire revenues, and capital receipts and appropriate budget allocation.	Implement /development ownership/lease agreements with key clubs.	Work in partnership with clubs to develop integrated sports development practice.
Identification of pitch rotation capacity in concert with football leagues. 'New pitches' should be introduced to the stock where overplay and/or fixture congestion is problematic.	Implementation developmental DRR policy.	Work in partnership with clubs to develop integrated funding policies.
Pricing structure linked to pitch quality. Pitches should be accurately graded and where appropriate fees	Implementation developmental lease agreements with key clubs based on football development plan.	Implement safe child friendly and equitable criteria within all pitch use agreements (short term hires or leases) and within

Cheltenham Borough Council: Playing Pitch Assessment

increased to reflect increased quality sites).		DRR criteria.
Ensure consistent match cancellation policy through user and referee forums.	Identify club support budget to provide land use/maintenance including equipment loan.	
Improve communication and user group ownership by establishing user group forums at all sites, constituted to address pricing, maintenance and sports development issues.	Linked to club development programme/VIP scheme, provide training to clubs on pitch and ground maintenance.	

Planning Policy Issues

The Recreation and Leisure Chapter of the Plan is intended to facilitate the implementation of the CBC's objectives for community sports and recreation in land use terms. The main source for these as mentioned earlier in this report is the 'Sports Strategy for Cheltenham, 1998-2003'. The revised Local Plan should make reference to the Playing Pitch Strategy and Assessment and the Cultural Strategy as the more up-to-date references for the CBC's policy objectives. Furthermore, reference to the revised PPG 17 'Sports, Recreation and Open Space' should also be made within this section

The land use planning policies within the Local Plan are intended to encourage greater participation in sport and recreation through the provision of greater opportunity. This Playing Pitch Strategy & Action Plan should provide the supporting information for policies to be developed which:

- Protect existing sports and recreation facilities from redevelopment,
- Support proposals for new facilities,
- Promote greater use of existing sport and recreation resources
- Require new open space provision in association with new development

In terms of outdoor playing space the Council should adopt the standards as outlined in the Strategy and Assessment Report as an indication of the local qualitative demand. This would replace the NPFA's minimum standard of 1.6 hectares per 1,000 population which is currently adopted as the appropriate target for the Borough.

The current Local Plan acknowledges the complex interrelationship between population and facilities over a wider area than the Borough which was recognised when the Council carried out an assessment of sports pitch supply and demand in 1982/83. The study area, known as the 'travel to play area', included not just the Borough but many of the surrounding parishes.

This issue has been identified, through the description of the 'Strategic Pitch Catchment Area', within this current study. A number of sites of strategic importance to sports provision and participation within Cheltenham and the surrounding area are included for analysis within the Assessment. Table 11 on page 154 of the current Local Plan provides a breakdown of the adequacy of provision within the Borough and the 'travel to play area'. This needs to be superseded by the figures within the Assessment Report to reflect the locally derived situation on shortfall within Cheltenham Borough and the 'Strategic Pitch Catchment Area'.

The Local Plan also affirms that the shortfall is not a theoretical mismatch between supply and demand, but is expressed in physical terms, in the abuse and deterioration of playing surfaces. To some extent this statement is based on anecdotal information as the NPFA based assessment relies solely on quantitative analysis of the provision of outdoor playing space. The Strategy & Action Plan identifies the qualitative issues and the improvements that are required on a site-by-site and sport-by-sport basis. This should be referred to within the revised Local Plan.

The current Local Plan includes a policy that seeks to retain youth and adult outdoor playing space. Policy RC 97 (RC 3) *Youth and Adult Outdoor Playing Space* states the,

'Borough Council will only permit development which involves the loss of youth and adult outdoor playing facilities in public or private ownership where:

- (a) Provision for youth and adult playing space or children's outdoor playing space is not reduced to below NPFA minimum standards; and*
- (b) There is no significant reduction in current and future opportunities for participation in sport.'*

According to the policy note the Council will only accept that a playing field is redundant when the applicant has provided 'evidence of exhaustive and unsuccessful attempts to find another user at a price reflecting the recreational use value of the land'. In terms of the NPFA minimum standard the Local Plan uses the standard based on the wider 'travel to play area'.

