



1 March 2024

## CABINET – 11 MARCH 2024

A meeting of Cabinet will be held at 6.00pm on Monday 11 March 2024 in the Council Chamber at the Town Hall, Rugby.

*Members of the public may also view the meeting via the livestream available on the Council's website.*

Mannie Ketley  
Chief Executive

### A G E N D A PART 1 – PUBLIC BUSINESS

1. Minutes.

To confirm the minutes of the meeting held on 5 February 2024.

2. Apologies.

To receive apologies for absence from the meeting.

3. Declarations of Interest.

To receive declarations of –

(a) non-pecuniary interests as defined by the Council's Code of Conduct for Councillors;

(b) pecuniary interests as defined by the Council's Code of Conduct for Councillors; and

(c) notice under Section 106 Local Government Finance Act 1992 – non-payment of Community Charge or Council Tax.

***Note: Councillors are reminded that they should declare the existence and nature of their interests at the commencement of the meeting (or as soon as the interest becomes apparent). If that interest is a prejudicial interest, the Councillor must withdraw from the room unless one of the exceptions applies.***

***Membership of Warwickshire County Council or any Parish Council is classed as a non-pecuniary interest under the Code of Conduct. A Councillor does not need to declare this interest unless the Councillor chooses to speak on a matter relating to their membership. If the Councillor does not wish to speak on the matter, the Councillor may still vote on the matter without making a declaration.***

4. Question Time.

Notice of questions from the public should be delivered in writing or by e-mail to the Chief Executive at least three clear working days prior to the meeting (no later than Tuesday 5 March 2024).

**Growth and Investment Portfolio**

5. UK Shared Prosperity Fund (UKSPF) - Year 3 Spend.

6. Shopfronts Design Guide Supplementary Planning Document – public consultation.

**Leisure and Wellbeing Portfolio**

7. Swimming Pool Support Fund: Phase 2.

8. Rugby Borough Council Playing Pitch and Outdoor Sport Strategy 2023- 2040.

9. Rugby Art Gallery and Museum Working Group – Update on actions and recommendations.

**Finance, Performance, Legal and Governance Portfolio**

10. Rugby Borough Council 50<sup>th</sup> Anniversary (report to follow).

**Communities, Homes, Digital and Communications Portfolio**

Nothing to report to this meeting.

**Regulation and Safety Portfolio**

Nothing to report to this meeting.

**Change and Transformation Portfolio**

Nothing to report to this meeting.

**Operations and Traded Services Portfolio**

Nothing to report to this meeting.

**The following item contains reports which are to be considered en bloc subject to any Portfolio Holder requesting discussion of an individual report**

Nothing to report to this meeting.

11. Motion to Exclude the Public under Section 100(A)(4) of the Local Government Act 1972.

To consider the following resolution:

“under Section 100(A)(4) of the Local Government Act 1972 the public be excluded from the meeting for the following item on the grounds that it involves the likely disclosure of information defined in paragraphs 1, 2 and 3 of Schedule 12A of the Act.”

## PART 2 – EXEMPT INFORMATION

### **Growth and Investment Portfolio**

Nothing to report to this meeting.

### **Leisure and Wellbeing Portfolio**

Nothing to report to this meeting.

### **Finance, Performance, Legal and Governance Portfolio**

Nothing to report to this meeting.

### **Communities, Homes, Digital and Communications Portfolio**

Nothing to report to this meeting.

### **Regulation and Safety Portfolio**

Nothing to report to this meeting

### **Change and Transformation Portfolio**

Nothing to report to this meeting

### **Operations and Traded Services Portfolio**

Nothing to report to this meeting.

### **The following item contains reports which are to be considered en bloc subject to any Portfolio Holder requesting discussion of an individual report**

1. Write Offs (report to follow).

***Any additional papers for this meeting can be accessed via the website.***

The Reports of Officers are attached.

### **Membership of Cabinet:**

Councillors Poole (Chair), Daly, Picker, Ms Robbins, Ms Watson-Merret and Willis.

## **CALL-IN PROCEDURES**

*Publication of the decisions made at this meeting will normally be within three working days of the decision. Each decision will come into force at the expiry of five working days after its publication. This does not apply to decisions made to take immediate effect. Call-in procedures are set out in detail in Standing Order 15 of Part 3c of the Constitution.*

***If you have any general queries with regard to this agenda please contact Claire Waleczek, Democratic and Support Services Manager (01788 533524 or e-mail [claire.waleczek@rugby.gov.uk](mailto:claire.waleczek@rugby.gov.uk)). Any specific queries concerning reports should be directed to the listed contact officer.***

**AGENDA MANAGEMENT SHEET**

**Report Title:** UK Shared Prosperity Fund (UKSPF) - Year 3 Spend

**Name of Committee:** Cabinet

**Date of Meeting:** 11 March 2024

**Report Director:** Chief Officer- Growth and Investment

**Portfolio:** Growth and Investment

**Ward Relevance:** All Wards

**Prior Consultation:** Internal consultation with Leadership Team, Finance, Corporate Performance and Risk and Equalities, UKPSF Local Partnership Group.

**Contact Officer:** Helen Nightingale – Major Projects and Economic Development Manager

**Public or Private:** Public

**Report Subject to Call-In:** No

**Report En-Bloc:** No

**Forward Plan:** Yes

**Corporate Priorities:** This report relates to the following priorities:  
 Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C)  
 Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E)  
 Residents live healthy, independent lives, with the most vulnerable protected. (HC)  
 Rugby Borough Council is a responsible, effective and efficient organisation. (O)  
[Corporate Strategy 2021-2024](#)  
 This report does not specifically relate to any Council priorities but

**Summary:** The purpose of this report is to make recommendations for the allocation of a proportion of Year 3 UK Shared Prosperity Funding for 1 April 2024 - 31 March 2025.

<b>Financial Implications:</b>	The Council is required to provide bi-annual returns to government on the spending of UKSPF monies. If the money allocated for year 3 (2024/2025) is not spent by the Council or those the grant is allocated to the Council could be required to repay the money to Government. Any unfinished schemes which the Council has committed to would need to be financed by the Authority.
<b>Risk Management/Health and Safety Implications:</b>	The projects identified in the report will need to be delivered by the end of March 2025. By not completing the projects in time could result in the Council having to return unspent fund to Government and fund schemes started but not completed by March 2025.
<b>Environmental Implications:</b>	A Climate Change and Environment Impact Assessment has been completed and is attached as appendix 3. There is positive impact on energy usage, sustainable procurement, and community leadership.
<b>Legal Implications:</b>	None as a direct result of this report.
<b>Equality and Diversity:</b>	An Equality Impact Assessment has been completed and is attached as Appendix 4 and it will have a positive impact on people with disabilities and younger people.
<b>Options:</b>	<p><u>Option 1</u> Agree the spend and recommendations as set out in the report</p> <p><u>Option 2</u> Not agree the spend and recommendations as set out in the report</p>
<b>Recommendation:</b>	<p>IT BE RECOMMENDED TO COUNCIL THAT –</p> <ol style="list-style-type: none"> <li>1. the allocation of UKSPF for 2024/2025 (year 3) as set out in the report be approved;</li> <li>2. delegated authority be given to the Chief Officer for Finance and Performance in consultation with the Chief Officer for Growth and Investment to make any other minor changes to spend to ensure all money is spent by the end of the financial year 2024/2025;</li> </ol>

3. delegated authority is given to the Chief Officer for Growth and Investment to approve recommendations of the Local Partnership Group in relation to successful borough wide business grant applications;
4. A supplementary capital budget of £200,000 be approved, as detailed in the report, and added to the capital programme, to be wholly funded by UKSPF grant.
5. A supplementary revenue budget of £560,960 be approved as detailed in the report to be wholly funded by UKSPF grant.

**Reasons for  
Recommendation:**

To enable the Borough Council to use the funding provided by Government to deliver levelling up schemes which also deliver the aims of the Council's Corporate Strategy.

**Cabinet - 11 March 2024**

**UK Shared Prosperity Fund (UKSPF) – Year 3 Spend**

**Public Report of the Chief Officer – Growth and Investment**

**Recommendation**

IT BE RECOMMENDED TO COUNCIL THAT –

1. the allocation of UKSPF for 2024/2025 (year 3) as set out in the report be approved.
2. delegated authority be given to the Chief Officer for Finance and Performance in consultation with the Chief Officer for Growth and Investment to make any other minor changes to spend to ensure all money is spend by the end of the financial year 2024/2025.
3. delegated authority is given to the Chief Officer for Growth and Investment to approve recommendations of the Local Partnership Group in relation to successful borough wide business grant applications.
4. A supplementary capital budget of £200,000 be approved, as detailed in the report, and added to the capital programme, to be wholly funded by UKSPF grant.
5. A supplementary revenue budget of £560,960 be approved as detailed in the report to be wholly funded by UKSPF grant.

**EXECUTIVE SUMMARY**

As part of Government’s central mission to level up the whole of the UK, the UK Shared Prosperity Fund (UKSPF) was introduced across a three year period of 2022-2025. This report sets out some projects the Council will undertake throughout 2024 and 2025 using some of the £1,941,420 allocated for the third and final year of the overall three-year fund. The Council has already agreed £294,140 spend of year 3 revenue funds back in October 2023. This report details the spend of £560,960 revenue and £200,000 capital funds.

A further report will be brought to Council later in 2024 providing an update to the previous years’ of UKSPF funding.

The table below shows an overview of the current projects including already approved schemes, schemes which are to be approved as detailed in this report and £886,320 capital which is still to be committed:

<b>UKSPF Year 3 (2024/25)</b>			
<b>Already committed (Council 25/10/2023)</b>	<b>Revenue Amount</b>	<b>Capital Amount</b>	<b>Total</b>
Community support to reduce the cost-of-living grant fund	£50,000	N/A	
Local sports facilities, tournaments, teams and leagues grant fund	£50,000	N/A	
Small Business Support	£194,140	N/A	
<b>Total approved at Council 25/10/2023</b>	<b>£294,140</b>	<b>£0</b>	<b>£294,140</b>
<b>New Projects</b>			
Shopfront Improvement Scheme	£82,680	N/A	
Business and Community Hub	£54,080	£200,000	
Borough Wide Business Grants	£90,000	N/A	
People and Skills	£300,000	N/A	
Administration and Management 4%	£34,200	N/A	
<b>Total to be approved</b>	<b>£560,960</b>	<b>£200,000</b>	<b>£760,960</b>
<b>STILL TO BE COMMITTED</b>		<b>£886,320</b>	<b>£886,320</b>
<b>Year 3 Total</b>	<b>£855,100</b>	<b>£1,086,320</b>	<b>£1,941,420</b>

The projects listed meet objectives within the four Corporate Strategy Outcomes, Climate, Economy and Organisation. These objectives include:

#### Climate

- Reduce resident's and business' impact on the environment and help them adapt to the consequences of climate change;
- Promote and encourage green and sustainable businesses within the borough.

#### Economy

- Promote Rugby as a place to do business;
- Encourage and support sustainable economic growth, consistent with our social and environmental priorities;
- Help business thrive and provide jobs for our residents; and
- Develop and promote our town centre as a place to live socialise and work.

#### Organisation

- Maintain robust systems of governance that ensure fairness, accountability and transparency.

If the recommendations and projects as set out above are not agreed, there is a risk that the £1,055,110 UKSPF monies are not spent by 31<sup>st</sup> March 2025 and any unspent funds are returned to government.

## 1. Background

- 1.1. In April 2022 the Government announced a new fund to support its levelling up agenda. The UK Shared Prosperity Fund (UKSPF) is a three year fund to replace the monies which previously came from the European Union such as the European Social Fund (ESF) and European Regional Development Fund (ERDF).
- 1.2. The UKSPF is centred around three investment priorities Community and Place, Supporting Local Business and People and Skills.

### Community and Place

- Improvements to town centres and highstreets
- Support for local arts, cultural, heritage and creative activities
- Funding for local sports facilities
- Community measures to reduce the cost of living

### Supporting Local Business

- Investment in open markets and improvements to town centre retail
- Business Support measures to drive employment growth
- R&D grants to support the development of innovative products and services

### People and Skills

- Employment support for inactive people
- Support for local areas to fund local skills needs
- Green skills courses
- Support and help people in employment who are not supported by mainstream provision to address barriers to accessing education and training courses

- 1.3. The funding for the 3 years was as follows:

Year 1 22/23	£370,500
Year 2 23/24	£741,000
Year 3 24/25	£1,941,420

- 1.4. The Council was required to submit an Investment Plan and Expenditure Profile for the three year period between 2022 and 2025 to Government in August 2022 to secure the funding. It was agreed at the Council of the 19th July 2022 the split of the yearly funds across the three investment priorities, Communities and Place, Supporting Local Business and People and Skills. The approved Investment Plan and accompanying Expenditure Profile is attached as Appendix 1 and 2 respectively.
- 1.5. The Government approved the submitted Investment Plan and Expenditure profile in February 2023 enabling Year 1 funds to be released to the Council.
- 1.6. In November 2022 and February 2023 Council agreed the projects to spend Year 1 funds on in line with the Investment Plan and Expenditure Profile.

1.7. In July 2023 and October 2023 Council agreed the projects to spend Year 2 funds of £741,000 for UKSPF as well as agreed the creation and remit of the Local Partnership Group.

1.8. It is a requirement of the funding that the Government is provided with regular reports on how the funds are spent and it is also required that the fund to be spent within the allocated year.

## **2. Year 3 Spend (2024-2025)**

2.1. The funding allocated for Year 3 is £1,941,420, £1,086,320 of which is for capital projects whilst the remaining £855,100 is for revenue based projects. Government stipulates that within 2024/25 at least 13% of the fund is to be spent on capital projects and the Council is above that threshold at 23%.

2.2. Of the £855,100 expected to be spent on revenue projects, £294,140 of the fund has already been allocated and approved for year 3 as per the October 2023 Council report. This leaves £560,960 for revenue and £1,086,320 yet to be spent. The proposed projects to spend the remaining revenue amount and a proportion of the capital funds, needing approval are detailed below. The revenue cost also includes the 4% admin charge which is to allow Councils to administer the fund.

2.3. The Investment Plan (Appendix 1) identifies a number of projects for year 3 and these projects have been worked up in consultation with the Local Partnership Group, Chief Officers and Warwickshire County Council (WCC).

2.4. This report details the projects as a result of recent consultation as outlined above.

### **Priority 1- Community and Place**

#### **Shopfront Improvement Scheme (£82,680)**

2.5. UKSPF intervention E1 enables improvements to town centres and high streets with the objective of strengthening our social fabric and fostering a sense of local pride and belonging.

2.6. A key aim of the Council's town centre regeneration programme is to improve the physical built environment and one of the ways in which the Council wishes to influence and drive these improvements is by elevating the appearance of existing shop fronts and supporting businesses to improve their existing quality. One of the 19 workstreams agreed by the Town Centre Regeneration Working Group is to produce planning documents which support town centre regeneration and the Shopfront SPD is on the work programme for 23/24.

2.7. Therefore, in support of the Shopfront SPD, which approval for consultation is sought elsewhere on the Cabinet agenda, it is proposed to use UKSPF funding to kickstart those improvements using the new guidance.

- 2.8. To ensure maximum benefit to the physical environment is felt, a targeted area of high visibility shops will be identified in the first instance in consultation with the Town Centre Regeneration Working Group. If funds are available thereon after, the scheme will be offered wider than the initial area.

## **Priority 2 - Local Business**

### **Business and Community Hub (£254,080)**

- 2.9. Investment Priority E24 seeks to fund new and improvements to existing training hubs, business support offers, incubators' and 'accelerators' for local enterprise (including social enterprise) which can support entrepreneurs and start-ups through early stages of development and growth by offering a combination of services including account management, advice, resources, training, coaching, mentorship and access to workspace.
- 2.10. The purpose of the hub is to provide a physical and virtual space where local businesses, residents, and delivery partners can come together as a Rugby focused community of support.
- 2.11. There will be four priority areas:
- Upskilling residents to bridge a skills gap through training programs designed to provide work experience, traineeships, digital literacy, job readiness).
  - Building a skilled and competitive workforce through a job placement service, apprenticeships, and continued education.
  - Nurturing local talent and fostering the growth of local businesses through business incubation, mentorship, access to funding start-up advice
  - Encouraging a support network of businesses and providing tailored business support services providing networking opportunities, regulatory training, business development, human resources amongst others.
- 2.12. Many of these services are provided across Warwickshire by a range of services providers, but there is often a complex process for local businesses to navigate, a lack of awareness of the support that is available, a reluctance to engage in something that does not have a local dimension and a lack of a joined-up approach at a local level by the deliverers of services and other strategic partners. Furthermore, there is a widely repeated view that Rugby lacks appropriate facilities that would accommodate the above types of activities and that this potentially skews provision of service to other parts of the County where suitable locations can be found.
- 2.13. The Business and Community hub would address these issues by encouraging local provision, where local connections can be facilitated by a dedicated and localized approach to ensure that support to our businesses and residents is optimized.
- 2.14. It is proposed that the hub would comprise four phases:

<b>Phase</b>	<b>Description</b>	<b>Timescales</b>	<b>Location</b>
Phase 1- Digital and initial engagement	This is commenced as soon as possible to pave the way to the physical hub	Spring/Summer 2024	Web-based
Phase 2 - Pilot physical space	A primarily public sector funded approach to test and build concept	1 year pilot	Townhall Ground Floor
Phase 3 -Interim hub	Transition to the town centre to provide a longer-term solution. The model maybe a more mixed public and private sector approach.	2-5 years	As part of a meanwhile use in the town centre
Phase 4 - Long-term	A sustainable business/community hub that is commercially led	As town centre transforms	A town centre location

2.15. Phases 1 and 2 are the subject of the rest of this paper. It is proposed that these two phases are commenced during 2024 and use UKSPF to provide the capital to refurbish an appropriate location and revenue support to provide core operating costs.

2.16. In determining a preferred location for the pilot, a number of principles were considered:

- An accessible location in the town centre;
- A space which could accommodate meeting room, bookable workspace, one to one facilities for confidential discussions and informal group/team discussions;
- Capable of being in operation by September 2024.

2.17. Although several locations were reviewed, it was felt that the best chance of success to have a pilot facility in operation was the Ground Floor of the Town Hall which includes the current reception area and space to the back of the reception which would house the new business and community hub. The proposals include refurbishment of the reception to ensure smooth working of the total area and good quality access to the proposed hub space. Some initial costing has taken place and to refurbish the relevant area including fit-out costs is estimated at £200,000. This would include purchase of furniture that could be relocated to a new facility if phase 3 progresses in due course.

2.18. From a public sector perspective, there is no one organisation capable of delivering this service including the Council which does not have the capacity

to deliver. Moreover, the longer-term hub envisages a more commercial approach so by bringing in a private sector partner at this early stage, would allow for some testing of the financial feasibility of bringing in a range of funding sources including commercial income.

2.19. The proposal involves an external company with experience with WCC, Warwickshire College and DWP so that they would operate the service for 12 months which would allow the testing of the hub concept and learning as to how best proceed on a more commercial basis. The facilities of the Hub would be provided to the external company free of charge and for the operation of the hub including the service provision identified above, there would be an agreement to pay £54,080 which would also deliver a range of the outputs contained in the UKSPF agreement with the UK Government. It has been estimated that the full operating cost of the hub for 12 months is £80,000 and provisionally, the remainder of the £80,000 would be generated by the external company from other funding sources that have been secured so that the balance of £25,920 would be utilised to support other skills programmes.

2.20. All phases would be subject to procurement and / or commercial negotiations.

### **Borough Wide Business Grants (£90,000)**

2.21. Supporting local business and more specifically, UKSPF intervention E20 which seeks to assist with research and development grants for new product, services and markets.

2.22. Following the success of the business grants for town centre businesses as part of Year 2 UKSPF, it is proposed to provide businesses across the borough of Rugby the opportunity to apply for financial support through a new grants scheme of £90,000.

2.23. The UKSPF Local Partnership Group and officers will review and make recommendations to the Chief Officer for Growth and Investment to approve grant applications as they have done previous for the town centre, community and sports grants offered in 2023/2024.

### **Priority 3 – People and Skills (£300,000)**

2.24. As part of the Government's UKSPF Prospectus, funding for the third investment priority, People and Skills, was deferred until the third year (2024/25). Local Authorities were strongly urged by the UK Government to earmark expenditure on skills and employability in year 3 of the UKSPF due to the former ESF funded programmes concluding in year 2 of the UKSPF.

2.25. UKSPF intervention E33, E37 and E39 focuses on supporting economically inactive people overcome barriers to work by providing cohesive tailored support including access to basic skills.

- 2.26. The programmes offered will be focused on inclusive growth (unemployed and the economically inactive), young people, in-work progression and supporting future green careers within the borough.
- 2.27. E33 programme will provide intensive support and provide a range of barrier breaking activities to build soft skills whilst providing confidence building for local people.
- 2.28. E35 will focus on community -based projects that upskill the economically inactive/unemployed and the programmes will include:
- Skills development for the unemployed
  - Employability skills including employer expectations
  - Volunteering
  - Work experience
  - Confidence/motivation building
- 2.29. E37 will look to be delivered as a training incentive for local businesses to upskill staff internally, support employee progression and give organisations the option to further recruit over time. This approach also provides the upskilling escalator effect and supports with easing the tight labour market exhibited locally.
- 2.30. The programmes mentioned above are shown in the below table with costings to provide the support.

E33 -led by WCC	Employment support for economically inactive people	16–24-year-old Skills for your future - focused on moving closer to and into employment, education and training  25+ years old Skills for work -focused on moving closer to work	£140,000
E37 -led by WCC	Tailored support to help people into employment to address barriers to accessing education and training courses	Skills escalator fund - skills grant fund for Rugby's small/medium employers to upskill staff, allow staff to move upwards within the company and reskill to suit gaps	£80,000
E39 -led by WCC	Green skills courses targeted around	Business Future Skills - focused on supporting individuals with learning	£80,000

	ensuring skilled workforce to achieve net zero and wider environmental ambitions	leading to potential employment	
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### 3. Financial Implications

3.1. The revenue and capital spend for each project is set out below:

<b>UKSPF Year 3 (2024/25)</b>			
<b>Already committed (Council 25/10/2023)</b>	<b>Revenue Amount</b>	<b>Capital Amount</b>	<b>Total</b>
Community support to reduce the cost-of-living grant fund	£50,000	N/A	
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Small Business Support	£194,140	N/A	
<b>Total approved at Council 25/10/2023</b>	<b>£294,140</b>	<b>£0</b>	<b>£294,140</b>
<b>New Projects</b>			
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Business and Community Hub	£54,080	£200,000	
Borough Wide Business Grants	£90,000	N/A	
People and Skills	£300,000	N/A	
Administration and Management 4%	£34,200	N/A	
<b>Total to be approved</b>	<b>£560,960</b>	<b>£200,000</b>	<b>£760,960</b>
<b>STILL TO BE COMMITTED</b>		<b>£886,320</b>	<b>£886,320</b>
<b>Year 3 Total</b>	<b>£855,100</b>	<b>£1,086,320</b>	<b>£1,941,420</b>

3.2. This report outlines the proposed spend of £200,000 capital funding and £560,960 revenue funding of the overall £1,941,420 Year 3 allocation of UK Shared Prosperity Fund.

3.3. This leaves £886,320 yet to be committed for 2024/2025 which will be addressed in a future report to Council in the summer. It is critical that schemes and projects are identified as quickly as possible so that the schemes can be delivered in 2024/25.

### 4. Options Available

4.1. Taking the above into account, two options are proposed for consideration of Members, namely:

Option 1

Agree the spend and recommendations as set out in the report

Option 2

Not agree the spend and recommendations as set out in the report

**5. Conclusion and Recommendations**

- 5.1. All projects outlined in this report are in accordance with the aspirations of the UKSPF investment priorities and it is recommended that the capital and revenue spend as detailed in the report is approved.
- 5.2. Delegated authority be given to the Chief Officer for Finance and Performance in consultation with the Chief Officer for Growth and Investment to make any other minor changes to spend to ensure all money is spend by the end of the financial year 2024/2025.
- 5.3. It is also recommended that delegated authority is given to the Chief Officer for Growth and Investment to approve the recommendations of the Local Partnership Group in relation to successful borough wide business grant applications.

**Name of Meeting:** Cabinet  
**Date of Meeting:** 11 March 2024  
**Subject Matter:** UK Shared Prosperity Fund Year 3 Spend  
**Originating Department:** Growth and Investment

**DO ANY BACKGROUND PAPERS APPLY**  **YES**

**LIST OF BACKGROUND PAPERS**

<b>Doc No</b>	<b>Title of Document and Hyperlink</b>
1	Investment Plan
2	Expenditure Profile

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

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Exempt information is contained in the following documents:

<b>Doc No</b>	<b>Relevant Paragraph of Schedule 12A</b>



# **Rugby Borough Council**

## **UK Shared Prosperity Fund: Investment Plan Document**

**Update December 2022**

**Purpose**

## Appendix 1

The purpose of document paper is to outline Rugby Borough Council's approach for delivering the Council's share of the UK Shared Prosperity Fund (UKSPF). This document seeks to provide additional details on the proposals contained within the Council's UKSPF Investment Plan.

The Council will use UKSPF funding to both provide short term improvements with a lasting impact and provide schemes which leave the local economy ready for the opportunities of the future. The Council expects there to be a real multiplier effect in terms of investment from the projects selected.

### **Background**

Rugby is one of the fastest growing boroughs in the country with the population expected to increase by c. 130,000 people over the next 10 years. It benefits from excellent road and rail connections, which drives the economy and provides a wide catchment for visitors to Rugby Town Centre, including a relatively affluent catchment for the Town Centre.

Rugby Town Centre has an attractive and plentiful built heritage, including Rugby School, and intimate streets that create a very walkable and cyclable town centre, with Caldecott Park as a high quality green space at its core.

However, like many locations, Rugby Town Centre faces structural challenges. High vacancy levels and the changing role of retail in the centre has been fuelled by changing retail behaviours, the success of Elliot's Fields Retail Park, and the long term impacts of the COVID-19 pandemic. The Town Centre also has a weak office market with limited inward investment and more recently, the loss of established occupiers moving to other locations due to the lack of suitable alternative commercial spaces.

Whilst Rugby does have a diverse leisure offer, this is pepper-potted across the centre with limited ancillary food and beverage uses to support these activities. This therefore limits Rugby's ability to provide a compelling day to night-time draw. Rugby Market is underperforming, with the envisaged ability to do more to draw in crowds and support the town centre revitalisation through a re-imagined offer in the future.

The wards within Rugby town centre itself are of the most deprived wards in the borough and as of 2019 seven lower super outputs areas (LSOAs) are within the 30% most deprived areas in the country, an increase of two LSOA since 2015.

The Council recognised this and strongly believe that regenerating and improving the town centre environment would boost the local economy. Therefore, Rugby Borough Council bid for the Future High Street Fund as well as the Heritage Action Zone fund however these bids were unsuccessful. The Council also felt that as it is categorised as a Tier 3 Council, despite the deprivation in some of its wards, for the purposes of the Levelling Up Fund, it was unlikely to be awarded monies against Tier 1 and 2 authorities if bids were submitted.

In response to this context, Rugby Borough Council procured a design team, comprising Avison Young, Allies and Morrison and Urban Flow, to prepare a masterplan for Rugby Town Centre.

This strategic masterplan exercise, intended to culminate in a robust Regeneration Plan for the Town Centre, has established an agreed vision for the Town Centre:

*"Rugby Town Centre will be first choice for Rugby residents and visitors. It will be vibrant, resilient and a community focal point; supported and characterised by a strong daytime and night-time economy, a culture of entrepreneurship, and a thriving hub of independent and non-independent*

## Appendix 1

*businesses. We will deliver a place and a mix of uses that puts people first, celebrates Rugby's heritage and contributes positively to the lives of our community creating a prosperous and sustainable place that we can all be proud of."*

The process will ultimately define a transformative level of regeneration in the centre, through identifying key development and investment opportunities supported by a delivery strategy including need for intervention, viability and delivery responsibilities.

To support the vision, a set of objectives and place principles have been developed. To date, the process has included considerable engagement with Council Officers, Council Members, major Town Centre stakeholders, local businesses and the local community.

Now adopted it is intended that the Town Centre Regeneration Strategy will provide a plan for the town centre for investors and business moving forward, with support from the Council.

Rugby Borough Council's Corporate Strategy 2021-2024 also centres around four priority outcomes with the economy 'arm' supporting the fact that the Council is ambitious and wants to see real regenerative change to benefit its residents, business and visitors:

### Climate

Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. The Council has committed to being net zero by 2030 and will work with businesses, residents, and partners to improve the environmental sustainability of the Council and lead the borough through a green recovery and into a greener future.

### Economy

Rugby will encourage and support sustainable economic growth, consistent with its social and environmental priorities. Rugby Borough has ambitions to promote Rugby as a place to do business and helping the borough recover from the economic impact on Covid-19, ensuring that residents have the skills they need to meet local demand, nurture and support independent shops as well as helping businesses thrive.

### Health & Communities

Rugby wants to ensure that its residents live healthy, independent lives, with the most vulnerable protected and this can be achieved by providing access to high quality green spaces and recreational facilities, high quality and affordable homes as well as working with partners to invest in services to meet local needs.

### Organisation

Rugby Borough Council is committed to being a responsible, effective and efficient organisation which will continue to manage its finances well, embrace innovation and value its people, delivering high quality services.

The Council's four priority outcomes align closely with the Government's Levelling Up White Paper core objectives identified below and shows the commitment the Council has to the Borough's businesses, residents and visitors.

- boost productivity, pay, jobs, and living standards by growing the private sector, especially in those places where they are lagging;

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- spread opportunities and improve public services, especially in those places where they are weakest;
- restore a sense of community, local pride and belonging, especially in those places where they have been lost; and
- empower local leaders and communities.

### **The Opportunity**

The UK Shared Prosperity Fund is a 3 year programme that focuses on 3 key areas of investment priorities: Community and Place, Supporting Local Business and People and Skills.

#### Community and Place

- Improvements to town centres and highstreets
- Funding for local sports facilities
- Community measures to reduce the cost of living

#### Supporting Local Business

- Investment in open markets and improvements to town centre retail
- Business Support measures to drive employment growth
- R&D grants to support the development of innovative products and services

#### People and Skills

- Employment support for inactive people
- Support for local areas to fund local skills needs
- Green skills courses
- Support and help people in employment who are not supported by mainstream provision to address barriers to accessing education and training courses

Before the first payment is made in October, the Council must submit an Investment Plan which needs to set out the high-level strategic aims that the Council wishes to address over the next 3 years. The UKSPF closely aligns with the Council's Corporate Strategy on areas such as creating a diverse and resilient economy and meeting the challenges of climate change.

### **Engagement**

The Council has engaged in a significant round of informal consultation with key stakeholders when drawing up the Investment Plan. Borough Councillors have helped to shape the type of projects being considered. The Borough Council and Warwickshire County Council have worked together closely on the Investment Plan and will continue to work closely together on its delivery. The Council has engaged education institutions such as Rugby College to understand how our workforce can be equipped with the skills of the future. Organisations representing business such as the Chamber of Commerce and Federation of Small Business have been key to shaping the Investment Plan's approach to supporting business. The Council has also engaged with the voluntary sector.

### **The Challenge**

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The Council's analysis of challenges is focused on the town centre, then the wider Borough. Rugby Town Centre's vacancy rate has been performing consistency in line with national trends, but long-term vacancies are a consistent challenge. There are concentrations of vacancies in areas of the town centre where long-term empty buildings have started to decay, which has a highly visible negative impact but also represents lost potential employment and economic activity. The town centres public realm is significantly outdated, with a specific need identified to improve pedestrian connections between the town centre and railway station, which currently gives a poor first impression to visitors and investors alike.

The loss of key anchor stores and stalled development proposals has left key sites/units empty or underdeveloped. This undermines Rugby's ability to compete with the strong competition provided by neighbouring towns. Empty units and stalled sites also undermine Rugby's efforts to transition from a retail-led town centre to a more mixed-use destination. To help meet these challenges, the Council has commissioned a new Town Centre Regeneration Strategy and market review to create a truly mixed use town centre. The new strategy will guide how the town centre develops over future decades by identifying key development sites and other interventions and crucially how they will be delivered.

Whilst Rugby's economy has performed relatively strongly it cannot stand still. Rugby has the second lowest GVA per worker in Warwickshire. Business start-up rates are below the national average and reduced further during the Covid-19 pandemic. The average size of businesses in Rugby is below the national average. Whilst many of these companies may have significant opportunities for growth they need support to grow. Rugby's lower GVA is considered to reflect that local business need greater support with new technology and may benefit from efforts to utilise Rugby's strong rail links with London. Rugby Borough Council takes a positive approach towards growth and wants to harness the benefits of this growth to create a better town centre and create more jobs for all our residents.

## **Investment Priorities**

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The Investment Plan identifies the priorities for the UK Shared Prosperity Fund. This section provides additional detail on the main priorities and in some cases the types of projects expected to come forward but are not confirmed at this stage.

### **Place and Communities**

The town centre is a key focus for Rugby's UKSPF allocation. The Council's overall strategy is to integrate town centre regeneration with improving local skills, with the potential to identify complementary interventions that make the benefits of this funding go further. The UKSPF is an opportunity to support projects which will complement the recently adopted Town Centre Regeneration Strategy. The Town Centre Regeneration Strategy is considering projects for the next 15 years whilst UKSPF funding will consider projects for next three years.

#### **Place and Communities UKSPF Priorities:**

- E1: Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs.
- E10 Funding for local sports facilities, tournaments, teams and leagues to bring people together
- E13 Community measures to reduce the cost of living, including through measures to improve energy efficiency, and combat fuel poverty and climate change.
- E14: Funding to support relevant feasibility studies.

#### **Example Projects**

The Council has a range of potential projects but the below have been identified as potential priority projects owing to their potential across the areas of Communities and Place, Supporting Local Business and People and Skills. These projects may also form part of the projects being developed as part of the Town Centre Regeneration Strategy and Council's Corporate Strategy.

#### Meanwhile Uses

Delivering transformational change includes achieving the small changes that in combination can help transform a street, not just the largest regeneration sites. Meanwhile Uses provide the opportunity for the temporary occupation of vacant units by non-commercial occupiers who would otherwise be unable to afford commercial rents. The footfall helps neighbouring units e.g. coffee shops, encourage new jobs to be created as social enterprises expand and encourage landlords to invest in their vacant units. The Council would work with Rugby First (Business Improvement District) to act as a facilitator matching landlords and potential tenants.

#### Shopfront Improvement Scheme

A shopfront improvement scheme could provide grants to landlords who agreed to invest in their empty units and also units in need of repair. The scheme could focus on concentrations of vacancies in Rugby, with works guided by a new supplementary planning document (SPD). These works would aim to decrease vacancies, improve the general appearance of the town centre and could be combined with other interventions to maximise socio-economic benefit. Frontages schemes are an investment multiplier, with landlords, tenants, nearby shops all encouraged to invest more in their

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respective units and businesses. The process would be managed by the Council through an ‘open call’ process and applications assessed against a published selection criteria.

### Rugby Bicentenary 2023

The Bicentenary of the game of Rugby is an opportunity to encourage residents into the town centre to celebrate their town’s history. A series of events will be held, but the Council is looking at small interventions which collectively can make a big difference to how the town centre looks and feels. This could be new lighting, restoring what we have already and making the most of our green space and public realm. The Council wants to get the basics right to create a more pleasant environment to encourage people to spend more time in the town centre, but also to improve the connections between the railway station and town centre.

### **Deliverable Outcomes**

Some of the deliverable outcomes as identified in the spreadsheet required for E1, E10, E13 and E14 have not been completed due to the inability to obtain the correct baseline information to then base a percentage increase. However improved public perception, increased visitor numbers, job created/safeguarded, improved perception, reduction in Co2e and increase energy efficiency are all outcomes the Council wants to improve. Therefore, whilst a quantifiable figure has not been inserted into the spreadsheet, this does not imply that the Council does not have any intention of improving in all these areas.

With regards to footfall, the Council used to monitor this pre-pandemic, however there is no up to date baseline data. The Council has procured the installation of new footfall cameras which will be operational early in 2023.

## **Support for local businesses**

### **Rugby’s Economy**

Rugby has a significant presence within the transport & storage sector as the sector benefits from Rugby’s central location: access to the “Golden Triangle” motorway network (M6/M1/M42), A5 corridor and London’s “Magic Circle”; where local businesses and residents can reach the London within an hour via rail. The transport & storage sector overall accounts for nearly 4% of Rugby’s total GVA equating to £287m as of 2019.<sup>1</sup>

Within transport & storage the main industry strengths come from the Warehousing & Storage and Postal and Courier Activities (Logistics). Rugby is home to many leading logistics companies such as DHL. Postal and Courier Activities (Logistics) had a location quotient<sup>2</sup> of 6.3 in 2021 indicated that the industry is over 6 times more concentrated in Rugby when compared to the national average. Warehousing & Storage had a location quotient of 4.4 in 2021 indicated that the industry is over 4 times more concentrated in Rugby when compared to the national average.

With the presence of the manufacturing technology centre and AGCO and Meggit amongst others the Manufacturing sector is also a significant sector strength in Rugby and overall accounts for over 5% of Rugby’s total GVA equating to £343m as of 2019. Rugby has a relatively large industrial concentrations

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<sup>1</sup> ONS, GVA regional breakdown, 2022

<sup>2</sup> Location Quotient (LQ) is a way of quantifying how “concentrated” an industry is in a region compared to a larger geographic area, such as the state or nation.

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of various manufacturing sub industries. Manufacturing of electrical equipment has the highest LQ out of all manufacturing at 6.3 followed by manufacturing of motor vehicles at 5.7, this shows that they are over 6 and 5 times more concentrated in Rugby than the national average respectively.

Professional and business services are also considered significant strengths to Rugby these are high value high skilled industries which provide 5.7% contribution towards total GVA in 2019. Professional services alone had a location quotient of 1.3, suggesting a above national average concentration base in Rugby.

Tourism is one of the key drivers of economic growth to the South Warwickshire economy and surrounding areas. Rugby (where the sport of Rugby Football originated) has strong tourism potential that is currently not being fulfilled. Rugby's tourism / visitor economy in terms of GVA value only accounts just a little over 1% of Rugby's Total GVA as of 2019. This likely to have fallen further due to the impacts of COVID 19 on tourism in 2020.<sup>3</sup>

The visitor economy in Rugby has a fairly low LQ value of 0.5 suggesting that the concentration of the visitor economy is lower than the national average. The negative economic impact on high streets and the retail sector have only been catalysed further due to the onset of the COVID-19 pandemic. Rugby's wholesale and retail trade GVA value accounts for 3.5% of total GVA in 2019 but its overall LQ value comes in at 0.9 suggesting a lower than national average concentration.

### **Support for Local Business UKSPF Priorities**

- E16: Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses.
- E22: Investing in enterprise infrastructure and employment/ innovation site development projects. This can help to unlock site development projects which will support growth in places.
- E23: Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks.
- E31: Funding to support relevant feasibility studies.

### **Proposed approach**

A host of tailored support for new and existing businesses has been operating across Rugby. The Council is assessing how this can continue and be enhanced by working with existing delivery partners. Support includes helping businesses with their cashflow, digital marketing and sales. This support can be vital for companies in their first 12 months of trading. The Council is developing a local business strategy and economic strategy which collectively will provide the overarching framework for this and be delivered through a Local Partnership Board.

### **Example Projects**

#### Supporting Rugby Market

Rugby Market is at the heart of what makes Rugby a market town. As the retail market changes, Rugby Market needs to change with it. The Council has recently gone out to tender for a new operator so now is the time to provide additional support to reform the market. The market could be supported to provide high-quality, standardised stalls with a clear design theme and a new layout enabling the market to gain a greater critical mass. The market would need to provide more food

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<sup>3</sup> Lightcast, GVA, 2022

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and beverage, arts and craft and flowers and plants to reposition itself as a market which appeals to all ages. UKSPF funding could help support this transition.

### Business Hub/Shared workspace

Shared workspace is increasingly common across the UK, especially since homeworkers have sought new places to collaborate. Such venues can provide opportunities for networking, training events and help provide low-cost meeting rooms to enable new enterprises to keep their costs down. The Rugby Business Hub would be unique as it would seek to enable Rugby to utilise its excellent rail links to London. For example, enabling Rugby businesses to host clients who have come on the train for in-person meetings in high quality office space. The Council would be looking to enter into a partnership agreement to run the business hub, from day-to-day operations to special events.

### **Deliverable Outcomes**

Some of the deliverable outcomes as identified in the spreadsheet required for E16 and E23 have not been completed as the projects have not been formalised and so some outputs are unknown at this point in time.

## **People and Skills**

### **Background**

Further to the negative impact of the pandemic, those who were unemployed or fell out of unemployment are now finding it increasingly challenging to make positive moves towards employment. Within Warwickshire from March 2020 – March 2022, the area recorded a 42% increase in individuals on the claimant count. This increase from 7,830 individuals to 11,120 shows an area which is still in recovery with an inflated number of job seekers who require further support to move into employment or sustain longer term roles. For Rugby specifically, the area has seen a 38% increase which totals 580 additional individuals on the claimant count. Without sustained levels of employment support until 2024/25, there is a risk that those who are at risk of being unsupported will fall out of employment and eventually become economically inactive. To date (December 2021) the economically inactive rate for Warwickshire stands at 17.9%. With funded support ringfenced for the Community and Voluntary Sector across 2023/24, greater responsive work is required in 2024/25 to recover the drop in engagement levels and to support the wider economy in recovery.

### **People and Skills UKSPF Priorities:**

- E33: Employment support for economically inactive people: Intensive and wrap-around one-to-one support to move people closer towards mainstream provision and employment, supplemented by additional and/or specialist life and basic skills (digital, English, maths\* and ESOL) support where there are local provision gaps.

### **Proposed Approach**

The Council is working with providers to explore the gaps in local skills training, especially in the area of digital skills, engineering and logistics. Skills training is vital to boost productivity to improve Rugby's GVA, tackle unemployment and ensure the future success of the local economy.

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Rugby Council will be working with stakeholders and partners through a Local Partnership Board to deliver outcomes of the Fund having identified where the gaps are through a feasibility study.

### **Deliverable Outcomes**

Many of the deliverable outcomes as identified in the spreadsheet required for E33 have not been completed as the projects have not been formalised and so some outputs are unknown at this point in time.