In addition to protecting existing facilities, the current Local Plan states that the Council will seek the provision of additional facilities to reduce the shortfall in provision below the NPFA minimum standard. Council Action RC A77 states the 'Borough Council will seek to provide new youth and outdoor playing facilities, and will encourage provision by others, subject to traffic and environmental considerations'.

The current Local Plan also recognises the importance of outdoor playing facilities in educational use. Policy RC 98 (RC 4) states the 'Borough Council will not permit the development of playing fields and other outdoor playing facilities in educational use where:

- (a) The loss is likely to result in future shortage of land for educational recreation or other operational requirements; or

Cheltenham Borough Council: Playing Pitch Assessment

(b)The proposal is non operational, and the land could make a valuable contribution to meeting an identifiable community need for outdoor play facilities'.

This policy should be retained and reference should be made to the Strategy & Action Plan within the revised Local Plan. It is recommended that CBC put forward the following policies within the revised Deposit Local Plan:

Planning for Recreation

In conjunction with partner agencies and local communities, the Council will aim to:

- I. Protect recreational facilities where there is a recognised or expressed need as identified in the Playing Pitch Strategy & Action Plan
- II. Enhance the provision and quality of recreational facilities as demonstrated within the Playing Pitch Strategy & Action Plan
- III. Strive to ensure that recreational facilities are accessible to all sections of the community
- IV. Encourage the appropriate management of recreational facilities

Provision and improvement of indoor recreational facilities

Proposals for the provision of informal recreational facilities will normally be permitted where they:

- I. Meet the needs of all residents for a range of sporting and recreational opportunities, in terms of quality, accessibility, choice and value
- II. The size and location of the site is capable of accommodating a viable recreational facility
- III. Are located in accessible locations and have alternative modes of access to the facilities
- IV. Have an acceptable impact upon the:
 - Amenity of surrounding residents and occupiers
 - Road network and access into the site
 - Townscape, and the
 - Landscape and ecology of the site

Provision and improvement of formal outdoor recreational facilities

Proposals for the provision of formal outdoor recreational facilities will normally be permitted where they:

- I. Meet the needs of all residents for a range of sporting and recreational opportunities, in terms of quality, accessibility, choice and value
- II. The size and location of the site is capable of accommodating a viable outdoor recreational facility
- III. Are located in accessible locations and have alternative modes of access to facilities
- IV. Have an acceptable impact upon the:
 - Amenity of surrounding residents and occupiers

- Road network and access into the site
 - Townscape, and the
 - Landscape and ecology of the site
- V. Provide the necessary ancillary facilities to ensure the viability and sustainability of the site

Protection of formal outdoor recreation facilities

Proposals that would lead to the loss of existing or former land used for outdoor sport or recreation will not be permitted where there is a recognised identified need for such facilities. An exception may be made where a Recreational Open Space Impact Assessment, carried out by the developer, is measured against the findings of the Council's Playing Pitch Strategy & Action Plan and identifies either:

- I. Alternative facilities of at least equivalent community benefit, accessibility and value are made available
- II. There is an excess of outdoor sports or recreational facilities within the catchment area and the proposals would not lead to a shortfall compared with the Council's standards, taking into account the quantitative and qualitative value of the existing provision
- III. The proposals would lead to the retention and enhancement of the existing provision in terms of its quantitative and qualitative value to meet local needs.

ACTION PLAN

The following tables set out a series of recommended actions relating to sport and site specific issues within beyond the Borough. The tables include the following headings:

- ❑ Key Issues - the key issues relate to the quality and capacity of pitch sites to provide an adequate level of service to existing and future users. These issues were identified through the various methods of consultation and are detailed in the Assessment Report.
- ❑ Recommended Action - in principle the actions on one particular site should be viewed within the overall strategy of seeking to improve the overall pitch stock for the benefit of current and future users. Many of the recommended actions relate to infrastructure improvements such as drainage or changing facility improvement. However, some recommendations relate to the decommissioning of pitches and different management regimes at specific sites.
- ❑ Timescale - there are a number of timescales included within the action plans. The overall timescale of the Strategy relates to the period 2002 to 2020.
 - Short term refers to within five years (i.e. by 2007)
 - Medium term refers to within ten years (i.e. by 2012)
 - Long term refers to between 2012 and 2020

Those sites with short term timescales should be viewed as having the highest priority within the Strategy and Action Plan.

- ❑ Partnerships - includes the various partners that will need to be involved within any proposed improvements at particular sites. There is a need for CBC as one of the major stakeholders to foster these partnerships in the early stages of the Strategy.
- ❑ Links to policy objectives - relates to the number of key policy objectives within the Strategy, shown on page 4 of the document, that a specific proposal will help to achieve.
- ❑ Resources - highlights the known funding sources at the time of writing the Strategy. These may of course change over the next 18 years and CBC, along with its partners, should seek to obtain funding from future available sources of funding. CBC should develop a Greenspace Funding Strategy as part of a review of the Green Care Strategy to ensure a strategic approach to accessing funding opportunities.

Cheltenham Borough Council: Playing Pitch Assessment

- ❑ Outcomes - highlights the principle outcomes of implementing the proposed recommendations within each sport and on each site.

Sport Specific Action Plans

Football

Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
In general the quality of pitch sites are suppressing the demand for participation in football	Phased investment programme in pitch surface, drainage infrastructure, changing facility and security improvements at pitch sites identified in the site specific action plans	Ongoing	CBC, leagues, clubs, GFA	1, 3, 4, 6	FF, NOF, CBC	Improved facilities will generate demand and assist the development of football at all age levels.
Lack of mini-soccer pitches and central venue	Create mini-soccer centres at The Beeches and Swindon Village	Short term	CBC, C&GCYFL, GFA, Gloucs. Active Sports	1, 3, 4, 6	FF, NOF, CBC	Increased participation in mini-soccer for both boys and girls.
Reduction in numbers of junior and youth teams playing in local leagues	Continue working with local clubs to develop and support youth teams aligned with improved facility development and access	Ongoing	CBC, leagues, clubs, GFA	1, 3, 4, 6	Clubs, CBC	Increased participation at youth age level.
Local clubs are being inhibited from development because of inadequate	Work with and support local club initiatives	Ongoing	CBC, clubs, GFA	1, 3, 4, 6	FF, NOF, Sport England,	Increase in the number of clubs meeting FA and local

Cheltenham Borough Council: Playing Pitch Assessment

Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
facilities	where possible				Clubs, CBC	league facility requirements.

Cheltenham Borough Council: Playing Pitch Assessment

Cricket

Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
In general the quality of wickets and pitches on CBC sites are suppressing the demand for participation in cricket	Creation of two public cricket centres at The Burrows and Swindon Village	Short term	CBC, leagues, clubs, GCA, ECB	1, 3, 4, 6	NOF, Sport England, ECB, CBC	Increased levels of adult and junior participation in cricket

Rugby

Key Issues	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
The quantity and quality of facilities is inhibiting the development of clubs within Cheltenham	Support and work with clubs, where possible, to improve/increase existing facilities to meet needs	Ongoing	CBC, clubs, RFU	1, 3, 4, 6	NOF, Sport England, RFU, clubs, CBC	Local clubs meeting needs and aspirations within the Borough. Continued increase in the development of junior

Cheltenham Borough Council: Playing Pitch Assessment

Key Issues	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
						sections

Cheltenham Borough Council: Playing Pitch Assessment

Hockey

Key Issues	Sites	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
<p>Restrictions on access to some school ATP because of planning conditions and other statutory regulations</p> <p>Reduces availability of ATP time to users for training and matches</p>	<p>Cheltenham College Cheltenham Ladies College St. Edward's Senior School Pates Grammar School Richard Pates Junior School</p>	<p>Work with schools and local residents to overcome concerns over limited floodlighting hours, vehicular access and parking constraints</p> <p>Review planning conditions and other statutory restrictions</p>	Ongoing	<p>Relevant schools and colleges, CBC, EHA, hockey clubs, football clubs</p>	1, 3, 4, 5	<p>Relevant schools and colleges, CBC, EHA, NOF, Sport England</p>	<p>Additional pitch time allowing Cheltenham based clubs/teams to train and play matches within the Borough</p>
<p>Lack of club facilities at ATP venues restricting development of junior sections particularly for Cheltenham HC and Lansdown HC</p>	<p>Balcarras Secondary School and St. Benedict's Sports College</p>	<p>Work with schools and hockey clubs to identify opportunities for the provision of joint-use of ancillary facilities such as clubhouse, bar, etc.</p>	Short – medium term	<p>Relevant schools, LEA, ATP managers, CBC, Gloucs. Active Sports, EHA, hockey clubs</p>	1, 3, 4, 6	<p>Relevant schools, LEA, CBC, EHA, NOF, Gloucs. Active Sports Sport England</p>	<p>Strong junior section development at key Cheltenham based clubs</p>