Expenditure Profile				UKSPF Allocation Annual Expenditure				UKSPF Allocation Capital/Revenue Split (£)						
Investment Priority	Intervention	UKSPF Allocation	% of Total UKSPF Allocation	2022-23	2023-24	2024-25	Annual Expenditure Totals	Capital 22/23	Revenue 22/23	Capital 23/24	Revenue 23/24	Capital 24/25	Revenue 24/25	Capital/Revenue Totals
Communities & Place	E1: Improvements to town centres & high streets	£1,552,295	51%	£280,500	£342,800	£928,995	£1,552,295	£250,000	£30,500	£272,800	£70,000	£846,315	£82,680	£1,552,295
Communities & Place	E2: Community & neighbourhood infrastructure projects		0%				£0							£0
Communities & Place	E3: Creation of and improvements to local green spaces		0%				£0							£0
Communities & Place	E4: Enhancing existing cultural, historic & heritage institutions offer		0%				£0							£0
Communities & Place	E5: Built & landscaped environment to 'design out crime'		0%				£0							£0
Communities & Place	E6: Local arts, cultural, heritage & creative activities		0%				£0							£0
Communities & Place	E7: Support for active travel enhancements in local area		0%				£0							£0
Communities & Place	E8: Campaigns to encourage visits and exploring of local area		0%				£0							£0
Communities & Place	E9: Impactful volunteering and/or social action projects		0%				£0							£0
Communities & Place	E10: Local sports facilities, tournaments, teams & leagues	£180,000	6%	£80,000	£50,000	£50,000	£180,000	£80,000	£0	£0	£50,000	£0	£50,000	£180,000
Communities & Place	E11: Capacity building & infrastructure support local groups		0%				£0							£0
Communities & Place	E12: Community engagement schemes, local regeneration		0%				£0							£0
Communities & Place	E13: Community measures to reduce the cost of living	£100,000	3%		£50,000	£50,000	£100,000	£0	£0	£0	£50,000		£50,000	£100,000
Communities & Place	E14: Relevant feasibility studies	£20,000	1%		£20,000		£20,000	£0	£0	£0	£20,000	£0	£0	£20,000
Communities & Place	E15: Digital connectivity for local community facilities		0%				£0							£0
<b>Communities &amp; Place</b>	<b>Total for 'On-menu' Interventions</b>	<b>£1,852,295</b>	<b>61%</b>	<b>£360,500</b>	<b>£462,800</b>	<b>£1,028,995</b>	<b>£1,852,295</b>	<b>£330,000</b>	<b>£30,500</b>	<b>£272,800</b>	<b>£190,000</b>	<b>£846,315</b>	<b>£182,680</b>	<b>£1,852,295</b>
Communities & Place	Insert Bespoke Intervention		0%				£0							£0
Communities & Place	Insert Bespoke Intervention		0%				£0							£0
Communities & Place	Insert Bespoke Intervention		0%				£0							£0
Communities & Place	Insert Bespoke Intervention		0%				£0							£0
<b>Communities &amp; Place</b>	<b>C&amp;P Bespoke Interventions Total</b>	<b>£0</b>	<b>0%</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>
<b>Communities &amp; Place</b>	<b>Communities &amp; Place Interventions Total</b>	<b>£1,852,295</b>	<b>61%</b>	<b>£360,500</b>	<b>£462,800</b>	<b>£1,028,995</b>	<b>£1,852,295</b>	<b>£330,000</b>	<b>£30,500</b>	<b>£272,800</b>	<b>£190,000</b>	<b>£846,315</b>	<b>£182,680</b>	<b>£1,852,295</b>
Local Business	E16: Open markets & town centre retail & service sector	£210,000	7%		£130,000	£80,000	£210,000	£0	£0	£50,000	£80,000	£0	£80,000	£210,000
Local Business	E17: Development & promotion of visitor economy		0%				£0							£0
Local Business	E18: Supporting Made Smarter Adoption		0%				£0							£0
Local Business	E19: Investment in research & development at the local level		0%				£0							£0
Local Business	E20: R&D grants supporting innovative product & service development		0%				£0							£0
Local Business	E21: Development of innovation infrastructure at a local level		0%				£0							£0
Local Business	E22: Enterprise infrastructure & employment / innovation sites	£250,000	8%			£250,000	£250,000					£240,000	£10,000	£250,000
Local Business	E23: Strengthening local entrepreneurial ecosystems	£342,342	11%		£148,200	£194,142	£342,342				£148,200		£194,142	£342,342
Local Business	E24: Training hubs, business support offers, incubators & accelerators		0%				£0							£0
Local Business	E25: Bid for & host international business events & conferences		0%				£0							£0
Local Business	E26: Growing the local social economy		0%				£0							£0
Local Business	E27: Develop angel investor networks		0%				£0							£0
Local Business	E28: Export grants to grow overseas trading etc.		0%				£0							£0
Local Business	E29: Supporting decarbonisation & improving natural environment		0%				£0							£0
Local Business	E30: Business support measures to drive employment growth		0%				£0							£0
Local Business	E31: Support relevant feasibility studies	£10,000	0%	£10,000			£10,000		£10,000					£10,000
Local Business	E32: Investment to protect from natural hazards, flooding and coastal erosion		0%				£0							£0
<b>Local Business</b>	<b>Total for 'On-menu' Interventions</b>	<b>£812,342</b>	<b>27%</b>	<b>£10,000</b>	<b>£278,200</b>	<b>£524,142</b>	<b>£812,342</b>	<b>£0</b>	<b>£10,000</b>	<b>£50,000</b>	<b>£228,200</b>	<b>£240,000</b>	<b>£284,142</b>	<b>£812,342</b>
Local Business	Insert Bespoke Intervention		0%				£0							£0
Local Business	Insert Bespoke Intervention		0%				£0							£0
Local Business	Insert Bespoke Intervention		0%				£0							£0
Local Business	Insert Bespoke Intervention		0%				£0							£0
<b>Local Business</b>	<b>LB Bespoke Interventions Total</b>	<b>£0</b>	<b>0%</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>
<b>Local Business</b>	<b>Local Business Interventions Total</b>	<b>£812,342</b>	<b>27%</b>	<b>£10,000</b>	<b>£278,200</b>	<b>£524,142</b>	<b>£812,342</b>	<b>£0</b>	<b>£10,000</b>	<b>£50,000</b>	<b>£228,200</b>	<b>£240,000</b>	<b>£284,142</b>	<b>£812,342</b>
People & Skills	E33: Employment support for economically inactive people	£388,284	13%			£388,284	£388,284						£388,284	£388,284
People & Skills	E34: Courses including basic, life & career skills		0%				£0							£0
People & Skills	E35: Enrichment & volunteering activities		0%				£0							£0
People & Skills	E36: Increase levels of digital inclusion, essential digital skills		0%				£0							£0
People & Skills	E37: Tailored support for the employed to access courses		0%				£0							£0
People & Skills	E38: Local areas to fund local skills needs		0%				£0							£0
People & Skills	E39: Green skills courses		0%				£0							£0
People & Skills	E40: Retraining support for those in high carbon sectors		0%				£0							£0
People & Skills	E41: Funding to support local digital skills		0%				£0							£0
<b>People &amp; Skills</b>	<b>Total for 'On-menu' Interventions</b>	<b>£388,284</b>	<b>13%</b>	<b>£0</b>	<b>£0</b>	<b>£388,284</b>	<b>£388,284</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£388,284</b>	<b>£388,284</b>
People & Skills	Insert Bespoke Intervention		0%				£0							£0
People & Skills	Insert Bespoke Intervention		0%				£0							£0
People & Skills	Insert Bespoke Intervention		0%				£0							£0
People & Skills	Insert Bespoke Intervention		0%				£0							£0
<b>People &amp; Skills</b>	<b>P&amp;S Bespoke Interventions Total</b>	<b>£0</b>	<b>0%</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>
<b>People &amp; Skills</b>	<b>People &amp; Skills Intervention Total</b>	<b>£388,284</b>	<b>13%</b>	<b>£0</b>	<b>£0</b>	<b>£388,284</b>	<b>£388,284</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£388,284</b>	<b>£388,284</b>
<b>Allocation Totals</b>		<b>£3,052,921</b>	<b>100%</b>	<b>£370,500</b>	<b>£741,000</b>	<b>£1,941,421</b>	<b>£3,052,921</b>	<b>£330,000</b>	<b>£40,500</b>	<b>£322,800</b>	<b>£418,200</b>	<b>£1,086,315</b>	<b>£855,106</b>	<b>£3,052,921</b>

# Rugby Borough Council

## Climate Change and Environmental Impact Assessment

### Rugby Borough UK Shared Prosperity Fund Year 2

#### CONTEXT

In 2019 the UK Parliament set a commitment in law to reach net zero carbon emissions by 2050. Achieving this target will require considerable effort with public bodies, private sector organisations, the third sector and individuals working together to take action. Rugby Borough Council declared a climate emergency in 2019, in doing so committed to:

- To move the Council's operations towards Carbon Neutrality by 2030.
- To establish action to tackle climate change as a key driver of all decision-making.
- To provide community leadership in reducing the impact of Climate Change.
- To take action to mitigate the impact of climate change on a Borough wide basis and beyond, through adaptation.

The Council's Corporate Strategy (2021-24) [link](#) sets ambitious outcomes in relation to Climate Change. These ambitions must now be progressed through the decisions which the Council makes.

It is therefore important that Rugby Borough Council gives due regard to climate change when making decisions. In the context of the Council's business, Climate Change includes carbon emissions, biodiversity, habitat loss and environmental destruction. When putting forward recommendations for decision, officers must assess how these recommendations are likely to influence our climate change commitments by completing the following Climate Change and Environmental Impact Assessment.

A copy of this Climate Change and Environmental Impact Assessment, including relevant data and information should be forwarded to the Deputy Chief Executive.

**If you require help, advice and support to complete the forms, please contact Dan Green, Deputy Chief Executive**

<b>Portfolio and Service Area</b>	Growth and Investment
<b>Policy/Service/Change being assessed</b>	UK Shared Prosperity Fund (UKSPF) – Year3 Spend
<b>Is this a new or existing Policy/Service/Change?</b>	This is a new Government funding source. Council approval has been given for the general areas of spend across the next 3 years as of 19th July 2022.
<b>If existing policy/service please state date of last assessment</b>	None.
<b>Ward Specific Impacts</b>	Borough-wide.
<b>Summary of assessment</b> Briefly summarise the policy/service/change and potential impacts.	<p>The UKSPF is centred around three investment priorities Community and Place, Supporting Local Business and People and Skills. Year 3 spend is centred around funding for:</p> <ul style="list-style-type: none"> <li>• Improvements to shop fronts;</li> <li>• Improving local green spaces;</li> <li>• Business and Community Hub;</li> <li>• Borough Wide Business Grants; and</li> <li>• People and Skills Programmes</li> </ul> <p>The projects outlined have given consideration to the Council’s Climate Change Strategy and Corporate Strategy whilst also benefitting the Borough’s residents.</p>
<b>Completed By</b>	Helen Nightingale Major Projects and Economic Development Manager
<b>Authorised By</b>	Nicola Smith – Chief Officer for Growth and Investment
<b>Date of Assessment</b>	14 <sup>th</sup> February 2024

## SECTION 2: IMPACT ASSESSMENT

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
<b>Energy usage</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The outcomes of this report will also contribute towards the creation of a green, growing, and sustainable economy through promoting business innovation and best practice measures that support businesses to identify ways to decarbonise their activities and identify greenhouse gas savings, increase energy efficiency in enterprises and reduce carbon emissions, promote the circular economy	N/A	N/A	Short term – 12 months
<b>Fleet usage</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Sustainable Transport/Travel (customers and staff)</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Sustainable procurement</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Procurement of services in relation to the business hub and people and skills will be done so with climate change strategy in mind.	N/A	N/A	Short-term 12 Months

<b>Community leadership</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>The Local Partnership Group will have delegation to make recommendation enables the community to take ownership of grant funding pots to assist the local community.</p> <p>The creation of a business and community hub will also give the local community a central place to access opportunities for their businesses.</p>	N/A	N/A	Short-Term 12 Months
<b>Biodiversity and habitats</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Adaptation/Mitigation</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
<b>Impact on other providers/partners</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

**SECTION 3: REVIEW**

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

<b>Review date</b>	Not required for this document – additional documents will have their own assessment.
<b>Key points to be considered through review</b>	N/A
<b>Person responsible for review</b>	N/A
<b>Authorised by</b>	Nicola Smith - Chief Officer for Growth and Investment.

# EQUALITY IMPACT ASSESSMENT (EqIA)

## Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
  - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
  - advancing equality of opportunity between people who share a protected characteristic and those who do not,
  - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
  - age
  - disability
  - gender reassignment
  - marriage/civil partnership
  - pregnancy/maternity
  - race
  - religion/belief
  - sex/gender
  - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.
10. For advice and support, contact:  
Aftab Razzaq  
Chief Officer for Legal and Governance  
[aftab.razzaq@rugby.gov.uk](mailto:aftab.razzaq@rugby.gov.uk)  
01788 533521

## Equality Impact Assessment

<b>Service Area</b>	<b>Growth and Investment</b>
<b>Policy/Service being assessed</b>	<b>UK Shared Prosperity Fund (UKSPF) Spend Year 3</b>
<b>Is this a new or existing policy/service?  If existing policy/service please state date of last assessment</b>	No. Council approved the general areas of spend across the three years at Council.
<b>EqlA Review Team – List of members</b>	<b>Helen Nightingale</b>
<b>Date of this assessment</b>	<b>14 February 2024</b>
<b>Signature of responsible officer (to be signed after the EqlA has been completed)</b>	<i>Helen Nightingale</i>

**A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Chief Officer for Legal and Governance.**

**Details of Strategy/ Service/ Policy to be analysed**

<b><u>Stage 1 – Scoping and Defining</u></b>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	The purpose of this report is to make recommendation on Year 3 projects to spend UK Shared Prosperity Fund monies as well as give delegated authority to the Chief Officer for Growth and Investment to approve recommendations made by the Local Partnership Group on grant fund applications.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	<p>The projects listed meet objectives within the four Corporate Strategy Outcomes, Climate, Economy, Health and Communities and Organisation. These objectives include:</p> <p><u>Climate</u></p> <ul style="list-style-type: none"> <li>• Reduce resident's and business' impact on the environment and help them adapt to the consequences of climate change;</li> <li>• Promote and encourage green and sustainable businesses within the borough.</li> </ul> <p><u>Economy</u></p> <ul style="list-style-type: none"> <li>• Promote Rugby as a place to do business;</li> <li>• Encourage and support sustainable economic growth, consistent with our social and environmental priorities;</li> <li>• Help business thrive and provide jobs for our residents; and</li> <li>• Develop and promote our town centre as a place to live socialise and work.</li> </ul> <p><u>Organisation</u></p> <ul style="list-style-type: none"> <li>• Maintain robust systems of governance that ensure fairness, accountability and transparency.</li> </ul>

<p>(3) What are the expected outcomes you are hoping to achieve?</p>	<p>Expected outcomes from the projects identified include:</p> <ul style="list-style-type: none"> <li>• Improved perception and experience of accessibility to the town centre and open spaces;</li> <li>• Increased visitor numbers to the town centre;</li> <li>• Creation and safeguarding of jobs;</li> <li>• Increase in number of new businesses created;</li> <li>• Reduced number of economically inactive individuals in receipt of benefits they are entitled to following support;</li> <li>• Increased active or sustained participants of UKSPF beneficiaries in community groups (and/or) increased employability through development of interpersonal skills</li> <li>• Increased proportion of participants with basic skills (English, maths, digital and ESOL)</li> <li>• Increased number of people in supported employment (and) number of people engaging with mainstream healthcare services</li> <li>• Increased number of people sustaining engagement with keyworker support and additional services</li> <li>• Increased number of people engaged in job searching following support</li> <li>• Increased number of people in employment, including self-employment, following support</li> <li>• Increased number of people sustaining employment for 6 months</li> <li>• Increased employment, skills and/or UKSPF objectives incorporated into local area corporate governance</li> <li>• Increased number of people gaining qualifications, licences and skills</li> <li>• Increased number of people gaining a qualification following support</li> </ul>
<p>(4) Does or will the policy or decision affect:</p> <ul style="list-style-type: none"> <li>• Customers</li> <li>• Employees</li> <li>• Wider community or groups</li> </ul>	<p>The decision will impact upon customers and the wider community.</p>

<b><u>Stage 2 - Information Gathering</u></b>	As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, e.g. service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).		
(1) What does the information tell you about those groups identified?			
(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?			
(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.	Warwickshire County Council, who will be delivering some programmes of support have been in contact with DWP and the Princes Trust to identify skills gaps and barriers to employment.		
<b><u>Stage 3 – Analysis of impact</u></b>			
(1) <u>Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination?	<b>RACE</b>	<b>DISABILITY</b> Positive – opportunity to access support addressing barriers to employment.	<b>GENDER</b>

If yes, identify the groups and how they are affected.	<b>MARRIAGE/CIVIL PARTNERSHIP</b>	<b>AGE</b> Positive – programmes specifically aimed at younger people aged 16-24 to create opportunities for employment and addressing current barriers.	<b>GENDER REASSIGNMENT</b>
	<b>RELIGION/BELIEF</b>	<b>PREGNANCY MATERNITY</b>	<b>SEXUAL ORIENTATION</b>
<p>(2) <u>Cross cutting themes</u></p> <p>(a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how?</p> <p>(b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	Yes. The People and Skills programmes proposed are aimed at the economically inactive population of the borough, with a particular focus around those who are acutely disadvantaged to assist in addressing social inequality.		
(3) If there is an adverse impact, can this be justified?	N/A		
(4) What actions are going to be taken to reduce or eliminate negative or adverse impact? (This should form part of your action plan under Stage 4.)	N/A		
(5) How does the strategy/service/policy contribute to the promotion of equality? If not, what can be done?	Proposals intend to fund programmes that helps to address social inequality.		

(6) How does the strategy/service/policy promote good relations between groups? If not, what can be done?	The relationships between groups will be recognised throughout the administration of the UKSPF projects in accordance with the Council’s Equality, Diversity and Inclusion Policy Statement.
(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?	No.

<b><u>Stage 4 – Action Planning, Review and Monitoring</u></b>																														
<p>If No Further Action is required then go to – Review and Monitoring</p> <p>(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	<p>EqlA Action Plan</p> <table border="1" data-bbox="875 834 2105 1066"> <thead> <tr> <th data-bbox="875 834 1120 911">Action</th> <th data-bbox="1120 834 1364 911">Lead Officer</th> <th data-bbox="1364 834 1615 911">Date for completion</th> <th data-bbox="1615 834 1865 911">Resource requirements</th> <th data-bbox="1865 834 2105 911">Comments</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Action	Lead Officer	Date for completion	Resource requirements	Comments																				
Action	Lead Officer	Date for completion	Resource requirements	Comments																										
(2) Review and Monitoring State how and when you will monitor policy and Action Plan	<p>After the year 3 UKSPF fund is spent, the success of years 1, 2 and 3 spend will be evaluated to see if it achieved what it intended throughout 2022-2025.</p>																													

Please annotate your policy with the following statement:

**‘An Equality Impact Assessment on this policy was undertaken on 14<sup>th</sup> February 2024 and will be reviewed on 31<sup>st</sup> March 2025.**

**AGENDA MANAGEMENT SHEET**

**Report Title:** Shopfronts Design Guide Supplementary Planning Document – public consultation

**Name of Committee:** Cabinet

**Date of Meeting:** 11 March 2024

**Report Director:** Chief Officer – Growth and Investment

**Portfolio:** Growth and Investment

**Ward Relevance:** Benn Ward, Eastlands Ward, New Bilton Ward

**Prior Consultation:** No

**Contact Officer:** Abigail Murphy, Senior Planning Officer  
abigail.murphy@rugby.gov.uk

**Public or Private:** Public

**Report Subject to Call-In:** Yes

**Report En-Bloc:** No

**Forward Plan:** Yes

**Corporate Priorities:** This report relates to the following priority(ies):  
 Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C)  
 Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E)  
 Residents live healthy, independent lives, with the most vulnerable protected. (HC)  
 Rugby Borough Council is a responsible, effective and efficient organisation. (O)  
[Corporate Strategy 2021-2024](#)  
 This report does not specifically relate to any Council priorities.

**Summary:** The report recommends to Cabinet a six week public consultation on the Shopfronts Design Guide Supplementary Planning Document.

**Financial Implications:** The costs of the consultation will be limited to the cost of the press notice and postages. These will

be met within the existing Development Strategy budget.

**Risk Management/Health and Safety Implications:**

Undertaking at least four weeks' public consultation is a statutory requirement. If this stage is not undertaken, the Supplementary Planning Document cannot be adopted and can be afforded no weight in planning decisions.

**Environmental Implications:**

The SPD will have a positive impact on the built environment. A climate and environmental impact assessment has been produced and is attached at Appendix 3.

**Legal Implications:**

Under Regulations 12, 13 and 35 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) before a local planning authority can adopt a supplementary planning document it must hold at least four weeks' public consultation.

**Equality and Diversity:**

The SPD recommends inclusion of accessibility considerations as a fundamental part of the design development process for new and updated shop fronts. The consultation is in accordance with the statutory process set out in the Town and Country Planning Acts which has been subject to their own equality impact assessment. An Equality Impact Assessment is appended to this report at appendix 2.

**Options:**

Option 1 – Cabinet approves the Shopfronts Design Guide Supplementary Planning Document for public consultation.

Option 2 – Cabinet does not approve the Shopfronts Design Guide Supplementary Planning Document for public consultation. This option is not recommended because it would mean that there is no design guidance for shopfronts in the town centre. This would create a risk that shopfronts do not contribute to improvement of the town centre.

**Recommendation:**

- (1) The amended Shopfronts Design Guide Supplementary Planning Document be approved for six weeks' public consultation in accordance with Regulations 12, 13 and 35 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) (as amended);

- (2) Delegated authority be given to the Chief Officer for Growth and Investment to make minor amendments as necessary to the document before it is published for public consultation.

**Reasons for  
Recommendation:**

This will provide a basis for an improved standard of shopfronts in the town centre which will contribute to visual improvement overall.

**Cabinet – 11 March 2024**

**Shopfront Design Guide Supplementary Planning Document–  
public consultation**

**Public Report of the Chief Officer – Growth and Infrastructure**

**Recommendations:**

- (1) The Shopfronts Design Guide Supplementary Planning Document be approved for a six weeks public consultation in accordance with Regulations 12, 13 and 35 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) (as amended);
- (2) Delegated authority be given to the Chief Officer for Growth and Investment to make minor amendments as necessary to the document before it is published for public consultation.

**EXECUTIVE SUMMARY**

A draft Shopfronts Design Guide Supplementary Planning Document (SPD) has been produced within the Development Strategy team.

The need for higher quality development in the town centre is identified in Chapter 7 of the Local Plan. Policy TC1: Development in Rugby Town Centre further highlights this. The SPD also supports the aims of the Rugby Regeneration Strategy by providing specific design guidance regarding the design quality of shopfronts to be restored, maintained and newly installed.

The reports seeks approval to undertake a 6 week public consultation on the document. Following completion of the public consultation, it is proposed that the updated SPD will be taken back to the Cabinet and Council to be adopted.

**1. BACKGROUND**

- 1.1. It is the role of Supplementary Planning Documents to support and provide further detailed guidance on local plan policies and they form a material consideration in decision making.

**2. SHOP FRONT SPD**

- 2.1. It is recognised that successful town centres are characterised by being visually attractive. Rugby Town Centre has some beautiful historic buildings and it is important that shop fronts and facias respect the historic fabric of the building in which they reside and improve the visual amenity of town centre as a whole.

- 2.2. The development of a Shop Front SPD is delivering on one of the 19 workstreams agreed by the Town Centre Working Group by bringing forward planning policies and documents that support regeneration.
- 2.3. The document will support the aims in Chapter 7 of the Local Plan to 'making more of [the town centre's] historical assets to help shape the physical environment'. It will further support policy TC1 in requiring a high level of design quality that 'complements and enhances the existing environment and townscape in a manner which contributes to local distinctiveness and a sense of place'.
- 2.4. It will further support the aims in the Rugby Town Centre Regeneration Strategy, including specifically the Movement and Public Realm Interventions PR6 and PR1A by providing specific design guidance regarding the design quality of shopfronts to be restored, maintained and newly installed. The document is intended to aid premises owners in developing proposals; contribute to pre-application discussions between applicants and development management officers; and support development management officers in making planning application decisions.
- 2.5. The Shop Front SPD will also be used in conjunction with UK Shared Prosperity Fund as there is a proposal, in another report to this Cabinet, to use Year 3 funding for shop front improvements.

### **3. PUBLIC CONSULTATION ON THE SPD**

- 3.1. A draft of the shopfront SPD has been presented to Planning Services Working Party who endorsed the SPD and agreed for it to be forwarded to Cabinet, to approve a public consultation period, prior to its adoption.
- 3.2. It is important that the SPD is produced in accordance with the applicable regulations, namely The Town and Country Planning (Local Planning) (England) Regulation 2012 (as amended).
- 3.3. Accordingly, it is proposed that a six-week public consultation is held, commencing on 7<sup>th</sup> May 2024 and ending on 18<sup>th</sup> June 2024. The draft SPD is attached as appendix 1.
- 3.4. A notice of the consultation will be published in the Rugby Observer and Rugby Advertiser and copies of the consultation documents will be made available on the Council's website and in the following locations:

Rugby Borough Council's offices, Town Hall, Evreux Way, Rugby, CV12 2RR,  
Rugby Library and Information Centre, Little Elborow Street, Rugby, CV21  
3BZ
- 3.5. Notice of the consultation will be sent to all of those on the Council's planning policy consultation database.
- 3.6. Following completion of the public consultation, it is proposed that the updated SPD will be taken back to the Cabinet and Council to be adopted.

#### **4. CONCLUSION**

- 4.1. It is recommended that the Shopfronts Design Guide Supplementary Planning Document be approved for public consultation.

**Name of Meeting:** Cabinet

**Date of Meeting:** 11 March 2024

**Subject Matter:** Shopfronts Design Guide Supplementary Planning Document– public consultation

**Originating Department:** Growth and Investment

**DO ANY BACKGROUND PAPERS APPLY**  **YES**  **NO**

**LIST OF BACKGROUND PAPERS**

<b>Doc No</b>	<b>Title of Document and Hyperlink</b>
1	Rugby Borough Local Plan 2011-2031, adopted June 2019 <a href="https://rugby.gov.uk/documents/20124/6585161/FINAL_LOCAL_PLAN_21.06.19.pdf/b896f4cc-f4b5-c8a9-5602-6fcc0df00427?t=1697187416595">https://rugby.gov.uk/documents/20124/6585161/FINAL_LOCAL_PLAN_21.06.19.pdf/b896f4cc-f4b5-c8a9-5602-6fcc0df00427?t=1697187416595</a>
2	Rugby Town Centre Regeneration Strategy, November 2022 <a href="https://www.rugby.gov.uk/documents/20124/6589483/20143_R_Regeneration_Strategy_FINAL_optimised.pdf/8aae9f9c-5738-3983-5bb0-811fcbfc1eae?t=1702375946440">https://www.rugby.gov.uk/documents/20124/6589483/20143_R_Regeneration_Strategy_FINAL_optimised.pdf/8aae9f9c-5738-3983-5bb0-811fcbfc1eae?t=1702375946440</a>
3	Rugby Corporate Strategy <a href="https://www.rugby.gov.uk/documents/20124/6588159/RBC_Corporate_Strategy_2021_24_FINAL.pdf/5fae7ff8-82e8-b736-f04b-37c8365874c1?t=1702371182421">https://www.rugby.gov.uk/documents/20124/6588159/RBC_Corporate_Strategy_2021_24_FINAL.pdf/5fae7ff8-82e8-b736-f04b-37c8365874c1?t=1702371182421</a>
4	The Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) <a href="https://www.legislation.gov.uk/ukSI/2012/767/contents">https://www.legislation.gov.uk/ukSI/2012/767/contents</a>

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

Exempt information is contained in the following documents:

<b>Doc No</b>	<b>Relevant Paragraph of Schedule 12A</b>



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## Introduction

Rugby is a historic market town, with a market centre established in the 13th century due to its strategically beneficial location near important roads leading to Leicester, Coventry and Oxford. It continued to be an important location and saw expansion through the Victorian and Edwardian periods. The 19th century saw the development of the railway and station, with the town developing into a major rail junction soon after and its nature becoming that of an industrial centre as well as a market town.

The commercial centre of the town retains much of its dense historic fabric, with the historic street pattern and development from the Victorian and Edwardian eras making up much of its character.

While the wider Rugby area continues to be commercially important, the town centre along with many others faces an ongoing challenge to attract visitors. With continued competition from out of town and online retail alternatives it is important for it to offer a different experience, promoting a range of uses while enhancing and capitalising on its historic assets.

Shopfronts form an important part of a place's perception by both residents and visitors, forming a large part of the street scene at ground level. Shopfronts in Rugby currently make both positive and negative contributions, and it is important to ensure going forward that future development enhances its setting and the town centre overall.

### 1.1 Purpose of the guide

The purpose of this guide is to establish principles for the design of both historic and contemporary shopfronts in Rugby, to ensure that they contribute to, rather than detract from, its character. It takes into account the nature of the town centre as existing and provides recommendations for the restoration of historic shopfronts and implementation of new ones.

It is intended to support the aims in both the Local Plan and the Rugby Regeneration Strategy.

### 1.2 Status of the guide

This guide will take the status of a Supplementary Planning Document (SPD) which means it will be a material consideration in decision making.

## Policy

### 2.1 National Planning Policy Framework

The National Planning Policy Framework (NPPF), published in 2012 and most recently updated in December 2023, sets out a framework for local development policy. It makes recommendations regarding the historic built environment and heritage assets in *Chapter 12: Achieving Well-designed and Beautiful Spaces* and *Chapter 16: Conserving and Enhancing the Historic Environment*. These recommend the conservation and enhancement of heritage assets and historic settings to make a positive contribution to the character of an area.

### 2.2 Planning (Listed Buildings and Conservation Areas) Act 1990

The Planning (Listed Buildings and Conservation Areas) Act introduced further controls on development relating to heritage assets and settings of note. A statutory duty is placed on the local planning authority for the conservation of areas and buildings that are of historic and architectural significance.

There are 19 conservation areas in Rugby and much of the town centre falls within the Town Centre Conservation Area. This is thought of in three broad areas; the current commercial centre and the largely Victorian area around High Street and Sheep Street; the residential and commercial area around Albert Street and Castle Street and the mostly commercial Edwardian areas around Regent Street and Regent Place. More information can be found in the [Rugby Town Centre Conservation Area Appraisal](#).

### 2.3 Rugby Borough Council policies

The Rugby Borough Local Plan 2011 – 2031, seeks enhancement of Rugby's local character and built environment, including implementation of high quality design and enhancement of historic assets. Relevant policies include those below, refer directly to the Local Plan for more information:

#### Policy TC1: Development in Rugby Town Centre

“Proposals for the redevelopment and refurbishment of the existing natural and built environment and public space, including new development proposals, within the town centre (as defined on the Town Centre Policies Map) will demonstrate high quality design that complements and enhances the existing environment and townscape in a manner which contributes to local distinctiveness and a sense of place.”

“In assessing proposals for town centre schemes, the Council will seek to ensure that such proposals are compatible with the scale, nature and character of the town centre. This is important given the historic nature of the town centre and proposals will have to be of an appropriate scale and design quality in order to be successfully integrated.” (Local Plan, Para 7.7)

#### Policy SDC1: Development in Rugby Town Centre

“All development will demonstrate high quality, inclusive and sustainable design and new development will only be supported where the proposals are of a scale, density and design that responds to the character of the areas in which they are situated. All developments should aim to add to the overall quality of the areas in which they are situated.

Factors including the massing, height, landscape, layout, materials and access should also be a key consideration in the determination of planning applications.”

#### Policy SDC2: Protecting and Enhancing the Historic Environment

“Development will be supported that sustains and enhances the significance of the Borough’s heritage assets including listed buildings, conservation areas, historic parks and gardens, archaeology, historic landscapes and townscapes.

Development affecting the significance of a designated or non-designated heritage asset and its setting will be expected to preserve or enhance its significance.”

## 2.4 Town and Country Planning (Control of Advertisements) (England) Regulations 2007

These regulations provide advertisement control regarding their impact on public safety and amenity. The regulations contain 3 categories of advertisement that relate to the type of consent they do or do not require. Each category contains a further breakdown of advertisements into advertisement classes.

## 2.5 Process & consents

The consent required for changes to shopfronts will depend on the status of the premises as existing and the nature of the proposed works. Multiple consents may be required for different purposes. Applicants are encouraged to engage in early conversation with the Development Management team to ensure the correct process and receive any necessary advice.

### Planning permission

Planning permission is required for projects that will cause material changes to the external appearance of a building, so will be required for most works to shopfronts.

Much of the town centre also falls within the Rugby Town Centre Conservation Area, in which there is stricter control on development. In this scenario additional weight is placed on design and the impact of development within its setting.

Article 4 directions can be used by the local authority to remove specified permitted development rights within a defined area; the existence of Article 4 directions should be checked in advance.

Pre-application engagement with Rugby Borough Council is encouraged for proposed works in a conservation area. Development proposals will require the submission of detailed drawings as part of planning applications in the conservation area.

### Advertisement consent

The process required to achieve advertisement consent depends on the characteristics of the advertisement and the related building. There are 3 categories of advertisement that relate to the type of consent they do or do not require; those that do not require any consent, those that have 'deemed consent' and those that require 'express consent' from the local authority.

Advertisement consent applications are decided by the local authority in relation to amenity and public safety.

### Listed Building consent

All alterations that affect the internal or external historic fabric of a listed building, excluding maintenance and 'like-for-like' repairs, require Listed Building consent. Planning permission may also be required for works to a listed building, sometimes in relation to works for which it wouldn't ordinarily be required.

Pre-application engagement with Rugby Borough Council is encouraged for proposed works to listed buildings. A register of Rugby's listed buildings can be found at the Historic England website.

### Building regulations

The Building Regulations 2010 (out of the Building Act 1984) address issues including health, safety, welfare, accessibility and use of resources. They apply to most building work in and around a building, to new buildings and to existing buildings that are subject to alteration, extension or changes of use.

There is a Manual to the Building Regulations, which offers guidance on the building control process. There are also approved documents that cover each topic of the building regulations and offer non-exhaustive guidance on how to achieve building regulations approval.

Approval can be sought through the local authority building control service or an approved inspector. For clarity on the correct route for a certain project it is recommended to make contact with the local authority building control service or an approved inspector.

## Context

The below provides the context within which design proposals will be assessed and which should constitute key considerations during the design process. There will be overlap between the criteria on most projects.



### 3.1 The street

A shopfront is an important part of the street at ground level, making a significant contribution to the overall all impression of an area. The aim should always be for it to make a positive contribution to and enhance the area.

The nature of the street as existing can form a starting point from which to develop a design approach. A terraced street made up of the same or similar repeated buildings may require an approach that is more in keeping with the whole, while streets containing of a variety of buildings with independent characters may warrant a more individual or building-based approach.



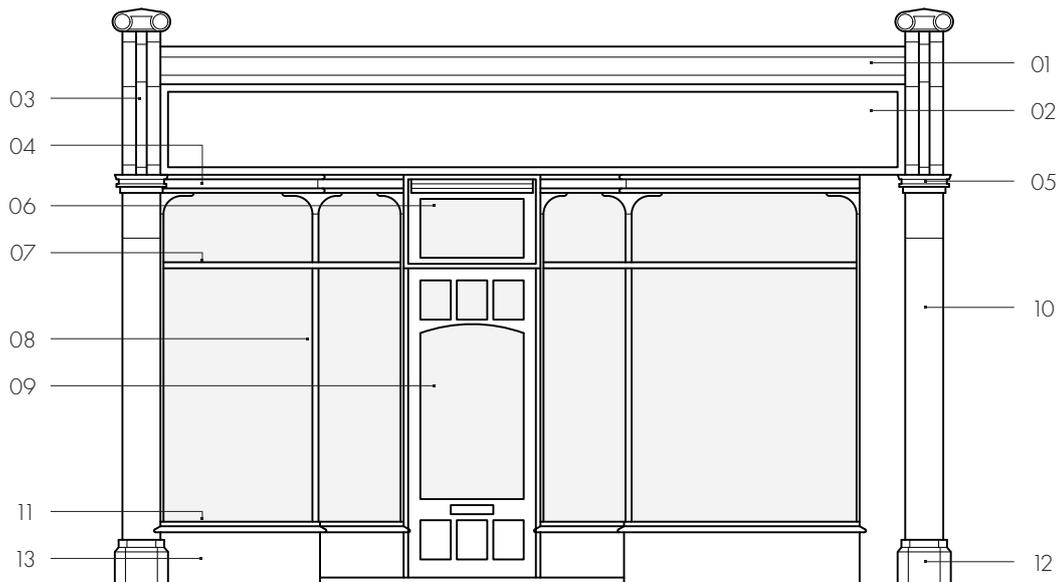
### 3.2 The building

A shopfront should also respond positively to the building it sits within, including existing characteristics such as age, scale, proportions and the hierarchy of built elements.

The relationship of the ground floor with any floors above will be a key consideration in ensuring the building reads as a whole. Design features which are carried between floors should be preserved.

Further to this a building's relationship with its immediate neighbours is an important consideration and architectural features relating to these should also be maintained. Double or triple fronted units (where previously separate units have been joined) should respect the character of both (or more) buildings.

Proposals that disrupt the façade of the existing building as intended will generally not be supported.



### 3.3 The shopfront

The built elements often found in historical shopfronts are shown above. The particular arrangement of and relationships between these may differ depending on the era of the building and any previous works, but they can usually form the basis of understanding what is existing and developing design proposals. They can and should also be used as a basis in the development of contemporary designs.

For further information, references to the original detailing of historical shopfronts may be found in historical drawings, photographs and neighbouring buildings.

Projects that propose to remove or alter existing features will generally not be supported.

- 01 **Blind box:** An often timber piece of structure, often timber, historically used to contain a roller blind.
- 02 **Fascia:** A usually flat area near the top of a shopfront that is the main location for displaying the shop's name and other details.
- 03 **Console/corbel:** A usually ornamental stone or timber bracket that might provide support to a lintel or fascia.
- 04 **Cornice:** A usually ornamental moulding providing horizontal separation between the windows and fascia or shopfront and upper floors.
- 05 **Capital:** The head of a column or pilaster.
- 06 **Fanlight:** The window over the top of a door.
- 07 **Transom:** A horizontal piece of structure usually used to separate and support pieces of glazing.
- 08 **Mullion:** A vertical piece of structure usually used to separate and support pieces of glazing.
- 09 **Entrance:** Often recessed between curved or angled flanking windows.
- 10 **Pillaster:** A vertical element partially projected from a wall to indicate structure and provide vertical separation.
- 11 **Sill:** A horizontal piece at the base of a window used to direct rain away from the building fabric.
- 12 **Plinth:** An often decorative or moulded base to a column or pilaster.
- 13 **Stallriser:** The horizontal element sitting below the window and sill.

## Design

### 4.1 Design principles

These design principles are applicable throughout both the Rugby Town Centre Boundary and the Rugby Town Conservation Area. They may also be applied to relevant areas that fall outside these designations.

In general proposals to maintain, restore or reinstate historical shopfronts will be supported and proposals to remove or alter historical shopfronts will not be supported. It will generally be appropriate for shopfront design to be of a traditional nature relevant to the building and its surroundings. Carefully considered contemporary proposals may be accepted in certain situations. Refer to *4.2 Contemporary shopfronts* for further information.

The principles set out are not intended to stifle creativity, but to encourage quality. It is important to note that past development will not be considered as a precedent for future projects.

### Materials

The use of traditional materials is one of the key characteristics of historical shopfronts. In Rugby materials include (but are not limited to) brick, stone, render, timber and brass. These are used in different ways depending on the age, location and style of the building. Some notable, more modern buildings have tiled areas and steel windows.

It is expected that high quality, traditional materials will be used on historical buildings and that the use of these will be appropriate to the characteristics of the building. Where more contemporary approaches are deemed acceptable it is still expected that shopfronts will use the same high quality of material. The use of plastics generally will not be supported in either case.

The application of contemporary renders and paints to historical walls can both cause damage and signifi-

cantly alter their appearance. It will therefore not be supported. Expert advice should be sought regarding the condition of walls that have already been subject to this treatment and whether remediation is necessary.

The use of high quality materials extends to elements that might be considered small details of a building, including but not limited to fixings, trims, ironmongery and flooring materials.

It is important for materials to be detailed in a way that minimises their susceptibility to weathering, which can have a detrimental impact on their appearance and integrity. Materials should further be responsibly sourced.



Left and right: These shopfronts both use inappropriate, contemporary materials to the building fabric, signage and windows. These detract from the overall character and impressions of the shopfronts to the street.



Left and right: These shopfronts use high quality materials that contribute to their overall character and impression on the street.

## Colours

Original colours used on historical buildings tend to be of a subdued tone and limited palette, due to the absence of modern, synthetic pigments. These colours, often used for the painting of signage, doors, windows and stallrisers, are therefore characteristic of historical shopping streets.

Colours proposed for shopfronts to historical buildings should be accurate or sympathetic to their time period. Many paint companies have heritage or conservation ranges that can be used or referenced. The use of lighter colours should be carefully considered, as they will likely require more frequent maintenance than darker colours.

Shades of alternative colours may be accepted if considered appropriate. Very bright, non-traditional colours are likely to be considered inappropriate, especially in the conservation area and to listed buildings.

In certain cases it may be appropriate for corporate identity to be adjusted to suit the characteristics of the building or area.



Left and right: The colours to these shopfronts are highly saturated and very bright, likely inaccurate to the age of the building and inappropriate in a conservation area.



Left and right: These shopfronts use more subdued, heritage-appropriate colours.

## Entrances and doorways

Historical shopfront entrances often feature recessed doorways, curved or angled flanking windows and decorative flooring, which make significant contributions to the street scene and the shop's entrance sequence.

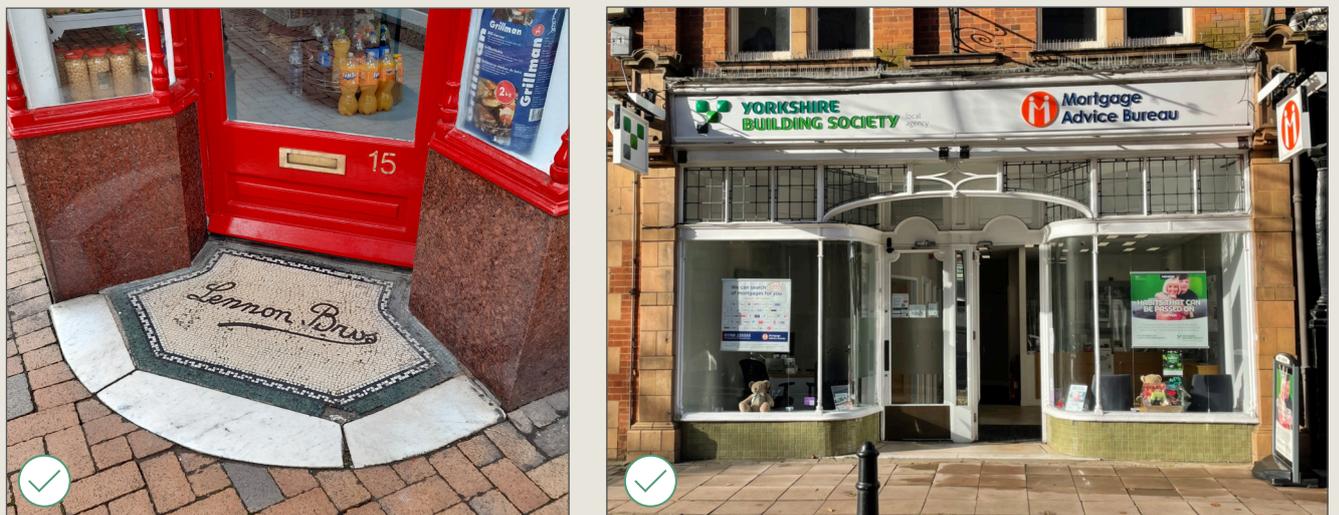
Removal of existing recessed entrances will not be accepted and they should be restored or reinstated where possible. All decorative flooring is to be retained or sympathetically restored. Proposals to install new decorative flooring where it has already been removed will be supported, provided it is suited to the age and character of the existing building.

All shop entrances should cater to the needs of people with a range of abilities, alongside those with prams or trolleys. Proposals may need to address aspects including level access, grab handles/handrails and technologies that can aid entry and exit. Solutions should be developed in a way as sympathetic to the building as possible. In the case of a level difference between the street and the floor of the shop, a solution might be utilising the space in a recessed entrance or a space inside the shop.

Addressing accessibility in the historic setting of a conservation area or listed building can be challenging and in some cases limiting. It is important for accessibility requirements to be incorporated in proposals from the beginning of the design process, to avoid unsatisfactory retrofitting at a later point.



Left and right: These shopfronts have lost their historic entrances and present a flat presence to the street with no depth to the entrance sequence. They have also lost any original materials or details as a result.



Left and right: These shops have retained their recessed entrances and flanking windows, with the shop to the left also retaining its decorative tiled flooring.

The Building Regulations should be consulted for accessibility requirements and design parameters. It is encouraged for the applicant to engage with the local authority and a building control body on these matters.

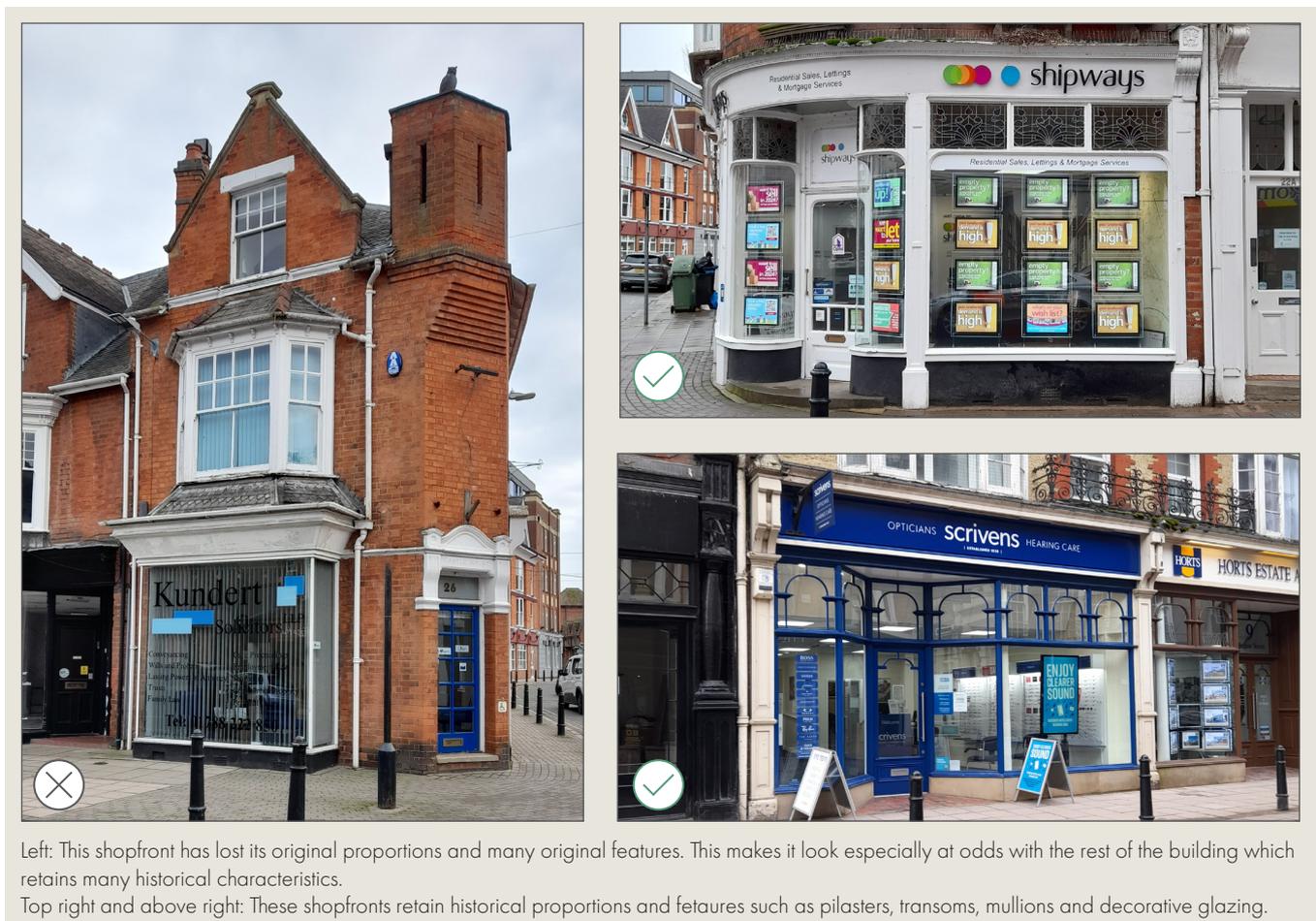
## Windows

The appearance of the glazing to historical shopfronts is often a result of the available material sizes and styles at the time of construction. This has usually resulted in glazed areas that are divided by vertical timber mullions and pilasters, giving a vertical proportion to building facades. There are also sometimes decorative areas of glazing in the form of stained glass or patterns made of smaller panes, often at the top of the window.