Cheltenham Borough Council: Playing Pitch Assessment

Netball

Key Issues	Site	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
The Gloucestershire Active Sports Programme is likely to increase demand for netball court	School sites	Work with GCL to explore opportunities for increasing access to school courts	Short term	LEA, school governors, GCL, netball clubs, CBC	1, 3, 4, 5	NOF, AENA, LEA, CBC	Increase netball court capacity within Cheltenham to meet future need
Gloucestershire County League is exploring the potential of a central venue	Various	Investigate opportunities for meeting AENA and league requirements at central venue within Cheltenham	Medium term	LEA, school governors, GCL, netball clubs, CBC	2, 3, 4, 5, 6	NOF, AENA, LEA, CBC	Central venue for the Gloucestershire County League located within Cheltenham

Bowls

Key Issues	Site	Recommended Action	Timescale	Partnerships	Links to objectives	Resources	Outcomes
Bowling clubs are struggling to retain membership levels – none of the clubs are at	Cheltenham BB	Discuss needs and opportunities available at clubs. Support	Ongoing	Bowling clubs, Gloucestershi	1, 3, 6	Bowling clubs, Gloucs.	Increased participation and membership

Cheltenham Borough Council: Playing Pitch Assessment

Key Issues	Site	Recommended Action	Timescale	Partnerships	Links to objectives	Resources	Outcomes
capacity	Cheltenham Spa BC Cheltenham Whaddon BC	initiatives where possible		re Bowls Association, CBC		Bowls Assoc., CBC	at clubs

Cheltenham Borough Council: Playing Pitch Assessment

Athletics

Key Issues	Site	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
Lack of junior development scheme at Cheltenham Harriers AC	Prince of Wales Stadium	Support and work with club and local schools to develop links and schemes to develop junior athletics	Ongoing	CHAC, LEA, schools, CBC, Gloucs. Active Sports, UK Athletics	1, 3, 4, 5, 6	CHAC, UK Athletics, Gloucs. Active Sports, CBC	Development of strong junior section at club
Lack of a club base and storage space within the stadium	Prince of Wales Stadium	Investigate the provision of a club room for athletics club and investigate joint management of the bar with CRUFC Investigate opportunities for additional secure storage space.	Short term	CHAC, LEA, schools, CBC, Gloucs. Active Sports, UK Athletics	6	CHAC, UK Athletics, Gloucs. Active Sports, CBC	Development of club at Prince of Wales Stadium

Cheltenham Borough Council: Playing Pitch Assessment

Croquet

Key Issues	Site	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
Pavilion and other ancillary facilities in need of refurbishment in line with improvements to croquet lawns	Cheltenham Croquet Club	Support and work with club to secure funding and implementation of new pavilion and ancillary facilities to maintain site as one of the Country's premier croquet venue	On-going	CCC, The Croquet Association (TCA), CBC	1, 3, 6	NOF, Sport England, CCC, TCA, CBC	Venue maintains its ranking as one of the Country's premier venues for international and national events

Rounders

Key Issues	Site	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
Rounders venues have decreased with majority overmarked on winter pitches which impacts on evenness	All	Investigate ways of marking rounders away from football or rugby pitches used by adult	Long term	CBC, Cheltenham & District Mixed	1, 3, 6	CBC	Continuation and development of the rounders

Cheltenham Borough Council: Playing Pitch Assessment

Key Issues	Site	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
of the surface		teams		Rounders League			league with Cheltenham

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
		practice Development of The Burrows for junior cricket development		re Cricket Association		NOF, Sport England	exit route for youngsters in the Borough.

Cheltenham Borough Council: Playing Pitch Assessment

Southern Area – College, Park and Leckhampton with Up Hatherley wards

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
The Burrows	<p>Key multi-pitch site within the south of the Borough</p> <p>Basic pitch infrastructure with potential to provide improved football and cricket provision to meet need</p> <p>Changing facilities inadequate at peak time</p> <p>Poor quality cricket squares</p>	<p>Target investment in pitch surface, drainage infrastructure, changing facility and security improvements</p> <p>Develop site for senior football provision and relocate junior teams to Naunton Park following investment (see below)</p> <p>Invest in improved cricket facilities to enable site to become public cricket centre for south of the Borough – link with Hatherley & Reddings and Ryeworth CC</p>	Short term	CBC, CAL, C&GCSL, C&GCYL, Cheltenham YMCA, FA, Gloucs. Cricket Association, GPFA	1, 3, 4, 5, 6	FF, NOF, Sport England, ECB, CBC	<p>Increase the capacity of the site to accommodate latent and increased demand.</p> <p>Principal senior football venue in the south of Cheltenham.</p> <p>Junior cricket development venue in the south of Cheltenham.</p>
Naunton Park	<p>Multi-pitch site with senior and junior football and cricket provision</p> <p>Waterlogging on senior</p>	<p>Target investment in pitch surface, drainage infrastructure, changing facility and security improvements</p>	Short term	CBC, CAL, C&GCSL, C&GCYL, FA, GPFA	1, 3, 4, 5, 6	FF, NOF, Sport England, CBC	Principal junior football venue in the south of Cheltenham.

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
	<p>pitches</p> <p>Misuse of cricket squares</p>	<p>Develop site for junior football provision and relocate senior teams to The Burrows</p> <p>Decommission cricket squares</p>					<p>Maintenance and management savings.</p>
Sandy Lane	<p>Landfill site causing surface and drainage problems.</p> <p>Security of tenure for Old Pates</p> <p>Club's development being inhibited by lack of facilities</p>	<p>Investigate lease arrangement to Old Pates as part of club development plan.</p> <p>Support club in development of additional pitch provision and investment in ancillary facilities</p> <p>Work with club to secure funding opportunities</p>	<p>Short term</p> <p>Medium term</p>	Old Pates, CBC, RFU, Gloucestershire Cricket Association	1, 3, 4, 6	NOF, Sport England, Landfill Tax Credit, RFU, ECB, Old pates, CBC	<p>Increase the number of teams playing on site.</p> <p>Club provides good quality facilities and an exit route for youngsters in the Borough.</p>
Brizen	Pitch has drainage and access problems	<p>Maintain site but cease use as venue for competitive mini-soccer</p> <p>Replaced by pitches at</p>	Medium term	CBC, CAL, C&GCSL, C&GCYL, FA, GPFA	1	CBC	<p>Pitch used as training facility for mini-soccer.</p> <p>Management and</p>

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
		mini-soccer centres					maintenance savings.
East Gloucs. Tennis & Hockey Club	Club survey of need identified a requirement for two artificial turf and two tarmac courts	Work with club to identify and secure funding opportunities and implement facility developments	Long term	EGT&HC, LTA, CBC, GPFA	1, 3, 4, 5, 6	EGT&HC, LTA, NOF, Sport England, CBC	Club provides good quality facilities and an exit route for youngsters in the Borough.