Proposals to remove existing vertical features will not be accepted as this can introduce a horizontal visual emphasis that is incongruous within the rest of the building and street scene. Proposals to remove or alter other features of traditional glazing will also not be supported. Proposals to maintain, restore or reinstate original features will generally be supported.

Details are also an important part of the overall impression of the glazed façade. Different building eras may have used different details, such as profiles for mullions and transoms. Awareness of the building's age and original character should be reflected in proposals.

Larger panes of glass may be accepted in contemporary scenarios, but the proposal will need to demonstrate suitability to the building it sits in and the surrounding area.



## Fascia signage

The fascia is often the primary location for displaying a business' name, details and sometimes building number, making it an integral part of both traditional and contemporary shopfronts.

Historical fascias should be maintained and restored where possible. New fascias should reflect the character and features of the building. Contemporary designs, where subtle and reflective of the character of the building, may be acceptable.

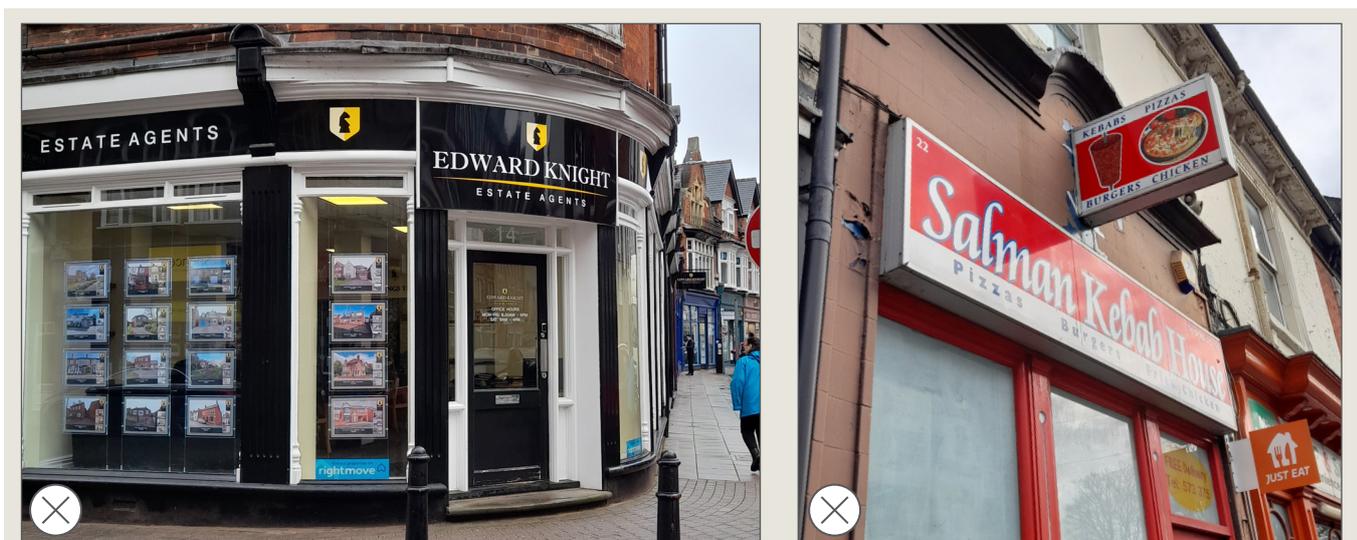
Fascia signage should be in proportion to the rest of the building and its existing features. It should not dominate and should not extend past or obscure any architectural features such as corbels, cornicing or the shop window itself.

Signs should be made from high quality and usually traditional materials, most likely painted timber.

The use of traditional signwriting is encouraged, as it represents a high level of skilled craftsmanship which is usually reflected in the quality of the finish. Signs could use traditional fonts or suitable more contemporary fonts, dependent on the shop, building and wider area. Lettering mounted to the fascia may be acceptable, where the lettering materials are of high quality finish and the design is appropriate to the context. Written text and logos should not clutter the fascia, but should be proportionate to the total area available and allow for space around them.

Modern 'box' style fascias that protrude from the facade can undermine the appearance of historical buildings and will generally not be supported. Glossy vinyl fascia signs will not be permitted.

In certain cases it may be appropriate for corporate identity to be adjusted to suit the characteristics of the building or area.



Left and right: Fascia signage made from inappropriate, glossy materials. The sign on the right is also box-type signage which are not acceptable.



The two shopfronts above sit within the same building. The one on the left appears to have retained many original features whereas the shopfront on the right has fascia signage made of inappropriate materials placed over the top of, and therefore concealing, any original architectural features. The lettering is also oversized and likely an unsuitable colour.



Left: Hand painted signage.  
 Centre: Individually mounted lettering.  
 Right: This building lacks a fascia that would be expected with other building types and the corporate signage has been adjusted accordingly.

## Projecting signage

Projecting or hanging signs can be a characteristic part of historical shopping streets and were often symbolic of the trade inside the shop.

Projecting signs need to be reflective of the building, the street and the business they advertise. They should be proportionate in scale and appropriately positioned, usually within or above the fascia zone, but below the bottom of first floor windows. Their placement should not lead to the obscuring of signage on neighbouring buildings.

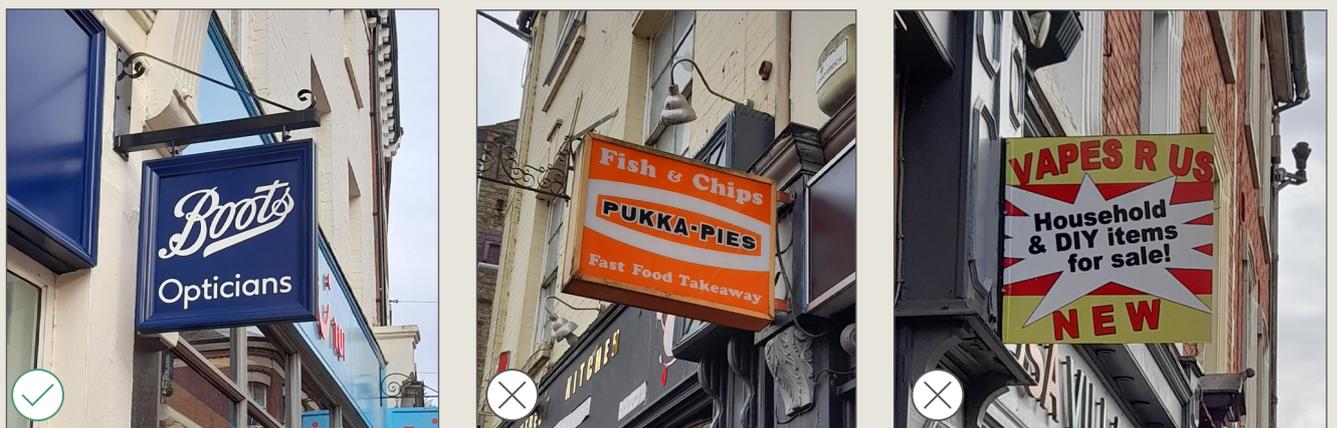
More than one projecting or hanging sign can create a cluttered appearance so will not usually be supported. The exception to this may be shops with more than one frontage and a sign on each, this will be assessed on a case-by-case basis.

Signs should be made from high quality and usually traditional materials, historically these would have been timber or metal. Hanging and projecting signs were also sometimes shaped to a profile representative of the trade of the shop. Creative approaches to this will be supported where considered appropriate to the shop, building and street.

The same approach to quality regarding signwriting and fonts apply to projecting signs as well as fascia signs. Contemporary designs that are an appropriate response to the character of the building may be acceptable.

Signs should be hung using brackets that are either traditional or sympathetic to the characteristics of the building.

Modern 'box' style projecting signs and glossy vinyl signs will not be accepted.



Left: Projecting signage made from high quality materials and hung using a traditional style bracket.

Centre: Projecting signs made using inappropriate materials. The sign in the centre is also a box-type sign, which is not acceptable.

## Window signage

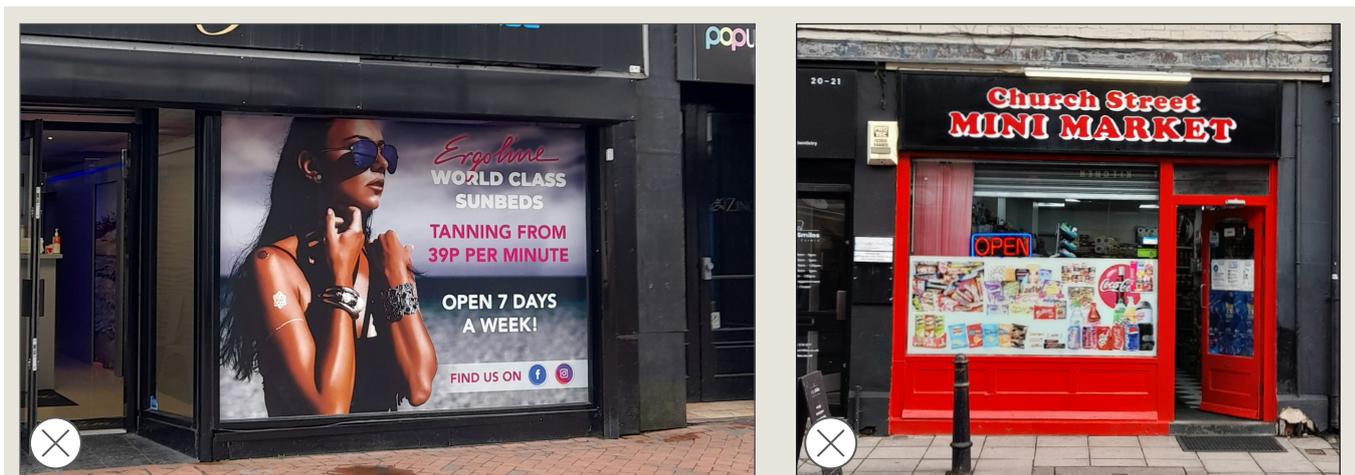
Signage to windows can allow for advertising of a premises where other space is limited, but can also have a significant impact on the impression of the shop from the street and the street itself.

It is important that windows graphics do not become an overbearing feature of the window. Proposals should aim to avoid visual clutter, maintain views of the interior and retain natural surveillance to the outside. In order to achieve this signs should be carefully designed and appropriately placed.

It is again recommended for a professional to apply window signage, to encourage a considered design and a high quality finish.

Proposals for signage that covers the whole window area will generally not be supported as this can look cluttered and block views in and out of the shop frontage.

Exceptions may be made where a unit has been vacant and the vinyl is part of a specific, temporary decorative scheme. In these cases justifications must be made to the local planning authority.



Left and right: These shopfronts feature window signage that covers a large part or all of the shop window, which have a detrimental impact to both the shop and the street.



Left, centre and right: These shopfronts utilise carefully designed window signage that relates to the rest of the shop to advertise additional information.

## Lighting

Lighting can have a significant impact on the impression of an area, with the potential to extend advertisement hours, bring security benefits and contribute to a generally more appealing area at night.

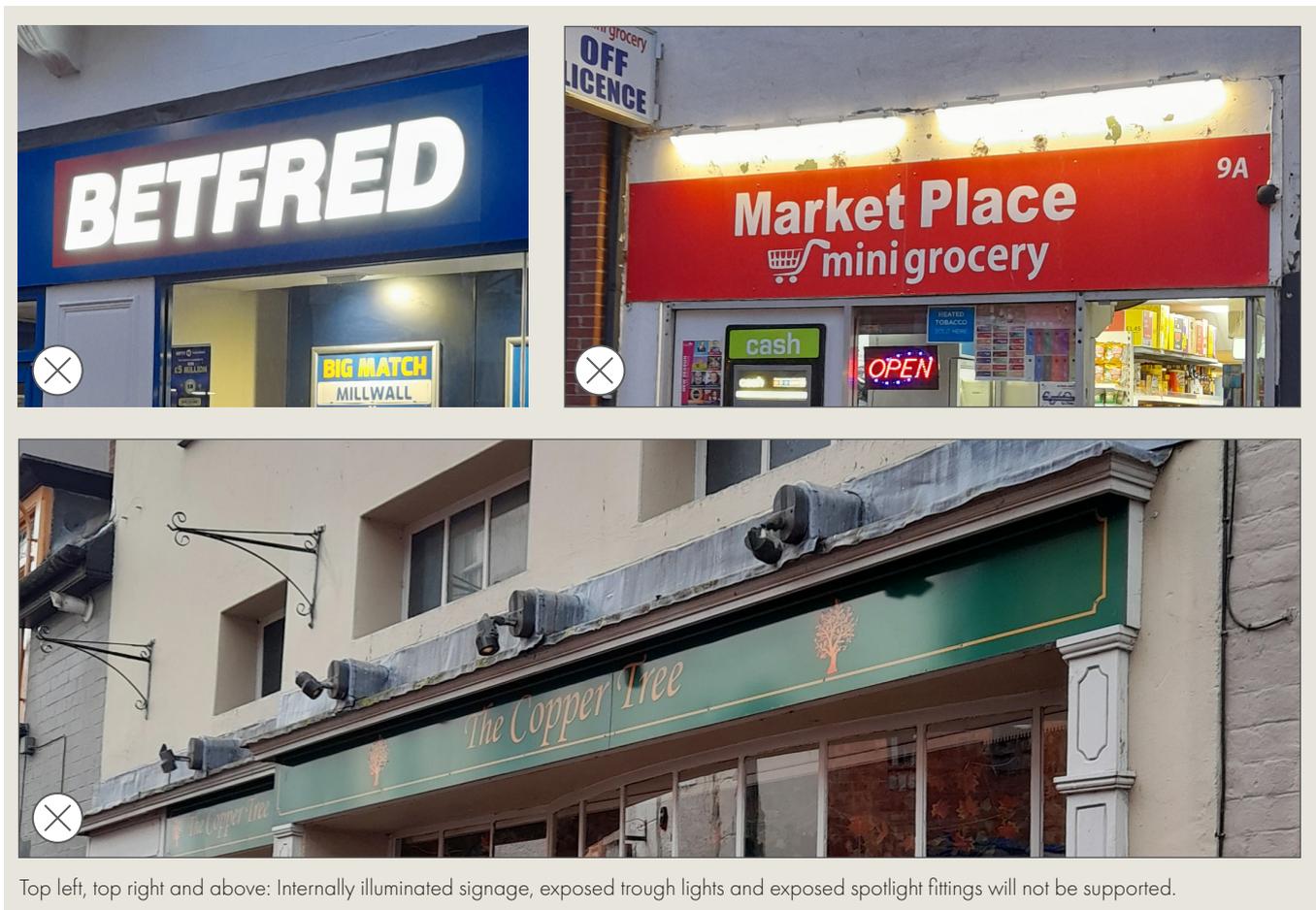
Unsuitable types and levels of lighting can however have a detrimental impact, especially in historical settings. Lighting design therefore needs to be considered within the characteristics of the building as a whole and within the street.

Lighting should be subtly integrated within the shopfront structure where possible, for example recessed into the blind box. Other concealed fittings may be considered, such as concealed spotlight or trough fittings. Subtle 'halo' backlighting to individually mounted letters and numbers may be acceptable, depending on the other characteristics of the proposed shopfront.

Lighting that illuminates displays inside a window or shop can be an attractive way of extending advertisement hours and contributing to light levels on the street.

Internally illuminated signage, especially box-type, is generally not considered acceptable. This includes fascia signs, projecting signs and signs behind windows. Lighting that interrupts the architectural features of historical buildings or clutters the façade will also not be accepted.

Due to their potential impact on a wider area, lighting proposals will need to demonstrate a positive contribution to the building and street.





Above left: Subtly illuminated halo lighting around individual letters may be acceptable.  
Above right: Illumination of interior shop displays can contribute positively to the street.

## Blinds and canopies

Blinds and canopies can be a traditional feature in traditional shopfronts and therefore characteristic of historical shopping streets. Their purpose is to shelter goods, people, the shop frontage and interior from weather conditions.

Existing traditional blinds and canopies should be retained and restored.

New blinds and canopies need to respond to the characteristics of the building and shopfront they are part of. They should further enhance the street and will not be supported if thought to have a detrimental impact or to be inappropriate in the setting.

Canopies should utilise the existing blind box where present or use an alternative concealed fitting. They should not obscure any of the building's architectural features. They should further be made from traditional materials, likely to be a type of canvas, rather than anything plastic-based or glossy. The colours should relate to the other colours of the shopfront and signage should be kept to a minimum if present at all.



Above left: Retention of original blinds and canopies is encouraged.  
Above right: Installation of new blinds and canopies in non-traditional materials with bulky, exposed fittings will not be accepted.

## Security

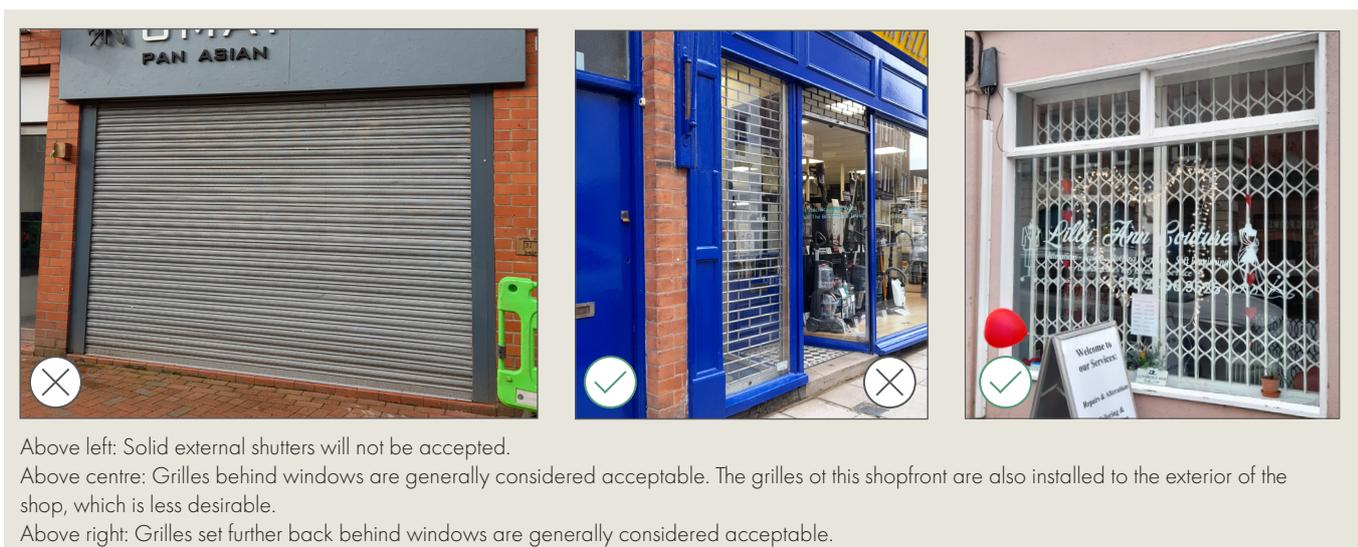
Security features are an important consideration for business premises but can also drastically alter the appearance a shopfront, so need to be carefully considered.

Laminated glass is considered as the least intrusive security measure and is the preferred option. Internal grilles, that sit behind window panes or further back into the shop, are also considered generally acceptable.

External grilles are not acceptable unless in extreme circumstances where other measures cannot be implemented. Justification must be provided and in these cases grilles will need to be carefully designed to contribute to the street scene and their shopfront. They should also be subservient to the other architectural features of the building such as the fascia, columns and pilasters.

Solid external shutters are not acceptable in a Conservation Area.

Materials of all security features should be of high quality and appropriate finish to the building, likely a high quality metal or a powder-coated colour finish.



## CCTV cameras and alarm boxes

Security features are another especially important consideration for commercial premises, where they act as a deterrent against crime. Their position and the choice of fitting is especially important for historical settings as they can be visually intrusive.

The locations of CCTV cameras and alarm boxes should be carefully considered – they will need to be visible enough to act as a deterrent but should not detract from or clutter the building elevation.

‘Dome’ style cameras are considered more appropriate than bracket mounted CCTV cameras. CCTV cameras should be an appropriate colour to prevent them detracting from the wider building.

## 4.2 Contemporary shopfronts

Contemporary shopfront design proposals may be accepted where suitable, usually to more modern buildings. The degree to which it is appropriate will be evaluated on a case-by-case basis.

The most important design consideration in these cases is for the proposal to be appropriate to the building's age and character. It would be inappropriate to install a Victorian-style shopfront to a building constructed in the post-war period.

Contemporary design proposals may need more extensive justification and will be required to demonstrate that they align with an equally high quality of design and finish.

This guide often refers to 'historical buildings', many of which in Rugby are likely to be from the Edwardian and Victorian eras. There are however several significant buildings from later eras, such as 30 High Street and The Napier building. Buildings such as these have a more contemporary façade with different features and materials.

These buildings should be treated with as much consideration as older buildings and it is expected that proposals will follow the principles in this guide regarding design quality, standard of finish, consideration of shopfront elements and their relationships to each other.



Left and right: Both of these buildings are contemporary in comparison to the majority of shop buildings referenced in this document. They have a horizontal emphasis relevant to their time period and require a different approach rooted in their own characteristics.

### 4.3 Conversion of shopfronts to residential uses

Some changes of use from commercial to residential fall under permitted development, however some physical alterations may require planning permission.

Where a residential conversion of a shop is proposed features, especially historic ones, are expected to be retained. The introduction of blank walls to the primary shopping area not acceptable as it has a detrimental impact on the aspect of the building itself and the character of the street as a whole. The introduction of new doors and windows are expected to match the design, proportions and positioning of adjacent units. Creative approaches to achieving a satisfactory outcome that both maintains the character of the building and meets the needs of residents are encouraged.



Above and above right: The Islington Residential Shopfront by Satish Jassal Architects uses elements and proportions of a traditional shopfront in this residential conversion. It utilises a retractable printed shutter to maintain privacy levels appropriate for a dwelling while maintaining a large shopfront-type window.



Above and above right: These examples do not represent high quality proposals for the residential conversion of shopfronts. They do not retain an active relationship to the street, no shopfront features have been retained and the placement and proportions of new windows and doors do not appear to have been considered within the building as a whole.

# EQUALITY IMPACT ASSESSMENT (EqIA)

## Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
  - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
  - advancing equality of opportunity between people who share a protected characteristic and those who do not,
  - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
  - age
  - disability
  - gender reassignment
  - marriage/civil partnership
  - pregnancy/maternity
  - race
  - religion/belief
  - sex/gender
  - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.

## Equality Impact Assessment

<b>Service Area</b>	Development Strategy
<b>Policy/Service being assessed</b>	Shopfronts Design Guide Supplementary Planning Document – public consultation
<b>Is this is a new or existing policy/service?</b>  <b>If existing policy/service please state date of last assessment</b>	New.
<b>EqlA Review team – List of members</b>	Abigail Murphy – Senior Planning Officer (Urban Design)
<b>Date of this assessment</b>	19 February 2024
<b>Signature of responsible officer (to be signed after the EqlA has been completed)</b>	Abigail Murphy

**A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Corporate Equality & Diversity Advisor.**

**If you require help, advice and support to complete the forms, please contact Aftab Razzaq, Chief Officer – Legal and Governance via email: [aftab.razzaq@rugby.gov.uk](mailto:aftab.razzaq@rugby.gov.uk) or 01788 533521**

**Details of Strategy/ Service/ Policy to be analysed**

<b><u>Stage 1 – Scoping and Defining</u></b>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	The Shopfronts Design Guide Supplementary Planning Document provides guidance on design and quality of shopfronts within the town centre, in support of the Local Plan and Rugby Town Centre Regeneration Strategy. The cabinet report seeks authority to undertake a public consultation on the draft document.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	The SPD supports the Corporate Strategy objectives under Outcome 2: Economy to: 'promote the borough of Rugby as a place to do business': 'help businesses thrive; and 'promote our town centre as a place to live, socialise and work'.
(3) What are the expected outcomes you are hoping to achieve?	The outcome is to have an adopted SPD that will; aid premises owners in developing proposals; contribute to pre-application discussions between applicants and development management officers; support development management officers in making planning application decisions. This will contribute to shopfront developments of a higher quality in the town centre.
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> <li>• Customers</li> <li>• Employees</li> <li>• Wider community or groups</li> </ul>	The policy will affect the wider community, providing shop owners with design guidance and contributing to an improved experience in the town centre.
<b><u>Stage 2 - Information Gathering</u></b>	
(1) What does the information tell you about those groups identified?	As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, e.g service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).
	Those impacted would be residents and current and future business owners in Rugby town centre.

(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?	The proposal is to undertake a public consultation on the SPD. That consultation will allow those potentially affected by the changes to input.		
(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.	As above, the proposal is to carry out a public consultation on the SPD.		
<b><u>Stage 3 – Analysis of impact</u></b>			
(1) <u>Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination?  If yes, identify the groups and how they are affected.	<b>RACE</b> No impact	<b>DISABILITY</b> No impact	<b>GENDER</b> No impact
	<b>MARRIAGE/CIVIL PARTNERSHIP</b> No impact	<b>AGE</b> No impact	<b>GENDER REASSIGNMENT</b> No impact
	<b>RELIGION/BELIEF</b> No impact	<b>PREGNANCY MATERNITY</b> No impact	<b>SEXUAL ORIENTATION</b> No impact

<p><u>(2) Cross cutting themes</u>  (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how?</p> <p>(b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	<p>No.</p> <p>No.</p>
<p>(3) If there is an adverse impact, can this be justified?</p>	<p>N/A</p>
<p>(4)What actions are going to be taken to reduce or eliminate negative or adverse impact? (this should form part of your action plan under Stage 4.)</p>	<p>N/A</p>
<p>(5) How does the strategy/service/policy contribute to the promotion of equality? If not what can be done?</p>	<p>The SPD recommends inclusion of accessibility considerations as a fundamental part of the design development process.</p>
<p>(6) How does the strategy/service/policy promote good relations between groups? If not what can be done?</p>	<p>The SPD promotes conversation between shop owners/planning permission applicants and development management officers to reach proposals satisfactory to both groups.</p>
<p>(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?</p>	<p>N/A</p>

<b><u>Stage 4 – Action Planning, Review &amp; Monitoring</u></b>																														
<p>If No Further Action is required then go to – Review &amp; Monitoring</p> <p>(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	<p>No further action is required.</p> <p>EqIA Action Plan</p> <table border="1" data-bbox="887 459 2141 692"> <thead> <tr> <th data-bbox="887 459 1133 536">Action</th> <th data-bbox="1133 459 1379 536">Lead Officer</th> <th data-bbox="1379 459 1626 536">Date for completion</th> <th data-bbox="1626 459 1872 536">Resource requirements</th> <th data-bbox="1872 459 2141 536">Comments</th> </tr> </thead> <tbody> <tr> <td data-bbox="887 536 1133 576"></td> <td data-bbox="1133 536 1379 576"></td> <td data-bbox="1379 536 1626 576"></td> <td data-bbox="1626 536 1872 576"></td> <td data-bbox="1872 536 2141 576"></td> </tr> <tr> <td data-bbox="887 576 1133 616"></td> <td data-bbox="1133 576 1379 616"></td> <td data-bbox="1379 576 1626 616"></td> <td data-bbox="1626 576 1872 616"></td> <td data-bbox="1872 576 2141 616"></td> </tr> <tr> <td data-bbox="887 616 1133 655"></td> <td data-bbox="1133 616 1379 655"></td> <td data-bbox="1379 616 1626 655"></td> <td data-bbox="1626 616 1872 655"></td> <td data-bbox="1872 616 2141 655"></td> </tr> <tr> <td data-bbox="887 655 1133 692"></td> <td data-bbox="1133 655 1379 692"></td> <td data-bbox="1379 655 1626 692"></td> <td data-bbox="1626 655 1872 692"></td> <td data-bbox="1872 655 2141 692"></td> </tr> </tbody> </table>					Action	Lead Officer	Date for completion	Resource requirements	Comments																				
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<p>(2) Review and Monitoring State how and when you will monitor policy and Action Plan</p>	<p>This EqIA will be reviewed again after the public consultation and before the SPD proceeds to adoption.</p>																													

Please annotate your policy with the following statement:

**‘An Equality Impact Assessment on this policy was undertaken on (date of assessment) and will be reviewed on (insert review date).’**

# Rugby Borough Council

## Climate Change and Environmental Impact Assessment

### Amended Community Infrastructure Levy Draft Charging Schedule – Agreement to undertake Public Consultation

#### CONTEXT

In 2019 the UK Parliament set a commitment in law to reach net zero carbon emissions by 2050. Achieving this target will require considerable effort with public bodies, private sector organisations, the third sector and individuals working together to take action. Rugby Borough Council declared a climate emergency in 2019, in doing so committed to:

- To move the Council's operations towards Carbon Neutrality by 2030.
- To establish action to tackle climate change as a key driver of all decision-making.
- To provide community leadership in reducing the impact of Climate Change.
- To take action to mitigate the impact of climate change on a Borough wide basis and beyond, through adaptation.

The Council's Corporate Strategy (2021-24) [link](#) sets ambitious outcomes in relation to Climate Change. These ambitions must now be progressed through the decisions which the Council makes.

It is therefore important that Rugby Borough Council gives due regard to climate change when making decisions. In the context of the Council's business, Climate Change includes carbon emissions, biodiversity, habitat loss and environmental destruction. When putting forward recommendations for decision, officers must assess how these recommendations are likely to influence our climate change commitments by completing the following Climate Change and Environmental Impact Assessment.

A copy of this Climate Change and Environmental Impact Assessment, including relevant data and information should be forwarded to the Deputy Chief Executive.

**If you require help, advice and support to complete the forms, please contact Dan Green, Deputy Chief Executive.**

**SECTION 1: OVERVIEW**

<b>Portfolio and Service Area</b>	Growth and Investment
<b>Policy/Service/Change being assessed</b>	The report recommends to Council that it approves the publication of the draft Shopfronts Design Guide SPD for public consultation.
<b>Is this a new or existing Policy/Service/Change?</b>	New.
<b>If existing policy/service please state date of last assessment</b>	Not applicable.
<b>Ward Specific Impacts</b>	Benn Ward, Eastlands Ward, New Bilton Ward.
<b>Summary of assessment</b> Briefly summarise the policy/service/change and potential impacts.	<p>The Shopfronts Design Guide Supplementary Planning Document provides guidance on design and quality of shopfronts within the town centre, in support of the Local Plan and Rugby Town Centre Regeneration Strategy.</p> <p>The aim for the document is to have a positive impact on the design and quality of shopfronts in the town centre, and therefore a positive impact on the town centre itself.</p>
<b>Completed By</b>	Abigail Murphy, Senior Planning Officer (Urban Design)
<b>Authorised By</b>	Neil Holly, Development Strategy Manager
<b>Date of Assessment</b>	19 February 2024

**SECTION 2: IMPACT ASSESSMENT**

<b>Climate Change and Environmental Impacts</b>	<b>No Impact</b>	<b>Positive</b>	<b>Negative</b>	<b>Description of impact</b>	<b>Any actions or mitigation to reduce negative impacts</b>	<b>Action owner</b>	<b>Timescales</b>
<b>Energy usage</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
<b>Fleet usage</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
<b>Sustainable Transport/Travel (customers and staff)</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
<b>Sustainable procurement</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
<b>Community leadership</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
<b>Biodiversity and habitats</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
<b>Adaptation/Mitigation</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
<b>Impact on other providers/partners</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			

### SECTION 3: REVIEW

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

<b>Review date</b>	Adoption of the updated SPD, likely July 2024.
<b>Key points to be considered through review</b>	No negative impacts have been identified at this stage.
<b>Person responsible for review</b>	Abigail Murphy, Senior Planning Officer (Urban Design)
<b>Authorised by</b>	Neil Holly, Development Strategy Manager

***AGENDA MANAGEMENT SHEET***

**Report Title:** Swimming Pool Support Fund: Phase 2  
Capital

**Name of Committee:** Cabinet

**Date of Meeting:** 11 March 2024

**Report Director:** Chief Officer – Leisure and Wellbeing

**Portfolio:** Leisure and Wellbeing

**Ward Relevance:** All

**Prior Consultation:** Leadership Team, Financial and Procurement Services, GLL

**Contact Officer:** Tom Allen - Sport and Recreation Team Leader

**Public or Private:** Public

**Report Subject to Call-In:** No

**Report En-Bloc:** No

**Forward Plan:** Yes

**Corporate Priorities:** This report relates to the following priority(ies):  
 Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C)  
 Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E)  
 Residents live healthy, independent lives, with the most vulnerable protected. (HC)  
 Rugby Borough Council is a responsible, effective and efficient organisation. (O)  
[Corporate Strategy 2021-2024](#)  
 This report does not specifically relate to any Council priorities but

**Summary:** This report seeks to gain approval for the acceptance of £185,421 funding from Sport England’s Swimming Pool Support Fund for financial year 2023/24, and to distribute this to the Council’s swimming pool operator (GLL), as per the grant conditions.

**Financial Implications:**

This report seeks approval to accept the grant funding and immediately transfer the amount directly to GLL to support capital improvement works to the Council owned Leisure Centre. There are no direct financial implications to the Council with regards accepting the grant.

GLL will be required to sign a Sport England Grant Adherence form to ensure compliance of funding expenditure.

**Risk Management/Health and Safety Implications:**

Risk management implications include

- The potential non delivery of capital improvements to the Council owned Leisure Centre should the recommendation not be approved, and the grant utilised.
- The potential the risk of none compliance with funding requirements and loss of the grant. GLL will be required to sign a Sport England Grant Adherence form to ensure compliance.

**Environmental Implications:**

Installation of Photo Voltaic (PV) panels and replacement of the remaining fluorescent lighting at the site with LED lighting will significantly reduce energy consumption at the site, while also increasing the usage of renewable energy through the introduction of PV panels. A climate change and environmental impact assessment is attached at Appendix 1.

**Legal Implications:**

Sport England Fund Grant Agreement to be signed by Rugby Borough Council, agreeing to abide by the conditions of the funding agreement.

**Equality and Diversity:**

Equality and Diversity considerations have been considered and the proposed recommendations have a positive impact in terms of accessibility for all communities and supports the health and wellbeing of all communities in the area. An equality impact assessment is attached at Appendix 2.

**Options:**

1) Approve the acceptance of Sport England funding for 2023/24 and enable distribution of this funding to the Council's leisure operator (GLL), as per the grant conditions

2) Reject the funding for financial year 2023/24

**Recommendation:**

IT BE RECOMMENDED TO COUNCIL THAT a supplementary capital budget of £185,420 be approved, as detailed in the report, and added to the capital programme for 2023/24. Funded by Sport England Swimming Pool Support Funding which will be transferred to the Council's leisure operator (GLL), as per the grant conditions.

**Reasons for Recommendation:**

To secure capital funding to improve the energy efficiency of the Council's Leisure Centre to significantly reduce energy consumption and operating costs, supporting the centres sustainability, thereby protecting the wider health outcomes, economic and lifesaving water safety benefits public swimming provides.

**Cabinet - 11 March 2024**

**Swimming Pool Support Fund: Phase 2 Capital**

**Public Report of the Chief Officer – Leisure and Wellbeing**

**Recommendation**

IT BE RECOMMENDED TO COUNCIL THAT a supplementary capital budget of £185,420 be approved as detailed in the report, and added to the capital programme for 2023/24. Funded by Sport England Swimming Pool Support Funding which will be transferred to the Council's leisure operator (GLL), as per the grant conditions.

**Executive Summary**

In the 2023 Spring Budget, the Chancellor announced the Swimming Pool Support Fund (SPSF), making available £60 million support for public swimming pool providers in England.

Phase 2 of the SPSF required Local Authorities to complete a pre-populated template to identify capital projects that would enable public swimming pool operators to reduce ongoing operating costs associated with their venues.

The Queen's Diamond Jubilee Centre was the only public swimming pool eligible for funding as identified by Sport England's Active Places Database.

Rugby Borough Council submitted the phase 2 application in October 2023 following support from GLL as the operator.

Rugby Borough Council has been successful in securing £185,421 of SPSF funding for 2 capital interventions to be delivered at The Queen's Diamond Jubilee Centre. This includes £128,748 to fund the installation of Photo Voltaic (PV) panels, with £56,673 to be used to replace the remaining fluorescent lighting at the site with LED lighting. These interventions will significantly reduce energy consumption and operating costs for the operator, supporting the centres sustainability. Combined, the two interventions will provide a **reduction in consumption of approximately 131,084Kwh per year** to the centre, whilst using renewable energy.

The report seeks approval to accept the funding allocation and to transfer to the operator as per the national guidelines.

**1. Introduction**

- 1.1 In the 2023 Spring Budget, the Chancellor announced the Swimming Pool Support Fund (SPSF), making available £60 million support for public swimming pool providers.

- 1.2 The funding is being distributed in two phases: Phase 2, to which this report relates, will allocate £40 million in capital investment to enhance the energy efficiency of facilities and help secure their financial stability for the future.

## 2. Capital Investment

- 2.1 The purpose of the SPSF is to support the survival of public swimming pools facing increased operating costs and thereby protect the wider health outcomes, economic and lifesaving water safety benefits they provide.
- 2.2 This SPSF funding is specifically to be used as capital investment for swimming pool operators and cannot be retained by the council or used for other purposes, it must be passed on to the Council's swimming pool operator (GLL).
- 2.3 All local authorities in England with at least one public swimming pool were eligible to apply on behalf of the pool operator for their locality with applications to be submitted by local authorities on behalf of the public swimming pools in their area.
- 2.4 Local authorities were instructed to coordinate a **single** submission to the fund on behalf of all publicly accessible swimming pools in their area using a pre-populated form using Active Places data to identify eligible facilities. Local authorities were asked to prioritise the facilities they include in their application based on those that are most at risk of closure or significant service reduction, and/or most important to the local leisure offer. For Rugby, The Queen's Diamond Jubilee Centre was pre-populated as the only eligible facility for the local authority.
- 2.5 The SPSF will fund eligible costs relating to capital investments that reduce swimming pool facilities' energy consumption levels and wherever possible, a reduction in carbon output. Eligible costs include: Material costs, installation costs associated with the intervention and professional and technical project fees directly associated with the on-site construction/installation of the capital intervention
- 2.6 The capital interventions include costs of £128,748 to fund the installation of Photo Voltaic (PV) panels, with £56,673 to be used to replace the remaining fluorescent lighting at the site with LED lighting. These interventions will significantly reduce energy consumption and operating costs for the operator, supporting the centres sustainability. Combined, the two interventions will provide a **reduction in consumption of approximately 131,084Kwh per year** to the centre, whilst using renewable energy.
- 2.7 SPSF funding **must be passed on to the operators of public swimming pools** to deliver capital investment that will reduce energy consumption levels. Funding cannot be used in whole or in part towards ongoing repairs or maintenance costs.

### **3. The Queens Diamond Jubilee Leisure Centre**

- 3.1 The Queen's Diamond Jubilee Centre has provided vital community access to its pools since opening in 2013 and has seen in excess of 61,500 swim visits in 2023. The centre is home to Rugby Swimming club, Rugby Synchro club, Rugby Dive club & the Rugby Sports for Disabled Association, all of which rely on these facilities.
- 3.2 Over the past 18 months, the Queen's Diamond Jubilee Centre has seen increased costs related to pool chemicals and utility costs. As the only public swimming pool in the borough, it serves as an important facility for promoting health, fitness, and water safety.
- 3.3 SPSF funding would be used as per the grant guidance to deliver capital investment into the centre in the form of 2 capital interventions (installation of PV panels and additional LED lighting), significantly reducing energy consumption and operating costs, supporting the maintenance of the centre's current levels of provision without necessitating reductions to programming and opening hours.
- 3.4 Locally the centre is due to deliver curriculum swimming lessons to 50 schools in 2023, delivering to over 1,859 pupils. The centre offers 3 specialised SEND swimming lessons per week, in addition to its Swim School which currently delivers to over 2,000 swimming school pupils per week, made up of adult, children & babies.
- 3.5 Within the provisions of the Leisure Contract, a baseline of utility consumption is built into the profile of the contract. The contractor is responsible for all payments of utilities consumed on the premises up to and including a base cost. The base cost of the utilities will be subject to further re-basing throughout the contract period after any material changes to the building.
- 3.6 The contract sets out a provision that the council will pay the cost of 50% of any increase in the cost of each utility above the base cost, but not in the cost occasioned by actual consumption. The contract also includes provision for the contractor to reimburse the Council for any decrease in the cost of utilities below the base cost.
- 3.7 Therefore the capital schemes to improve the efficiency of the centre supports the risk mitigation of utility cost increases versus reducing consumption as a balance of the base cost.
- 3.8 The Council's Sport and Recreation Team Leader will be responsible for monitoring and reporting of expenditure as per the grant conditions.

### **4. Conclusion**

- 4.1 This report seeks approval to accept £185,421 grant funding from the Sport England Swimming Pool Support Fund for financial year 2023/24, and to transfer to the Council's leisure operator (GLL), as per the grant conditions.

- 4.2 SPSF funding is specifically to be used as capital investment for swimming pool operators and cannot be retained by the council or used for other purposes, it must be passed on to the Council's swimming pool operator (GLL). Rejection of the request would result in the funding being retained by Sport England.
- 4.3 The Council's Sport and Recreation Team Leader will be responsible for monitoring and reporting of expenditure as per the grant conditions.

**Name of Meeting:** Cabinet  
**Date of Meeting:** 11 March 2024  
**Subject Matter:** Swimming Pool Support Fund: Phase 2  
**Originating Department:** Leisure and Wellbeing

**DO ANY BACKGROUND PAPERS APPLY**  YES  NO

**LIST OF BACKGROUND PAPERS**

Doc No	Title of Document and Hyperlink

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A

# Rugby Borough Council

## Climate Change and Environmental Impact Assessment

### CONTEXT

In 2019 the UK Parliament set a commitment in law to reach net zero carbon emissions by 2050. Achieving this target will require considerable effort with public bodies, private sector organisations, the third sector and individuals working together to take action. Rugby Borough Council declared a climate emergency in 2019, in doing so committed to:

- To move the Council's operations towards Carbon Neutrality by 2030.
- To establish action to tackle climate change as a key driver of all decision-making.
- To provide community leadership in reducing the impact of Climate Change.
- To take action to mitigate the impact of climate change on a Borough wide basis and beyond, through adaptation.

The Council's Corporate Strategy (2021-24) [link](#) sets ambitious outcomes in relation to Climate Change. These ambitions must now be progressed through the decisions which the Council makes.

It is therefore important that Rugby Borough Council gives due regard to climate change when making decisions. In the context of the Council's business, Climate Change includes carbon emissions, biodiversity, habitat loss and environmental destruction. When putting forward recommendations for decision, officers must assess how these recommendations are likely to influence our climate change commitments by completing the following Climate Change and Environmental Impact Assessment.

A copy of this Climate Change and Environmental Impact Assessment, including relevant data and information should be forwarded to the Deputy Chief Executive.