Cheltenham Borough Council: Playing Pitch Assessment

North East Area – All Saints, Pittville, Prestbury wards

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
Clyde Crescent	<p>Within a socially deprived area of Cheltenham and targeted for improvements to community services</p> <p>Currently site is under-utilised – proposals to invest in the provision of changing facilities</p>	<p>Support planned improvements to provide changing facilities.</p> <p>Targeted investment in pitch provision – provide additional football pitch</p> <p>Investigate self-management by Pittville United and Local Regeneration Partnership</p>	<p>Short term</p> <p>Medium term</p> <p>Long term</p>	CBC, Local Regeneration Partnership, Pittville United, FA, GPFA	1, 3, 4, 5, 6, 7	FF, NOF, Sport England, CBC,	<p>Increase the capacity of the site to accommodate latent and increased demand.</p> <p>Enhanced facility managed by the local community.</p>
Priors Farm	<p>Pitch drainage and waterlogging problems. Good changing facilities and parking. Site has potential to provide improved football provision to meet current and future need.</p> <p>Site located adjacent to GCHQ redevelopment site</p>	<p>Continue to improve pitch infrastructure</p> <p>Provision of one enclosed football pitch meeting minimum league requirements - relocate Christchurch Nomads FC from Whaddon Road</p> <p>Develop planning policies and supplementary</p>	<p>Short term</p> <p>Medium term</p> <p>Medium term</p>	CBC, CAL, C&GCSL, C&GCYL, Christchurch Nomads, FA, GPFA	1, 3, 4, 5, 6, 7	FF, NOF, Sport England, CBC	<p>Increase the capacity of the site to accommodate latent and increased demand.</p> <p>Christchurch Nomads FC in a position to be promoted.</p>

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
		guidance to seek additional and improved provision associated with GCHQ redevelopment linked to Priors Farm site					
Whaddon Road	Well used site with one senior football and one mini-soccer pitch Concern over the long-term ability of pitch to accommodate existing use. Changing facilities and parking inadequate	Targeted investment in improvements to changing facilities. Relocate Christchurch Nomads to Priors Farm to reduce stress on pitch.	Medium term Medium term	CBC, CAL, C&GCSL, C&GCYL, Christchurch Nomads, FA, GPFA	1, 3, 6	FF, NOF, Sport England, CBC	More sustainable use of pitch site to meet the longer term needs within the Borough.
Prestbury Road Recreation Ground	Well used pitch site with potential for increased provision Changing facilities are adequate for current level of use but site lacks car parking Tennis court improvements required	Investigate the provision of junior pitch or mini-soccer provision on training grid area Support and work with PTC and PPC to identify and secure funding and implement improvements Investigate feasibility of	Short term Medium term Medium	Prestbury PC, Prestbury TC, LTA, CBC, CAL, C&GCSL, C&GCYL, FA, GPFA	1, 3, 4, 5, 6	FF, NOF, Sport England, CBC, PPC, Prestbury TC, LTA	Increase the capacity of the site to accommodate latent and increased demand. Allow development of club.

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
	Proposed road may impact on site	improvements to the pitch site and provision of car parking at site and facility improvements as part of road proposal	term				
Prestbury Road	Land owned by the LEA is allocated in the local plan review for residential development Site had rugby provision – identified need for additional rugby pitch facilities within the Borough	Develop policy within the revised local plan which should seek compensatory provision for loss of playing pitches towards additional facility provision for CRUFC or CSRUFC Alternatively, part of existing site is retained and transferred to Prestbury PC to extend existing provision at Recreation Ground	Short term	LEA, CBC, CRUFC, CSRUFC, RFU, GPFA	1, 6	FF, NOF, Sport England, CBC, LEA, developer, Prestbury PC	Planning process ensures alternative provision of similar or better standard within the area for rugby provision.
Pittville Park	One of two public courts – requires significant improvements	Investigate the feasibility of upgrading tennis facilities Subject to the above	Medium term	CBC, LTA, local tennis clubs	1, 3, 5	CBC, LTA, local tennis	Improved facility for the benefit of the community and linked to

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
		implement phased improvements to tennis facilities				clubs	tennis club outreach programme.
Victoria Ground	Junior and mini football provision on outfield	Discuss needs and opportunities available at the club. Support initiatives where possible	Ongoing	CCC, CBC, LTA	1, 3, 6	CCC, CBC	Club provides good quality facilities and an exit route for youngsters in the Borough.

Cheltenham Borough Council: Playing Pitch Assessment

Northern Area – Swindon, St. Peter's St. Paul's wards

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
Swindon Village	<p>Under utilised multi-pitch site – pitches rated as poor and changing facilities as adequate by users</p> <p>Basic pitch infrastructure with potential to accommodate additional capacity to meet unmet demand from local clubs and future need</p> <p>Poor quality cricket squares</p>	<p>Develop as the Borough's northern mini-soccer centre – to meet future needs from girls football Active Sports programme</p> <p>Target investment in pitch surface, drainage infrastructure, changing facility and security improvements</p> <p>Invest in improved cricket facilities to enable site to become public cricket centre for north of the Borough – link with St. Stephen's CC</p>	<p>Short term</p> <p>Short term</p> <p>Short term</p>	<p>CBC, CAL, C&GCSL, C&GCYL, FA, Gloucestershire Cricket Association, GPFA, Gloucs. Active Sports</p>	1, 3, 4, 5, 6	FF, NOF, Sport England, ECB, CBC	<p>Increase the capacity of the site to accommodate latent and increased demand.</p> <p>Junior cricket development venue in the north of Cheltenham.</p>
St. Peter's Recreation Ground	Facilities at the ground are inadequate for league requirements - Cheltenham Saracens FC 1 st team playing	Support partnership project with Cheltenham Saracens FC to improve site and facilities to meet league	Short term	Cheltenham Saracens FC, RUFC & CC, CBC, FA,	1, 3, 4, 6	FF, NOF, Sport England, ECB, RFU,	Club provides good quality facilities and an exit route for

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
	in Forest of Dean. Cheltenham Saracens FC, RFC and CC all playing at different venues with no security of tenure and part of Active Sports programme	requirements Investigate partnership with St. Benedict's Sports College	Medium term	Gloucestershire Cricket Association, GPFA, Gloucs. Active Sports		CBC	youngsters in the Borough.
Eagle Star	High quality multi-pitch site with good ancillary facilities The sole privately-owned multi-pitch site within the Borough Increased use anticipated from Cheltenham Town FC	Investigate the relocation of some teams to alternative locations where improvements have been carried out Propose allocation of site as potential Community Club site within revised Local Plan with associated policy to protect for future community use Identify land within the Borough for additional pitch provision to lease to Cheltenham Town FC as an Academy site	Short - medium term Short term Medium – long term	Eagle Star, CBC, CAL, C&GCSL, C&GCYL, FA, Gloucestershire Cricket Association, GPFA, Gloucs. Active Sports	1-6	Eagle Star, FF, NOF, Sport England, ECB, CBC	Continued access and use of high quality facility enabling development of local sports clubs.
The Folley	Changing facilities	Discuss community access	Medium	University of	1, 3, 4, 5	University	Increase the

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
	inadequate The site has potential to meet latent/future demand for adult and junior football on Sunday	on Sundays within University of Gloucestershire Targeted investment in changing accommodation alongside increased community access	term	Gloucs., CBC, CAL, C&GCSL, C&GCYL, FA, RFU		of Gloucs., FF, NOF, Sport England, RFU, CBC	capacity of the site to accommodate latent and increased demand.
Agg Gardeners	Single pitch site with changing provision – problems with adjacent residential properties Little potential for increased provision	Benefit from investment in adult football limited – cease use of site for adult football Relocate adult teams to Swindon Village or Priors Farm Investigate provision of mini-soccer linked to activities at the Recreation Centre	Medium term	CBC, CAL, C&GCSL, C&GCYL, FA, GPFA	1, 3, 4, 5	FF, NOF, Sport England, CBC	Management and maintenance savings.
Prince of Wales Stadium	The site is currently beyond capacity and inadequate to service the needs of the Cheltenham RUFC Club is part of Active Sports programme for girls rugby	Support and work with club in acquiring additional pitch space and improving the quality of existing facilities as part of a review of the Midwinter Recreational Development Site.	Short – medium term	Cheltenham RUFC, RFU, CBC, FA, GPFA, Gloucestershire Active Sports	1, 3, 5, 6	FF, NOF, Sport England, RFU, CBC	Increase the number of teams playing on site. Club provides good quality facilities and an

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Actions	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
	provision	Identify land adjacent to current site and carry out feasibility study for conversion to rugby facility.					exit route for youngsters in the Borough.
Elmfield Road	Rugby pitch with good surface on public recreation ground used by Cheltenham RUFC	Consider the future use of the site in the context of the review of the Midwinter Recreational Development Site.	Medium term	Cheltenham RUFC, RFU, CBC, FA, GPFA	1, 3	NOF, Sport England, RFU, CBC	Increased capacity of the site to meet community needs.