**If you require help, advice and support to complete the forms, please contact Dan Green, Deputy Chief Executive.**

**SECTION 1: OVERVIEW**

<b>Portfolio and Service Area</b>	Leisure and Wellbeing – Sport and Recreation and Leisure Facilities
<b>Policy/Service/Change being assessed</b>	Swimming Pool Support Fund Phase 2
<b>Is this a new or existing Policy/Service/Change?</b>	New
<b>If existing policy/service please state date of last assessment</b>	
<b>Ward Specific Impacts</b>	All
<b>Summary of assessment</b> Briefly summarise the policy/service/change and potential impacts.	<b>To gain approval for the acceptance of £185,421 funding from Sport England's Swimming Pool Support Fund for financial year 2023/24, and to distribute this to the Council's swimming pool operator (GLL), as per the grant conditions.</b>
<b>Completed By</b>	Tom Allen
<b>Authorised By</b>	
<b>Date of Assessment</b>	10/02/2024

## **SECTION 2: IMPACT ASSESSMENT**

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
Energy usage	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Delivery of capital interventions at The Queen's Diamond Jubilee Centre, including the installation of Photo Voltaic (PV) panels and replacement of the remaining fluorescent lighting at the site with LED lighting. These interventions will significantly reduce energy consumption.		RBC Project Officer	April 2024
Fleet usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sustainable Transport/Travel (customers and staff)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Community leadership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Biodiversity and habitats	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

<b>Adaptation/Mitigation</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If required, mitigation measures to be put in place to reduce noise disturbances during construction and operation.		RBC Project Officer	If required
<b>Impact on other providers/partners</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Reducing energy usage will reduce operating costs for the centre operator, supporting sustainability and accessibility of the centre for public use.		RBC Project Officer	April 2024

### SECTION 3: REVIEW

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

<b>Review date</b>	
<b>Key points to be considered through review</b>	
<b>Person responsible for review</b>	
<b>Authorised by</b>	

# EQUALITY IMPACT ASSESSMENT (EqIA)

## Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
  - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
  - advancing equality of opportunity between people who share a protected characteristic and those who do not,
  - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
  - age
  - disability
  - gender reassignment
  - marriage/civil partnership
  - pregnancy/maternity
  - race
  - religion/belief
  - sex/gender
  - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.
10. For advice and support, contact:  
Aftab Razzaq, Chief Officer – Legal and Governance  
[Aftab.razzaq@rugby.gov.uk](mailto:Aftab.razzaq@rugby.gov.uk)

## Equality Impact Assessment

<b>Service Area</b>	<b>Sport and Recreation</b>
<b>Policy/Service being assessed</b>	<b>Swimming Pool Support Fund Phase 2</b>
<b>Is this is a new or existing policy/service?</b>  <b>If existing policy/service please state date of last assessment</b>	<b>New</b>
<b>EqIA Review team – List of members</b>	<b>Tom Allen</b>
<b>Date of this assessment</b>	<b>10/02/2024</b>
<b>Signature of responsible officer (to be signed after the EqIA has been completed)</b>	Tom Allen

**A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Corporate Equality and Diversity Advisor.**

**If you require help, advice and support to complete the forms, please contact Aftab Razzaq, Chief Officer – Legal and Governance: [Aftab.razzaq@rugby.gov.uk](mailto:Aftab.razzaq@rugby.gov.uk)**

**Details of Strategy/ Service/ Policy to be analysed**

<b><u>Stage 1 – Scoping and Defining</u></b>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	<b>To gain approval for the acceptance of £185,421 funding from Sport England’s Swimming Pool Support Fund for financial year 2023/24, and to distribute this to the Council’s swimming pool operator (GLL), as per the grant conditions.</b>
(2) How does it fit with Rugby Borough Council’s Corporate priorities and your service area priorities?	Residents live healthy, independent lives, with the most vulnerable protected.  Rugby Borough Council is a responsible, effective and efficient organisation.
(3) What are the expected outcomes you are hoping to achieve?	Delivery of capital interventions at The Queen’s Diamond Jubilee Centre, including the installation of Photo Voltaic (PV) panels and replacement of the remaining fluorescent lighting at the site with LED lighting. These interventions will significantly reduce energy consumption and operating costs for the operator.
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> <li>• Customers</li> <li>• Employees</li> <li>• Wider community or groups</li> </ul>	Users of The Queen’s Diamond Jubilee Centre Employees Public
<b><u>Stage 2 - Information Gathering</u></b>	As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, e.g. service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).

Appendix 2

<p>(1) What does the information tell you about those groups identified?</p>	<p>Feedback from GLL, the centre’s operator, has identified capital interventions at the centre that could improve the energy efficiency at the centre and deliver savings to GLL and the Council in reduced energy costs. These savings would support the centres sustainability, thereby protecting the wider health outcomes, economic and lifesaving water safety benefits public swimming provides for all members of the community.</p> <p>Over the past 18 months, the Queen's Diamond Jubilee Centre has seen increased costs related to pool chemicals and utility costs. As the only public swimming pool in the borough, it serves as an important facility for promoting health, fitness, and water safety. Delivering these capital interventions will support the centre’s sustainability and availability to all members of the community, reducing the likelihood of reduced operating hours or closure.</p>		
<p>(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?</p>	<p>Consultation has been undertaken with staff members and centre users at The Queen’s Diamond Jubilee Centre and all responders were supportive of the potential energy saving efficiencies that could be delivered via these capital interventions and the benefits associated with carrying out these works. The capital interventions would have no impact to staff or centre users in terms of accessibility of the venue.</p>		
<p>(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.</p>			
<p><b><u>Stage 3 – Analysis of impact</u></b></p>			
<p><u>(1) Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact</p>	<p><b>RACE</b> <b>Positive impact</b></p>	<p><b>DISABILITY</b> <b>Positive impact</b></p>	<p><b>GENDER</b> <b>Positive impact</b></p>

Appendix 2

<p>identified for any particular group, which could amount to discrimination?</p>	<p><b>MARRIAGE/CIVIL PARTNERSHIP</b> Positive impact</p>	<p><b>AGE</b> Positive impact</p>	<p><b>GENDER REASSIGNMENT</b> Positive impact</p>
<p>If yes, identify the groups and how they are affected.</p>	<p><b>RELIGION/BELIEF</b> Positive impact</p>	<p><b>PREGNANCY MATERNITY</b> Positive impact</p>	<p><b>SEXUAL ORIENTATION</b> Positive impact</p>
<p><u>(2) Cross cutting themes</u> (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how?  (b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	<p>The proposed capital works would support sustainability of access to high quality provision for all residents and users.</p>		
<p>(3) If there is an adverse impact, can this be justified?</p>	<p>N/A</p>		
<p>(4) What actions are going to be taken to reduce or eliminate negative or adverse impact? (this should form part of your action plan under Stage 4.)</p>	<p>N/A</p>		
<p>(5) How does the strategy/service/policy contribute to the promotion of equality? If not what can be done?</p>	<p>N/A</p>		
<p>(6) How does the strategy/service/policy promote good relations between groups? If not what can be done?</p>	<p>N/A</p>		

(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?	None identified at present.
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<b><u>Stage 4 – Action Planning, Review and Monitoring</u></b>																														
<p>If No Further Action is required then go to – Review &amp; Monitoring</p> <p>(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	<p>EqlA Action Plan</p> <table border="1" data-bbox="875 687 2116 916"> <thead> <tr> <th data-bbox="875 687 1120 762">Action</th> <th data-bbox="1120 687 1364 762">Lead Officer</th> <th data-bbox="1364 687 1615 762">Date for completion</th> <th data-bbox="1615 687 1865 762">Resource requirements</th> <th data-bbox="1865 687 2116 762">Comments</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>					Action	Lead Officer	Date for completion	Resource requirements	Comments																				
Action	Lead Officer	Date for completion	Resource requirements	Comments																										
(2) Review and Monitoring State how and when you will monitor policy and Action Plan	Following confirmed designs, consultation with centre users will be taken forward to direct the implementation of the capital project at The Queen’s Diamond Jubilee Leisure Centre.																													

Please annotate your policy with the following statement:

**‘An Equality Impact Assessment on this policy was undertaken on 10.2.24 and will be reviewed after further centre user consultation.’**

***AGENDA MANAGEMENT SHEET***

**Report Title:** Rugby Borough Council Playing Pitch and Outdoor Sport Strategy 2023- 2040

**Name of Committee:** Cabinet

**Date of Meeting:** 11 March 2024

**Report Director:** Chief Officer - Leisure and Wellbeing

**Portfolio:** Leisure and Wellbeing

**Ward Relevance:** All

**Prior Consultation:** Sport England, National Governing Bodies for Sport, Community Sports Clubs, Parish Councils, relevant Rugby Borough Council services

**Contact Officer:** Tom Kittendorf- Chief Officer Leisure & Wellbeing

**Public or Private:** Public

**Report Subject to Call-In:** Yes

**Report En-Bloc:** No

**Forward Plan:** Yes

**Corporate Priorities:** This report relates to the following priority(ies):  
 Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C)  
 Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E)  
 Residents live healthy, independent lives, with the most vulnerable protected. (HC)  
 Rugby Borough Council is a responsible, effective and efficient organisation. (O)  
[Corporate Strategy 2021-2024](#)  
 This report does not specifically relate to any Council priorities but

**(C) Climate**  
**(E) Economy**  
**(HC) Health and Communities**  
**(O) Organisation**

**Summary:** This report seeks approval for the adoption of a Rugby Borough Council Playing Pitch Strategy for the period up to 2040. This Strategy focusses on the supply and demand for playing pitches (grass and artificial) within the Borough. The strategy is a robust evidence base to aid decision making in

respect future provision and management of grass pitches and recreation facilities.

**Financial Implications:**

There are no direct financial implications as a result of the proposal, however it is recognised that the strategy will support to lever significant external funding to the Borough. Collaborative working, strong partnerships and good local governance will be critical towards achieving strategic potential and future successes.

**Risk Management Implications:**

There is a risk that without an adopted strategy the council would be unable to negotiate effectively with developers where proposals have an impact on the provision of open space, sport and recreation facilities.

There is a risk that without an adopted strategy Sport England and the Sport's Governing Bodies will not consider applications for external funding from the council or from any sports club within the borough, and additionally if not kept up to date it would not be considered an up-to-date robust assessment needed to inform planning decisions

**Environmental Implications:**

A environmental and climate change impact assessment is attached at Appendix 4.

**Legal Implications:**

No direct implications arising from this report.

**Equality and Diversity:**

Equality and diversity implications have been considered and this report provides positive impact for all communities, ensuring residents have access to high quality outdoor sports facilities to support their health and wellbeing.

An Equality Impact Assessment is attached as Appendix 3.

**Options:**

1) Adopt the Playing Pitch and Outdoor Sport Strategy.

2) Reject the adoption of the Playing Pitch and Outdoor Sport Strategy.

**Recommendation:**

The Playing Pitch and Outdoor Sport Strategy 2023- 2040, as at Appendix 1 to the report, be approved for adoption.

**Reasons for  
Recommendation:**

Evidence within the strategy will be necessary to provide a valid assessment of provision to underpin future proposals relating to sports facilities need across the borough. The strategy also has the potential to support funding proposals to external partners, while implementation of the recommendations of the strategy will assist the Council in making its approach to the management of playing pitches more efficient.

**Cabinet - 11 March 2024**

**Rugby Borough Council Playing Pitch and Outdoor Sport Strategy  
2023- 2040**

**Public Report of the Chief Officer - Leisure and Wellbeing**

**Recommendation**

The Playing Pitch and Outdoor Sport Strategy 2023- 2040, as at Appendix 1 to the report, be approved for adoption.

**Executive summary:**

What is a Playing Pitch and Outdoor Sport Strategy?

The Playing Pitch and Outdoor Sport Strategy (PPOSS) is an evidence-based approach to guide future investment, development, and improvements for the Borough's sports pitches and associated facilities to meet the requirements of the National Planning Policy Framework, paragraph 98 whereby information gained from assessments should be used to determine what open space, sport and recreation provision is needed.

The planning system plays a crucial role in providing access to high-quality facilities so everyone can play sport and be physically active.

Why do a PPOSS?

The PPOSS will play a vital role in encouraging increased sporting activity as well as promoting health and wellbeing by ensuring there is a good supply of high-quality pitch facilities across the borough.

By ensuring the council have a robust and up-to-date PPS, it is able to influence appropriate community infrastructure and support the necessary funding of the boroughs sporting community.

How has the Strategy been developed?

Rugby Borough Council led the development of the Borough's PPOS, but it encompasses the whole Borough and includes pitches and facilities owned and managed by Rugby Borough Council, Parish Councils, education providers, and sports clubs.

The borough is allocated into 3 geographic areas of "Urban" (comprising of Rugby town centre and the proposed South-West extension), "Rural North" and "Rural South". Outdoor sports provision is then geographical mapped and quality assessed as good, standard or poor.

The PPOSS has been developed using Sport England’s prescribed guidance and methodology in partnership with Sport England planning officers, National Governing Bodies of Sport including the Football Association, England Rugby, England Hockey, England Cricket Board and the Lawn Tennis Association. The PPS has been developed and produced using an external Sport England approved provider using their approved framework of suppliers.

The Sport England guidance has 5 clear stages for developing a PPOSS, including:

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

The guidance was originally developed through guidance and support from Local Authorities, Sport England’s Strategic Planning Framework and Knight Kavanagh and Page who were the contracted consultant to develop Rugby’s PPOS.

The methodology for forming the PPOS is “The 10 Step Approach” seen in Figure 1:

**Figure 1:** Developing and Delivering a Playing Pitch Strategy – The 10 Step Approach



Stage B of the process includes gathering information and views of the Rugby community sport infrastructure. This is gathered through consultation with National Governing Bodies of Sport; Football Association, England Rugby, England Hockey, England Cricket Board and the Lawn Tennis Association.

National Governing Bodies support the process of engaging with community sports clubs within the borough. Growth projections and aspirations are considered as part of the consultation, for example Rugby Welsh Rugby Football Club's aspiration for additional rugby provision at their home site and Old Laurentian's Rugby Football Club aspirations for relocating to a new site within Rugby borough due to their current site capacities.

### What Strategic Recommendations does the Strategy highlight?

The PPOSS sets out clear priorities for the borough of Rugby, ensuring there is a good supply of high-quality playing pitch and outdoor sport provision. The PPS informs the allocation of section 106 funding and provides planning guidance in relation to pitch provision and quality standards.

The PPOSS has a clear action plan attached within the strategy setting out areas for improvement to help direct strategic investment across the borough.

1. Maximise community use of education facilities where needed.
2. Ensure playing pitches and outdoor sport facilities are protected
3. Secure tenure and access to sites through a range of solutions and partnership agreements.
4. To enhance outdoor sport provision and ancillary facilities through improving quality and management of sites.
5. Work in partnership with stakeholders to secure funding for improved sports provision.
6. Secure developer contributions for improved sports provision through new housing developments.
7. Rectify quantitative shortfalls through management, utilisation and development of current sites including new ancillary facilities where outlined.
8. Identify opportunities to add to the overall stock of outdoor sport facilities to accommodate current and future demand.
9. Consideration for additional 3g, rugby union, cricket and tennis provision in suitable locations to accommodate both current and future demand.
10. To work in partnership with National Governing Bodies and other partners for a priority list of actions based on local need.

## **1. Introduction**

- 1.1 The Playing Pitch and Outdoor Sport Strategy (PPOSS) is an evidence-based approach to guide future investment, development, and improvements for the Borough's sports pitches and associated facilities to meet the requirements of the National Planning Policy Framework, paragraph 98 whereby information gained from assessments should be used to determine what open space, sport and recreation provision is needed.

- 1.2 Creating a high quality and sustainable network of sports pitches and outdoor leisure facilities can increase opportunities for sports participation. Rugby Borough Council has engaged with Sport England and a range of sport National Governing Bodies to assess playing pitch provision and develop a plan for improvement.
- 1.3 The PPOSS for Rugby Borough Council provides a clear, strategic framework in relation to the provision of playing pitch and outdoor sport facilities across the local authority.
- 1.4 The PPOSS has been developed using Sport England's prescribed guidance and methodology in partnership with Sport England planning officers, National Governing Bodies of Sport including the Football Association, England Rugby, England Hockey, England Cricket Board and the Lawn Tennis Association. The PPS has been developed and produced using an external Sport England approved provider using their approved framework of supplier.
- 1.5 The Sport England guidance has 5 clear stages for developing a PPOSS, including:
  - Stage A: Prepare and tailor the approach
  - Stage B: Gather information and views on the supply of and demand for provision
  - Stage C: Assess the supply and demand information and views
  - Stage D: Develop the strategy
  - Stage E: Deliver the strategy and keep it robust and up to date.
- 1.6 The guidance was originally developed through guidance and support from Local Authorities, Sport England's Strategic Planning Framework and Knight Kavanagh and Page who were the contracted consultant to develop Rugby's PPOS.
- 1.7 The methodology for forming the PPOS is "The 10 Step Approach" seen in Figure 1 of the guidance:

**Figure 1: Developing and Delivering a Playing Pitch Strategy – The 10 Step Approach**



- 1.8 The last Rugby Borough Council PPOSS was created in 2015, in line with Sport England guidance that strategies should be reviewed and updated within 3 years, this document is now considered out of date. Therefore, a new study is required to ensure that supply and demand information and assessment work is sufficiently robust.
- 1.9 Production of the PPOSS has involved reviewing existing facilities across the borough and looking at pitch type, usage and condition to understand the supply and demand of playing pitches.
- 1.10 In line with National Planning Policy Framework (NPPF), paragraph 98, it is important that there are robust and up to date assessments of the need for sport and recreation facilities, including quantitative and qualitative deficits or surpluses of facilities. Information gained from the assessments can then be used to determine what provision is required to meet both current and future demand.
- 1.11 The Strategy has been designed and delivered in accordance with Sport England’s Playing Pitch Strategy (PPS) Guidance (for playing pitch sports) and Sport England’s Assessing Needs and Opportunities Guide (for “non-pitch” sports).

1.12 The strategy will help to inform planning decisions by the Council and will be a guide to investment decisions from a wide range of bodies and partner organisations that are seeking to provide high quality sports facilities across the borough.

1.13 The PPS is an enabling document and so does not commit the Council or any other body to funding any of the actions identified.

## **2. Stage B: Gather information and views on the supply of and demand for provision (steps 2 and 3)**

2.1 Once the approach has been approved with Sport England, Knight, Kavanagh and Page moved to Stage B, steps 2 and 3 of the 10 Step Approach. This stage seeks to gather information and views, demand information and views of relevant organisations and community sports clubs in the borough.

2.2 This includes engagement with the community sports clubs as identified by the National Governing Bodies with clubs given the opportunity to feed in to the report with regards data (number of players, facilities conditions and future aspirations and growth projections).

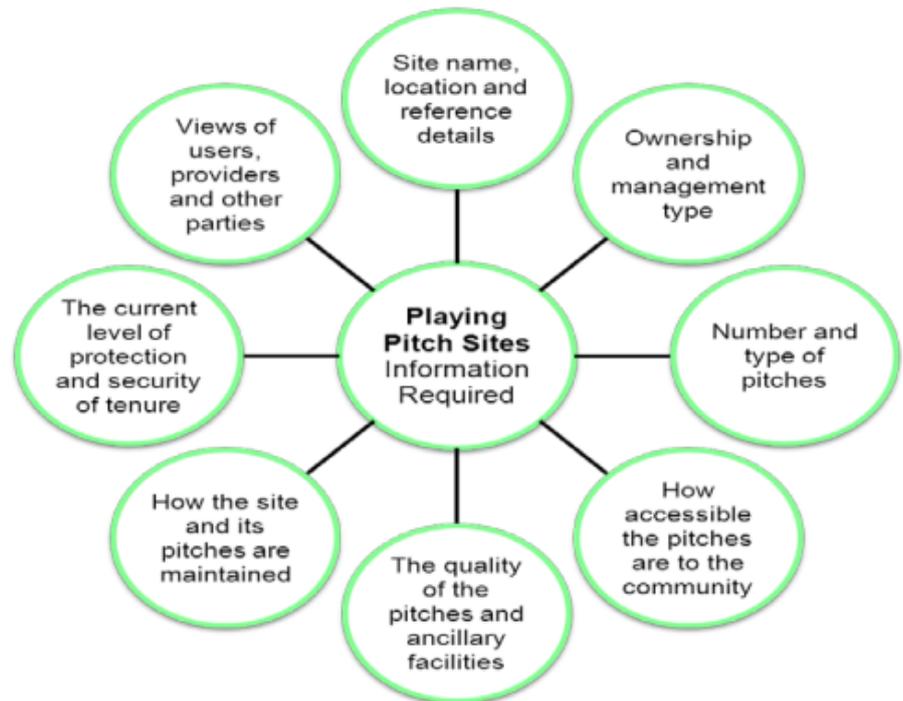
2.3 Stage B supports the strategy development by helping to provide:

- An accurate audit of the supply of pitches and ancillary facilities
- An accurate audit of the current demand for pitches
- Information on which to base an understanding of the future demand for playing pitches
- Detailed views and opinions on the adequacy of provision from users and pitch providers
- A single document within which all the supply and demand information gathered is presented ready to be assessed in Stage C.

2.4 To complete the accurate audit for supply and demand for playing pitches, Knight Kavanagh and Page undertook a full assessment report of all playing pitches in the borough (Appendix 2). This assessment report captures and maps all playing pitches within the borough and provides a score for quality ranging from 'good' to 'poor'. The assessment report sets out the locations, number of pitches, size of pitches and condition. For football playing pitches, the FA Pitch Power assessment methodology was utilised.

2.5 The guidance recommends that the information presented in Figure 3 of the guidance is gathered for all playing pitch sites, irrespective of ownership, in order to develop an accurate audit of provision, Sites where pitches were once, but are no longer marked out and remain undeveloped should also be included in the audit.

**Figure 3: Supply of provision – The information required**



- 2.6 The information is gathered through discussions and engagement with National Governing Bodies, league secretaries, pitch providers, education providers and key clubs for the delivery of each sport in the borough.
- 2.7 Demand and aspirations from community clubs using playing pitches in the borough include Rugby Welsh Rugby Football Club, Old Laurentians Rugby Football Club, Rugby Borough FC, Rugby and East Warwickshire Hockey Club, Rugby Cricket Club and Newbold-on-Avon Cricket Club.

### **3. Strategic Recommendations**

- 3.1 The completed Playing Pitch and Outdoor Sport Strategy (Appendix 1) sets out the strategic recommendations for the borough's provision of playing pitches up to and including 2040.
- 3.2 The strategic recommendations for the PPOS have been developed via a combination of information gathered during consultation, site visits and analysis, as well as key drivers identified for the Strategy.
- 3.3 There are a number of recommendations within the strategy, but a summary of the key strategic objectives and recommendations are outlined below:

### **OBJECTIVE 1**

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

#### **Recommendations:**

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

### **OBJECTIVE 2**

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

#### **Recommendations:**

- ◀ Improve quality
- ◀ Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- ◀ Work in partnership with stakeholders to secure funding.
- ◀ Secure developer contributions through Section 106.

### **OBJECTIVE 3**

To provide new outdoor sport provision and ancillary facilities where there is current or future demand to do so

#### **Recommendations:**

- ◀ Rectify quantitative shortfalls through the current facility stock.
- ◀ Identify opportunities to increase to the overall stock to accommodate both current and future demand.

- 3.4 Based on the above objectives and recommendations, the Strategy provides both general and sport specific recommendations and delivery action plans.
- 3.5 Providing the latest supply and demand information, while also considering the planned level of growth proposed in the Council's Local Plan, the PPS sets out recommended opportunities for improvement, investment and protection of the borough's playing pitch facilities, following community consultation and fieldwork.
- 3.6 The report outlines potential shortfall in outdoor sport provision by 2040 based upon projected growth of provision and need.
- 3.7 There is a shortfall of 3g pitches within the borough with a requirement for new provision to meet future need. It is projected 1 additional 3g facility would be required in each of the Urban, Rural North and Rural South areas.
- 3.8 The football pitch provision within the borough is primarily in need of quality improvement and improved site management to meet future need.
- 3.9 The PPOS report sets out site by site recommendations to ensure the continued delivery of outdoor sport across the borough.

#### **4. Next Steps (Stage E)**

- 4.1 Upon adoption of the PPOS, the Council would move to Stage E: "Deliver the Strategy and keep it robust and up to date".
- 4.2 The strategy provides the framework and inform the Borough's future priorities in conjunction with Sport England and the sports NGB's. By adopting this strategy, we can start to engage with a range of stakeholders to consider delivering key projects and can coordinate their own priorities with those of the Council.
- 4.3 The Strategy will be used to provide a robust evidence base to aid decision making in respect of future provision and management of playing pitch and outdoor sport provision.
- 4.4 It is important that there is regular monitoring and review against the actions identified in the Strategy. This monitoring will be led by the Council and supported by all members of the PPOSS Steering Group.
- 4.5 The Council will continue to engage with the sport National Governing Bodies, local sports clubs, and residents as part of the ongoing review of the strategy.

## **5. Conclusion**

- 5.1 The existing position for all sports is either that demand is being met or that there is a shortfall, whereas the future position shows the exacerbation of current shortfalls and the creation of additional shortfalls for some pitch/facility types and in some areas where demand is currently being met.
- 5.2 There is a clear need to protect all existing playing pitch and outdoor sport provision until all demand is met, or there is a requirement to replace provision to an equal or better quantity and quality before it is lost, in line with national planning policy.
- 5.3 The proposed Rugby Borough Council Playing Pitch and Outdoor Sport Strategy 2023- 2040 uses an evidence-based approach to guide future investment, development, and improvements for the Borough's sports pitches and associated facilities.

**Name of Meeting:** Cabinet

**Date of Meeting:** 11 March 2024

**Subject Matter:** Rugby Borough Council Playing Pitch and Outdoor Sport Strategy 2023- 2040

**Originating Department:** Leisure and Wellbeing

**DO ANY BACKGROUND PAPERS APPLY**  YES  NO

**LIST OF BACKGROUND PAPERS**

<b>Doc No</b>	<b>Title of Document and Hyperlink</b>

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

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Exempt information is contained in the following documents:

<b>Doc No</b>	<b>Relevant Paragraph of Schedule 12A</b>

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

JULY 2023

QUALITY, INTEGRITY, PROFESSIONALISM

**Knight, Kavanagh & Page Ltd**  
Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

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Cert Num: 6543-QMS-001

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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### ABBREVIATIONS

3G	Third Generation (artificial grass pitch)
AGP	Artificial Grass Pitch
ANOG	Assessing Needs and Opportunities Guide
BAFA	British American Football Association
BC	Bowls Club
CASC	Community Amateur Sports Club
EH	England Hockey
EN	England Netball
FA	Football Association
FC	Football Club
FF	Football Foundation
HC	Hockey Club
GMA	Grounds Maintenance Association
KKP	Knight, Kavanagh and Page
LFFP	Local Football Facility Plan
LTA	Lawn Tennis Association
NGB	National Governing Body
NTP	Non-Turf Pitch
PQS	Performance Quality Standard
PPOSS	Playing Pitch & Outdoor Sport Strategy
PPS	Playing Pitch Strategy
RFU	Rugby Football Union
RUFC	Rugby Union Football Club
S106	Section 106 Agreement
TC	Tennis Club

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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### PART 1: INTRODUCTION

This is the Playing Pitch & Outdoor Sport Strategy (PPOSS) for Rugby Borough Council. Building upon the preceding updated Assessment Report, it provides a clear, strategic framework in relation to the provision of playing pitch and outdoor sport facilities across the local authority. It delivers:

- ◀ A vision for the future protection, improvement and development of provision.
- ◀ A series of sport-by-sport recommendations and scenarios.
- ◀ A series of strategic recommendations.
- ◀ A prioritised area-by-area and site-by-site action plan that prioritise and can address key issues.

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

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

This report represents Stage D of the process, with stages A-C covered in the preceding Assessment Report and Stage E ongoing once the study is complete.

Sport England's 'Assessing Needs and Opportunities Guide (ANOG) has a similar staged approach, as follows:

- ◀ Stage A: Prepare and tailor the approach.
- ◀ Stage B: Gather information on supply and demand.
- ◀ Stage C: Assessment – bringing the information together.
- ◀ Application: Application of an assessment.

Where not already implemented, the recommendations that come out of this strategy should be translated into local planning policy so that there is a mechanism in place to protect existing provision and to secure investment where the opportunity arises. The lifespan of a PPOSS is considered to be three years, although this can be increased if it is regularly kept up to date.

### ***Agreed scope***

The following types of outdoor sports facilities are covered by the PPOSS:

- ◀ Football pitches (including 3G pitches)
- ◀ Cricket pitches
- ◀ Rugby union pitches (including 3G pitches)
- ◀ Hockey pitches (sand/water based AGPs)
- ◀ Athletics tracks
- ◀ Outdoor bowling greens
- ◀ Outdoor tennis courts
- ◀ Outdoor netball courts

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Other grass pitch sports are also included where a presence has been identified within the Borough (i.e., American football, Gaelic Football, Polo and Rounders). Where no activity has been identified, the sports are not included, although that is not to say that they are not played informally.

## Study area

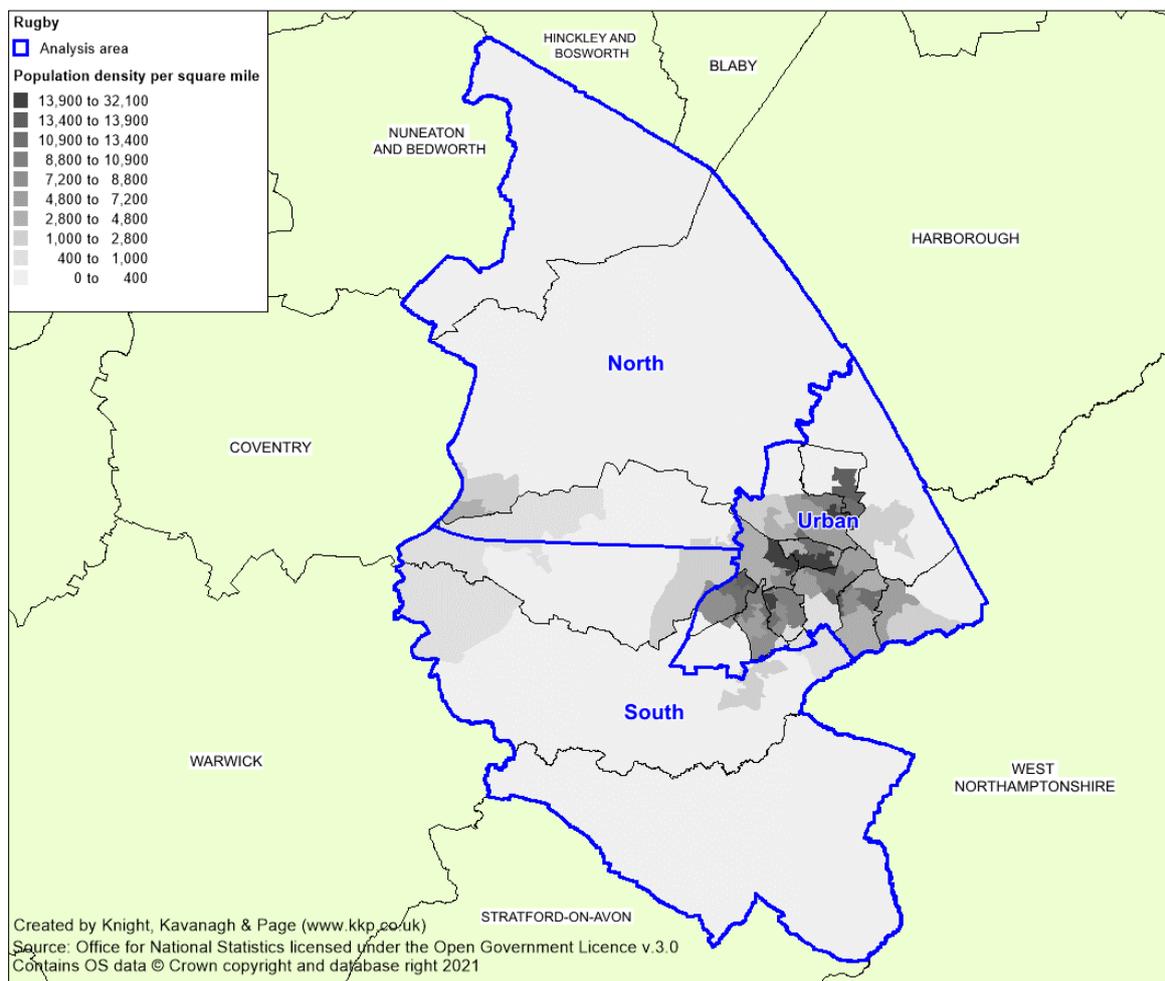
The study area is the entire local authority area, with analysis areas (or sub areas) also used to allow for a more localised analysis in addition to the analysis for Rugby as a whole. For this purpose, three sub-areas have been created, referred to as follows:

- ◀ North
- ◀ South
- ◀ Urban

The Urban Analysis Area, which incorporates the Town of Rugby, has been extended to incorporate the two large development areas of Houlton and South West Rugby as these are considered to be urban extensions. The boundaries for the areas, as well as the Borough as a whole, can be seen in the figure below.

For a map showing the analysis areas is shown below.

Figure 1.1 Map of Rugby and its analysis areas



# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

### 1.1: Headline findings

The table below highlights the quantitative shortfalls for each included pitch sport within the PPOSS, as identified in the preceding Assessment Report. For qualitative findings and site-specific findings, please see Part 3: Sport Specific Recommendations and Scenarios, and Part 5: Action Plan.

Table 1.1: Quantitative headline findings (pitch sports)

Analysis area	Pitch/facility type	Supply/demand balance (match equivalent sessions)	Future supply/demand balance (match equivalent sessions)
<b>Football – grass pitches</b>			
North	Adult	0	0.5
	Youth 11v11	2	2.5
	Youth 9v9	2	1.5
	Mini 7v7	0.5	0
	Mini 5v5	0	0.5
South	Adult	1	0.5
	Youth 11v11	0	2
	Youth 9v9	0	0
	Mini 7v7	1.5	2
	Mini 5v5	0	1
Urban	Adult	1.5	0.5
	Youth 11v11	0	2
	Youth 9v9	2	0
	Mini 7v7	0	2
	Mini 5v5	0	1
Rugby	Adult	2.5	1
	Youth 11v11	2	5.5
	Youth 9v9	0	2.5
	Mini 7v7	2	2
	Mini 5v5	0	2
<b>Football – 3G pitches</b>			
North	Full size	1	1
South	Full size	0.75	0.75
Urban	Full size	0.5	1.5
Rugby	Full size	2.25	3.25
<b>Rugby union</b>			
North	Senior	0	2
South	Senior	0	1.5
Urban	Senior	26.25	30
Rugby	Senior	26.25	33.5
<b>Hockey</b>			
North	Full size	0	0
South	Full size	0	0
Urban	Full size	0	0
Rugby	Full size	0	0
<b>Cricket (Saturday)</b>			
North	Senior	22	22
South	Senior	24	0
Urban	Senior	43	79
Rugby	Senior	41	101

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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

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

Sport	Headline findings
<b>Bowls</b>	Two greens are currently operating above recommended capacity limits, whilst none are operating below the threshold considered necessary to make provision sustainable. Whilst there are clearly some pressures on the greens, no clubs report any capacity issues, suggesting that supply is considered sufficient to meet demand, although it is also clear that each green requires protection.
<b>Tennis</b>	Club demand is being adequately met; however, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites and schools).
<b>Netball</b>	There is high demand for netball in Rugby, as represented by nine clubs being based in the Borough. However, not all activity is being adequately met, leading to levels of unmet, latent and exported demand. It is clear that the existing facility stock is not sufficient to meet demand, predominately due to quality and accessibility issues (rather than quantity).
<b>Athletics</b>	There is substantial demand for athletics in Rugby and the wider area; however, this is currently being adequately met. Away from the formal track and field facilities, emphasis should also be placed on supporting the other activities taking place in Rugby, although this does not require dedicated provision.
<b>Other Sports</b>	<b>American Football</b> - Supply is sufficient to meet American football demand; however, its presence at The Rugby Football Club alongside rugby union demand needs to be well managed. <b>Gaelic Football</b> - Supply is sufficient to meet Gaelic football demand, although it needs to be managed alongside rugby union activity at Newbold-on-Avon Rugby Club. <b>Polo</b> - The current level of supply is sufficient enough to meet community demand for polo in Rugby, with Onley Grounds Farm able to adequately cater for this. <b>Rounders</b> - The current level of supply is sufficient enough to meet the degree of demand, with Rugby School (Springhill Pitches) able to adequately service the Rugby Rounders league.

### Conclusions

The existing position for all sports is either that demand is being met or that there is a shortfall, whereas the future position shows the exacerbation of current shortfalls and the creation of additional shortfalls for some pitch/facility types and in some areas where demand is currently being met. Where demand is being met, this does not equate to a surplus of provision, with any spare capacity instead considered to be a solution to overcoming shortfalls. As such, there is a clear need to protect all existing playing pitch and outdoor sport provision until all demand is met, or there is a requirement to replace provision to an equal or better quantity and quality before it is lost, in line with national planning policy.

Notwithstanding the above, the shortfalls identified can in most instances be met by better utilising current provision, such as through improving quality, pitch re-configuration, installing additional sports lighting, improving ancillary facilities and enabling access to existing unused sites, such as unavailable schools. However, there is also a requirement for new provision in relation to 3G pitches as well as for some rugby union clubs and potentially some cricket, football and tennis clubs.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## PART 2: VISION AND AIMS

The vision for the PPOSS provides a clear focus with desired outcomes for the study. It seeks to support the Council and its partners to provide:

*“An accessible, high quality and sustainable network of playing pitch and outdoor sports facilities that adequately provides for all current and future residents of the Borough and helps promote healthy living”.*

The following overarching aims are based on the three Sport England themes (see figure 2.1 below). It is recommended that they are adopted by the Council and its partners to enable it to achieve the overall vision of the PPOSS and Sport England planning objectives. Strategy delivery is the responsibility of, and relies upon, all relevant stakeholders.

### AIM 1

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

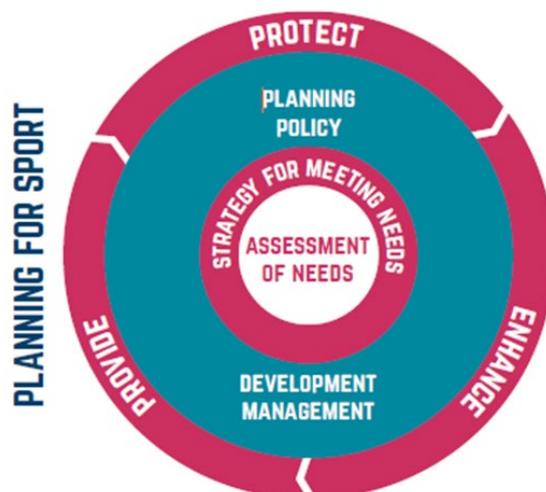
### AIM 2

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

### AIM 3

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

Figure 2.1: Sport England themes



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

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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### PART 3: SPORT SPECIFIC ISSUES SCENARIOS AND RECOMMENDATIONS

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

For site-specific and more localised recommendations, please refer to the Action Plan in Part 5 of the report.

#### Football – grass pitches

##### ***Assessment Report summary***

###### *Supply and demand summary*

- ◀ In total, 16 pitches display some level of actual spare capacity across 11 sites, equating to 13.5 match equivalent sessions.
- ◀ Eight pitches are overplayed across seven sites by a total of 11 match equivalent sessions.
- ◀ There is currently a shortfall of youth 11v11 match equivalent sessions and overall spare capacity on adult and mini 7v7 pitches, whilst youth 9v9 and mini 5v5 match equivalent sessions are currently at capacity.
- ◀ After factoring in exported and future demand, a capacity shortfall is created on adult, youth 9v9, mini 7v7 and mini 5v5 pitches and worsens on youth 11v11 pitches.

###### *Supply summary*

- ◀ The audit identifies a total of 122 football pitches across 38 sites in Rugby, with 83 pitches available at some level for community use across 27 sites.
- ◀ Disused pitches are identified at Addison Road, Avon Mill Recreation Ground, Frobisher Recreation Ground, Hilmorton Recreation Ground, Freemantle Recreation Ground and GEC St Modwen's.
- ◀ Planning permission has been approved for a development in Clifton Upon Dunsmore, situated in the Urban Analysis Area, involving the creation for three football pitches.
- ◀ In total, 31 community available pitches assessed as good quality, 35 as standard quality and 17 as poor quality.
- ◀ A total of five sites are identified as being serviced by poor quality ancillary provision, whilst seven have no changing facilities.

###### *Demand summary*

- ◀ A total of 230 teams across 39 clubs are identified within Rugby, consisting of 42 senior men's, six senior women's, 78 youth boys', 21 youth girls' and 83 mini soccer teams.
- ◀ Demand has seemingly grown in recent years, with more clubs reporting participation increases compared to those reporting a reduction.
- ◀ Coventry City Girls FC exports some of its match and training demand outside of the Borough to Bablake Playing Fields and President Kennedy School, both in Coventry.
- ◀ 33% of clubs report latent demand in that they could field more teams if more or better facilities were available to them.
- ◀ Team generation rates predict an increase amounting to six adult, seven youth 11v11 teams, five youth 9v9 teams, five mini 7v7 teams and five mini 5v5 teams, whilst five clubs have aspirations to grow by a total of 48 teams.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## Scenarios

### Impact of improving pitch quality

In Rugby, eight pitches across seven sites are overplayed by a combined total of 11 match equivalent sessions per week. Improving quality of such provision will increase capacity across the sites and as a consequence reduce both current and future shortfalls in the Borough.

To illustrate the above, Table 3.1 highlights that the large majority of existing overplay would be alleviated if quality improved to good at each site. As a reminder, the capacity rating for each type and quality rating is:

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

Table 3.1: Overplay if all pitches were good quality

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Current quality	Capacity rating	Good quality capacity rating <sup>1</sup>
9	Barr Lane Playing Field	North	Youth (11v11)	1	Poor	1.5	1.5
13	Binley Woods Primary School	North	Youth (11v11)	1	Poor	1.5	1.5
31	Harris Church of England Academy	Urban	Youth (11v11)	1	Poor	1.5	1.5
48	Rugby Borough Sports Trust	Urban	Youth (11v11)	1	Good	1.5	1.5
62	Whinfield Recreation Ground	Urban	Youth (11v11)	1	Good	2	2
64	Wolston Leisure & Community Centre	South	Youth (11v11)	1	Standard	0.5	1.5
65	Wolvey Church of England Primary School	North	Mini (7v7)	1	Poor	0.5	3.5
			Youth (9v9)	1	Poor	2	1

As seen, only two overplayed pitches could accommodate demand if quality was improved. The exceptions to this are the pitches at Rugby Sports Borough Trust and Whinfield Recreation Ground, due to already being good quality, as well as at Binley Woods Primary School, Harris Church of England Academy and Wolvey Church of England Primary School.

<sup>1</sup> White cells are where overall spare capacity would be provided; however, this cannot be considered actual spare capacity due to unsecure tenure.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Some play at these sites should therefore be transferred to sites with spare capacity, to an existing or additional 3G pitch, or, if space and other usage allows, pitch re-configuration could be considered.

Reducing overplay through quality improvements will eradicate pitch shortfalls across Rugby when looking at the authority as a whole, with overall spare capacity created for each pitch type other than mini 5v5 pitches, which would be at capacity. Furthermore, all localised shortfalls would also be alleviated, as shown in the table below.

*Table 3.2: Overall supply and demand if quality improved to good*

Analysis area	Pitch type	Current supply/ demand balance	Potential supply/ demand balance
North	Adult	0	0
	Youth 11v11	2	2.5
	Youth 9v9	2	0
	Mini 7v7	0.5	1
	Mini 5v5	0	0
South	Adult	1	1
	Youth 11v11	0	2
	Youth 9v9	0	0
	Mini 7v7	1.5	1.5
	Mini 5v5	0	0
Urban	Adult	1.5	1.5
	Youth 11v11	0	1.5
	Youth 9v9	2	2
	Mini 7v7	0	0
	Mini 5v5	0	0
Rugby	Adult	2.5	2.5
	Youth 11v11	2	6
	Youth 9v9	0	2
	Mini 7v7	2	2.5
	Mini 5v5	0	0

In addition, on a Borough-wide level, future shortfalls would be alleviated and actual spare capacity will be produced on youth 11v11 and youth 9v9 pitches. In addition, future shortfalls be alleviated on mini 7v7 pitches and would reduce on adult pitches. There would, however, be no change in the future capacity of mini 5v5 pitches.

*Table 3.3: Impact on future supply and demand if quality improved to good (Borough-wide)*

Analysis area	Pitch/facility type	Future supply/ demand balance	Potential future supply/ demand balance
Rugby	Adult	1	0.5
	Youth 11v11	5.5	2.5
	Youth 9v9	2.5	19.5
	Mini 7v7	1.5	0
	Mini 5v5	2.5	2.5

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

### *Providing security of tenure*

Currently, 24.5 match equivalent sessions per week are played on unsecured pitches across Rugby. If these pitches were to fall out of use, on a Borough-wide level, shortfalls would exacerbate on youth 11v11 and youth 9v9 pitches, whilst spare capacity is lost on mini 7v7 pitches and spare capacity remains on adult pitches, as shown in the following table.

*Table 3.4: Current supply and demand balance without unsecure sites*

Analysis area	Pitch/facility type	Current supply/ demand balance	Potential supply/ demand balance
North	Adult	0	0
	Youth 11v11	2	6.5
	Youth 9v9	2	4
	Mini 7v7	0.5	1
	Mini 5v5	0	0
South	Adult	1	1
	Youth 11v11	0	0
	Youth 9v9	0	0
	Mini 7v7	1.5	1.5
	Mini 5v5	0	0
Urban	Adult	1.5	1.5
	Youth 11v11	0	1.5
	Youth 9v9	2	0
	Mini 7v7	0	2
	Mini 5v5	0	0
Rugby	Adult	2.5	2.5
	Youth 11v11	2	8
	Youth 9v9	0	4
	Mini 7v7	2	1.5
	Mini 5v5	0	0

Most of the unsecured sites are education sites with limited use, such as Binley Woods Primary School and Harris Church of England Academy for example.

When accounting for future demand, on a Borough-wide level, shortfalls would be evident across all pitch types and would be most significant on youth 11v11 and youth 9v9 pitches.

*Table 3.5: Impact on future supply and demand without unsecure sites (Borough-wide)*

Analysis area	Pitch/facility type	Future supply/ demand balance	Potential future supply/ demand balance
Rugby	Adult	1	1
	Youth 11v11	5.5	11.5
	Youth 9v9	2.5	6.5
	Mini 7v7	1.5	5
	Mini 5v5	2.5	2.5

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Whilst not always possible, creating community use agreements between providers and users would ensure that users continue to be provided for in the longer-term. Where there is external investment on sites e.g., by an NGB or Sport England, there are potential opportunities to secure community use as part of the funding or approval agreement. This also applies to new schools or for existing schools seeking changes to provision that requires planning permission as, via planning consent, the Council can mandate the implementation of a community use agreement as part of the planning stipulations.

In addition to unsecure sites that are used, there are 12 match equivalent sessions of potential spare capacity discounted due to no security of tenure. This is identified at Bilton School, Cawston Grange Primary School and Princethorpe College. Gaining secured access to these would alleviate overplay on youth 11v11 pitches and create spare capacity on youth 11v11 and mini 5v5 pitches; it would also increase existing spare capacity on adult and mini 7v7 pitches. Youth 9v9 pitches would remain at capacity, as shown in the following table.

*Table 3.6: Impact on current supply/demand through securing access to unsecure sites*

Analysis area	Pitch/facility type	Current supply/ demand balance	Potential supply/ demand balance
North	Adult	0	0
	Youth 11v11	2	2
	Youth 9v9	2	2
	Mini 7v7	0.5	0.5
	Mini 5v5	0	0
South	Adult	1	3
	Youth 11v11	0	0
	Youth 9v9	0	0
	Mini 7v7	1.5	1.5
	Mini 5v5	0	0
Urban	Adult	1.5	1.5
	Youth 11v11	0	6
	Youth 9v9	2	4
	Mini 7v7	0	1
	Mini 5v5	0	4
Rugby	Adult	2.5	4.5
	Youth 11v11	2	4
	Youth 9v9	0	0
	Mini 7v7	2	3
	Mini 5v5	0	4

Gaining secured access to these sites would alleviate future shortfalls and create future spare capacity for adult, youth 11v11 and mini 5v5 pitches, whilst shortfalls would remain despite being reduced on mini 7v7 pitches. This can be seen in the table below.

*Table 3.7: Impact on future supply/demand through securing access to unsecure sites*

Analysis area	Pitch/facility type	Future supply/ demand balance	Potential future supply/ demand balance
Rugby	Adult	1	1
	Youth 11v11	5.5	0.5
	Youth 9v9	2.5	2.5
	Mini 7v7	1.5	0.5
	Mini 5v5	2.5	1.5

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

As it is not deemed possible to gain secured access to all provision, sites that provide a large quantity of pitches or that are already used heavily by the community should be prioritised, such as Bilton School.

### *Bringing disused pitches back into provision*

There are 11 disused football pitches identified across five sites in Rugby, breaking down as four disused youth 11v11 pitches, three youth 9v9 pitches, one mini 7v7 pitch and three mini 5v5 pitches. If these pitches were brought back into use, shortfalls would eradicate on youth 11v11 pitches and actual spare capacity would be present on all pitch types, as shown in the table below.

*Table 3.8: Impact of bringing disused pitches brought back into use (current demand)*

Analysis area	Pitch/facility type	Current supply/ demand balance	Potential supply/ demand balance
North	Adult	0	0
	Youth 11v11	2	2
	Youth 9v9	2	2
	Mini 7v7	0.5	0.5
	Mini 5v5	0	0
South	Adult	1	1
	Youth 11v11	0	0
	Youth 9v9	0	0
	Mini 7v7	1.5	1.5
	Mini 5v5	0	0
Urban	Adult	1.5	1.5
	Youth 11v11	0	3
	Youth 9v9	2	5
	Mini 7v7	0	1
	Mini 5v5	0	3
Rugby	Adult	2.5	2.5
	Youth 11v11	2	2
	Youth 9v9	0	3
	Mini 7v7	2	3
	Mini 5v5	0	3

When factoring in future demand, future shortfalls would reduce on a Borough-wide basis across all pitch types, barring adult pitches, whilst spare capacity would be produced on youth 9v9 and mini 5v5 pitches.

*Table 3.9: Impact of bringing disused pitches brought back into use (future demand)*

Analysis area	Pitch/facility type	Future supply/ demand balance	Potential future supply/ demand balance
Rugby	Adult	1	1
	Youth 11v11	5.5	1.5
	Youth 9v9	2.5	0.5
	Mini 7v7	1.5	0.5
	Mini 5v5	2.5	0.5

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

### *Impact of improving quality, securing tenure and bringing disused pitches back into use*

If pitch quality was improved and tenure was secure across all sites in Rugby, in combination and as set out above, it is considered that all current shortfalls could be eradicated across Rugby.

*Table 3.10: Impact on current supply and demand through actioning all scenarios*

Analysis area	Pitch/facility type	Current supply/ demand balance	Potential supply/ demand balance
North	Adult	0	0
	Youth 11v11	2	2.5
	Youth 9v9	2	0
	Mini 7v7	0.5	1
	Mini 5v5	0	0
South	Adult	1	3
	Youth 11v11	0	2
	Youth 9v9	0	0
	Mini 7v7	1.5	1.5
	Mini 5v5	0	0
Urban	Adult	1.5	1.5
	Youth 11v11	0	10.5
	Youth 9v9	2	7
	Mini 7v7	0	2
	Mini 5v5	0	7
Rugby	Adult	2.5	4.5
	Youth 11v11	2	15
	Youth 9v9	0	7
	Mini 7v7	2	4.5
	Mini 5v5	0	7

When factoring in future demand, all future shortfalls would be eradicated and spare capacity would be evident on all pitch types, on a Borough-wide basis.

*Table 3.11: Impact on future supply and demand through actioning all scenarios*

Analysis area	Pitch/facility type	Future supply/ demand balance	Potential future supply/ demand balance
Rugby	Adult	1	1
	Youth 11v11	5.5	11.5
	Youth 9v9	2.5	4.5
	Mini 7v7	1.5	1
	Mini 5v5	2.5	4.5

### *Accounting for club future demand aspirations*

During consultation, five clubs report aspirations to increase its number of teams that they provide, equating to a predicted growth of 48 teams. If such future demand is realised, spare capacity would diminish on adult pitches, whilst shortfalls would worsen on youth 11v11 and be produced on youth 9v9 and mini 5v5 pitches (as no mini 7v7 future demand is expressed through club aspirations, current spare capacity would remain).

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Table 3.12: Supply and demand with club future demand aspirations accounted for

Analysis area	Pitch/facility type	Current supply/ demand balance	Potential supply/ demand balance
North	Adult	0	0.5
	Youth 11v11	2	6
	Youth 9v9	2	3
	Mini 7v7	0.5	0.5
	Mini 5v5	0	1
South	Adult	1	1
	Youth 11v11	0	0
	Youth 9v9	0	0
	Mini 7v7	1.5	1.5
	Mini 5v5	0	0
Urban	Adult	1.5	0
	Youth 11v11	0	5
	Youth 9v9	2	2.5
	Mini 7v7	0	0
	Mini 5v5	0	6.5
Rugby	Adult	2.5	0.5
	Youth 11v11	2	11
	Youth 9v9	0	5.5
	Mini 7v7	2	2
	Mini 5v5	0	7.5

Whilst the above shows significant shortfalls, the majority of the demand could still be accommodated on the existing supply and configuration of pitches if the other scenarios set out are actioned (e.g., improving pitch quality, securing tenure and bringing disused sites back into use). This is evidence below, with only minimal deficits identified and with none of these existing Borough-wide.

Table 3.13: Impact of future demand aspirations against actioning all scenarios

Analysis area	Pitch/facility type	Potential supply/ demand balance	Potential future supply/ demand balance
North	Adult	0	0.5
	Youth 11v11	2.5	1.5
	Youth 9v9	0	1
	Mini 7v7	1	1
	Mini 5v5	0	1
South	Adult	3	3
	Youth 11v11	2	2
	Youth 9v9	0	0
	Mini 7v7	1.5	1.5
	Mini 5v5	0	0
Urban	Adult	1.5	0
	Youth 11v11	10.5	5.5
	Youth 9v9	7	2.5
	Mini 7v7	2	2
	Mini 5v5	7	0.5
Rugby	Adult	4.5	2.5
	Youth 11v11	15	6
	Youth 9v9	7	1.5

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Analysis area	Pitch/facility type	Potential supply/ demand balance	Potential future supply/ demand balance
	Mini 7v7	4.5	4.5
	Mini 5v5	7	0.5

Where shortfalls remain (mini 5v5 pitches) these could be offset via pitch re-configuration. In addition, increased usage of existing or new 3G pitches could be sought to enable the transfer of demand away from overused grass pitches. As such, carrying out the above scenarios would result in there being no requirement for new pitches to be established (other than those that may be needed to, for example, support housing growth).

## **Recommendations**

- ◀ Protect existing quantity of pitches (unless replacement provision is agreed upon and provided in line with national planning policy).
- ◀ Where pitches are overplayed and/or assessed as poor or standard quality prioritise investment to improve quality.
- ◀ Update the LFFP following this study and use it to secure investment into appropriate sites.
- ◀ Utilise the Football Foundation’s PitchPower app to identify pitch conditions and recommendations to maintain or enhance pitch quality and enable future grant funding from the Football Foundation.
- ◀ Transfer play from sites which remain overplayed to alternative sites with spare capacity (or 3G provision).
- ◀ Provide security of tenure for clubs using unsecure sites through community use agreements and support negotiation with schools to secure appropriate access (e.g., via a community use agreement).
- ◀ Seek to gain access to sites not currently available for community use, particularly where a large quantity of pitches are provided.
- ◀ Consider bringing disused sites back into use.
- ◀ Work to accommodate exported, latent and future demand at sites which are not operating at capacity or at sites which are not currently available for community use.
- ◀ Improve ancillary facilities where there is a demand to do so and where it can benefit the wider footballing offer.
- ◀ Where appropriate, develop partnerships and/or lease arrangements with large, sustainable, development-minded clubs to manage their own sites.
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.
- ◀ Where a housing development is not of a size to justify on-site football provision, consider using contributions to improve existing sites within the locality.
- ◀ Where a development is of a size to justify on-site football provision, focus on the creation of multi-pitch sites that reduce existing shortfalls, with accompanying clubhouse provision included given that single pitch sites without appropriate ancillary facilities can be unsustainable.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## Third generation turf (3G) pitches

### Assessment Report summary

#### Supply and demand summary

- ◀ The priority in regard to 3G pitches for football should be placed on the creation of new provision in areas where it is required (each analysis area).
- ◀ In addition, it is important to sustain the current pitch stock to ensure that the existing shortfalls are not exacerbated.
- ◀ Given the grass pitch shortfalls identified, scope also exists for further rugby union provision to be created in the future, particularly at sites that can service clubs with overplayed pitches and with no other realistic alternative for alleviation.

#### Supply summary

- ◀ There are three full size 3G pitches in Rugby (two at Rugby Borough Sports Trust and one at Rugby Town Football Club), all of which are available and sports lit.
- ◀ In addition, there are five smaller size 3G pitches across four sites.
- ◀ The full size 3G pitches are all FA approved and can therefore be used to host competitive matches (none of the smaller sized pitches are).
- ◀ None of the pitches are World Rugby compliant.
- ◀ The smaller size pitches at Rugby Borough Sports Trust and Wolston Leisure & Community Centre have exceeded their recommended lifespans.

#### Demand summary

- ◀ For football, 43% of clubs that responded to consultation report that they require additional access to 3G provision, which represents a high proportion of unmet demand.
- ◀ With 230 football teams currently affiliated to Rugby there is a potential shortfall of 2.25 full size 3G pitches to meet training demand.
- ◀ When accounting for future demand, the potential shortfall increased to at least 3.25 pitches.
- ◀ When accounting for spare capacity within the peak period, the two full size pitches at Rugby Borough Sports Trust offer four hours of midweek spare capacity each (eight in total) and two hours of spare capacity at the weekend.
- ◀ The full size pitch at Rugby Town Football Club offer one hour of peak time spare capacity during the week and eight hours at the weekend.
- ◀ For football, there is clear shortfall of provision and the priority regarding 3G should therefore be placed on the creation of new provision in areas where it is required.

### Scenarios

#### Accommodating football training demand

If all teams were to utilise 3G pitches to accommodate their training demand (based on the FA's model of one full size pitch being able to cater for 38 teams) there is a need for six full size 3G pitch equivalents in Rugby (rounded down from 6.05). This means a current shortfall of 2.25 full size 3G pitch equivalents based on the current supply.

Table 3.14: Current demand for 3G pitches in Rugby (based on 38 teams per pitch)

Current number of teams	3G requirement <sup>2</sup>	Current number of 3G pitches	Current shortfall
230	6	3.75	2.25

<sup>2</sup> Rounded to the nearest 0.25

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

If every team was to remain training within the analysis area in which they play their matches in, the current shortfall equates to one full size pitch in the North Analysis Area, 0.75 full size pitches in the South Analysis Area and 0.5 full size pitches in the Urban Analysis Area.

Table 3.15: Current demand for 3G pitches in Rugby by analysis area

Analysis area	Current number of teams	3G requirement <sup>3</sup>	Current number of 3G pitches	Current shortfall
North	32	1	-	1
South	28	1	0.25	0.75
Urban	170	4	3.5	0.5
<b>Rugby</b>	<b>230</b>	<b>6</b>	<b>3.75</b>	<b>2.25</b>

When considering future demand, via population increases, there is a demand for seven full size 3G pitches, meaning an overall shortfall of 3.25 pitches.

Table 3.16: Future demand for 3G pitches in Rugby (based on 38 teams per pitch)

Analysis Area	Future demand (number of teams)	3G full size pitch requirement	Current number of full size 3G pitches	Future shortfall
North	37	1	-	1
South	33	1	0.25	0.75
Urban	188	5	3.5	1.5
<b>Rugby</b>	<b>258</b>	<b>7</b>	<b>3.75</b>	<b>3.25</b>

### Moving football match play demand to 3G pitches

In Rugby, currently only 31 affiliated teams are registered as using the provision for regular match play, which is a relatively small number. To increase such demand, the FA is particularly keen to work with local authorities to understand the potential demand for full size 3G pitches should all competitive matches that are currently played on council pitches be transferred. At peak time for each format of play, this applies to 51 teams in Rugby.

Table 3.17: Number of teams currently using council pitches

Pitch type	Pitch size	Peak period	No. of teams
Adult	11v11	Sunday AM	9
Youth	11v11	Sunday AM	13
Youth	9v9	Sunday AM	7
Mini	7v7	Saturday AM	11
Mini	5v5	Saturday AM	11
<b>Total</b>			<b>51</b>

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

<sup>3</sup> Rounded to the nearest 0.25

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Table 3.18: Full size 3G pitches required for the transfer of council pitch demand

Format	No. of teams at peak time	No. of matches at peak time	3G units required per match <sup>4</sup>	Total 3G units required	3G pitches required <sup>5</sup>
Adult	9	4.5	32	144	2.25
11v11	13	6.5	32	208	3.25
9v9	7	3.5	10	35	0.5
7v7	11	5.5	8	44	0.75
5v5	11	5.5	4	22	0.5

In total, six 3G pitches would be required to accommodate all matches played on council pitches (given that adult and youth demand has a different peak time than mini demand). As such, as this is the same number of pitches required to meet training demand, it is feasible for all council-based match demand to be accommodated through meeting the need for training.

An alternative approach to consider is the transfer of all mini football from grass to 3G pitches. As such, the table below tests a scenario that would enable all mini 5v5 and mini 7v7 football to transfer to 3G pitches based on a programme of play at current peak time (Saturday AM).

Table 3.19: Moving all mini matches to 3G pitches

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

Based on the above programming and separate start times for the formats, the overall need is for 4.5 full size 3G pitches to accommodate all current mini match play demand. This is calculated based on 36 teams playing 5v5 football and 47 teams playing 7v7 football. As this is fewer than the number of pitches required for training demand, it is feasible for all mini-based match demand to be accommodated through meeting the need for training.

### Meeting 3G pitch shortfalls

Based on the above, there is a minimum need to provide 2.25 additional 3G pitches to meet current demand, which equates to an overall deficit of one pitch in the North Analysis Area, 0.75 pitches in South Analysis Area and 0.5 pitches in the Urban Analysis Area. However, there is also future demand for one additional pitch on a Borough-wide basis, and given the profile of Rugby, it is likely that most of this will arise in the Urban Analysis Area, thus increasing its requirements.

<sup>4</sup> Based on pitches are split on a full size 3G pitch

<sup>5</sup> Rounded to the nearest 0.25.

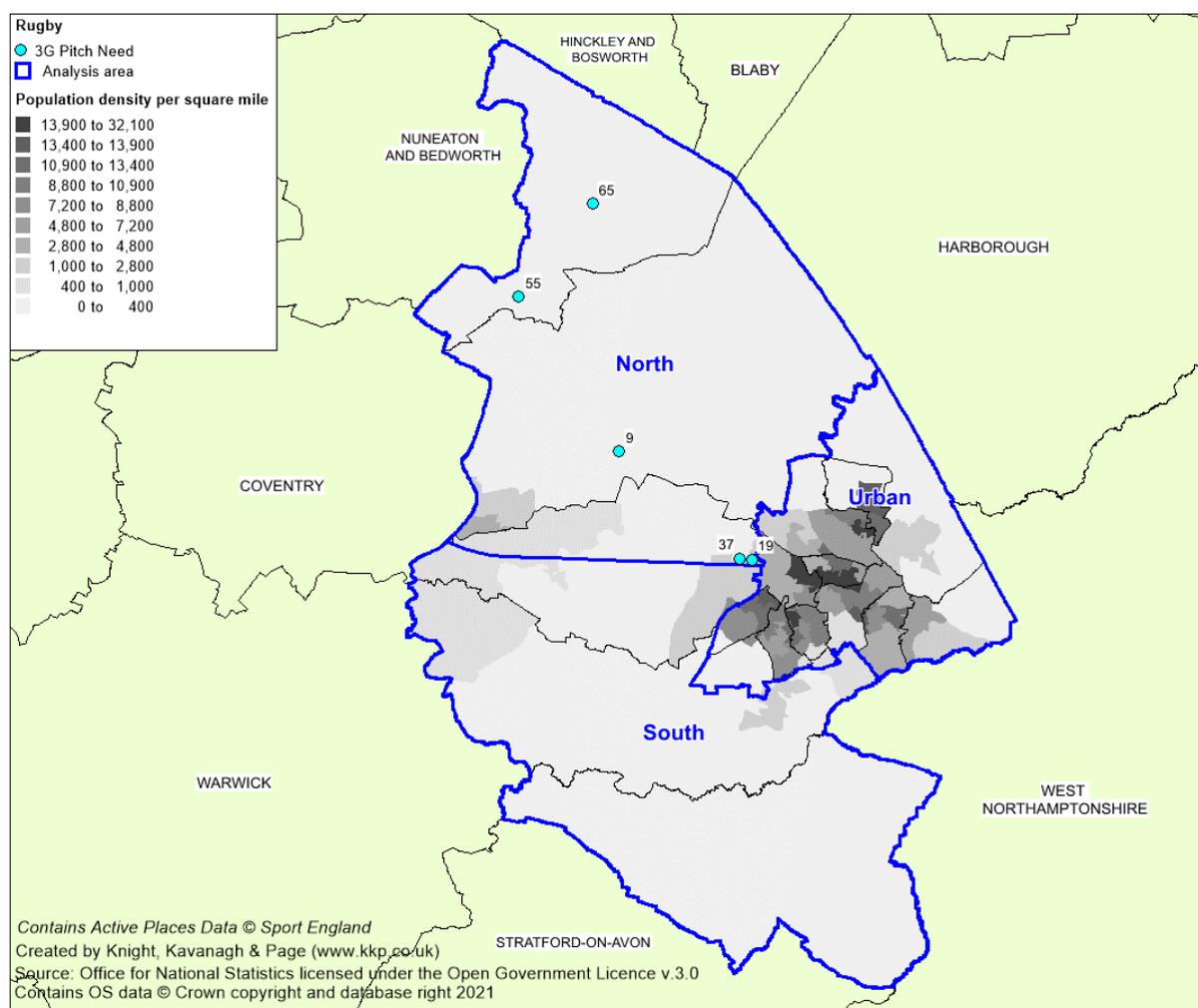
# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

In order to alleviate the shortfall in the Urban Analysis Area, one option is to support aspirations at Rugby Borough Sports Trust, which wants to develop a third full size 3G pitch on site. However, it could be problematic to continue centring all the 3G provision from one location, with some clubs as part of the PPOSS expressing issues with this. An alternative option could therefore be to convert one of the hockey suitable AGPs that are currently unused for hockey, with this relating to pitches at both Bilton School and Warwickshire College. Both pitches are predominantly used for football at present and therefore have an existing user base, although given the localised shortfall of 0.5 pitches in the Urban Analysis Area, there is only a requirement for one of the two AGPs to be converted to 3G.

In the North and South analysis areas, where a need for one pitch and 0.75 pitches is recognised, respectively, no means to alleviate the shortfall has been identified as of yet. As such, further work is required to determine suitable options.

To assist with the above process, the figure below identifies where all clubs with five teams or more currently based within the North Analysis Area as these would likely be key users of any provision.

*Figure 3.1: Location of larger clubs in the North Analysis Area*



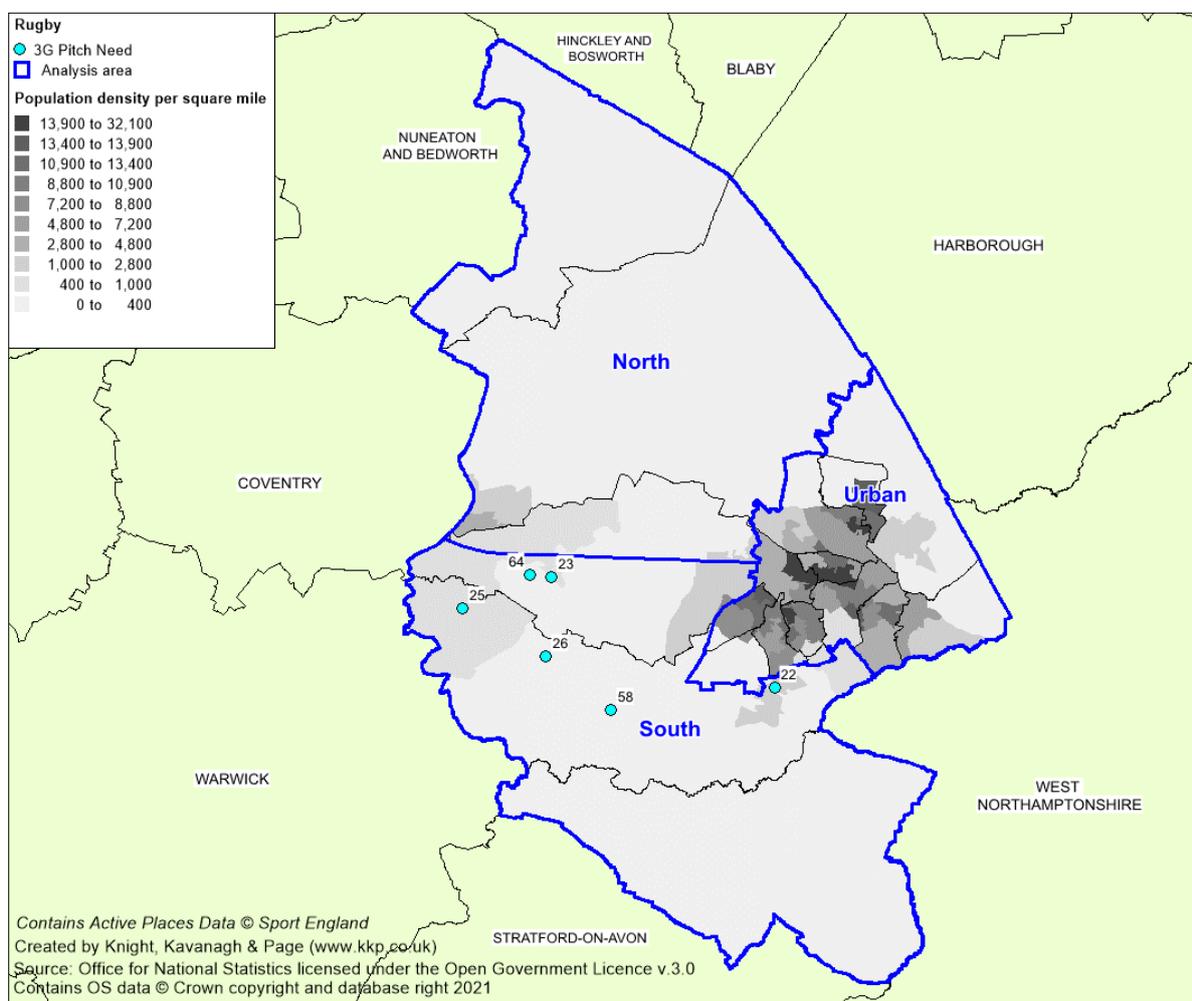
# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Sites 55 and 65, Shilton Playing Field and Wolvey Church of England Primary School are situated in upper region of the North Analysis Area and collectively cater for ten teams in total, whilst sites 19 and 37, Cherwell Way and King George’s Field (Long Lawford), are located in the lower region of the North Analysis Area and collectively cater for 11 teams in total. The outstanding site (site 9), Barr Lane Playing Field is positioned relatively central in the North Analysis Area, providing for five teams in total.

As seen, these sites are relatively well spread out, suggesting that a central location (in the North Analysis Area) could be best placed.

Similarly, the figure below shows the location of all clubs currently playing within the South Analysis Area. As highlighted, all sites used are within the northern and central sections of the area. Therefore, any new pitch provision to be constructed, should look to be provided in these regions. A site in southern areas of the North Analysis Area or in south west areas of the Urban Analysis Area could also be suitable.

Figure 3.2: Location of demand within the South Analysis Area



# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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### *World Rugby compliant 3G pitches*

World Rugby produced the 'performance specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. There are currently no World Rugby compliant 3G pitches in Rugby, meaning no clubs are utilising the provision for training (or matches).

Providing that quality improvements at overplayed sites are adopted, additional sports lighting is equipped, and current disused provision is brought back into use, most current rugby union grass pitch shortfalls would be alleviated. However, additional pitch stock is also required, especially for Old Laurentians RUFC and Newbold-on-Avon RUFC. As such, the potential for a World Rugby compliant 3G pitch could be explored to service these clubs.

### **Recommendations**

- ◀ Protect current stock of 3G pitches.
- ◀ Develop additional 3G provision in the Urban Analysis Area to alleviate identified shortfalls, with potential options including Rugby Borough Sports Trust, Warwickshire College and Bilton School.
- ◀ Identify potential site options in or that can service the North and South analysis areas to meet 3G pitch demand, ensuring they are well located for potential users.
- ◀ Support creation of additional 3G pitches above and beyond football training shortfalls if it can also satisfy rugby union demand and reduce rugby union shortfalls, or explore creation of 3G pitches that are both football and rugby appropriate when alleviating shortfalls.
- ◀ Ensure that any new 3G pitches are constructed to meet FA/RFU recommended dimensions and quality performance standards to meet performance testing criteria.
- ◀ Ensure all 3G providers have a sinking fund in place for long-term sustainability.
- ◀ Ensure that all existing and new pitches that are on the FA register are re-tested every three years to sustain certification.
- ◀ Encourage more match play demand to transfer to 3G pitches, where possible, particularly from council sites and for mini football.
- ◀ Ensure that any new 3G pitches with external funding have community use agreements in place and seek to use this to also tie in access to grass pitch and other sporting provision, where relevant.

### **Rugby union – grass pitches**

#### **Assessment Report summary**

##### *Supply and demand summary*

- ◀ Of the 21 pitches identified as having potential spare capacity, none are considered to have actual spare capacity at peak time for an increase demand due to quality and/or security of tenure issues.
- ◀ There are nine senior pitches across five sites that are overplayed by a total of 26.25 match equivalent sessions per week.
- ◀ There is a current overall shortfall of 26.25 match equivalent sessions per week, with future demand exacerbating this shortfall to 33.5 match equivalent sessions per week.

##### *Supply summary*

- ◀ There are 40 rugby union pitches identified across 15 sites, of which 32 pitches are available for community use across 11 sites.
- ◀ Of pitches which are available for community use, there are seven good quality pitches, seven standard quality pitches and 18 poor quality pitches.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

- ◀ Rugby Welsh RUFC has plans to develop an additional pitch at its home venue, Alwyn Road Recreation Ground.
- ◀ Old Laurentians RUFC has plans to relocate in order to resolve pitch capacity issues and to offer a modern clubhouse with diverse amenities. As of yet, the Club has not secured funding for the relocation; however, the Club are working in conjunction with the Slatter Group to proceed with its plans.

### *Demand summary*

- ◀ There are seven rugby clubs considered to be based in Rugby providing a total of 72 teams.
- ◀ A total of five clubs are known to currently use match pitches to accommodate training demand.
- ◀ Rugby Welsh RUFC utilises the 3G pitch at Rugby Town Football Club for training despite it not being World Rugby compliant.
- ◀ Team generation rates predict a growth of two senior men's teams, three age grade boys' and three age grade mixed teams, whilst Broadstreet RUFC and Rugby Welsh RUFC quantify aspirations to increase their current team numbers by a total of five teams.

### **Scenarios**

#### *Impact of improving pitch quality*

Improving pitch quality through enhanced maintenance and the installation of drainage systems would alleviate overplay on four of the eight overplayed pitches across Rugby. This is shown in the following table.

*Table 3.20: Capacity of overplayed pitches if quality improved to good (M2/D3)*

Site ID	Site name	Pitch type	No. of pitches	Current quality	Current capacity rating	Good quality rating
3	Alwyn Road Recreation Ground	Senior	1	Poor	1	2
5	Ashlawn Road Recreation Ground	Senior	2	Poor	2.5	1.5
				Poor	3.5	1.5
24	Fenley Field	Senior	1	Standard	4.25	2.5
		Senior	2	Poor	3	1
42	Newbold-on-Avon Rugby Club	Junior	1	Poor	8	5
59	The Rugby Football Club	Senior	1	Standard	4	2.5

Overall, this would reduce existing shortfalls from 26.25 match equivalent sessions to seven match equivalent sessions per week across the Borough as a whole.

*Table 3.21: Supply and demand balance with quality improvements*

Capacity (match equivalent sessions per week)	
Current total	Potential total
26.25	7

Four pitches located at Ashlawn Road Recreation Ground, Fenley Field, Newbold-on-Avon Rugby Club and The Rugby Football Club would remain overplayed even if quality was maximised, although at reduced levels. This is predominately due to high levels of training demand on the provision.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

### *Impact of increasing access to training provision (grass pitches)*

Of the pitches that would remain overplayed despite quality improvements, all are serviced by sports lighting and receive all training demand from club users. As such, providing additional sports lighting would help reduce overplay as training demand could be dispersed, although this is dependent on the level of spare capacity provided on the existing non-lit provision.

The impact of installing additional sports lighting and maximising pitch quality at each of the four sites is shown in the following table.

*Table 3.22: Capacity of pitches with additional sports lighting (and quality improvements)*

Site ID	Site name	Current capacity rating <sup>6</sup>	Potential capacity rating <sup>7</sup>
5	Ashlawn Road Recreation Ground	3.5	0
24	Fenley Field	4.25	1.5
42	Newbold-on-Avon Rugby Club	8	3
59	The Rugby Football Club	4	2.5

At Ashlawn Road Recreation Ground, overplay could be eradicated with additional sports lighting. This would entail sports lighting on one additional pitch and maximising the quality across the site. With quality maximised and the addition of sports lighting on one additional pitch, the site can accommodate 12 match equivalent sessions of demand and it currently caters for 11.5 match equivalent sessions.

At Fenley Field, overplay could be reduced to 1.5 match equivalent sessions with additional sports lighting; however, it would not be eradicated entirely. This would entail sports lighting two additional pitches and maximising the quality of all three pitches.

At Newbold-on-Avon Rugby Club, overplay could be reduced by transferring training demand from the junior sports lit pitch to the senior sports lit pitch, providing that each pitches' quality is maximised. However, overplay would not be eradicated entirely due to the high degree of match demand currently catered for on the junior pitch. The shortfall would still equate to three match equivalent sessions.

Finally, at The Rugby Football Club there is only one senior pitch which is already serviced with sports lighting, meaning no additional lighting can be provided and no further reduction in overplay can take place.

The impact the above would have on overall shortfalls is shown in the table below.

*Table 3.23: Supply/demand balance with additional sports lighting and quality improvements*

Capacity (match equivalent sessions per week)	
Current total	Potential total
26.25	1

<sup>6</sup> Match equivalent sessions

<sup>7</sup> Match equivalent sessions

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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### *Impact of increasing pitch stock*

To fully alleviate shortfalls for Rugby Lions RUFC, in addition to maximising pitch quality and sports lighting, one additional pitch would need to be made available. As it stands, one disused junior pitch is identified at its site and the Club is currently in discussions with the Council to bring it back into use. If the pitch was re-provided and serviced by sports lighting, the Club would be able to field all of its demand without any overplay, providing it was at a quality whereby it could accommodate 2.5 match equivalent sessions of demand.

For Old Laurentians RUFC, it has plans to relocate all its demand away from Fenley Field to a new venue due to existing capacity issues; even if quality and sports lighting was maximised at the site, a shortfall of 1.5 match equivalent sessions would remain. Therefore, it is deemed appropriate to support this aspiration providing that four pitches of maximum quality are supplied and that at least two are serviced by sports lighting. In doing so, all of the Club's demand could be accommodated.

For Newbold-on-Avon RUFC to fully eradicate its overplay, access to an additional pitch of good quality is required, although no clear solution for this is currently identified. A pitch at a secondary venue could be made available (e.g., via a school or council site), but it is likely that the Club would be reluctant to access this as most rugby union clubs prefer to be located entirely from one venue.

### *The need for World Rugby compliant 3G pitches*

Based on the shortfalls that exist currently and the shortfalls that would remain even if quality was improved and additional sports lighting was supplied, evidence exists to warrant the creation of World Rugby compliant 3G provision in Rugby. For the impact of this to be maximised, access for Old Laurentians RUFC and/or Newbold-on-Avon RUFC should be prioritised. However, for the latter, it would likely be unfeasible to provide such provision at the Club's site due to being located within a floodzone.

Based on the above, if Old Laurentians RUFC is to relocate, the provision of a World Rugby compliant 3G pitch at its new location could be pursued. This would also reduce its requirement for grass pitches, with four currently needed.

### **Recommendations**

- ◀ Protect existing quantity of rugby union pitches.
- ◀ Improve pitch quality at all sites used by clubs through improved maintenance and/or the installation of drainage systems, particularly at sites containing overplayed pitches.
- ◀ Increase or provide sports lighting at club sites where pitches are overplayed due to high levels of training demand.
- ◀ Support Old Laurentians RUFC with its relocation proposals providing a sufficient number of pitches are supplied in order to ensure its demand can be appropriately met.
- ◀ Bring disused provision back into use at The Rugby Football Club to fully alleviate overplay of its existing pitch.
- ◀ Further explore solutions in regards to Newbold-on-Avon RUFC in order to supply the Club with sufficient provision.
- ◀ Consider establishment of World Rugby compliant 3G provision, specifically if it can meet the needs of Old Laurentians RUFC and/or Newbold-on-Avon RUFC.
- ◀ Improve ancillary facilities where required.
- ◀ Support better inclusivity and ensure facilities offer sustainability for current and future provision.
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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- ◀ Where a development is of a size to justify on-site rugby provision, ensure that any proposals for new pitches will attract adequate demand.
- ◀ Where a development is not of a size to justify on-site rugby provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.

### **Hockey suitable artificial grass pitches (AGPs)**

#### ***Assessment Report summary***

##### *Supply and demand summary*

- ◀ Current supply is sufficient to accommodate demand given the large number of pitches provided, although it is also clear that Rugby & East Warwickshire HC could be better provided for.
- ◀ Overall, whilst being sufficient to accommodate current demand, spare capacity of pitches within Rugby is minimal due to restricted access at Rugby School Sports Centre, a high degree of football usage at Bilton School and Warwickshire College, and quality issues at Hartfield Sports Ground and Princethorpe College. This is despite some pitches currently being unused for hockey.

##### *Supply summary*

- ◀ There are eight full size, sports lit AGPs suitable for competitive hockey in Rugby located across six sites.
- ◀ In addition, there is one smaller-sized AGP located at Bilton School; however, this is not suitable for purposeful hockey demand.
- ◀ The pitch at Bilton Grange School and two of the three pitches at Rugby School Sports Centre are three of the few water-based pitches supplied nationally.
- ◀ All of the pitches are provided at education sites (or dual use sites) and are serviced by sports lighting. One of the pitches is unavailable for community use, located at Bilton Grange School.
- ◀ Limited security of tenure is provided, with no long term usage agreement in place.
- ◀ Based on the guidance of a ten-year carpet life, the pitch at Bilton School and Hartfield Sports Ground are in need of refurbishment and are assessed as poor quality, whereas all remaining pitches are considered to be good or standard quality.
- ◀ Ancillary provision is poor at Hartfield Sports Ground.

##### *Demand summary*

- ◀ Rugby & East Warwickshire HC is the only hockey club currently playing in Rugby; the Club consist of 22 teams, equating to seven men's teams, five women's teams and ten junior teams.
- ◀ Demand has grown in recent years, with the Club increasing its number of teams as well as its membership, with unmet/latent demand now reported due to a lack of capacity at venues used.
- ◀ The Club uses the pitches at Rugby School Sports Centre, Hartfield Sports Ground and very occasionally Princethorpe College.
- ◀ It also reports that it aspires to field one additional senior men's team, one additional senior women's team and one additional junior girls' team in the future.
- ◀ Most of the hockey suitable provision is also commonly used for other activities, most notably in terms of football, whether that be through formal training or via informal social use.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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### **Scenarios**

#### *Impact of accommodating all demand*

With eight pitches currently provided, there is clearly sufficient provision to cater for demand; however, Rugby & East Warwickshire HC could be better catered for across the five pitches and three venues currently used (Hartfield Sports Ground, Princethorpe College and Rugby School Sports Centre).

For example, to better meet the Club's demand, improved security of tenure should be sought at Rugby School Sports Centre, Hartfield Sports Ground and Princethorpe College and quality improvements are needed at the latter two venues. It also clear that all pitches across the three sites require protection for continued hockey use unless increased access can be gained at Rugby School Sports Centre (in which case less access would be required at Hartfield Sports Ground and Princethorpe College).

When accounting for future demand, Rugby & East Warwickshire aspires to field two additional senior teams and one junior girls' team. Such future demand can be adequately catered for across the three sites it currently accesses, providing that quality improvements are made at Hartfield Sports Ground and Princethorpe College and that security of tenure is provided at these sites as well as at Rugby School Sports Centre.

### **Recommendations**

- ◀ Protect the five full size pitches currently used by Rugby & East Warwickshire HC for continued hockey access (Hartfield Sports Ground, Princethorpe College and Rugby School Sports Centre).
- ◀ Improve security of tenure at Rugby School Sports Centre, Hartfield Sports Ground and Princethorpe College to ensure long-term hockey access.
- ◀ Resurface pitches at Hartfield Sports Ground and Princethorpe College to better accommodate demand.
- ◀ Encourage providers to have sinking funds in place at all sites to ensure long-term sustainability.
- ◀ Seek increased access for Rugby & East Warwickshire HC at Rugby School Sports Centre to lessen the requirement for access to secondary venues that are of worse quality.
- ◀ Improve ancillary facility quality at Hartfield Sport Ground.
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.
- ◀ Where a development is of a size to justify on-site hockey provision, ensure that any proposals for new pitches will attract adequate demand.
- ◀ Where a development is not of a size to justify on-site hockey provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.

### **Cricket pitches**

#### **Assessment Report summary**

##### *Supply and demand summary*

- ◀ Actual spare capacity is identified on two squares for Saturday cricket, three squares on Sundays and five squares during midweek.
- ◀ Overplay is evident on four squares and amounts to 65 match equivalent sessions.
- ◀ There is a shortfall of grass wicket squares for Saturday and Sunday cricket, whilst overall spare capacity during midweek despite localised shortfalls in the Urban Analysis Area.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

### Supply summary

- ◀ In total, there are 21 grass wicket cricket squares provided across 15 sites, with 15 squares available for community use across 13 sites.
- ◀ There are non-turf pitches (NTPs) accompanying seven grass wickets squares in addition to there being seven standalone NTPs currently provided.
- ◀ Lapsed cricket provision is identified at Easenhall Cricket Ground and Hilmorton Recreation Ground, whilst disused provision is found at Marton Village Cricket Club.
- ◀ Most clubs are considered to have security of tenure of their primary venues, although the agreements for Marton Village CC, Merchants CC and Stretton-on-Dunsmore CC are of concern as they only rent their provision.
- ◀ The audit of community available grass wicket cricket squares in Rugby found five to be good quality and the remaining 10 to be standard quality (none are assessed as poor quality).
- ◀ Dunchurch & Bilton, Newbold-on-Avon, Oakfield & Rowland United, Rugby and Willoughby cricket clubs all have aspirations to improve their ancillary provision.

### Demand summary

- ◀ There are 12 affiliated cricket clubs which collectively provide 43 cricket teams, equating to 31 senior men's, five senior women's and seven junior teams.
- ◀ Four clubs are signed up to All Stars and two up to Dynamos, whilst Rugby CC also fields women's softball demand.
- ◀ Both Rugby CC and Willoughby CC express latent demand in that both state that they could increase their number of teams if they had an additional square available to them.
- ◀ Exported demand is evidenced by Oakfield & Rowland United CC, which uses a secondary venue in Harborough known as Lutterworth Road, although it reports no issues with this.
- ◀ Future demand predicted from population growth equates to five senior men's, one senior women's and one junior team, whilst Newbold-on-Avon, Rugby and Willoughby cricket clubs all have growth plans.

### Scenarios

#### Impact of addressing overplay

Although a regular, sufficient maintenance regime can sustain sites with minimal levels of overplay (e.g., at Oakfield & Rowland Cricket Club), a reduction in play is recommended to ensure there is no detrimental effect on quality over time. Nevertheless, attempts should be made to reduce identified overplay, although many clubs do not necessarily believe that there is an issue and are able to accommodate such demand.

Improving quality is one way to increase capacity, albeit some of the overplayed sites in Rugby are already good quality. The impact of improving all overplayed squares to good quality is shown in the table below.

Table 3.24: Overplay if all overplayed squares were good quality

Site ID	Site name	No. of squares	Current quality	Current capacity rating	Good quality capacity rating
41	Newbold-on-Avon Cricket Club	1	Standard	14	1
43	Oakfield & Rowland Cricket Club	1	Good	8	8
49	Rugby Cricket Club	1	Good	29	29

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Site ID	Site name	No. of squares	Current quality	Current capacity rating	Good quality capacity rating
77	Willoughby Cricket Ground	1	Standard	14	2

As seen, overplay would be minimised on the squares at both Newbold-on-Avon Cricket Club and Willoughby Cricket Ground. However, as the squares at Oakfield & Rowland Cricket Club and Rugby Cricket Club are already good quality, identified overplay at these sites does not change.

In total, 25 match equivalent sessions of overplay would be alleviated. This would reduce current shortfalls for Saturday cricket, create overall spare capacity for Sunday cricket and increase overall spare capacity for midweek cricket.

*Table 3.25: Supply and demand balance if overplayed squares improved to good quality*

Playing format	Demand (match equivalent sessions per week)	
	Current total	Potential total
Saturday	41	16
Sunday	5	20
Midweek	85	110

To further alleviate shortfalls at overplayed sites, the installation of NTPs is normally recommended as this can transfer demand from grass wickets. However, each overplayed square in Rugby already has an NTP installed. Greater utilisation of such provision should therefore be encouraged, if this is possible.

### *Impact of accommodating future demand*

In total, three cricket clubs in Rugby express future demand, which if realised will exacerbate existing shortfalls for Saturday and Sunday cricket and reduce spare capacity for midweek cricket. The table below therefore studies the future demand on a club-by-club basis to better understand what can and cannot be accommodated.

*Table 3.26: Accommodating future demand*

Club	Future demand			Comments
	Senior men's	Senior women's	Junior	
Newbold-on-Avon CC	1	-	1	Site is already overplayed so demand cannot be accommodated.
Rugby CC	1	1	2	Site is already overplayed so demand cannot be accommodated.

As seen, neither of the clubs can accommodate their future demand at the sites that they currently use. For senior women's and junior demand, existing NTPs could be utilised but this does not provide a solution for senior men's demand, which all three clubs express growth aspirations for.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Given the future demand evidenced, particularly for Saturday cricket, there is likely to be a need for access to additional cricket provision. The table below identifies the analysis areas for which future demand is expressed. Any additional squares should be located within the analysis areas as if they are provided elsewhere clubs may not be able to utilise the provision due to the travel involved.

*Table 3.27: Summary of future demand by analysis area*

Analysis area	Future demand (number of teams)
North	-
South	-
Urban	2
<b>Rugby</b>	<b>2</b>

As shown, there is demand for two Saturday teams in the Urban Analysis Area via Newbold-on-Avon CC and Rugby CC. There is no demand for additional teams in the North or South analysis areas.

In the Urban Analysis Area, there are no existing squares with actual spare capacity, meaning that there could be a requirement for new provision. As two Saturday teams can use one square (based on playing home and away fixtures on an alternative basis), this would equate to one new square being needed. However, an alternative could be to secure access to Rugby School (Springhill Pitches).

Furthermore, another appropriate solution to alleviate future overplay would be to explore the options of bringing back into use the two disused squares in the area, identified at Easenhall Cricket Ground and Marton Village Cricket Club.