Cheltenham Borough Council: Playing Pitch Assessment

Western Area – Hester’s Way, St. Mark’s, Landsdown and Hatherley and The Reddings

Site	Key Issues	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
KGV	<p>Multi-pitch site on three levels – drainage poor on lower level</p> <p>Changing facilities inadequate, problems over security and access</p> <p>Basic pitch infrastructure with potential to accommodate additional capacity to meet unmet demand from local clubs and future need</p>	<p>Target investment in pitch surface, drainage infrastructure, changing facility and security improvements</p> <p>Investigate lease arrangement with agglomeration of clubs using the site</p>	Medium term	Cheltenham Saracens RUFC, CBC, FA, GPFA, Gloucs. Active Sports	1, 3, 4, 5, 6	FF, NOF, Sport England, RFU, CBC, S. 106 agreement	Increase the capacity of the site to accommodate latent and increased demand.
Welch Road	<p>Within a socially deprived area of Cheltenham and targeted for improvements to community services</p> <p>Under utilised multi-pitch site - pitch quality is poor and there are security problems</p> <p>Basic pitch infrastructure with</p>	<p>Examine/explore alternative options for the site</p> <p>Investigate feasibility of mini-soccer provision and multi-use games area.</p> <p>Target investment in pitch surface, drainage infrastructure, changing</p>	<p>Medium term</p> <p>Long term</p>	CBC, CAL, C&GCSL, C&GCYL, FA, Gloucestershire Cricket Association, GPFA, Gloucs. Active Sports	1, 3, 5	FF, NOF, Sport England, RFU, CBC, S. 106 agreement	Increase the capacity of the site to accommodate latent and increased demand.

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
	potential to accommodate additional capacity to meet unmet demand from local clubs and future need	facility and security improvements					
Dowty Arle Court	Sports Ground has reduced in size due to recent housing development Cricket ground inadequate size for senior competition. Netball court marked out on car park. Tennis courts split by development	Work in partnership with Dowty to continue utilising facilities for junior cricket Monitor accessibility of site to community and work with Dowty to maintain availability	Ongoing	Dowty Arle Court, CBC, Gloucestershire Cricket Association, AENA	1, 3, 5, 6	Dowty, CBC	Continued use of the sports facilities by the local community.
MEB site	Mini-soccer pitch with ancillary facilities to be provided within a new housing development on the site	Ensure pitch and facilities are maintained to appropriate standard Investigate use of site with mini-soccer co-ordinator of C&GCYL	Short term	Developer, CBC, C&GCYL	1, 3, 6	Developer, CBC	Additional good quality facility for local mini-soccer competition
Montpelier Park	One of two public courts – requires significant improvements	Investigate the feasibility of upgrading tennis facilities Subject to the above implement phased	Medium term	CBC, LTA, local tennis clubs	1, 3, 5	CBC, LTA, local tennis clubs	Improved facility for the benefit of the community and linked to tennis club

Cheltenham Borough Council: Playing Pitch Assessment

Site	Key Issues	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
		improvements to tennis facilities					outreach programme.

Cheltenham Borough Council: Playing Pitch Assessment

High quality facility provision

Key Issues	Sites	Recommended Action	Timescale	Partnerships	Links to policy objectives	Resources	Outcomes
<p>A number of sites with high quality pitches and facilities used predominantly by Cheltenham residents are beyond the Borough boundary</p> <p>These sites are privately-owned and, in the main, their continued provision is closely associated to the fortunes of the controlling company</p> <p>As they are located outside the Borough another local planning authority has the statutory planning responsibility for the future protection or development of these sites</p>	<p>Civil Service Sports Ground</p> <p>M&G Sports Ground</p> <p>Smiths Industries Sports Ground</p> <p>Dowty-Rotol Sports Ground</p> <p>Hatherley & Reddings CC</p>	<p>Work in partnership with Tewkesbury Borough Council, Cotswold District Council, Gloucestershire County Council and Sport England to ensure that these high quality facilities will be afforded the necessary protection through the structure plan and local plan process</p>	<p>On-going</p>	<p>TBC, CDC, GCC, CBC, Sport England, GPFA</p>	<p>2</p>	<p>TBC, CDC, GCC, CBC, Sport England</p>	<p>Policies within relevant local plans ensuring adequate protection of facilities</p>