### **Recommendations**

- ◀ Protect existing quantity of cricket squares.
- ◀ Improve quality at sites assessed as standard and ensure quality is sustained at sites assessed as good.
- ◀ Reduce overplay via quality improvements, the transfer of play to sites with actual spare capacity or through an increased usage of NTPs accompanying grass wickets.
- ◀ Seek to secure access to squares not currently available for community use given identified shortfalls, prioritising Rugby School (Springhill Pitches).
- ◀ Consider bringing disused squares back into use to accommodate current demand from overplayed sites and future demand.
- ◀ Pursue improved security of tenure for clubs without ownership or a long-term lease arrangement in place, e.g., Marton Village CC and Stretton-on-Dunsmore CC.
- ◀ Improve the changing facilities where there is a need to do so i.e., at Newbold on Avon Cricket Club and Oakfield & Rowland United Cricket Club.
- ◀ Ensure that any clubhouse extension at Dunchurch & Bilton Cricket Club does not encroach onto the site's square and affect playing provision.
- ◀ Continue to support ECB initiatives such as All Stars and Dynamos and ensure unaffiliated demand and recreational cricket is provided for.
- ◀ Ensure that any large housing developments are provided for and assess the need for new pitch provision through master planning on an individual basis.
- ◀ Where a development is of a size to justify on-site cricket provision, ensure that any proposals for new squares will attract adequate demand.
- ◀ Where a development is not of a size to justify on-site cricket provision, or if sufficient demand cannot be attracted, consider using contributions to improve existing sites within the locality.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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- ◀ Ensure that any developments nearby to existing or new cricket sites do not prejudice the use of the provision (e.g., through ball-strike issues).

### **Other grass pitch sports**

#### ***Assessment Report summary***

##### *Supply and demand summary*

- ◀ Supply is sufficient to meet American football demand; however, its presence at The Rugby Football Club alongside rugby union demand needs to be well managed.
- ◀ Similarly, supply is sufficient to meet Gaelic football demand, although it needs to be managed alongside rugby union activity at Newbold-on-Avon Rugby Club.
- ◀ The current level of supply is sufficient enough to meet community demand for polo in Rugby, with Onley Grounds Farm able to adequately cater for this.
- ◀ The current level of supply is sufficient enough to meet the degree of demand for rounders in Rugby, with Rugby School (Springhill Pitches) able to adequately service the Rugby Rounders league.

##### *Supply summary*

- ◀ There are no dedicated American football pitches within Rugby, with a rugby union pitch at The Rugby Football Club instead accessed.
- ◀ There are no dedicated Gaelic football pitches within Rugby, with a rugby union pitch at Newbold-on-Avon Rugby Club instead accessed.
- ◀ There are three dedicated polo arenas in Rugby, all of which are found at Onley Grounds Farm.
- ◀ There are currently three sites providing diamonds in Rugby, with these being Rugby School (Springhill Pitches), Rugby School for Girls and Bilton School.

##### *Demand summary*

- ◀ Rugby Rhinos fields four teams consisting of one U11s team and one U14s team that play flag football and one U16s team and one U19s team that play the full contact version of American football.
- ◀ Rugby Gaels operates one senior team which plays in Group 1 of the Warwickshire GAA league system.
- ◀ There is one polo club situated within the Borough, Rugby Polo Club. The Club consists of 50 members, offering 20 different revolving teams with varying age ranges.
- ◀ The Rugby Rounders League consists of nine teams and comprises of 170 members.

### **Scenarios**

No significant shortfalls for other grass pitch sports are identified, meaning no scenarios are required.

### **Recommendations**

- ◀ Ensure continued use of rugby union provision for American football and Gaelic football activity for as long as it is required and ensure pitches are sufficiently managed and maintained to sustain such usage.
- ◀ Support the Rugby Rounders League and The Rugby Polo Club to ensure their needs continue to be met.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT STRATEGY

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### Bowling greens

#### **Assessment Report summary**

##### *Supply and demand summary*

- ◀ Two greens are currently operating above recommended capacity limits, whilst none are operating below the threshold considered necessary to make provision sustainable.
- ◀ When accounting for future demand, no additional greens are considered likely to experience any capacity issues, although the issues at Bilton Bowling Club and Wolvey Village Hall are projected to worsen.
- ◀ Whilst there are clearly some pressures on the greens, no clubs report any capacity issues, suggesting that supply is considered sufficient to meet demand, although it is also clear that each green requires protection.

##### *Supply summary*

- ◀ There are nine flat green bowling greens provided across the same number of sites.
- ◀ Each green is in use by at least one club (Oakfield Bowling Club is used by two).
- ◀ Tenure for clubs is generally secure, although the lease arrangements in place for both Oakfield BC and Thornfield BC are nearing expiry.
- ◀ Six greens are assessed as good quality, two as standard quality and one as poor quality.
- ◀ Three greens are serviced by good quality ancillary provision, whilst the remaining six greens are serviced by standard quality provision.
- ◀ No greens are serviced by sports lighting.

##### *Demand summary*

- ◀ There are 10 clubs using bowling greens.
- ◀ Of the seven clubs that have responded to consultation requests, there are a total of 366 members, equating to 229 senior men, 136 senior women and one junior.
- ◀ The average membership across the clubs is 52, which is comparatively high.
- ◀ Two clubs report that demand has increased in recent years, with these being Bilton BC and Thornfield BC, whereas only Wolvey BC reports a decrease in membership.
- ◀ Only one club reports that its green is available for pay and play (Caldecott Park BC).
- ◀ Four clubs (Bilton, Caldecott Park, Thornfield and Wolvey bowls clubs) express some level of future demand, with this equating to for 45 senior members but no increase in junior members.
- ◀ All clubs report that current and future membership levels can be accommodated on the current supply available to them.

### **Scenarios**

#### *Impact of accommodating current and future demand*

Bowls England does not have any specific guidance on bowling green capacity, stating that it can vary from site-to-site and from club-to-club. However, as a guide, it states that any green operating with a membership of over 60 may need additional resource to ensure that it is meeting its required level of demand.

In Rugby, where membership is known, two greens are currently operating above the membership threshold, located at Bilton Bowling Club and Wolvey Village Hall. Collectively, the greens are currently oversubscribed by 34 members, which could equate to the need for just one additional green. When accounting for future demand, this increases to 68 members.

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Notwithstanding the above, none of the clubs express any capacity issues and none report any latent or unmet demand. As such, despite high levels of demand, there is no identified requirement for additional green space, although support is required to ensure that this remains the case.

### *Achieving club sustainability*

Bowls England suggests that clubs operating with a membership of below 20 could be unsustainable. No clubs in Rugby have less than this, which means that all existing, in-use greens should be protected. For some authorities, an amalgamation of clubs can often be a solution when numerous clubs are struggling for membership within a locality; however, this is clearly not required in Rugby.

### **Recommendations**

- ◀ Protect all existing greens.
- ◀ Improve green quality at sites assessed as poor and standard quality and sustain quality at sites assessed as good.
- ◀ Improve security of tenure for Oakfield BC, Caldecott Park BC and Rugby Thornfield BC.
- ◀ Support clubs operating with a high membership to ensure demand continues to be met on their existing provision.
- ◀ Support ancillary facility improvement where required, particularly where current provision is assessed as standard (rather than good).

### **Tennis courts**

#### **Assessment Report summary**

##### *Supply and demand summary*

- ◀ For club-based tennis, whilst there are clearly some pressures, no clubs report any capacity issues, suggesting that supply is considered sufficient to meet demand, although this can be further aided with quality improvements and through increasing the level of sports lighting.
- ◀ Away from clubs, whilst no courts are identified as having any capacity issues, it cannot be said that supply is sufficient to meet demand as there is instead a clear need to improve the supply in ways that can attract and better accommodate more users.

##### *Supply summary*

- ◀ There is a total of 61 tennis courts identified in Rugby across 19 sites, with 36 courts for community use at 12 sites.
- ◀ There is one lapsed tennis court identified in Frankton, along Bourton Road.
- ◀ The operators of Rugby Railway Club report that plans are in place to replace the court at its site with a smaller sized 3G pitch.
- ◀ A new David Lloyd Centre is to be opened near Crick Road which will feature three indoor tennis courts.
- ◀ Most existing tennis courts have a macadam surface, with 53 being of this type (the remainder have an artificial surface).
- ◀ In total, 16 of the 61 tennis courts are serviced by sports lighting, representing just 26% of the provision.
- ◀ Of the courts, 13 are assessed as good quality, 35 as standard quality and 13 as poor quality, with six of the good quality courts are available for community use, compared to 25 of the standard quality courts and five of the poor quality courts.
- ◀ Clifton-upon-Dunsmore TC is serviced by poor quality ancillary facilities at Clifton-upon-Dunsmore Playing Field, whilst such provision is also generally problematic at non-club sites.

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### *Demand summary*

- ◀ There are five tennis clubs in Rugby.
- ◀ Across the three responding clubs (Clifton-upon-Dunsmore TC, Grange TC and Rugby Lawn TC) there is an overall membership of 552.
- ◀ All three clubs report that membership has increased in recent years.
- ◀ Rugby Lawn TC hosts a Big Tennis Weekend, whilst LTA Youth Start is in operation at Rugby Lawn Tennis Club and Clifton-upon-Dunsmore Playing Field via the onsite clubs.
- ◀ Away from club courts, no providers report high levels of community access.
- ◀ Latent/unmet demand for tennis is generally high, both nationally and locally, although the majority of this is seemingly for non-club activity given that no clubs report any capacity issues.
- ◀ Rugby Lawn TC has an aspiration to grow by 40 members and Clifton-upon-Dunsmore TC has an aspiration to grow by 20 members.
- ◀ In addition, the LTA also expects future growth via its insight tools, with much of this demand likely to include participation outside of the club-environment.

### **Scenarios**

#### *Accommodating current and future demand*

The LTA suggests that a court without sports lighting can accommodate a maximum of 40 members, whereas a court with sports lighting can accommodate 60 members. Based on this, two clubs could have current capacity issues, with these being Clifton-Upon-Dunsmore TC (at Clifton-Upon-Dunsmore Playing Filed) and The Grange TC (at The Grange Bowling Club).

Of the two clubs operating above the capacity guidance, both are without sports lighting. As such, providing sports lighting at these sites would reduce the shortfalls. This is shown in the following table.

*Table 3.28: Impact of providing sports lighting at sites with capacity issues*

Site ID	Site name	No. of courts	Sports lighting?	Current Capacity rating (members)	Capacity rating with sports-lit courts (members)
20	Clifton-upon-Dunsmore Playing Field	2	No	128	88
69	The Grange Bowling Club	1	No	27	7

The overall shortfall across the sites reduces from 155 members to 95 members and although not fully eradicated at either site, the deficits are lowered to much more manageable levels.

The only way to fully alleviate capacity issues would be to provide the clubs with access to additional provision. To that end, the following table explores the number of courts that could be required for each club.

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Table 3.29: Additional provision required to satisfy current demand

Club name	Current capacity rating (members)	Capacity rating with sports-lit courts (members)	No. of additional courts required
Clifton-upon-Dunsmore TC	128	88	Three additional courts with sports lighting, or two courts with sports lighting if existing provision is serviced. If sports lighting is not possible, four additional courts are needed.
The Grange TC	27	7	One additional court which can be non-lit, regardless of whether sports lighting is provided to service existing provision.

When accounting for future demand expressed by the clubs, the capacity issues are projected to worsen for Clifton-Upon-Dunsmore TC (by 20 members), whereas the Grange TC forecasts no future demand and thus its capacity would not change. However, as the demand expressed by Clifton-Upon-Dunsmore TC is relatively minimal, its court requirements would be unaltered.

Where additional courts are required, this does not necessarily mean that new sites need to be established. Instead, enabling access to existing provision at local authority sites or at school sites could be explored, or installing additional courts at the sites already accessed using unmarked land could be pursued. Furthermore, some clubs are able to manage their provision in such a way that they do not deem there to be capacity issues, despite high levels of demand.

### *Improving the recreational tennis offer*

Increasing recreational tennis demand is currently a priority for the LTA, with twice as many people playing casually rather than at clubs. To enable this, it has secured a £22 million investment fund to be put into public tennis courts across Britain, together with an £8.5 million investment from the LTA. This will see thousands of public park tennis courts that are in poor or unplayable condition improved for the benefit of the local communities.

No local authority courts in Rugby have received any recent investment from the LTA. However, Caldecott Park has been identified as being a potential site for improvement, with the PPOSS findings reinforcing this need.

No other local authority sites in Rugby provide more than one court, with the exception of Clifton-upon-Dunsmore Playing Field which is primarily used for club activity rather than recreationally. As such, no other existing sites are seemingly suitable for investment, but an alternative approach could be to establish new courts at other well used park sites. This would ensure that recreational tennis demand can be better provided for across the Borough.

### **Recommendations**

- ◀ Protect existing quantity of courts.
- ◀ Improve court quality at sites assessed as poor or standard quality and sustain quality at sites assessed as good, especially at sites in use by clubs or that are (or could be) well used for recreational demand.

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- ◀ Linked to the above, improve park courts as a priority to create a year-round recreational tennis option to meet local demand and given lack of current options, consider creation of new courts at well used parks that do not currently provide provision.
- ◀ Explore options to further improve the recreational tennis offer via utilisation of technology provided by the LTA (e.g., Clubspark) to support the customer journey and through investment into facilities and accompanying ancillary provision.
- ◀ Ensure sinking funds are put into place by providers for long-term sustainability.
- ◀ Explore installation of additional sports lighting at club-based venues, particularly at sites operating above the capacity guidance.
- ◀ Provide additional court space for clubs operating above the capacity guidance, where it is required, potentially via better utilisation of existing provision or through installing additional courts at existing venues.
- ◀ Improve ancillary provision servicing Clifton-Upon-Dunsmore TC.

### Netball courts

#### **Assessment Report summary**

##### *Supply and demand summary*

- ◀ There is high demand for netball in Rugby, as represented by nine clubs being based in the Borough; however, not all activity is being adequately met, leading to levels of unmet, latent and exported demand.
- ◀ It is clear that the existing facility stock is not sufficient to meet demand, predominately due to quality and accessibility issues (rather than quantity).

##### *Supply summary*

- ◀ There are 63 netball courts identified across 27 sites, although only 20 courts at six sites are considered to be available for community use.
- ◀ All but three outdoor netball courts are operated by schools (95%).
- ◀ All courts have a macadam surface.
- ◀ A total of 35 of the courts are over marked by other provision, most commonly tennis courts.
- ◀ Only six of the courts are serviced by sports lighting, representing a significantly low amount.
- ◀ Of the courts, eight are assessed as good quality, 40 as standard quality and 14 as poor quality, with three of the good quality courts are available for community use, compared to eight of the standard quality courts and one of the poor quality courts.
- ◀ The operator of Rugby Railway Club reports that plans are in place to replace the court at its site with a smaller sized 3G pitch.

##### *Demand summary*

- ◀ There are nine netball clubs with a presence in Rugby.
- ◀ LMR Rugby NC is the only club in the Borough to play in the Coventry & Warwickshire Netball League, whilst the remaining clubs in Rugby play in the Rugby Netball League (otherwise known as RANA).
- ◀ Across the clubs, there are currently 622 members, representing significant demand.
- ◀ Most of the clubs utilise Rugby School Sports Centre for training, with some activity also identified at Rugby Railway Club despite its development proposals.
- ◀ The Rugby Netball League also utilises Rugby School Sports Centre as a central venue for its fixtures.
- ◀ No England Netball initiatives have a current presence in the Borough (e.g., Back to Netball, Bee Netball, Netball Now and Walking Netball).
- ◀ Five unaffiliated leagues, ran by three different commercial providers are operating in Rugby, with Bilton School, Houlton School and Rugby School Sports Centre accessed.

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- ◀ Due to the presence of the Rugby Netball League and its use of a central venue system, there is relatively high levels of imported demand into the Borough, whereas LMR Rugby NC exports some training demand due to a lack of suitable provision.
- ◀ Sport England's Market Segmentation Tool identifies high levels of latent demand, whilst some is also expressed by both LMR Rugby NC and LMR Rugby Juniors NC.
- ◀ Both LMR Rugby NC and LMR Rugby Juniors NC report demand to grow in the future, as does the Rugby Netball League.

### **Scenarios**

No suitable scenarios for netball have been identified. Instead, it is considered that actioning the below recommendations will ensure that the sport can be adequately accommodated, regardless of current and future issues.

### **Recommendations**

- ◀ Protect existing quantity of courts.
- ◀ Ensure continued access to sites currently in use for community netball, with priority placed on Rugby School Sports Centre given that it accessed as a central venue.
- ◀ Explore gaining community access to sites currently unavailable for use, especially where a large number of courts are provided e.g., at Bilton Grange School.
- ◀ Improve court quality at sites assessed as poor or standard quality and sustain quality at sites assessed as good in order to appropriately meet current and future demand within Rugby.
- ◀ Improve ancillary provision servicing sports, where it is required.
- ◀ Consider establishing additional sports lighting at venues in use for netball or at venues that could attract netball demand following installation.

### **Athletics tracks**

#### **Assessment Report summary**

##### *Supply and demand summary*

- ◀ There is substantial demand for athletics in Rugby and the wider area; however, this is currently being adequately met.
- ◀ Away from the formal track and field facilities, emphasis should also be placed on supporting the other activities taking place in Rugby, although this does not require dedicated provision.

##### *Supply summary*

- ◀ There is one purpose-built outdoor athletics facility provided at Queen's Diamond Jubilee Centre, with a 400-metre, eight lane track with a synthetic surface provided.
- ◀ The site is operated by the Council and rented by Rugby & Northampton Athletics Club and Rugby Triathlon Club.
- ◀ The track is assessed as good quality and is TrackMark accredited.
- ◀ It is serviced by good quality ancillary provision.

##### *Demand summary*

- ◀ Two clubs have been identified in Rugby that have a focus on athletics and/or running activity.
- ◀ Rugby & Northampton Athletics Club is a large club with over 1,100 members and splits its demand across Queen's Diamond Jubilee Centre and Moulton College (in West Northamptonshire).
- ◀ The Club also has a road running arm with circa 400 members.

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- ◀ Rugby Triathlon Club has 150 members and utilises the track at Queen’s Diamond Jubilee Centre for some of its running sessions as well as the local road network.
- ◀ A Park Run event is held weekly in Rugby at Whinfield Recreation Ground, whilst a junior Park Run event is held at GEC Recreation Ground.
- ◀ There are several running events held annually, including the Rugby Half Marathon, a six-mile road race and a 5km race known as “Ready Steady Fun Run”.
- ◀ Sport England’s Segmentation Tool forecasts a latent demand of 1,961 people, although with no clubs report any latent or unmet demand, it is suggested that other barriers are preventing participation.
- ◀ Both Rugby & Northampton Athletics Club and Rugby Triathlon Club report an aspiration to grow membership, although neither quantify a potential increase, stating that no interest will be turned away.

### **Scenarios**

N/A

### **Recommendations**

- ◀ Protect the athletics track at Queen’s Diamond Jubilee Centre for continued activity and ensure good quality is sustained.
- ◀ Continue to support and promote clubs, running groups, events and England Athletics initiatives such as Park Run and pursue increased participation, where possible.
- ◀ Ensure all clubs/groups continue to have home bases to operate from and pursue improved security of tenure where it is required.
- ◀ Ensure that any large developments within the Borough consider the potential of providing an active athletics track.

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### PART 4: STRATEGIC RECOMMENDATIONS

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

#### OBJECTIVE 1

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

#### Recommendations:

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

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

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

NPPF paragraph 99 states that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

Should facilities be taken out of use for any reason (e.g., council budget restraints), it is also imperative that the land is retained so that it can be brought back into use in the future. This means that land containing provision should not be altered (except to improve play) and should remain free from tree cover and permanent built structures, unless the current picture changes to the extent that the site in question is no longer needed (subject to being informed by a review of the PPOSS or a separate needs assessment), or unless replacement provision is provided to an equal or greater quantity and quality.

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### ***Development Management***

The PPOSS should be used to help inform Development Management decisions that affect existing or new playing fields, outdoor sport facilities and ancillary facilities. All applications should be assessed by the Local Planning Authority on a case-by-case basis taking into account site specific factors.

In addition, Sport England is a statutory consultee on planning applications that affect or prejudice the use of sports facilities and will use the PPOSS to help assess that planning application against its Playing Fields Policy. It will object to proposals relating to developments impacting on playing field provision (and accompanying ancillary provision) unless at least one of its five policy exceptions is met. The exceptions are:

- ◀ **Exception 1:** Excess of provision – a robust and up-to-date assessment has demonstrated, to the satisfaction of Sport England, that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted, and the site has no special significance to the interests of sport.
- ◀ **Exception 2:** Ancillary development – the proposed development is for ancillary facilities supporting the principal use of the site as a playing field and does not affect the quantity or quality of playing pitches or otherwise adversely affect their use.
- ◀ **Exception 3:** Land incapable of forming part of a pitch – the proposed development affects only land incapable of forming part of a playing pitch and does not:
  - ◀ reduce the size of any playing pitch;
  - ◀ result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas);
  - ◀ reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or reposition playing pitches to maintain their quality;
  - ◀ result in the loss of other sporting provision or ancillary facilities on the site; or
  - ◀ prejudice the use of any remaining areas of playing field on the site.
- ◀ **Exception 4:** Replacement provision of equivalent or better quality and quantity – the area of playing field to be lost as a result of the proposed development will be replaced, prior to the commencement of development, by a new area of playing field:
  - ◀ of equivalent or better quality, and
  - ◀ of equivalent or greater quantity, and
  - ◀ in a suitable location, and
  - ◀ subject to equivalent or better accessibility and management arrangements.
- ◀ **Exception 5:** New sports provision benefit outweighs the loss of the playing field – the proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice to the use, of the area of playing field.

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

A number of school sites are being used in Rugby for competitive play, predominantly for football. In some cases, use of such facilities has been classified as secure; however, it is not necessarily formalised and relevant organisations should seek to establish appropriate community use agreements, including access to changing provision where required/available. This is especially the case for sites that have unsecured community use despite receiving high levels of use, such as at Bilton School and Rugby School.

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

Given current budgetary pressures, it is increasingly important for the Council to work with voluntary sector organisations to enable them to take greater levels of ownership and support the wider development and maintenance of facilities. To facilitate this, where practical, it should support and enable clubs to generate sufficient funds for the acquisition and development of sites, providing that this is to the benefit of sport.

The Council should also further explore opportunities where security of tenure could be granted via lease agreements (minimum 25 years as recommended by Sport England and NGBs) so that clubs are in a position manage assets and to apply for external funding for site improvements. This is particularly the case at poor quality local authority sites, possibly with inadequate or no ancillary facilities, so that quality can be enhanced and sites developed.

Local sports clubs that could be able to manage their own assets should be supported by partners including the Council and NGBs to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership work. For example, club development should be supported and clubs should be encouraged to develop business and sports development plans to show how facilities can be sustainable and to maximise income generation.

Relevant clubs could also be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC)<sup>8</sup>. They should also be signposted to work with partners locally, such as volunteer support agencies or local businesses.

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

*Table 4.1: Recommended criteria for lease of council sport sites to clubs/organisations*

Club	Site
<p>Clubs should have Clubmark/NGBs accreditation award.</p> <p>Clubs commit to meeting demonstrable local demand and show pro-active commitment to developing school-club links.</p> <p>Clubs are sustainable, both in a financial sense and via their internal management structures in relation to recruitment and retention policy for both players and volunteers. Strong business plans could also be created by the clubs to illustrate this.</p> <p>Ideally, clubs should have already identified any match funding required for initial capital investment identified.</p>	<p>Sites should be those identified as 'Local Sites' (recommendation E) for new clubs (i.e., not those with a City-wide significance) but that offer development potential.</p> <p>For established clubs which have proven success in terms of self-management 'Key Centres' are also appropriate.</p> <p>As a priority, sites should acquire capital investment to improve (which can be attributed to the presence of an accreditation award).</p> <p>Sites should be leased with the intention that investment can be sourced to contribute towards the improvement of the site.</p>

<sup>8</sup> <http://www.cascinfo.co.uk/cascbenefits>

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

- ◀ Increasing participation, particularly in target areas such as women's and girls' activity.
- ◀ Supporting the development of coaches and volunteers.
- ◀ Commitment to quality standards.
- ◀ Improvements (where required) to facilities, or as a minimum retaining existing standards.

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

For clubs with lease arrangements already in place, these should be reviewed when fewer than 25 years remain so that extensions can be secured, thus improving security of tenure and helping them attract funding for site development. Any club with less than 25 years remaining on an agreement is unlikely to gain any external funding (unless the agreement has been recently entered into).

### **Recommendation I – Maximise community use of education facilities where needed**

To maximise community use, a more coherent, structured relationship with schools and higher/further education establishments is recommended. The ability to access good facilities within the local community is vital to any sports organisation, yet many clubs struggle to find good quality places to play and train. In Rugby, pricing policies at facilities can be a barrier to access at some education sites but physical access, poor quality and resistance from providers to open up provision is also an issue, especially at academies.

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

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

As a priority, community use options should be explored at large education sites offering several pitches. Securing access to such sites will significantly reduce shortfalls throughout the analysis areas that they are based within.

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

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

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

### **OBJECTIVE 2**

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

#### **Recommendations:**

- ◀ Improve quality
- ◀ Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.
- ◀ Work in partnership with stakeholders to secure funding.
- ◀ Secure developer contributions through Section 106.

#### ***Recommendation (d) – Improve quality***

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

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

#### ***Addressing quality issues***

Quality in Rugby is variable but generally facilities are assessed as standard quality with the exception of rugby union pitches which are mostly assessed as poor quality. Where facilities are assessed as standard or poor quality and/or overplayed, maintenance regimes should be reviewed and, where possible, improved to ensure that what is being done is of an appropriate standard to sustain/improve pitch quality. Ensuring continuance of existing maintenance of good quality pitches is also essential.

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

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

If a poor quality site receives little or no usage that is not to say that no improvement is needed. It may instead be the case that it receives no demand because of its quality, thus an improvement in said quality will attract demand to the site, potentially from overplayed standard or good quality sites (thus reducing capacity issues). Where this occurs, it is vital that the improvements are advertised and marketed towards potential users as their perception of the provision may need altering.

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

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

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

For rugby union and cricket, the RFU and the ECB are now also utilising PitchPower, with reports to be produced similar to those for football.

For the improvement/replacement of 3G and hockey provision, this is most commonly linked to age, with any surfaces older than 10 years generally requiring replacement. Where pitches are provided, sinking funds should be put into place to ensure that refurbishment can take place when it is required.

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

### ***Addressing overplay***

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

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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

Table 5.2: Carrying capacity of pitches

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

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

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

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

For rugby union, tennis and netball, additional sports lighting can reduce levels of overplay at club sites as it will allow clubs to spread demand across a greater number of pitches/courts or unmarked areas, where the space exists. If permanent sports lighting is not possible, portable sports lighting is an alternative.

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

## **RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY**

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

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

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

Partners, in collaboration with the Council, should ensure that appropriate funding is secured for improved sports provision and directed to areas of need. This should be underpinned by a robust strategy for improvement in outdoor sport provision and accompanying ancillary facilities, with the PPOSS able to be used as an evidence base for attracting investment.

To attract investment, the Council should stay informed in relation to relevant and appropriate funding pots, both in regard to what it can directly attract as well as to what clubs could attract independently (with the Council able to assist with this process). This can also be helped through the wider Steering Group signposting partners to what could be available.

In order to address the needs of the community, as well as to target priority areas and to reduce duplication of provision, there should be a co-ordinated approach to the strategic investment. In delivering this recommendation, the Council should maintain a regular dialogue with local partners as well as through the PPOSS Steering Group.

Although some investment in new provision will not be made by the Council directly, it is important that the Steering Group seeks to direct and lead a strategic and co-ordinated approach to facility development. This includes delivery from education sites, NGBs, sports clubs and the commercial sector.

### **Recommendation (g) –Secure developer contributions**

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

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

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

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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

Where offsite contributions are necessary, the PPS should be as a guide to determine suitable sites in the locality and what the investment should achieve in relation to wider shortfalls in the area. Sport England and relevant NGBs should also be consulted to determine their needs and to ensure that there will be no duplication of investment.

For housing developments that warrant the creation of new outdoor sports facilities, especially if existing sites in the locality do not have the capacity to absorb any growth in demand, the PPS should assist in identifying the facility mix required. The preference from Sport England and the NGBs is for multi-sport sites to be developed, supported by appropriate ancillary facilities which consider the potential for further development in the future. This is because standalone facilities are more likely to become under-used (or unused), unviable and unsustainable.

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

- ◀ Planning consent should include appropriate conditions and/or be subject to specific planning obligations. Where developer contributions are applicable, a S106 agreement or equivalent must be completed that should specify, when applied, the amount that will be linked to Sport England's Building Cost Information Service from the date of the permission and timing of the contribution/s to be made.
- ◀ Contributions should also be secured towards the first ten years of maintenance on new pitches (lifecycle costs), the cost of which is indicated by the Sport England Playing Pitch Calculator. NGBs and Sport England can provide further and up to date information on the associated costs.
- ◀ External funding should be sought/secured to achieve maximum benefit from the investment into appropriate facility enhancement, alongside other open space provision, and its subsequent maintenance.
- ◀ Where new provision is provided, appropriate changing rooms and associated car parking should be located on site.
- ◀ All new or improved outdoor sports facilities on school sites should be subject to community use agreements.
- ◀ Where it is determined that new provision is required to accompany a development, priority should be placed on providing facilities that also contribute towards alleviating existing shortfalls within the locality. To determine what supply of provision is provided, it is imperative that the PPS findings are taken into consideration and that for particularly large developments consultation takes place with the relevant NGBs and Sport England. This is due to the importance of ensuring that the stock of facilities provided is correct to avoid provision becoming unsustainable and unused.

It is recognised that consultation cannot take place with NGBs for every development due to resource restrictions. Instead, it is recommended that such discussions take place within PPS Steering Group meetings.

For further information, please see Part 6 of this report.

### OBJECTIVE 3

To provide new outdoor sport provision and ancillary facilities where there is current or future demand to do so

#### Recommendations:

- ◀ Rectify quantitative shortfalls through the current facility stock.
- ◀ Identify opportunities to increase to the overall stock to accommodate both current and future demand.

#### **Recommendation (h) – Rectify quantitative shortfalls through the current stock**

The Council and its partners should work to rectify identified inadequacies and meet identified shortfalls as outlined in the preceding Assessment Report and the sport-by-sport specific recommendations (Part 3) as well as the following Action Plan (Part 5). Maximising use of existing provision through a combination of the following will help to reduce shortfalls and accommodate future demand:

- ◀ Improving quality in order to improve the capacity to accommodate more demand.
- ◀ Transferring demand from overplayed sites to sites with spare capacity.
- ◀ The re-designation of facilities e.g., converting an unused pitch (or pitch type) for one sport to instead cater for another sport (or another pitch type).
- ◀ Securing community use at education sites including those currently unavailable.
- ◀ Working with commercial and private providers to increase usage and secure tenure.
- ◀ Exploring lease/management arrangements with appropriate clubs/organisations.
- ◀ Establishing additional sports lighting.
- ◀ Installing artificial surfaces (e.g., NTPs).

The PPOSS identifies priority sites that should be focused upon, including those that are presently overplayed and/or poor quality as well as unused and unsecure sites that are particularly large. It also advises how issues can be overcome, typically through pitch quality improvements to increase the carrying capacity of pitches, securing community use agreements for sites that do not provide security of tenure to ensure spare capacity can be fully utilised, and gaining access to unavailable sites to increase the pitch stock available to the community.

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

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

Linked to the above and as evidenced in Part 3, although there are identified shortfalls of match equivalent sessions, most current and future demand is currently being met and most shortfalls can be addressed via quality improvements and/or improved access to sites that presently used minimally or that are currently unavailable. Adding to the current stock, particularly in the short term, is therefore not recommended as a priority, except for 3G pitches and for rugby union, cricket and tennis, the shortfall for which cannot easily be reduced without new stock.

## **RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY**

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For rugby union, it is imperative that any new provision that is established will be accessed by the relevant clubs. Typically, rugby union demand can be very club-orientated, which can make the use of secondary venues unlikely, meaning that failure to provide pitches in the right location could lead to the provision becoming unused and unsustainable. Focus should be placed on Rugby Lions RUFC, whereby a disused pitch at its site can be brought back into use, and Old Laurentians RUFC, whereby relocation proposals should be supported.

For cricket, access to existing sites could alleviate all shortfalls. However, if this is not possible or preferred, new squares may be required. This relates specifically to Newbold-on-Avon CC and Rugby CC.

Similarly, new tennis courts may be needed for Clifton-upon-Dunsmore TC and The Grange TC. Additional tennis courts at park sites should also be sought to increase the recreational tennis offer.

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

For housing developments, as outlined in Recommendation (g), Sport England's Playing Pitch Calculator can be used as a guide to inform requirements. See Part 6 for further information.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## PART 5: ACTION PLAN

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

### **Site hierarchy**

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

The identification of sites is based on their strategic importance in a Borough-wide context. As such, this, for example, takes into account the level of demand accommodated and the potential impact the recommended actions will have on addressing the identified shortfalls/issues. The proposed site-hierarchy is summarised in the following table.

*Table 5.1: Proposed tiered site criteria*

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

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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**Hub sites** are of Borough-wide importance where users are willing to travel to access the range and high quality of facilities offered and are likely to be multi-sport. Actions at these sites are likely to have a greater impact on addressing the issues identified in the PPOSS.

**Key centres** are more community focused, although some are still likely to service a wider analysis area. However, there may be more of a focus on a specific sport i.e., a dedicated site.

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

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

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

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

### **Partners**

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

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

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

### **Priority**

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

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

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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

### **Costs**

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

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

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

### **Timescales**

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

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

### **Aim**

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

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## NORTH ANALYSIS AREA

### Area summary – pitch sports

Analysis area	Pitch/facility type	Current supply/ demand balance	Future supply/demand balance
<b>Football – grass pitches</b>			
North	Adult	0	0.5
	Youth 11v11	2	2.5
	Youth 9v9	2	1.5
	Mini 7v7	0.5	0
	Mini 5v5	0	0.5
Rugby	Adult	2.5	1
	Youth 11v11	2	5.5
	Youth 9v9	0	2.5
	Mini 7v7	2	2
	Mini 5v5	0	2
<b>Football – 3G pitches</b>			
North	Full size	1	1
Rugby	Full size	2.25	3.25
<b>Rugby Union</b>			
North	Senior	0	2
Rugby	Senior	26.25	33.5
<b>Hockey</b>			
North	Full size	0	0
Rugby	Full size	0	0
<b>Cricket</b>			
North	Senior	22	22
Rugby	Senior	41	101

### Area summary – non-pitch sports

Sport	Headline findings
<b>Bowls</b>	The North Analysis Area is currently operating above capacity; when accounting for future demand, such shortfall exacerbates.
<b>Tennis</b>	Club demand is being adequately met; however, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites and schools).
<b>Netball</b>	Supply is adequate to meet demand.
<b>Athletics</b>	Supply is adequate to meet demand.

### Priority recommendations

Sport	Headline findings
<b>Football</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Explore options to bring provision back into use where it has in recent years been lost, e.g., Antsy Playing Field.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Barr Lane Playing Field.</li> <li>◀ Enable use of currently unavailable sites, e.g., Long Lawford Primary School.</li> <li>◀ Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites to reduce future Analysis Area shortfalls, e.g., Cherwell Way.</li> </ul>

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Sport	Headline findings
<b>3G pitches</b>	<ul style="list-style-type: none"> <li>◀ Consider installation of one additional full size 3G pitch to alleviate football training shortfalls.</li> </ul>
<b>Rugby Union</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Sustain pitch quality at key sites to ensure overplay does not occur, especially at key, poor quality and/or overplayed sites such as Broadstreet Rugby Club.</li> <li>◀ Improve changing and ancillary facilities where required, e.g., Broadstreet Rugby Club.</li> </ul>
<b>Hockey</b>	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>
<b>Cricket</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Sustain quality of squares through dedicated maintenance regimes.</li> </ul>
<b>Bowls</b>	<ul style="list-style-type: none"> <li>◀ Protect provision and sustain quality to adequately meet demand.</li> </ul>
<b>Tennis</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve quality where needed to better accommodate demand, e.g., Barr Lane Playing Field.</li> </ul>
<b>Netball</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve quality where needed to better accommodate demand, e.g., Wolvey Playing Fields.</li> <li>◀ Explore options to enable community use at sites where it is currently without, e.g., Binley Woods Recreation Ground.</li> </ul>
<b>Athletics</b>	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – NORTH ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
9	Barr Lane Playing Field	CV23 0LU	Football	Brinklow Village Parish Council	One youth 11v11 and one mini 7v7 pitch, both of which are poor quality. Both are available for community use and the mini 7v7 pitch is overplayed. The site offers no ancillary facilities.	Improve the quality of both pitches to eradicate overplay and provide ancillary facilities on site.	FA FF	Local	M	S	M	Protect Enhance
			Tennis		One poor quality macadam court which is available for community use but unlit.	Improve court quality to better accommodate recreational demand and explore whether establishing sports lighting would increase activity.	LTA		L	S	L	
13	Binley Woods Primary School	CV3 2QU	Football	School	One poor quality youth 11v11 pitch which is available for community use and is overplayed.	Improve quality to eradicate overplay and look to provide security of tenure, enabling actual spare capacity for clubs.	School FA FF	Local	M	S	L	Protect Enhance
			Netball		One poor quality macadam court which is neither community available nor sports lit.	Improve court quality to better accommodate for demand.	School EN		L	S	L	
14	Binley Woods Recreation Ground	CV3 2JJ	Football	Binley Woods Parish Council	One poor quality adult pitch which has spare capacity discounted due to its poor quality. The site offers no car parking provision.	Improve quality to provide actual spare capacity.	FA FF	Local	L	S	L	Protect Enhance
16	Broadstreet Rugby Club	CV3 2AY	Rugby Union	Sports Club	Seven good quality pitches. Two are sports lit and all pitches are played to capacity during peak time. Broadstreet RUFC has plans to service its third pitch with sports lighting and expand the footprint of its clubhouse facilities.	Sustain and improve quality to ensure overplay does not occur and support the Club in its plans to install sports lighting on its third pitch. Improve ancillary provision; making the facilities more inclusive, fit for purpose and sustainable for future growth of the women's game.	Club RFU	Key Centre	M	M	M	Protect Enhance
19	Cherwell Way	CV23 9SU	Football	Long Lawford Parish Council	Two mini 7v7 and one mini 5v5 pitch, all of which are standard quality. The two mini 7v7 pitches display actual spare capacity. The site offers no changing rooms.	Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites or via future demand and as a minimum provide toilets on site.	FA FF	Local	L	M	L	Protect Enhance
28	Gamecock Barracks	CV11 6QN	Football	MOD	Two youth 11v11 pitches and one mini 7v7 pitch, all of which are standard quality but unavailable for community use.	Sustain quality for MOD usage.	MOD FA FF	Local	L	L	L	Protect Enhance
			3G		One standard quality smaller size 3G pitch which is unavailable for community use despite being sports lit.	Sustain quality for MOD usage.	MOD FA FF		L	L	L	
			Rugby Union		One poor quality senior pitch which is neither available for community use nor sports lit.	Improve quality for MOD usage.	MOD RFU		L	L	L	
			Tennis		One poor macadam quality court which is neither available nor sports lit.	Improve quality for MOD usage.	MOD LTA		L	L	L	

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – NORTH ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
35	HMPS College Newbold Revel	CV23 0TH	Football	Government	Two adult and two mini 5v5 pitches, all of which are standard quality but are unavailable for community use.	Sustain quality for internal use.	Government FA FF	Local	L	L	L	Protect
			Cricket		One standard quality square.	Sustain quality for internal use.	Government ECB		L	L	L	
			Tennis		One standard quality macadam court which is neither available for community use nor is it sports lit.	Sustain quality for internal use.	Government LTA		L	L	L	
37	King Georges Field (Long Lawford)	CV23 9DE	Football	Long Lawford Parish Council	One adult and one youth 9v9 pitch, both of which are standard quality and used to capacity during peak time. The site is serviced by inadequate car parking provision.	Explore options to improve pitch quality to increase carrying capacity and to avoid future overplay and seek resolution to car parking issues.	FA FF	Local	L	M	L	Protect Enhance Provide
38	Long Lawford Primary School	CV23 9AL	Football	School	One poor quality mini 7v7 pitch which is unavailable for community use.	Improve quality and explore community use options given local shortfalls.	School FA FF	Local	L	S	L	Protect Enhance
			Netball		One poor quality macadam court which is neither available for community use nor is it sports lit.	Improve quality for curricular use.	School EN		S	S	L	
55	Shilton Playing Field	CV7 9JQ	Football	Shilton & Barnacle Parish Council	Two standard quality youth 11v11 pitches, both of which are available for community use. Both pitches display actual spare capacity. Pitches are serviced by poor quality ancillary provision.	Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites or via future demand and improve quality of changing rooms.	FA FF	Local	L	S	M	Protect Enhance
65	Wolvey Church of England Primary School	LE10 3LA	Football	School	One youth 9v9 and one mini 7v7 pitch, both of which are poor quality. Available for community use and overplayed.	Improve the quality of both pitches to eradicate overplay.	School FA FF	Local	M	S	L	Protect Enhance
66	Wolvey Playing Fields	LE10 3LA	Cricket	Community Organisation	One good quality square which is leased by Wolvey CC and offers spare capacity for additional usage on Sundays and midweek.	Sustain square quality.	Community Organisation ECB	Local	L	L	L	Protect Enhance
			Tennis		One poor quality macadam court which is available for community use and sports lit.	Improve court quality and explore options to provide additional courts to better accommodate recreational demand.	Community Organisation LTA		M	S	M	
			Netball		One poor quality macadam court which is available for community use and sports lit.	Improve court quality.	Community Organisation EN		M	S	M	
76	Easenhall Cricket Ground (Disused)	CV23 0JD	Cricket	Easenhall Parish Council	The square has been taken out of use. It last catered for cricket in 2008.	Retain the site as strategic reserve or as there is no current requirement to bring it back into use for cricket, repurpose to meet other sports' shortfalls.	ECB	Local	M	S	M	Protect Enhance Provide

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – NORTH ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
89	Wolvey Village Hall	LE10 3LJ	Bowls	Sports Club	One good quality green which is currently operating above its recommended capacity limit. The green is used by Wolvey BC and is serviced by standard quality ancillary provision.	Sustain quality to ensure that demand can continue to be accommodated and improve ancillary provision.	Club Bowls England	Local	M	M	M	Protect Enhance
91	Church Lawford Football Pitch	CV23 9EE	Football	Church Lawford Parish Council	One poor quality mini 7v7 pitch which is available for community use but has spare capacity discounted due to its poor quality and unsecure tenure.	Improve pitch quality and look to provide security of tenure, to create actual spare capacity for clubs.	FA FF	Local	M	S	L	Protect Enhance

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## SOUTH ANALYSIS AREA

### Area summary – pitch sports

Analysis area	Pitch/facility type	Current supply/ demand balance	Future supply/demand balance
<b>Football – grass pitches</b>			
South	Adult	1	0
	Youth 11v11	0	1
	Youth 9v9	0	0
	Mini 7v7	1.5	0
	Mini 5v5	0	0.5
Rugby	Adult	2.5	1
	Youth 11v11	2	5.5
	Youth 9v9	0	2.5
	Mini 7v7	2	2
	Mini 5v5	0	2
<b>Football – 3G pitches</b>			
South	Full size	0.75	0.75
Rugby	Full size	2.25	3.25
<b>Rugby union</b>			
South	Senior	0	1.5
Rugby	Senior	26.25	33.5
<b>Hockey</b>			
South	Full size	0	0
Rugby	Full size	0	0
<b>Cricket</b>			
South	Senior	24	0
Rugby	Senior	41	101

### Area summary – non-pitch sports

Sport	Headline findings
<b>Bowls</b>	Supply is sufficient to meet demand.
<b>Tennis</b>	Club demand is being adequately met; however, there is a requirement to focus on informal activity at non-club courts and improving the recreational tennis offer (e.g., at local authority sites and schools).
<b>Netball</b>	Supply is adequate to meet demand.
<b>Athletics</b>	Supply is adequate to meet demand.

### Priority recommendations

Sport	Headline findings
<b>Football</b>	<ul style="list-style-type: none"> <li>⚡ Protect provision.</li> <li>⚡ Improve pitch quality to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Wolston Leisure &amp; Community Centre.</li> <li>⚡ Ensure clubs have security of tenure at their home venues.</li> <li>⚡ Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites to reduce future Analysis Area shortfalls, e.g., The Field (Bourton).</li> </ul>
<b>3G pitches</b>	<ul style="list-style-type: none"> <li>⚡ Protect provision.</li> <li>⚡ Consider installation of one additional full size 3G pitch to alleviate football training shortfalls.</li> </ul>

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Sport	Headline findings
<b>Rugby Union</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality and look to provide security of tenure where it is needed to provide community use agreements where tenure is unsecure, e.g., at Princethorpe College.</li> </ul>
<b>Hockey</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Explore options to enable community access, e.g., Bilton Grange School.</li> <li>◀ Resurface pitch at Princethorpe College to improve quality, look to provide security of tenure for Rugby &amp; East Warwickshire HC and ensure a sinking fund is in place for long-term sustainability.</li> </ul>
<b>Cricket</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve quality to reduce overplay.</li> <li>◀ Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites to reduce future shortfalls, e.g., at Dunchurch &amp; Bilton Cricket Club.</li> <li>◀ Explore options to bring provision back into use where it has in recent years been lost, e.g., Marton Village Cricket Club.</li> <li>◀ Improve changing and ancillary facilities where required, e.g., Oakfield &amp; Rowland Cricket Club.</li> </ul>
<b>Bowls</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve quality to better cater for demand, e.g., at Leamington Hastings Parish Hall.</li> </ul>
<b>Tennis</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Explore options to better accommodate recreational tennis demand.</li> </ul>
<b>Netball</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Explore options to enable increased community access, e.g., at Bilton Grange School.</li> <li>◀ Explore options to provide courts with sports lighting where it is currently without to better cater for demand, e.g., at Princethorpe College.</li> </ul>
<b>Athletics</b>	<ul style="list-style-type: none"> <li>◀ No action required.</li> </ul>

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – SOUTH ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
11	Bilton Grange School	CV22 6QU	Hockey	School	One good quality full size water-based AGP which is unavailable for community use despite being sports lit.	Explore options to enable community access to provide a better community hockey venue than some of those that are used.	School EH	Key Centre	M	S	L	Protect Enhance
			Cricket		Two grass wicket squares and one NTP square all of which are standard quality. Available to the community but unused.	Explore transfer of demand from overplayed sites or utilise the squares for future demand providing that security of tenure can be provided.	School ECB		M	S	L	
			Tennis		Eight standard quality macadam courts which are neither available for community use nor sports lit.	Explore options to enable community access given quantity of courts and consider providing sports lighting to attract demand and provide increased capacity.	School LTA		M	S	M	
			Netball		Six standard quality macadam courts which are neither unavailable for community use nor sports lit.	Explore options to enable community access given quantity of courts and consider providing sports lighting to attract demand and provide increased capacity.	School EN		M	S	M	
21	Coventry City Football Club (Sky Blue Lodge)	CV8 3FL	Football	Sports Club	Two good quality adult pitches which are unavailable for community use. The site is used by Coventry City FC, a professional football club.	Sustain quality for continue professional use.	Club FA FF	Local	L	L	L	Protect
22	Dunchurch & Bilton Cricket Club	CV22 6PN	Football	Community Organisation	One standard quality adult pitch which is played to capacity.	Sustain pitch quality to avoid future overplay.	Community Organisation FA, FF	Local	L	L	L	Protect
			Cricket		One good quality grass square that is accompanied by an NTP. The square is leased by Dunchurch & Bilton CC and also rented by Marton Village CC. It has spare capacity for additional cricket midweek.	Sustain quality.	Community Organisation ECB		L	L	L	
23	Dyers Lane Playing Field	CV8 3HE	Football	Wolston Parish Council	One youth 9v9 and one mini 7v7 pitch, both of which are poor quality. Both pitches have actual spare capacity discounted due to quality issues. The site offers no changing rooms.	Improve pitch quality to create actual spare capacity and seek as a minimum to provide changing rooms on site.	FA FF	Local	M	S	M	Protect Enhance
25	Fetherston Crescent Recreation Ground	CV8 3FD	Football	Ryton-on Dunsmore Parish Council	One poor quality youth 11v11 pitch which is played to capacity. The site is serviced by poor quality ancillary provision and offers no car parking.	Sustain pitch quality to avoid future overplay and improve ancillary provision.	FA FF	Local	L	M	M	Protect Enhance
26	Fosse Way Park	CV23 9NP	Football	Frankton Parish Council	One youth 11v11 pitch which has spare capacity discounted due to its poor quality. Pitch is serviced by poor quality ancillary facilities and an inadequate car park.	Improve pitch quality to create actual spare capacity and improve ancillary provision.	FA FF	Local	M	S	M	Protect Enhance
39	Marton Village Cricket Club (Disused)	CV23 9RP	Cricket	Marton Parish Council	The square has been taken out of use.	Explore opportunities to bring the provision back into use as a means to reducing overplay and accommodating future demand expressed elsewhere.	ECB	Local	M	S	M	Protect Enhance Provide

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – SOUTH ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
43	Oakfield & Rowland Cricket Club (Coventry Road)	CV23 9DT	Cricket	Sports Club	One good quality grass square accompanied by an NTP wicket which is overplayed. Oakfield & Rowland CC own freehold of the site and the Club has plans to extend the footprint of its clubhouse and improve the condition of its training nets.	Explore options to transfer a proportion of demand to sites with actual spare capacity to alleviate overplay and support Club with its plans for changing room refurbishment and training net improvement.	Club ECB	Local	M	S	M	Protect Enhance
46	Princethorpe College	CV23 9PX	Football	School	Two standard quality adult pitches which are available for community use but have actual spare capacity discounted due to unsecure tenure.	Explore options to provide users with security of tenure to provide actual spare capacity.	School FA FF	Hub	H	S	L	Protect Enhance
			Rugby Union		Three senior pitches and two junior pitches, all of which are poor quality. available for community use but with spare capacity discounted due to poor pitch quality and unsecure tenure.	Improve and sustain pitch quality for curricular demand and retain as community available should club demand exist in the future.	School RFU		M	S	L	
			Hockey		A poor quality full size sand-based AGP which is available for community use and sports lit. Used by Rugby & East Warwickshire HC.	Resurface pitch as hockey suitable to improve quality and look to secure tenure for the Club via a community use agreement.	School EH		H	S	M	
			Cricket		Two standard quality squares, one of which is accompanied by an NTP. Each square is unavailable for community use.	Sustain quality and explore options to enable community access given local shortfalls.	School ECB		M	S	L	
			Tennis		Three standard quality macadam courts which are available for community use but are unlit.	Sustain quality and explore options for potential sports lighting to attract increased recreational demand.	School LTA		M	S	M	
			Netball		Two standard quality macadam courts, both of which are available for community use but are unlit.	Sustain quality and explore options for potential sports lighting to better accommodate demand and to provide increased capacity	School EN		M	S	M	
58	The Field (Bourton)	CV23 9RE	Football	Bourton & Draycott Parish Council	One standard quality youth 11v11 pitch which has actual spare capacity. The site is serviced by poor quality ancillary provision and offers no car parking provision	Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites and improve ancillary provision.	FA FF	Local	M	S	M	Protect Enhance
			Cricket		A good quality square which has spare capacity for additional cricket across the playing formats.	Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites or via future demand.	ECB		M	S	L	

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – SOUTH ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
64	Wolston Leisure & Community Centre	CV8 3GT	Football	Trust	One adult, one youth 11v11 and one youth 9v9 pitch all of which are good quality. An additional youth 11v11 and mini 7v7 pitch are also available for community use but are assessed as standard quality. The mini 7v7 pitch offers actual spare capacity, whilst one of the youth 11v11 pitches is overplayed. The remaining pitches are played to capacity.	Improve quality to eradicate overplay and to increase actual spare capacity.	Trust FA FF	Key Centre	M	S	L	Protect Enhance
			3G		One poor quality smaller size 3G pitch which is serviced by sports lighting. The pitch has exceeded its ten-year recommended lifespan and requires resurfacing.	Resurface pitch to improve quality and ensure a sinking fund is in place for long-term sustainability.	Trust FA FF		M	S	M	
77	Willoughby Cricket Ground	CV23 8BZ	Cricket	Sports Club	A standard quality square accompanied by an NTP wicket. The square itself is available for community use and is overplayed. Willoughby CC owns freehold of the square and has plans to refurbish the changing rooms.	Improve quality to reduce overplay and explore options to transfer a proportion of current and future demand to sites with spare capacity to fully eradicate it. Also support Club with its plans for changing rooms refurbishment.	Club ECB	Local	M	M	M	Protect Enhance
78	Leamington Hastings Parish Hall	CV23 8DX	Bowls	Leamington Hastings Parish Council	A poor quality flat bowling green which is serviced by standard quality ancillary provision.	Improve quality to better accommodate demand.	Bowls England	Local	M	S	L	Protect Enhance
			Tennis		One poor quality macadam court which is without sports lighting.	Improve quality to better accommodate demand.	LTA		M	S	L	
80	Frankton Tennis Court	CV23 9NX	Tennis	Frankton Parish Council	The court has been taken out of use.	Explore opportunities to bring the provision back into use if sufficient recreational demand exists, whilst as a minimum retaining the site as strategic reserve.	LTA	Local	L	M	M	Protect Provide
81	Flecknoe Cricket Club	CV23 8AY	Cricket	Sports Club	One standard quality square which has spare capacity for additional cricket across the playing formats.	Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites or via future demand.	Club ECB	Local	M	S	L	Protect Enhance

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## URBAN ANALYSIS AREA

### Area summary – pitch sports

Analysis area	Pitch/facility type	Current supply/ demand balance	Future supply/demand balance
<b>Football – grass pitches</b>			
Urban	Adult	1.5	0.5
	Youth 11v11	0	2
	Youth 9v9	2	0
	Mini 7v7	0	2
	Mini 5v5	0	1
Rugby	Adult	2.5	1
	Youth 11v11	2	5.5
	Youth 9v9	0	2.5
	Mini 7v7	2	2
	Mini 5v5	0	2
<b>Football – 3G pitches</b>			
Urban	Full size	0.5	1.5
Rugby	Full size	2.25	3.25
<b>Rugby Union</b>			
Urban	Senior	26.25	30
Rugby	Senior	26.25	33.5
<b>Hockey</b>			
Urban	Full size	0	0
Rugby	Full size	0	0
<b>Cricket</b>			
Urban	Senior (Saturday)	43	79
<b>Rugby</b>	Senior (Saturday)	41	101

### Area summary – non-pitch sports

Sport	Headline findings
<b>Bowls</b>	The green at Bilton Bowling Club is the only green which is currently operating above capacity, although the Club reports no issues.
<b>Tennis</b>	The courts at Rugby Lawn Tennis Club are the only courts which are currently operating above capacity.
<b>Netball</b>	Club demand is not being adequately met due to the shortage of good quality courts serviced with sports lighting.
<b>Athletics</b>	Supply is adequate to meet demand.

### Priority recommendations

Sport	Headline findings
<b>Football</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Whinfield Recreation Ground.</li> <li>◀ Improve security of tenure at key sites such as Bilton School to create additional spare capacity for clubs.</li> <li>◀ Enable use of currently unavailable sites to increase available pitch stock for clubs, e.g., at Avon Valley School.</li> <li>◀ Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites to reduce future shortfalls, e.g., at Alwyn Road Recreation Ground.</li> </ul>

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Sport	Headline findings
<b>3G pitches</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Ensure all existing pitches have a sinking fund in place.</li> <li>◀ Ensure all existing pitches remain on the FA register to host competitive matches.</li> <li>◀ Consider installation of one additional 3G pitch to alleviate football training shortfalls,</li> </ul>
<b>Rugby Union</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve pitch quality at key sites to alleviate overplay, especially at key, poor quality and/or overplayed sites such as Alwyn Road Recreation Ground.</li> <li>◀ Support the relocation of Old Laurentians RUFC; providing that four senior pitches of good quality are provided, with two serviced by sports lighting.</li> <li>◀ Bring the age grade pitch provision at The Rugby Football Club back into use to eradicate shortfalls for Rugby Lions RUFC.</li> </ul>
<b>Hockey</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve quality of AGP at Hartfield Sports Ground by resurfacing the pitch and ensure a sinking fund is in place for long-term sustainability.</li> <li>◀ Sustain quality at Rugby School Sports Centre.</li> <li>◀ Provide security of tenure for Rugby &amp; East Warwickshire HC across the venues to ensure long-term hockey access.</li> </ul>
<b>Cricket</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve quality to eradicate overplay and reduce future shortfalls, e.g., at Newbold-on-Avon Cricket Club.</li> <li>◀ Explore options to transfer a proportion of demand to sites with spare capacity to alleviate overplay.</li> <li>◀ Enable use of currently unavailable sites.</li> <li>◀ Support plans for ancillary provision refurbishment where it is proposed, e.g., at Rugby Cricket Club.</li> <li>◀ Explore options to bring provision back into use where it has in recent years been lost, e.g., Avon Mill Recreation Ground.</li> </ul>
<b>Bowls</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support plans for ancillary provision refurbishment where it is proposed e.g., at Caldecott Park.</li> <li>◀ Ensure that a new lease agreement is reached which secures long-term security of tenure for Rugby Thornfield BC at its home ground.</li> </ul>
<b>Tennis</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Support plans for improvements at Caldecott Park to better cater for recreational tennis demand.</li> <li>◀ Explore if other venues could be suitable for improving the recreational tennis offer through improving existing courts or creating new courts at well used park sites.</li> </ul>
<b>Netball</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> <li>◀ Improve quality of courts and explore opportunities to service an increased number with sports lighting to better cater for demand.</li> </ul>
<b>Athletics</b>	<ul style="list-style-type: none"> <li>◀ Protect provision.</li> </ul>

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – URBAN ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
1	Abbots Farm Junior School	CV21 4AP	Football	School	Two poor quality mini 7v7 pitches which are unavailable for community use.	Improve quality and explore options to enable community access given local shortfalls.	School FA, FF	Local	L	S	L	Protect Enhance
			Netball		A standard quality macadam court which is unavailable for community use and is unlit.	Retain for curricular use.	School EN		L	L	L	
2	Addison Road	CV22 7QU	Football	Council	One youth 11v11 pitch which has been taken out of use, last provided <i>circa</i> 2021.	Explore opportunities to bring the provision back into use given local shortfalls, whilst as a minimum retaining the site as strategic reserve.	FA FF	Local	M	S	L	Protect Enhance
3	Alwyn Road Recreation Ground	CV22 7QU	Football	Council	Two good quality youth 11v11 pitches and one good quality youth 9v9 pitch. Each pitch offers actual spare capacity. Pitches are serviced by poor quality ancillary provision.	Improve quality of ancillary provision and explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites or via future demand.	FA FF	Local	M	S	L	Protect Enhance
			Rugby Union		One poor quality senior pitch. The pitch suffers from drainage issues and is overplayed. Rugby Welsh RUFC has plans to install sports lighting to service the pitch.	Improve and sustain pitch quality and support plans to deliver sports lighting to better accommodate demand. Improve ancillary provision; making the facilities more inclusive, fit for purpose and sustainable for future growth of the women's game.	RFU		M	S	M	
5	Ashlawn Road Recreation Ground	CV22 5EP	Football	Council	One poor quality adult pitch and one good quality youth 11v11 pitch. The adult pitch is played to capacity whilst the youth 11v11 pitch offers actual spare capacity.	Improve adult pitch quality to increase carrying capacity and to avoid future overplay.	FA FF	Key centre	H	S	L	Protect Enhance
			Rugby Union		Four poor quality senior pitches, one of which is sports lit. Three of the pitches are overplayed through match and training demand from Rugby St Andrews RUFC, whilst one pitch has spare capacity discounted due to its poor quality.	Improve pitch quality and consider installing additional sports lighting to alleviate overplay. Improve ancillary provision; making the facilities more inclusive, fit for purpose and sustainable for future growth of the women's game.	RFU		H	S	M	
6	Ashlawn School	CV22 5ET	Cricket	School	One standard quality standalone NTP which is unavailable for community use.	Retain for curricular use.	School ECB	Local	L	L	L	Protect
			Tennis		One standard quality macadam court which is neither available for community use nor is it sports lit.	Retain for curricular use.	School LTA		L	L	L	
			Netball		Two standard quality macadam courts which are neither available for community use nor are they sports lit.	Retain for curricular use.	School EN		L	L	L	
7	Avon Mill Recreation Ground	CV21 1DY	Football	Council	One youth 11v11 pitch which has been taken out of use, last provided <i>circa</i> 2021.	Explore opportunities to bring the provision back into use given local shortfalls, whilst as a minimum retaining the site as strategic reserve.	FA FF	Local	M	S	L	Protect

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – URBAN ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
8	Avon Valley School	CV21 1EH	Football	School	Three youth 11v11, one youth 9v9 and one mini 7v7 pitch, all of which are standard quality but unavailable for community use.	Sustain quality and explore options to enable community access given local shortfalls.	School FA FF	Key centre	M	S	L	Protect Enhance
			Rugby Union		One senior and one junior pitch, both of which are poor quality and unavailable for community use.	Improve and sustain quality to better accommodate curricular use.	School RFU		L	S	L	
			Cricket		One poor quality NTP square which is unavailable for community use.	Improve quality to better accommodate curricular use.	School ECB		L	S	L	
			Tennis		Four poor quality macadam courts, all of which are unavailable for community use and unlit.	Improve quality to better accommodate curricular use and given quantity of courts, explore community use options, especially if sports lighting can be provided.	School LTA		M	S	M	
			Netball		Three poor quality macadam courts, all of which are unavailable for community use and unlit.	Improve quality to better accommodate curricular use and given quantity of courts, explore community use options, especially if sports lighting can be provided.			M	S	M	
10	Bilton C of E Junior School	CV22 6LB	Football	School	Two poor mini 7v7 pitches, both of which are unavailable for community use.	Improve quality and explore options to enable community access given local shortfalls.	School FA, FF	Local	L	S	L	Protect Enhance
12	Bilton School	CV22 7JT	Football	School	Four youth 11v11, two youth 9v9, one mini 7v7 and four mini 5v5 pitches, all of which are standard quality and are available for community use. All pitches bar the mini 7v7 pitch have spare capacity discounted due to unsecure tenure.	Explore options to provide security of tenure to users in order to creating actual spare capacity.	School FA FF	Key Centre	M	S	L	Protect Enhance
			Rugby Union		Three poor quality pitches, all of which are available for community use. Each pitch has spare capacity discounted due to poor pitch quality and unsecure tenure.	Improve and sustain quality to better accommodate curricular demand and retain as community available should club demand exist in the future.	School RFU		L	S	L	
			Hockey		One poor-quality full-size sand based AGP and one smaller size AGP, both of which are available for community use. The full size pitch is sports lit but has exceeded its ten-year recommended lifespan and requires resurfacing. Currently unused for hockey.	Providing that a sufficient number of hockey pitches remain available and of sufficient quality for Rugby & East Warwickshire HC, consider potential 3G conversion against other opportunities in the area (only one additional 3G pitch is needed).	School EH FA FF		M	S	H	
			Cricket		A standard quality NTP which is unavailable for community use.	Retain for curricular use.	School ECB		L	L	L	
			Rounders		A standard quality diamond which is available for community use.	Sustain quality and retain as community available.			M	L	L	
			Tennis		Four standard quality macadam courts, all of which are available for community use but are unlit.	Explore potential of sports lighting to better accommodate recreational demand.	School LTA		M	S	M	
			Netball		Four standard quality macadam courts, all of which are available for community use but are unlit.	Explore potential of sports lighting to better accommodate demand.	School EN		M	S	M	

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT STRATEGY – URBAN ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
18	Cawston Grange Primary School	CV22 7GU	Football	School	One poor quality mini 7v7 pitch which is available for community use and has spare capacity discounted due to unsecure tenure and poor pitch quality.	Improve quality and explore options to provide security of tenure in order to create actual spare capacity.	School FA FF	Local	M	S	L	Protect Enhance
			Netball		Two poor quality macadam courts which are neither available for community use nor are they sports lit.	Improve quality to better accommodate curricular demand.	School EN		L	S	L	
20	Clifton-upon-Dunsmore Playing Field	CV23 0BY	Football	Clifton-upon-Dunsmore Parish Council	A poor quality youth 11v11 pitch which is currently played to capacity. The site offers no car parking provision.	Improve quality to increase carrying capacity and to avoid future overplay.	FA FF	Local	M	S	L	Protect Enhance Provide
			Tennis		Two good quality macadam courts that are not serviced by sports lighting. Currently operating over capacity through use by Clifton-upon-Dunsmore TC, with future demand predicted to slightly worsen this.	Explore options to deliver sports lighting to reduce overuse and install additional courts to fully eradicate shortfall.	LTA		M	S	M	
24	Fenley Field	CV22 7QT	Rugby Union	Trust	One standard quality senior pitch which is serviced by sports lighting and two poor quality senior pitches which are unlit. All pitches are overplayed through match and training demand from Old Laurentians RUFC. The Club has plans to relocate due to the current overplay at the site and its degree of future demand.	Improve and sustain quality and deliver sports lighting to minimise overplay if the Club is to stay on-site. However, to fully eradicate shortfalls, its relocation should be supported, with four good quality pitches required as part of this, including two with sports lighting. Improve ancillary provision; making the facilities more inclusive, fit for purpose and sustainable for future growth of the women's game.	Trust RFU	Key centre	H	M	H	Protect Enhance Provide
			Cricket		One standard quality NTP which is used by Old Laurentians CC. The square has capacity for additional usage midweek.	Ensure the Club remains provided for as part of any relocation of Old Laurentians RUFC via providing a standalone NTP as part of any pitch supply.	Trust ECB		H	M	L	
27	Frobisher Recreation Ground	CV22 7HY	Football	Council	One youth 11v11 pitch which has been taken out of use, last provided circa 2019.	Explore opportunities to bring the provision back into use given local shortfalls, whilst as a minimum retaining the site as strategic reserve.	FA FF	Local	M	S	L	Protect Provide
29	GEC Recreation Ground	CV22 5ED	Football	Council	Two good quality youth 11v11 pitches, both of which offer actual spare capacity.	Explore opportunities to utilise actual spare capacity via the transfer of demand from overplayed sites or via future demand.	FA FF	Local	M	S	L	Protect Enhance

**RUGBY BOROUGH COUNCIL  
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Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
			Rugby Union		One poor quality senior pitch which is used by A.E.I RUFC for all of its match and training demand. However, the pitch has spare capacity discounted due to poor pitch quality.	Improve and sustain pitch quality to create actual spare capacity.	RFU		M	S	L	
31	Harris Church of England Academy	CV22 6EA	Football	School	One youth 11v11 and one youth 9v9 pitch, both of which are poor quality. The youth 11v11 pitch is overplayed whilst the youth 9v9 pitch is currently played to capacity.	Improve pitch quality to eradicate overplay and look to provide security of tenure for users to provide actual spare capacity.	School FA FF	Key centre	M	S	L	Protect Enhance
			Rugby Union		One poor quality senior pitch which is available for community use but unused.	Improve and sustain quality to better cater for curricular demand.	School RFU		L	S	L	
			Cricket		A poor quality NTP which is unavailable for community use.	Improve quality to better cater for curricular demand.	School ECB		L	S	L	
			Tennis		Four good quality macadam courts which are neither available for community use or sports lit.	Explore community use options, especially if sports lighting can be provided.	School LTA		M	S	M	
			Netball		Two good quality macadam courts and three standard quality macadam courts. Neither available for community use nor sports lit.	Explore community use options, especially if sports lighting can be provided.			M	S	M	
32	Hartfield Sports Ground	CV21 3TP	Rugby Union	School	Four poor quality senior pitches which are unavailable for community use.	Improve and sustain quality to better cater for curricular demand.	School RFU	Key centre	M	S	L	Protect Enhance
			Hockey		A poor quality full-size sand based AGP which is available for community use and is sports lit. The pitch has exceeded its ten-year recommended lifespan and requires resurfacing. Used by Rugby & East Warwickshire HC. Lawrence Sheriff School, which owns the site, reports plans to sell land to then reinvest in new changing room facilities.	Resurface pitch to improve its quality, ensure a sinking fund is in place for long-term sustainability and improve ancillary facilities. Any sale of existing playing field must meet requirements off local plan/NPPF and Sport England policy.	School EH		H	S	H	
									H	S	M	
			Cricket		A standard quality square accompanied by an NTP which is available for community use and is currently played to capacity.	Improve quality to increase carrying capacity and to avoid future overplay.	School ECB		M	S	L	
33	Henry Hinde Junior School	CV22 7HN	Football	School	One standard quality mini 7v7 pitch and one poor quality mini 7v7 pitch, both of which are unavailable for community use.	Improve quality and explore options to enable community access given local shortfalls.	School FA FF	Local	L	S	L	Protect Enhance
			Netball		Two standard quality macadam courts which are neither available for community use nor are they sports lit.	Retain for curricular demand.	School EN		L	L	L	

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Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
34	Hillmorton Recreation Ground	CV21 4EN	Football	Council	One youth 11v11 pitch, one youth 9v9 pitch, one mini 7v7 pitch and three mini 5v5 pitches which have been taken out of use, last provided circa 2019.	Explore opportunities to bring the provision back into use given local shortfalls, whilst as a minimum retaining the site as strategic reserve.	FA FF	Local	M	S	L	Protect Provide
36	Houlton School	CV23 0AS	Football	School	Two good quality youth 11v11 pitches, both of which are available for community use and used. However, actual spare capacity is currently discounted due to nature of the site.	Sustain quality.	School FA FF	Key Centre	L	L	L	Protect Enhance
			Rugby Union		One standard quality senior pitch which is available for community use but is unused.	Retain for curricular demand.	School RFU		L	L	L	
			Netball		Three good quality macadam courts, all of which are available for community use but are without sports lighting. The courts are used on Monday and Thursday evenings to facilitate a Totally Netball league, whilst are also used on Wednesday evenings to facilitate a Play Netball League.	Sustain quality and explore options to deliver potential sports lighting to better accommodate demand.	School EN		M	S	M	
41	Newbold-on-Avon Cricket Club	CV21 1EZ	Cricket	Council	One standard quality square accompanied by an NTP which is currently overplayed.	Improve quality to reduce overplay and transfer demand to an alternative site with actual spare capacity to fully alleviate it. This may require new provision.	ECB	Local	M	S	L	Protect Enhance
42	Newbold-on-Avon Rugby Club	CV21 1EZ	Rugby Union	Sports Club	One standard quality senior pitch, one poor quality senior pitch and one poor quality junior pitch, all of which are available for community use and two of which are sports lit. The standard quality senior pitch has no spare capacity during peak time, the poor quality senior pitch is played to capacity through match demand, and the poor quality junior pitch is overplayed through match and training demand.	Improve and sustain quality and consider installation of additional sports lighting to reduce overplay. To fully alleviate it, increased provision may be required, or access to a World Rugby compliant 3G pitch. Improve ancillary provision; making the facilities more inclusive, fit for purpose and sustainable for future growth of the women's game.	Club RFU	Local	H	S	M	Protect Enhance
			Gaelic Football		Rugby Gaels uses one of the rugby union pitches for its match and training demand.	Ensure that the Club's demand is adequately catered for at the site and that management and maintenance is sufficient to sustain the additional and multi-sport use.	Club GAA		H	L	L	
45	Paddox Primary School	CV22 5HS	Football	School	Four mini 7v7 and three mini 5v5 pitches, all of which are poor quality and unavailable for community use.	Improve pitch quality and explore options to enable community access given local shortfalls and that quantity of pitches that is supplied.	School FA FF	Local	M	S	L	Protect Enhance

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PLAYING PITCH & OUTDOOR SPORT STRATEGY – URBAN ANALYSIS AREA**

Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
			Netball		One poor quality macadam court which is neither available for community use nor is it sports lit.	Improve quality to better accommodate curricular demand.	School EN		L	L	L	
48	Rugby Borough Sports Trust	CV21 4PN	Football	Community Organisation	One youth 11v11, two youth 9v9, nine mini 7v7 and six mini 5v5 pitches, all of which are good quality.	Sustain quality to maintain carrying capacity and to avoid future overplay.	Community Organisation FA, FF	Hub	H	L	L	Protect Enhance
			3G		Two good quality full size 3G pitches, both of which are available for community use, are sports lit and are FA approved. In addition, there are two poor quality smaller size 3G pitches which are also sports lit. The Trust also want to provide a third full size 3G pitch to replace the current youth 11v11 grass pitch.	Sustain full size pitch quality via ensuring a sinking fund is in place and via FA testing every three years and improve smaller size pitches via resurfacing the provision. Consider proposals for a third full size pitch against other opportunities in the area (only one additional pitch is needed locally).	Community Organisation FA FF		H	M	H	
49	Rugby Cricket Club	CV22 7AU	Cricket	Sports Club	One good quality square accompanied by an NTP which is overplayed through match demand from Rugby CC. The Club has aspirations to extend the footprint of its clubhouse.	Explore options to transfer a proportion of demand to sites with spare capacity to alleviate overplay and support the Club in its plans to refurbish its clubhouse.	Club ECB	Local	M	S	M	Protect Enhance
50	Rugby High School for Girls	CV22 7RE	Football	School	Three good quality youth 9v9 pitches that are unavailable for community use.	Explore options to enable access given quantity of pitches provided and local shortfalls.	School FA, FF	Local	M	S	L	Protect Enhance
			Tennis		Four poor quality macadam courts which are neither available for community use nor are they sports lit.	Improve quality and explore options to enable community access, especially is sports lighting can be provided	School LTA		M	S	M	
			Netball		Three poor quality macadam courts which are neither available for community use nor are they sports lit.	Improve quality and explore options to enable community access, especially is sports lighting can be provided	School EN		M	S	M	
51	Rugby School (Springhill Pitches)	CV22 5PY	Football	School	Three good quality youth 11v11 pitches, all of which are unavailable for community use.	Explore options to enable community access given quantity of pitches provided and local shortfalls.	School FA FF	Key centre	M	S	L	Protect
			Cricket		Four squares, all of which are standard quality and unavailable for community use.	Explore options to enable community access as a means of accommodating current demand from overplayed sites or future demand from users of such provision (e.g., Newbold-on-Avon CC and Rugby CC).	School ECB		M	S	M	
			Rounders		One good quality diamond which is available for community use and hosts Rugby Rounders League on Thursday evenings.	Sustain quality and ensure long-term community access.	School RE		M	S	M	
52	Rugby School Playing Fields	CV22 5DS	Rugby Union	School	Three standard quality senior pitches, all of which are available for community use but unused.	Retain for curricular use and retain as community available should club demand exist in the future.	School RFU	Local	M	L	L	Protect

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Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
			Cricket		Two squares, both of which are standard quality and available for community use.	Sustain quality and retain as community available.	School ECB		M	L	L	
53	Rugby School Sports Centre	CV22 5DJ	Hockey	School	Two good quality full size water-based AGPs and one standard quality full size sand-based AGP, all are sports lit. Community use is enabled although the opening hours are somewhat limited. All the pitches are used to their capacity at peak times through training and match demand from Rugby School and Rugby & East Warwickshire HC.	Sustain quality and ensure a sinking fund is in place for long-term sustainability. Seek to provide security of tenure for Rugby & East Warwickshire HC and explore opportunities to increase its access to the provision so that it relies less on secondary venues	School EH	Hub	H	S	L	Protect Enhance
			Cricket		One standard quality square which is available for community use and is played to capacity.	Explore options to provide security of tenure to users.	School ECB		M	S	L	
			Tennis		Five macadam and three artificial turf courts, all of which are standard quality, available for community use and sports lit. There are also three additional standard quality macadam courts which are available for community use but are unlit.	Improve quality to better accommodate recreational demand.	School LTA		M	S	L	
			Netball		Eight standard quality macadam courts, with five sports lit. The courts facilitate The Rugby Netball League on Sunday mornings and a Totally Netball league on Tuesday evenings.	Improve quality to better accommodate demand and seek to provide security of tenure to users.	School EN		H	S	L	
			Triathlon		Rugby Triathlon Club use the site as a starting point for its Thursday evening run.	Ensure that the Club's demand can continue to be adequately catered for.	School ET		M	L	L	
54	Rugby Town Football Club	CV21 3SD	Football	Sports Club	One standard quality adult pitch which is available for community use and has actual spare capacity.	Improve quality to better cater for demand.	Club FA FF	Key Centre	M	L	L	Protect Enhance
			3G		A standard quality full size 3G pitch and one good quality smaller size 3G pitch, both of which are FA approved, available for community use and sports lit.	Sustain pitch quality via ensuring a sinking fund is in place and via FA testing every three years.	Club FA FF		M	L	L	
57	St Oswalds School	CV22 7DJ	Netball	School	Two standard quality macadam courts, both of which are unavailable for community use and without sports lighting	Retain for curricular demand.	School EN	Local	L	L	L	Protect

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Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
59	The Rugby Football Club	CV22 7AU	Rugby Union	Council	One standard quality senior pitch which is sports lit and overplayed by Rugby Lions RUFC. There is also a disused junior pitch which the Club wants to bring back into use.	Improve and sustain pitch quality to reduce overplay and bring the disused pitch back into use to fully alleviate it. Improve ancillary provision; making the facilities more inclusive, fit for purpose and sustainable for future growth of the women's game.	Club RFU	Key Centre	H	S	M	Protect Enhance Provide
			American Football		Rugby Rhinos use the senior pitch for its match and training demand.	Ensure that the Club's demand is adequately catered for at the site and that management and maintenance is sufficient to sustain the use.	Club BAFA		H	L	L	
60	Twickenham Playing Fields	CV22 6EG	Football	Council	One standard quality adult pitch which is available for community use and has actual spare capacity. The site offers no ancillary changing rooms.	Explore opportunities to utilise actual spare capacity via transfer of demand from overplayed sites or via future demand and provide changing rooms.	FA FF	Local	M	S	M	Protect Enhance
61	Warwickshire College (Rugby Centre)	CV21 1AR	Hockey	School	A standard quality full size sand based AGP which is available for community use and sports lit. The pitch is unused for hockey and instead caters predominantly for football usage.	Providing that a sufficient number of hockey suitable pitches remains available and of sufficient quality for Rugby & East Warwickshire HC, consider potential 3G conversion against other opportunities in the area (only one additional 3G pitch is needed).	School Club EH	Local	M	M	M	Protect Enhance
62	Whinfield Recreation Ground	CV21 3SD	Football	Council	One youth 11v11 and one youth 9v9 pitch, both of which are good quality. Two youth 11v11 and two youth 9v9, three mini 7v7 and two mini 5v5 pitches, all of which are standard quality. The good quality youth 11v11 pitch is overplayed and the good quality youth 9v9 has actual spare capacity, whilst the remaining pitches have no spare capacity at peak time. The site offers no ancillary changing rooms.	Explore options to transfer a proportion of demand to sites with spare capacity to alleviate overplay and explore opportunities to utilise actual spare capacity via transfer of demand from overplayed sites or via future demand. Provide better ancillary facilities.	FA FF	Key centre	M	S	M	Protect Enhance
			Cricket		The square has been taken out of use.	Explore opportunities to bring the provision back into use given shortfalls in the area and future demand that is expressed (e.g., via Rugby CC).	ECB		M	S	M	
			Athletics		A Park Run event is held each Saturday morning at the site.	Continue operating Park Run from the site and seek to maximise usage whilst ensuring it does not impact on pitch quality.	England Athletics		M	L	L	
68	Rugby Bowling Club	CV22 7AS	Bowls	Sports Club	One good quality green which is serviced by standard quality ancillary provision.	Sustain quality of green and explore opportunities to improve ancillary facilities.	Club Bowls England	Local	L	M	L	Protect

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Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
69	The Grange Bowling Club	CV21 3UE	Bowls	Sports Club	A good quality green which is serviced by good ancillary facilities.	Sustain quality.	Club Bowls England	Local	L	L	L	Protect Enhance
			Tennis		Two good quality macadam courts, both of which are available for community use but are unlit. The courts are currently operating above capacity by 27 members.	Sustain quality and explore options to deliver potential sports lighting to minimise overplay.	Club LTA		M	S	M	
70	Oakfield Bowling Club	CV22 7AL	Bowls	Sports Club	One good quality green which is serviced by standard quality ancillary provision. The green is currently used by Oakfield BC and Rugby Police BC.	Sustain quality of green and explore opportunities to improve ancillary facilities.	Club Bowls England	Local	L	M	L	Protect
71	Bilton Bowling Club	CV22 7QH	Bowls	Sports Club	One good quality green which is serviced by good quality ancillary provision. Currently operating above capacity by 14 members.	Sustain quality and ensure the Club's demand can continue to be met given its high membership.	Club Bowls England	Local	M	L	L	Protect Enhance
			Tennis		One standard quality artificial court which is available for community use and is sports lit.	Improve quality.	Club LTA		M	S	L	
72	Caldecott Park	CV21 2QP	Bowls	Council	One good quality green which is serviced by good quality ancillary provision. The Club has plans to provide additional disability access and install a canopy across its pavilion.	Sustain quality and support the Club in its ancillary refurbishment plans.	Club Bowls England	Local	L	M	L	Protect Enhance
			Tennis		Two poor quality macadam courts, both of which are available for community use but are unlit.	Improve quality and explore options to deliver potential sports lighting.	Club LTA		M	S	M	
73	Rugby Thornfield Outdoor Bowls Club	CV22 5LJ	Bowls	Council	One standard quality green which is serviced by standard quality ancillary provision. Rugby Thornfield BC's lease with the Council runs out in 2024, signifying an unsecure tenure	Improve green and ancillary facility quality to good and ensure that a new lease agreement is reached which secures long-term security of tenure for the Club.	Bowls England	Local	M	S	L	Protect Enhance
74	Rugby Railway Club	CV22 5AL	Bowls	Sports Club	One standard quality flat bowling green which is available for community use and is serviced by standard quality ancillary provision. Rugby Railway BC owns freehold of the green. The green currently has spare capacity for an additional 11 members.	Sustain quality.	Club Bowls England	Local	L	L	L	Protect Enhance
			Tennis		Two standard quality macadam courts, both of which are available for community use but are unlit. Rugby Railway Club has plans to remove the courts and replace them with a smaller size 3G pitch.	Providing that steps are taken to ensure the demand of tennis in the area is adequately catered for, consider the replacement of courts against other 3G proposals in the area	Club LTA		M	M	M	

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Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
			Netball		Two standard quality macadam courts, both of which are available for community use but are unlit. Rugby Railway Club has plans to remove the courts and replace them with a smaller size 3G pitch.	Providing that steps are taken to ensure the demand of netball in the area is adequately catered for, consider the replacement of courts against other 3G proposals in the area	Club EN		M	M	M	
75	Rugby Lawn Tennis Club	CV22 7AU	Tennis	Council	Two good quality macadam courts and four standard artificial courts, all of which are sports lit. The courts currently have spare capacity for an additional 277 members.	Sustain quality.	LTA	Local	M	L	L	Protect
82	Lawrence Sheriff School	CV21 3AG	Netball	School	Two standard quality macadam courts which are neither available for community use nor sports lit.	Retain for curricular demand.	School EN	Local	L	L	L	Protect
83	Oakfield Primary Academy	CV22 6AU	Netball	School	One poor quality macadam court which is neither available for community use nor sports lit.	Improve quality to better cater for curricular demand.	School EN	Local	L	L	L	Protect Enhance
84	Rugby Free Secondary School	CV22 5PE	Football	School	Three adult, one youth 11v11 and one youth 9v9 pitch, all of which are standard quality and unavailable for community use.	Support the pursuit of a community use agreement for use of the football pitches.	School FA FF	Local	M	S	L	Protect
			Cricket		One standard quality standalone NTP.	Sustain quality.	School ECB		L	L	L	
			Tennis		Three good quality macadam courts which are neither available for community use nor sports lit.	Explore community options with the School given quantity of courts provided.	School LTA		L	S	L	
			Netball		Three good quality macadam courts which are neither available for community use nor sports lit.	Explore community options with the School given quantity of courts provided.	School EN		L	S	L	
85	Quest Academy	CV22 5PE	Netball	School	One standard quality macadam court which is neither available for community use nor sports lit.	Retain for curricular demand.	School EN	Local	L	L	L	Protect
86	St Andrews Benn C of E School	CV21 3NX	Netball	School	One standard quality macadam court which is neither available for community use nor is it sports lit.	Retain for curricular demand.	School EN	Local	L	L	L	Protect
87	Riverside Academy	CV21 1EH	Netball	School	One standard quality macadam court which is neither available for community use nor is it sports lit.	Retain for curricular demand.	School EN	Local	L	L	L	Protect
88	Northlands Primary School	CV21 2SS	Netball	School	One poor quality macadam court which is neither available for community use nor is it sports lit.	Improve quality to better cater for curricular demand.	School EN	Local	L	L	L	Protect Enhance
90	Queen's Diamond Jubilee Centre	CV22 5LJ	Athletics	Council	One good quality 400-metre synthetic track which is fully Trackmark accredited and available for community use. Rugby & Northampton AC uses the track on Tuesday, Wednesday and Thursday evenings as well as during the day on Saturdays and Sundays.	Sustain quality.	England Athletics	Key Centre	H	L	L	Protect

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Site ID	Site	Postcode	Sport	Management	Current status	Recommended actions	Partners	Site hierarchy tier	Priority	Timescales	Cost	Aim
92	Freemantle Recreation Ground	CV22 7ST	Football	Council	One youth 9v9 pitch which has been taken out of use, last provided <i>circa</i> 2021	Explore opportunities to bring the provision back into use given local shortfalls, whilst as a minimum retaining the site as strategic reserve.	FA FF	Local	M	S	L	Protect Provide

## PART 6: HOUSING GROWTH SCENARIOS

The PPOSS provides an estimate of demand for pitch sport based on population forecasts and club consultation to 2040 (in line with the Local Plan), with this future demand then translated into teams likely to be generated. Sport England's Playing Pitch Calculator adds to this, updating the likely demand generated for pitch sports based on housing increases before converting the demand into match equivalent sessions and the number of pitches that may be required to meet the growth. It also gives the associated costs of supplying the increased pitch provision. The Calculator splits the total pitch requirement into natural turf pitches to meet peak period demand, artificial grass pitches to meet training demand, and the additional number of changing rooms required to support the new demand.

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

The scenarios are as follows:

- ◀ **Scenario One** – Government Local Housing Need - Additional demand for pitch sports generated from housing growth of 9,108 dwellings across the Borough.
- ◀ **Scenario Two** - Coventry and Warwickshire Housing and Economic Development Needs Assessment 2022 – 13,230 dwellings.
- ◀ **Scenario Three** – South West Rugby site – 4,948 dwellings.
- ◀ **Scenario Four** - Land North of Coventry Road, Long Lawford – 149 dwellings.

For reference, the indicative figures assume that population growth will average 2.4 per dwelling across the Borough.

### **Scenario One – Government Local Housing Need**

The estimated additional population derived from housing growth of 9,108 dwellings with an occupancy rate of 2.4 per household, is 21,859 people.

*Table 6.1: Likely demand for grass pitch sports generated from 9,108 dwellings*

Pitch sport	Estimated demand by sport for 9,108 dwellings	
	Match demand <sup>9</sup>	Training demand <sup>10</sup>
Adult football	6.70	64.26
Youth football	13.83	
Mini soccer	11.60	
Rugby union	7.44	8.31
Adult hockey	1.68	5.03
Junior & mixed hockey	1.40	2.14
Cricket	132.96	-

<sup>9</sup> As per the PPS Guidance, demand for cricket is considered in terms of match equivalent sessions per season rather than per week.

<sup>10</sup> Hours equate to access to a full size floodlit 3G pitch or hockey suitable AGP

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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

Table 6.2: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost <sup>11</sup>	Lifecycle Cost (per annum) <sup>12</sup>	Number	Capital cost
Adult football	6.70	£696,889	£147,044	13.41	£2,505,481
Youth football	13.83	£1,163,873	£244,413	16.48	£3,080,344
Mini soccer	11.60	£344,403	£72,325	-	-
Rugby union	7.44	£1,178,193	£252,133	14.88	£2,779,800
Rugby league	-	-	-	-	-
Cricket	3.21	£1,049,463	£211,992	6.42	£1,200,522
Sand based AGPs	0.66	£560,989	£17,391	1.32	£246,248
3G	1.69	£1,799,764	£67,264	3.38	£632,010

In total, it is set out that 45.13 pitches will be required to meet the demand, with the capital cost of providing this estimated at £6,793,575 in addition to lifecycle costs of £1,012,561. In addition, 55.89 changing rooms will be needed at a predicted cost of £10,444,406.

### Scenario Two – Coventry and Warwickshire Housing and Economic Development Needs Assessment 2022

The estimated additional population derived from housing growth from 13,230 dwellings with an occupancy rate of 2.4 people per household is 29,352 people.

Table 6.3: Likely demand for grass pitch sports generated from 13,230 dwellings

Pitch sport	Estimated demand by sport for 13,230 dwellings	
	Match demand	Training demand
Adult football	6.86	65.74
Youth football	14.15	
Mini soccer	11.86	
Rugby union	7.61	8.50
Rugby league	-	-
Adult hockey	1.71	5.14
Junior & mixed hockey	1.43	2.19
Cricket	136.02	-

The table overleaf translates estimated demand into new pitch provision with costings.

<sup>11</sup> Sport England Facilities Costs Second Quarter 2020 – (<https://www.sportengland.org/facilities-planning/design-and-cost-guidance/cost-guidance/>)

<sup>12</sup> Lifecycle costs are based on the % of the total project cost per annum as set out in Sport England's Life Cycle Costs Natural Turf Pitches and Artificial Surfaces documents (2012)

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

Table 6.4: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost	Lifecycle Cost (per annum)	Number	Capital cost
Adult football	6.86	£712,899	£150,422	13.72	£2,563,043
Youth football	14.15	£1,190,602	£250,026	16.86	£3,151,086
Mini soccer	11.86	£352,316	£73,986	-	-
Rugby union	7.61	£1,205,260	£257,926	15.22	£2,843,660
Rugby league	-	-	-	-	-
Cricket	3.29	£1,073,572	£216,862	6.57	£1,228,101
Hockey	0.67	£573,875	£17,790	1.35	£251,904
3G	1.73	£1,841,105	£68,809	3.46	£646,527

In total, it is set out that 46.17 pitches will be required to meet the demand, with the capital cost of providing this estimated at £6,949,629 in addition to lifecycle costs of £1,035,821. In addition, 57.18 changing rooms will be needed at a predicted cost of £10,684,323.

### Scenario Three – South West Rugby site

The estimated additional population derived from housing growth from 4,948 dwellings with an occupancy rate of 2.4 people per household is 11,875 people.

Table 6.5: Likely demand for grass pitch sports generated from 4,948 dwellings

Pitch sport	Estimated demand by sport for 4,948 dwellings	
	Match demand	Training demand
Adult football	2.56	24.59
Youth football	5.29	
Mini soccer	4.44	
Rugby union	2.85	3.18
Rugby league	-	-
Adult hockey	0.64	1.92
Junior & mixed hockey	0.53	0.82
Cricket	50.87	-

The table below translates estimated demand into new pitch provision with costings.

Table 6.6: Estimated demand and costs for new pitch provision

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost	Lifecycle Cost (per annum)	Number	Capital cost
Adult football	2.56	£266,619	£56,257	5.13	£958,558
Youth football	5.29	£445,284	£93,510	6.31	£1,178,486
Mini soccer	4.44	£131,768	£27,671	-	-
Rugby union	2.85	£450,761	£96,463	5.69	£1,063,515
Rugby league	-	-	-	-	-
Cricket	1.23	£401,507	£81,104	2.46	£459,300
Hockey	0.25	£214,626	£6,653	0.50	£94,211
3G	0.65	£688,573	£25,735	1.29	£241,801

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

In total, it is set out that 17.27 pitches will be required to meet the demand, with the capital cost of providing this estimated at £2,599,138 in addition to lifecycle costs of £387,393. In addition, 21.38 changing rooms will be needed at a predicted cost of £3,995,871.

### **Scenario Four – Land North of Coventry Road, Long Lawford**

The estimated additional population derived from housing growth from 149 dwellings with an occupancy rate of 2.4 people per household is 358 people.

*Table 6.7: Likely demand for grass pitch sports generated from 149 dwellings*

Pitch sport	Estimated demand by sport for 149 dwellings	
	Match demand	Training demand
Adult football	0.08	0.74
Youth football	0.16	
Mini soccer	0.13	
Rugby union	0.09	0.10
Rugby league	-	-
Adult hockey	0.02	0.06
Junior & mixed hockey	0.02	0.02
Cricket	1.53	-

The table below translates estimated demand into new pitch provision with costings.

*Table 6.8: Estimated demand and costs for new pitch provision*

Pitch type	Estimated demand and costs for new pitches			Changing rooms	
	Number of pitches to meet demand	Capital cost	Lifecycle Cost (per annum)	Number	Capital cost
Adult football	0.08	£8,039	£1,696	0.15	£28,903
Youth football	0.16	£13,439	£2,822	0.19	£35,566
Mini soccer	0.13	£3,971	£834	-	-
Rugby union	0.09	£13,596	£2,910	0.17	£32,079
Rugby league	-	-	-	-	-
Cricket	0.04	£12,106	£2,446	0.07	£13,849
Hockey	0.01	£6,472	£201	0.02	£2,841
3G	0.02	£20,767	£776	0.04	£7,292

In total, it is set out that 0.52 pitches will be required to meet the demand, with the capital cost of providing this estimated at £78,391 in addition to lifecycle costs of £11,684. In addition, 0.65 changing rooms will be needed at a predicted cost of £120,530.

### **Summary**

The above scenarios identify that through overall housing growth, demand will be generated to some extent for all pitch sports, and the level of demand generated for football, 3G, rugby union and cricket is such that new provision will likely be warranted. As demand generated for hockey does not equate to a whole pitch, contributions would be better focused on improving existing sites to increase capacity to an appropriate level. The PPOSS and in particular the Action Plan, as well as future consultation with NGBs, should be used to inform this (e.g., to select suitable sites).

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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Notwithstanding the above, when the calculator is used for singular developments, or a group of smaller developments, the demand generated is likely to be insufficient to warrant the creation of new provision. This is evidenced via Scenario Four, where the increased demand from 149 dwellings does not create enough demand for a whole pitch for any of the sports. Where this is the case, contributions would be better focused on improving existing local sites to increase capacity to an appropriate level for all sports.

Experience shows that only significantly large housing sites are likely to generate demand for new provision to be created in their own right. Where this is the case, consideration should be given to providing multi-pitch sites with suitable ancillary provision, including appropriate clubhouse/changing facilities and car parking. Single pitch sites which have been provided traditionally by developers are not considered to provide long term sustainable provision for the relevant sports.

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

### **PART 7: DELIVER THE STRATEGY AND KEEP IT ROBUST AND UP TO DATE**

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

#### ***Delivery***

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

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

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

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

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

#### ***Monitoring and updating***

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

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

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

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

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

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

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

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

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

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY

## Checklist

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

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

# **RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT STRATEGY**

## **ASSESSMENT REPORT JULY 2023**

QUALITY, INTEGRITY, PROFESSIONALISM

**Knight, Kavanagh & Page Ltd**

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Cert Num: 6543-QMS-001

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### GLOSSARY

3G	Third Generation Turf
AGP	Artificial Grass Pitch
ANOG	Assessing Needs and Opportunities Guide
BAFA	British American Football Association
BC	Bowls Club
CC	Cricket Club
ECB	England & Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FF	Football Foundation
FPM	Facilities Planning Model
GMA	Grounds Maintenance Association
HC	Hockey Club
KKP	Knight, Kavanagh and Page
LMS	Last Man Stands
LTA	Lawn Tennis Association
NC	Netball Club
NGB(s)	National Governing Body (of sport)
NHS	National Health Service
NPPF	National Planning Policy Framework
NTP	Non-turf pitch
ONS	Office for National Statistics
PPS	Playing Pitch Strategy
PPOSS	Playing Pitch and Outdoor Sport Strategy
PQS	Performance Quality Standard
RFU	Rugby Football Union
RUFC	Rugby Union Football Club
TC	Tennis Club
U	Under

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### PART 1: INTRODUCTION AND METHODOLOGY

#### 1.1: Introduction

Knight Kavanagh & Page (KKP) has been commissioned to undertake a Playing Pitch & Outdoor Sport Strategy (PPOSS) for Rugby Borough Council. This will provide the necessary robustness and direction to inform decisions affecting relevant provision within the local authority area.

This report, known as the Assessment Report, presents a supply and demand assessment of playing pitch and outdoor sport facilities in the area. For playing pitch sports, it is delivered in accordance with Sport England's Playing Pitch Strategy (PPS) Guidance. This details five stages for the developing the study:

- ◀ Stage A: Prepare and tailor the approach (1)
- ◀ Stage B: Gather information and views on the supply of and demand for provision (2 & 3)
- ◀ Stage C: Assess the supply and demand information and views (4, 5 & 6)
- ◀ Stage D: Develop the strategy (7 & 8)
- ◀ Stage E: Deliver the strategy and keep it robust and up to date (9 & 10)

Stages A to C are covered in this report, with stage D covered in the following strategy document and Stage E ongoing once the work has been approved.

For "non -pitch" sports, Sport England's 'Assessing Needs and Opportunities Guide (ANOG)' is followed. This has a similar staged approach:

- ◀ Stage A: Prepare and tailor the approach
- ◀ Stage B: Gather information on supply and demand
- ◀ Stage C: Assessment – bringing the information together
- ◀ Application: Application of an assessment

#### 1.1: Stage A: Prepare and tailor the approach

##### ***Why the Strategy is being developed***

The aim of this project is to have an up-to-date PPOSS that reflects the current position and aspirations for Rugby and that can provide the necessary robustness and direction to inform decisions affecting the provision of outdoor sports facilities.

The Council is driving widespread transformation of the whole Borough and due to significant health inequalities across the County, facilitating a more active Borough is at the heart of the change. There is also significant housing developments and population growth across the Borough and it is important that there is a document in place to evidence the need for current and future residents to ensure that they have access to high quality outdoor sports facilities including pitches and similar provision.

As part of planned housing growth across the Borough, there are two large development areas, known as Houlton (circa 6,200 dwellings) and South West Rugby (circa 5,000 dwellings). The PPOSS will provide guidance in relation to these and the level of playing pitch and outdoor sports provision required to service the developments, although planning permission for the Houlton development has already been received.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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The PPOSS will also be one of a suite of documents used as evidence for the Council's Local Plan review. It will provide an update on projects and actions delivered during the life of the existing plan and provide a medium-term strategy in line with the future demand and long-term planning of the Borough's plan. This will enable the document to be utilised to inform policies and allocations

The PPOSS will also meet the requirements of the National Planning Policy Framework (NPPF). One of the core planning principles of the NPPF is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs.

Section 8 of the NPPF deals specifically with the topic of healthy communities, with paragraph 98 discussing the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraph 99 discusses assessments and the protection of "existing open space, sports and recreational buildings and land, including playing fields". Paragraphs 101 and 102 also promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields and outdoor sport facilities.

### **Scope**

The scope of the PPOSS will focus geographically on all local provision, regardless of ownership and management arrangements. Sports included within the study are as follows:

- ◀ Football pitches (including 3G pitches)
- ◀ Rugby union pitches (including 3G pitches)
- ◀ Hockey pitches (sand/water based AGPs)
- ◀ Bowling greens
- ◀ Netball courts
- ◀ Cricket pitches
- ◀ Rugby league pitches
- ◀ Athletics tracks
- ◀ Tennis courts

In addition, other grass pitch sports are also included where supply and/or demand has been identified. That being said, where no activity has been identified, that is not to say that the sports are not played informally.

Sport England's PPS guidance applies to football, rugby union, cricket and hockey as well as any other grass pitch sports identified. The ANOG guidance applies to the remaining sports (as these are "non-pitch").

### **Study area**

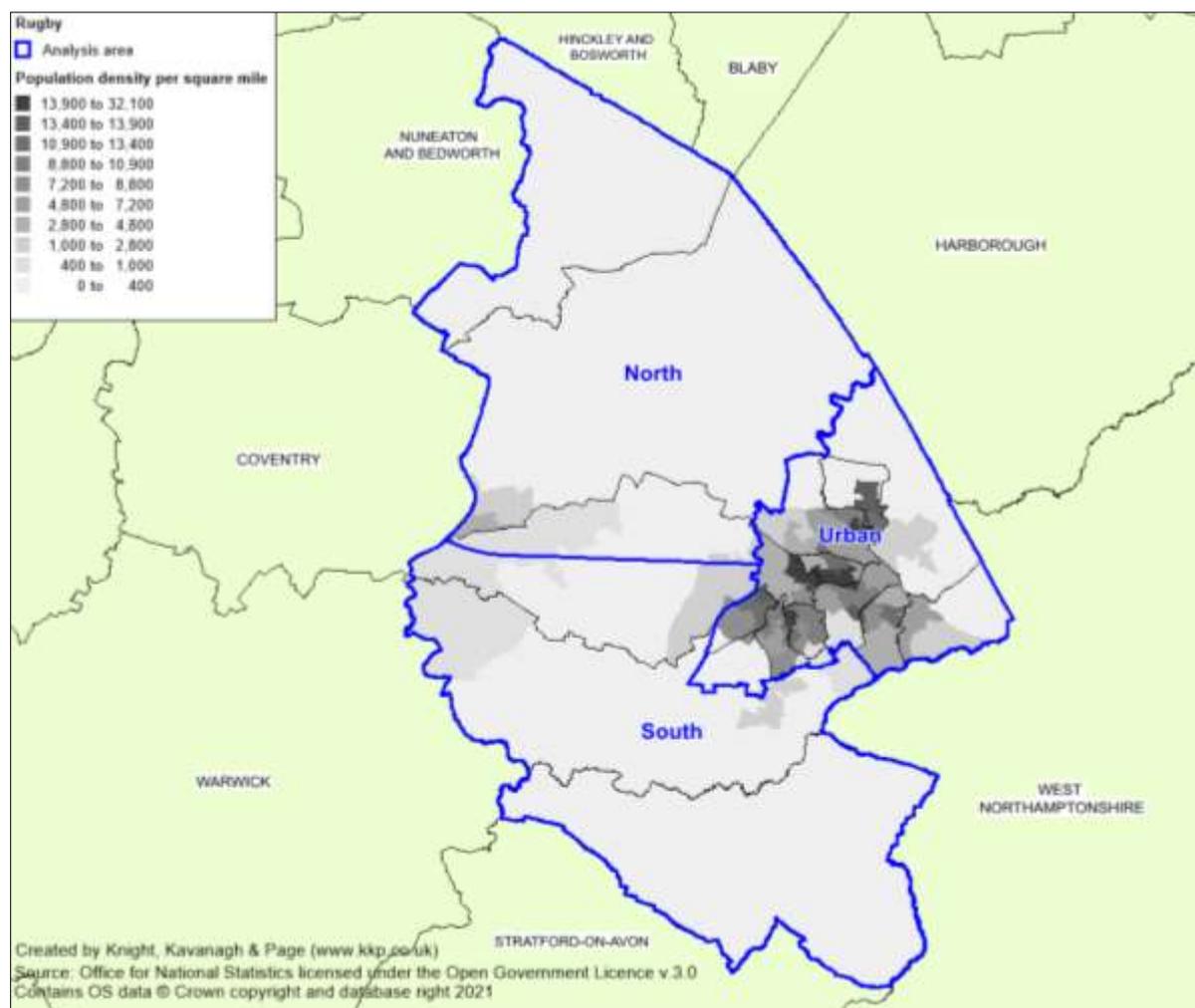
The study area is the entire local authority area, with analysis areas (or sub areas) also used to allow for a more localised analysis in addition to the analysis for Rugby as a whole. For this purpose, three sub-areas have been created, referred to as follows:

- ◀ North
- ◀ South
- ◀ Urban

The Urban Analysis Area, which incorporates the Town of Rugby, has been extended to incorporate the two large development areas of Houlton and South West Rugby as these are considered to be extensions. The boundaries for the areas, as well as the Borough as a whole, can be seen in the figure below.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Figure 1.1 Map of Rugby and its analysis areas



In addition, cross-boundary aspects are also recognised in regard to neighbouring local authorities including Coventry, Warwick, Stratford-upon-Avon, West Northamptonshire and Nuneaton & Bedworth. This includes reference to imported and exported demand into and from Rugby as well as key sites and developments that sit close to boundary lines.

## 1.2: Gather information and views on supply of and demand for provision (Stage B)

A clear picture of the supply of and demand for playing pitches and outdoor sport facilities in Rugby is required to enable an accurate assessment of quantity, quality and usage. This has been achieved through site assessments and consultation with key stakeholders.

### ***Gather supply information and views – an audit of provision***

#### *Quantity*

Where known, all outdoor sports facilities are included within the PPOSS, irrespective of ownership, management and use. Sites were initially identified using Sport England's Active Places web-based database, with the Council and NGBs supporting this process by checking and updating this initial data as well as by supplying their own affiliation data and booking information.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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For each site, the following details are recorded in the project database:

- ◀ Site name, address (including postcode) and location
- ◀ Ownership and management type
- ◀ Security of tenure
- ◀ Community availability
- ◀ Total number, type and quality of provision
- ◀ Usage levels

For playing pitch sports, Sport England's guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2021 'Town and Country Planning (Development Management Procedure) Order'.

- ◀ **Playing pitch** – a delineated area which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.
- ◀ **Playing field** – the whole of a site that encompasses at least one playing pitch.

Although the statutory definition of a playing field sets out a minimum size, the PPOSS takes account of smaller sized pitches that contribute to the supply side. For example, a site containing a mini 5v5 football pitch is included despite it potentially being smaller than 0.2ha. The study counts individual grass pitches (as a delineated area) as the basic unit of supply, with the definition of a playing pitch also including artificial grass pitches (AGPs).

As far as possible, this report aims to capture all of the playing pitches and relevant outdoor sport facilities within Rugby; however, there may be instances that have led to omissions, such as unused school sites where access was not possible (although facilities at sites not accessed are still included within the study where provision is known to exist from other sources e.g. affiliation data or club/league consultation). Where provision has not been recorded within the report, it is still considered to exist for planning purposes and will continue to do so. Furthermore, any exclusion does not mean that the provision is not required from a supply and demand point of view.

### *Accessibility*

Not all outdoor sports facilities offer the same level of access to the community. The ownership and accessibility of also influences their actual availability for community use. As such, each site included in the PPOSS is assigned a level of community use as follows:

- ◀ **Community use** - provision in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - provision that is available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ **No community use** - provision which as a matter of policy or practice is not available for hire or used by teams playing in community leagues. This should include professional club sites along with some semi-professional club sites where play is restricted to the first or second team.
- ◀ **Disused** – provision that is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as lapsed sites.

## RUGBY BOROUGH COUNCIL

# PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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In addition, there should be a good degree of certainty that provision will be available to the community for at least the following three years. If this is not the case, the provision is still included within the assessment but is noted as having unsecure tenure. A judgement is made based on the information gathered and a record of secured or unsecured community use is put against each site.

### *Quality*

The capacity of provision to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of provision affects the playing experience and people's enjoyment of a sport. In extreme circumstances, it can result in a facility being unable to cater for all or certain types of play during peak and off-peak times.

The quality of all provision identified in the audit and the ancillary facilities supporting them are assessed as part of a PPOSS, regardless of ownership, management and availability. Along with capturing any details specific to the individual facilities and sites, a quality rating is also recorded within the audit for each pitch/facility. These ratings are then used to help estimate the capacity (aligned to NGB guidance) to accommodate competitive and other play within the supply and demand assessment.

For the purposes of quality assessments, the PPOSS refers to playing facilities and ancillary facilities separately as being of 'good', 'standard' or 'poor' quality. However, some good quality sites may have poor quality elements and vice versa (e.g., a good quality pitch may be serviced by poor quality changing facilities).

Good quality refers to facilities with, for example, good grass cover, even surfaces and that are free from vandalism and litter. For ancillary facilities, it refers to access for disabled people, sufficient provision for referees, juniors/women/girls and appropriate showers, toilets and car parking. The age of the facilities can also have a significant bearing on the overall quality rating.

Standard quality refers to playing provision that have, for example, adequate grass cover, minimal signs of wear and tear and goalposts that may be secure but in need of minor repair. In terms of ancillary facilities, standard quality refers to adequately sized changing rooms, storage provision and the provision of toilets, although some level of improvement/modernisation may be required.

Poor quality refers to playing provision with, for example, inadequate grass cover, uneven surfaces and poor drainage, whilst for ancillary facilities it may relate to changing rooms, no showers, no running water and old, dated interiors. They are often unsuitable for mixed gender use.

To ensure accurate findings, site assessments for each sport are carried out during the playing season for that sport. As such, the site assessments for sports played in the winter are conducted between November and February, whilst the sports played in the summer have assessments carried out between July and August.

In addition to undertaking non-technical assessments (using the templates provided within the guidance), users and providers have also been consulted on the quality as well as the Council and relevant NGBs. In some instances, the quality rating has been adjusted to reflect this (thus establishing an "agreed quality rating").

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### ***Gather demand information and views***

#### *Current demand*

Presenting an accurate picture of current demand for playing pitches and outdoor sport facilities (i.e., recording how and when provision is used) is important when undertaking a supply and demand assessment.

Based on the above, demand for provision in Rugby tends to fall within the following categories:

- ◀ Organised competitive play
- ◀ Organised training
- ◀ Informal play
- ◀ Unofficial use

Current and future demand for provision is presented on a sport-by-sport basis within the relevant sections of this report. In addition, unmet, latent, imported and exported demand for provision is also identified within each section (unless no such demand has been identified).

Unmet demand is existing demand that is not getting access to provision. It is usually expressed, for example, when a team is in training but is unable to access a match pitch, or when a league has a waiting list due to a lack of provision, which in turn is hindering the growth of the competition.

In comparison, latent demand is defined as the number of additional teams (or members) that could be accommodated if access to a sufficient number of outdoor sports facilities (and ancillary provision) was available. Exported and imported demand refers to those that are playing outside of their local authority area of choice.

A variety of consultation methods have been used to collate demand information. Firstly, face-to-face consultation (normally via video call) has been carried out with key clubs and leagues from each sport (as identified by the Council and the relevant NGBs), thus allowing for the collection of detailed demand information and further interrogation of key issues. For all remaining clubs, telephone consultation or an online survey (converted to postal if required) has been utilised.

Key providers and other users of provision have also been contacted, including town and parish councils as well as schools and further/higher education establishments. This involves face-to-face meetings with secondary schools, colleges and universities and an online survey being sent to primary schools, special schools and independent schools.

#### *Future demand*

Alongside current demand, it is important for a PPOSS to assess whether the future demand for provision can be met. Using Office of National Statistics (ONS) population projections and proposed housing growth, as well as likely participation growth informed through consultation, an estimate can be made of the likely future demand for the relevant facilities. Assumptions can then be made as to whether existing provision can cater for such growth.

Team generation rates are used to provide an indication as to how many people it may take to generate a team (by gender and age group). This ratio can then be applied to predicted population and housing growth to help estimate the change in demand for each sport that may arise in the future.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Other information sources that were used to help identify future demand include:

- ◀ Recent trends in the participation.
- ◀ The nature of the current and likely future population and their propensity to participate.
- ◀ Feedback from clubs on plans to develop additional teams / attract additional members.
- ◀ Any local and NGB specific sports development targets e.g., women's and girls activity.

All future demand projections across the PPOSS for Rugby cover the period up until 2040.

### 1.3: Assess the supply and demand information and views (Stage C)

Supply and demand information gathered is used to assess the adequacy of playing pitch and outdoor sport provision in Rugby and to identify key issues, challenges and aspirations. This forms the basis of this report.

#### *Understanding the situation at individual sites*

Qualitative ratings are linked to a capacity rating derived from NGB guidance and tailored to suit a local area. For playing pitch sports, the quality and use of each pitch is assessed against recommended capacity to indicate how many match equivalent sessions provision could accommodate.

Potential spare capacity: Play is below the level the site could sustain.	
At capacity: Play is at a level the site can sustain.	
Overused: Play exceeds the level the site can sustain.	

As a guide, the NGBs for football, cricket, rugby union and hockey have set a standard number of matches that each pitch type should be able to accommodate without adversely affecting its quality. Given how the sports operate, this is per week for football and rugby union, per day for hockey and per season for cricket and is further detailed in the table below.

*Table 1.2: Capacity of playing pitches in match equivalent sessions*

Sport	Pitch type	Good	Standard	Poor
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Rugby league	Senior pitches	3 per week	2 per week	1 per week
	Junior pitches	3 per week	2 per week	1 per week
	Primary pitches	3 per week	2 per week	1 per week
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season	60 per season	60 per season
Hockey	One AGP	4 matches per day	4 matches per day	0 matches per day

For non-pitch sports, capacity is not linked to the number of matches taking place but rather the number of members (and other users) attracted to a site. For example, for tennis, a sports-lit hard court is said to have capacity for 60 members, whereas a non-lit has court has capacity for 40 members (this varies for grass courts).

Other sport specific capacity guidance is detailed within the relevant sections of this report.

# RUGBY BOROUGH COUNCIL

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### ***Develop the current and future picture of provision***

Once capacity is determined on a site-by-site basis, actual spare capacity is calculated on a Borough-wide and an area-by-area basis via further interrogation of peak time demand (i.e., the day/time demand is most likely to exist). This then identifies whether there is overall spare capacity or whether there is a shortfall of capacity.

Although spare capacity may be identified at some sites and in some areas, it does not necessarily mean that there is surplus provision. For example, spare capacity may not be available when it is needed (actual spare capacity), or a site may be retained in a 'strategic reserve' to enable rotation and to reduce wear and tear. There may also be a need to discount some capacity, for example at poor quality sites that should not be used until they are improved or at unsecure sites where long-term access cannot be guaranteed.

Conversely, where a shortfall of capacity is identified, this does not necessarily mean there is a need for increased provision via new facilities. Instead, it may be possible for deficits to be overcome through better utilising the existing stock, such as through quality improvements or through improving community access.

Once current capacity has been determined, future capacity can then also be calculated via incorporating the future demand that has been identified as well as any unmet, latent and exported demand.

### ***Identify the key findings and issues***

The Assessment Report, which is this document, is drafted and presented on a sport-by-sport basis, with data analysis undertaken on both a Council-wide and sub-area basis. This focuses on reporting research findings, consultation, site audit information and data analysis supported by detailed GIS mapping. It is agreed and 'signed off' prior to moving on to the strategy and action plan development stages.

Each included section (from Part 2 onwards) summarises the local administration of the included playing pitch and outdoor sports facilities. Each provides a summary of the supply of and demand for provision, with key issues identified and an overall supply and demand analysis undertaken.

### **1.4: Develop the strategy (Stage D)**

The Strategy follows the production of this Assessment Report, once it has been finalised and signed off by the Steering Group. It will feature:

- ◀ **Headline findings**
- ◀ **An overall vision and associated aims for the PPOSS**
- ◀ **Sport-by-sport recommendations and scenarios**
- ◀ **Strategic recommendations**
- ◀ **A site-by-site and area-by-area Action Plan**
- ◀ **Housing growth scenarios**

Additionally, it will provide detail as to how to deliver the PPOSS and keep it robust and up to date (Stage E).

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### PART 2: FOOTBALL

#### 2.1: Introduction

Birmingham FA is the primary organisation overseeing the development (and some elements of administration) of football in Rugby. It is responsible for growing participation, promoting diversity and regulating the sport for everyone to enjoy.

Facility development for football is largely the responsibility of the Football Foundation, which is a charity, linked to the Premier League, the FA and the Government, that helps communities improve their local football facilities through grant funding. It is committed to improving the experience of playing football for everyone involved in the game.

This section of the report focuses on the supply and demand for grass football pitches, where formal demand is generally defined through five formats of play and five pitch types, linked to the age of teams and players. Please refer to the table below for more detail relating to this.

Table 2.1: Football grass pitch formats

Format/pitch type	Age range	Recommended pitch size (metres)
Adult	U17s+	100 x 64
Youth 11v11	U15s-U16s	91 x 55
	U13s-U14s	82 x 50
Youth 9v9	U11s-U12s	73 x 46
Mini 7v7	U9s-U10s	55 x 37
Mini 5v5	U7s-U8s	37 x 27

Part 3 captures supply and demand for third generation pitches (3G pitches), which is the preferred artificial surface type for football. There is a growing demand for the use of 3G pitches for competitive football fixtures, in addition to training needs, especially to accommodate mini and youth football.

#### Local Football Facility Plans (LFFPs)

To support in delivery of both the current and superseding FA National Games Strategy, the FA commissioned a nationwide consultancy project which has now been completed. As part of this, a LFFP has been produced for every local authority across England, with each plan being unique to its area as well as being diverse in its representation.

The LFFP is strategically aligned to the National Football Facilities Strategy (NFFS); a 10-year plan to change the landscape of football facilities in England. The NFFS represents a major funding commitment from the national funding partners (the FA, Premier League and Department for Culture, Media and Sport (DCMS)) and is delivered through the Football Foundation to inform and direct an estimated one billion pounds of investment into football facilities over the next ten years.

Each LFFP builds upon PPOSS findings (where present and current) regarding the formal and affiliated game as well as including strategic priorities for investment across small-sided football (including recreational and indoor activity). The LFFP also incorporates consultation with groups outside of formal football, as well as under-represented communities. This includes those which may be key partners with regards to using football for behavioural change, plus groups which may be key drivers of FA priorities around participation in the likes of women and girls' football, disability football and futsal.

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The LFFP is a 'live' document that should be updated following the completion of a PPOSS as an up-to-date supply and demand assessment may present findings and recommendations that need to be incorporated for investment purposes. LFFPs identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all national football investment will be identified via LFFPs.

Notwithstanding the above, it is important to recognise that the LFFP is an investment portfolio of priority projects for potential investment; it is not a detailed supply and demand analysis of all pitch provision in a local area. Consequently, it cannot be used in place of a PPOSS and is not an accepted evidence base for site change of use or disposal. A LFFP does, however, build on available/existing local evidence and strategic plans.

The LFFP for Rugby was produced in December 2018 and identifies priority projects for investment. This should be refreshed following the PPOSS based on its findings and recommendations.

### Consultation

A total of 39 football clubs play in Rugby, with 21 responding to consultation requests. This equates to a club response rate of 54% and a team response rate of 84%. Most clubs that have not responded are small clubs fielding just one or two teams.

### 2.2: Supply

The audit identifies a total of 122 football pitches across 38 sites in Rugby. Of these, 83 pitches are available at some level for community use (although not necessarily used) across 27 sites. The majority of unavailable pitches are located at education sites.

Table 2.2: Summary of pitches available for community use

Analysis area	Pitch type					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
North	2	4	2	4	1	13
South	4	5	2	3	-	14
Urban	3	18	9	14	12	56
<b>Rugby</b>	<b>9</b>	<b>27</b>	<b>13</b>	<b>21</b>	<b>13</b>	<b>83</b>

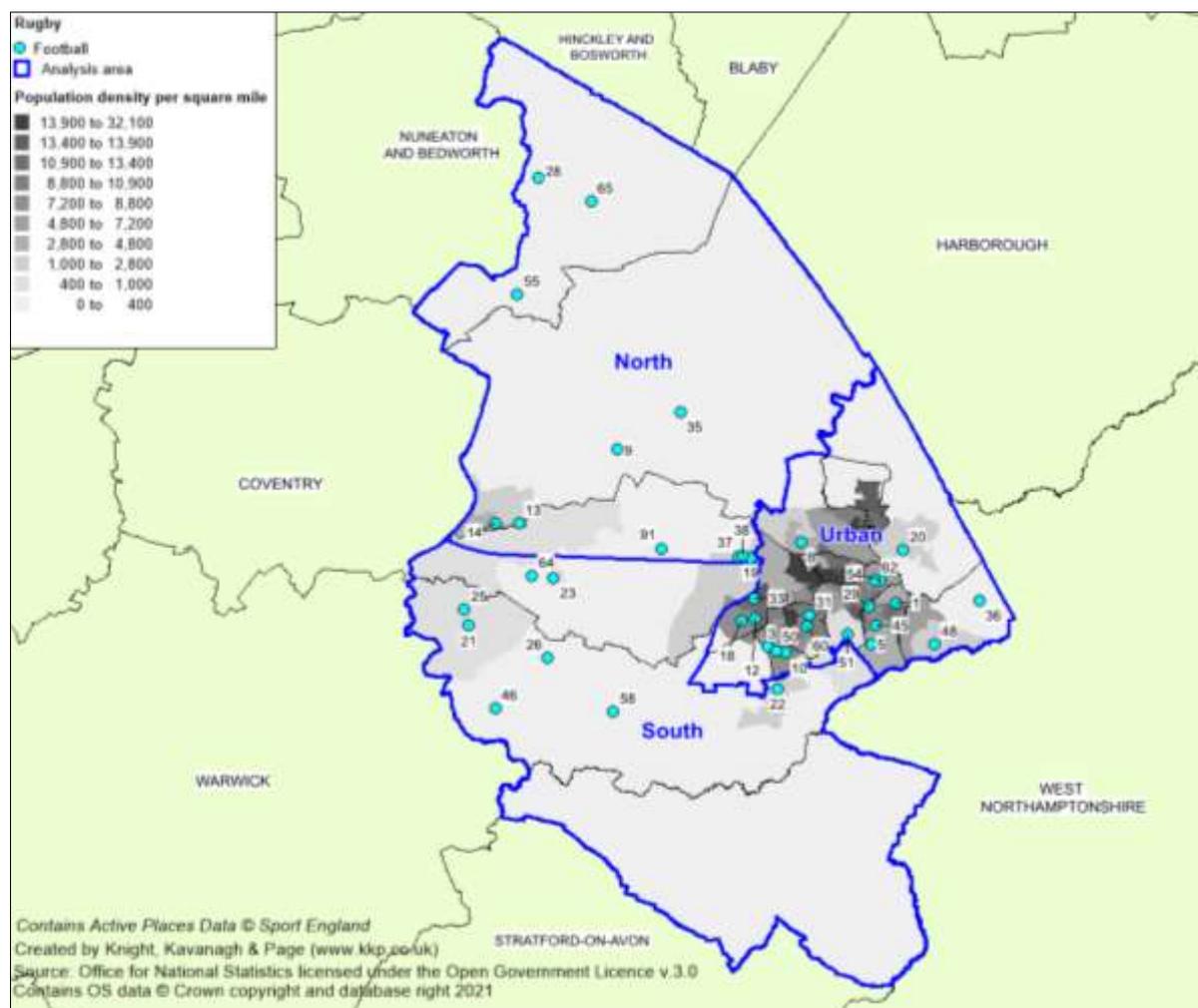
The Urban Analysis Area contains a significantly higher number of pitches than the other two analysis areas, with 56 pitches in total. The North and South analysis areas provide 13 and 14 pitches, respectively.

There is a relatively even split across each pitch type, although the largest number of pitches are identified as youth 11v11 (27 pitches). Adult pitches are the least represented (nine pitches).

Figure 2.1 below identifies all grass football pitches currently servicing Rugby, regardless of community use.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Figure 2.1: Location of football pitches in Rugby



## Disused provision

Overall, there are 11 disused football pitches identified across five sites in Rugby. In concentration, this breaks down as four disused youth 11v11 pitches, three youth 9v9 pitches, one mini 7v7 pitch and three mini 5v5 pitches.

Exact details surrounding each site are referenced in the table below.

Table 2.3: Disused sites within Rugby for football

Site ID	Site	Postcode	Comments
2	Addison Road	CV22 7DA	Site previously accommodated one youth 11v11 pitch, last provided <i>circa</i> 2021. Pitches are no longer marked out and grass is overgrown.
7	Avon Mill Recreation Ground	CV21 1DY	Site previously accommodated one youth 11v11 pitch, last provided <i>circa</i> 2021. Pitches are no longer marked out and grass is overgrown.
27	Frobisher Recreation Ground	CV22 7HY	Site previously accommodated one youth 9v9 pitch, last provided <i>circa</i> 2019. Pitch is no longer marked out.

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Site ID	Site	Postcode	Comments
34	Hillmorton Recreation Ground	CV21 4EN	Site previously accommodated one youth 11v11 pitch, one youth 9v9 pitch, one mini 7v7 pitch and three mini 5v5 pitches. Last provided <i>circa</i> 2019 but no longer marked out.
92	Freemantle Recreation Ground	CV22 7ST	Site previously accommodated one youth 9v9 pitch, last provided <i>circa</i> 2021. Pitch is no longer marked out.
-	GEC St Modwens	CV21 2EZ	Site previously accommodated one youth 11v11 pitch, last provided <i>circa</i> 2002. Pitches are no longer marked out and grass is overgrown.

### **Future provision**

Planning permission has been approved for a development in Clifton Upon Dunsmore, situated in the Urban Analysis Area. This includes the proposed creation of three football pitches; consisting of one adult, one youth 11v11 and one youth 9v9 pitch.

### **Security of tenure**

Tenure of sites in Rugby is generally secure. A site is thought to reflect a secure tenure if it has a long-term lease or a guarantee that the pitch will continue to be provided over the next three years. In order to attract external funding, clubs and sites generally need long-term security of tenure. As an example, this is a requirement for Football Foundation investment.

Most local authority sites in Rugby ensure long-term security of tenure as part of the Council's ongoing commitment to providing a leisure offer and are therefore considered to provide security of tenure. In total, 13 responding clubs indicate that they rent use of council-owned pitches, predominately on a seasonal basis.

In addition, three responding clubs own freehold of their home ground, with all three forming part of the wider club that operates Rugby Town Football Club. The individual clubs are Rugby Town FC, Rugby Town Girls FC and Rugby Town Women FC.

Furthermore, three of the responding clubs operate at their home ground via a lease agreement secured via the Council. These form part of a trust at Rugby Borough Sports Trust (Rugby Borough FC, Rugby Borough Royals FC and Rugby Borough Women & Girls FC).

In contrast, tenure is insecure at most other venues, most notably at education sites where long-term access is not guaranteed. This is the case across education sites in Rugby, even where community use is high, such as at Bilton School, Binley Woods Primary School, Cawston Grange Primary School, Harris Church of England Academy, Princethorpe College and Wolvey Church of England Primary School. Schools that are not governed by the Council (e.g., academies) are able to make their own decisions regarding community use, which is a particular issue given the large number of pitches provided by each. Users of such sites should therefore be encouraged, where possible, to enter into community use agreements that guarantee access beyond the current season.

### **Pitch quality**

The quality of football pitches across Rugby has been assessed via a combination of site visits (using non-technical assessments as determined by the FA), PitchPower reports (see below), and user consultation to reach and apply an agreed rating on a scale of good, standard and poor. For the full site assessment criteria, please refer to Appendix 2.

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Pitch quality primarily influences the carrying capacity of a site; often pitches lack the drainage and maintenance necessary to sustain use. Pitches that receive little to no ongoing repair or post-season remedial work are likely to be assessed as poor, therefore limiting the number of games they can accommodate each week without it having a detrimental effect on quality. Conversely, well maintained pitches are likely to be of a higher standard and capable of taking a number of matches without a significant reduction in surface quality.

The table below summarises the quality of community available pitches in Rugby. As seen, most pitches are assessed as standard quality, with 35 being rated as such. Of the remaining pitches, 31 community available pitches assessed as good quality and 17 are assessed as poor.

*Table 2.4: Pitch quality assessments (community use pitches)*

Pitch type	Good	Standard	Poor
Adult	1	6	2
Youth 11v11	10	10	7
Youth 9v9	5	5	3
Mini 7v7	9	7	5
Mini 5v5	6	7	-
<b>Total</b>	<b>31</b>	<b>35</b>	<b>17</b>

A significant difference in the quality of pitches is identified between the quality scores above and the 2015 PPS; overall, the 2015 study assessed one pitch as poor quality, one pitch as good quality and the remaining 69 pitches as standard quality. Therefore, in comparison, the current PPS findings report an increase of 30 good quality pitches, an increase of 16 poor quality pitches and a reduction of 34 standard quality pitches.

The good quality pitches (community available) are located at:

- ◀ Alwyn Road Recreation Ground
- ◀ Ashlawn Road Recreation Ground
- ◀ GEC Recreation Ground
- ◀ Houlton School
- ◀ Rugby Borough Sports Trust
- ◀ Whinfield Recreation Ground
- ◀ Wolston Leisure & Community Centre

Rugby Borough FC is the only club in Rugby which reports an improvement in the quality of its pitches across recent years, attributing this improvement to its recent Pitch Improvement Grant. All of the pitches at Rugby Borough Sports Trust are now also treated with sand soil due to its previous experiences of flooding.

Coventry City FC (Sky Blue Lodge), Rugby High School for Girls, Rugby School (Springhill Pitches) also offer good quality pitches; however, none are available for community use.

Conversely, poor quality pitches (community available) are located at:

- ◀ Barr Lane Playing Field
- ◀ Cawston Grange Primary School
- ◀ Clifton Upon Dunsmore Playing Field
- ◀ Fetherston Crescent Recreation Ground
- ◀ Harris Church of England School
- ◀ Binley Woods Primary School
- ◀ Church Lawford Football Pitch
- ◀ Dyers Lane Playing Field
- ◀ Fosse Way Park
- ◀ Wolvey Church of England Primary School

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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Additionally, Abbots Farm Junior School, Bilton Church of England Junior School, Henry Hinde Junior School, Long Lawford Primary School and Paddox Primary School off poor quality pitches, although none of which are available for community use.

Although some Council-owned pitches are assessed as poor quality, most are assessed as standard quality when considering the maintenance regime undertaken. As such, the main reasons for pitches being assessed as poor quality relates more so to waterlogging issues and/or unofficial use exacerbating problems due to the open access nature of many sites.

Five clubs report a deterioration in pitch quality over recent years, all of which play at Council operated sites. As an example, Brinklow FC reports that the grass cutting is very irregular at Barr Lane Playing Field and on numerous occasions has not been up to standard when needed.

Lawford United FC also attributes maintenance issues at Cherwell Way to a slight deterioration in pitch quality, despite receiving a good quality assessment.

Hilmorton Juniors, Lawford United FC and Rugby Town football clubs all report that their sites have suffered from vandalism recently, including, Whinfield Recreation Ground, Cherwell Way and Rugby Town Football Club.

### *Pitch improvement*

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

The web app is open to access by all providers, including clubs, schools and local authorities. Following a PitchPower report, organisations can work towards the recommended dedicated maintenance regime identified to improve the quality of their pitches. Applicants are required to submit a PitchPower assessment for each of their pitches as a condition of a grant funding application for Football Foundation grass pitch investment, such as the Grass Pitch Maintenance Fund (detailed later in this section).

PitchPower is less restricted by the seasonal window of in-season play than the non-technical assessments, instead being able to be undertaken within a 10-month period, with assessments completed and submitted within one of three windows: September - October, November – March or April – June.

As well as the completion of other supporting information such as detail of volunteer training and what maintenance equipment is available, the assessment requires the taking of images and a single soil sample at each assessment site. There are three assessment sites for adult and youth pitches at each goal area and the centre circle, whilst for mini pitches there are two sites at the centre circle and one goal area.

The PitchPower assessments use a new five step Performance Quality Standard (PQS) rating system developed by the GMA, with the Football Foundation and Sport England agreeing alignment with the capacity guidance within the existing PPS guidance. This alignment is shown in the table below.

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Table 2.5: Agreed equivalent PPOSS quality rating for PQS ratings.

PQS Rating	PPPOS Quality Rating
Poor	Poor
Basic	Standard
Good	Good
Advanced	
High	

In Rugby, the following sites have received PitchPower reports:

- ◀ Alwyn Road Recreation Ground
- ◀ GEC Recreation Ground
- ◀ Rugby Town Football Club
- ◀ Ashlawn Road Recreation Ground
- ◀ Rugby Borough Sports Trust
- ◀ Whinfield Recreation Ground

These have been accounted for within the PPOSS quality ratings and all the findings align with the exception of Alwyn Road Recreation Ground. Further interrogation is required at this site to determine discrepancy.

In addition to PitchPower, the FA has a general pitch improvement strategy, in partnership with the GMA. As part of this, it has a grass pitch maintenance service that can be utilised by clubs with the aim of improving knowledge, skills and therefore the quality of pitches. The key principles behind the service are to provide clubs with advice and practical solutions in a range of areas, with the simple aim of improving playing surfaces. This is designed to help clubs on sites that they themselves manage and maintain but can also be used to advise local authority-maintained sites.

The Football Foundation and the FA have also recently developed a new Grass Pitch Maintenance Fund that allows clubs and sports organisations to apply for funding for maintenance assistance, consumables and/or equipment. Whilst local authorities are currently ineligible applicants through this fund, clubs, leagues and/or charitable organisations using local authority sites can apply provided they have security of tenure.

Funding is awarded over a ten-year period for up to 66% of the total cost required to bring the pitches up to an appropriate standard, following a site assessment. The level of funding then decreases year on year, with the expectation that the Club is able to take on the works independently by the end of the term. This fund was initially available until the end of March 2020, although it has since been extended indefinitely due to ongoing circumstances surrounding Covid-19.

### **Over marked pitches**

Over marking of pitches can cause notable damage to the surface quality and lead to overuse beyond recommended capacity. In some cases, mini pitches may be marked onto senior pitches or mini matches may be played widthways across adult or youth pitches. This can lead to targeted areas of surface damage due to a large amount of play focused on high traffic areas, particularly the middle third of the pitch.

Over marking of pitches not only influences available capacity, but it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time. There is also one football pitch in Rugby which is marked onto a cricket outfield, which can create availability issues at multi-sport sites as the cricket season begins in April when the football season is still ongoing, and the football season begins in September as cricket fixtures are still being played.

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The table below highlights all sites containing over marked pitches.

Table 2.6: Sites containing over marked pitches

Site ID	Site	Comments
22	Dunchurch and Bilton Cricket Club	One adult pitch is overmarked on a cricket outfield.
37	King George's Field (Long Lawford)	One youth 9v9 pitch is overmarked by one adult pitch.
48	Rugby Borough Sports Trust	Six mini 5v5 pitches are overmarked by six mini 7v7 pitches.
64	Wolston Leisure & Community Centre	One youth 9v9 pitch is overmarked by one youth 11v11 pitch.

Despite the over markings, none of the sites included in the table above have pitches assessed as poor quality, suggesting that the over marked pitches are being maintained relatively well. However, capacity issues are evident at some of the sites, partly as a consequence of the additional usage.

### Ancillary facilities

As with pitch quality, the quality of ancillary facilities servicing football sites across Rugby has been assessed on the basis of identifying good, standard and poor quality provision. To that end, ancillary facility ratings are primarily influenced by the type and quality of amenities which are available on a site, such as a clubhouse, changing rooms, car parking and boundary fencing.

Overall, 16 pitches in Rugby are not serviced by a clubhouse or changing facilities across the following seven sites:

- ◀ Barr Lane Playing Field
- ◀ Church Lawford Football Pitch
- ◀ Twickenham Playing Fields
- ◀ Cherwell Way
- ◀ Dyers Lane Playing Field
- ◀ Whinfield Recreation Ground

A lack of changing facilities can cause issues, particularly for adult football and women's and girls' football, where adequate provision can be a league requirement. This means that the abovementioned sites may be unusable for some clubs and teams.

The following sites are considered to have poor quality clubhouse facilities:

- ◀ Alwyn Road Recreation Ground
- ◀ Fetherston Crescent Recreation Ground
- ◀ Fosse Way Park
- ◀ Shilton Playing Field
- ◀ The Field (Bourton)

The ancillary facilities provided at the aforementioned sites are all outdated and, in some cases, unfit for purpose, most notably at Fosse Way Park and Shilton Playing Field.

Standard quality provision is identified at three sites, with these being Binley Woods Recreation Ground, Clifton Upon Dunsmore Playing Field and Whinfield Recreation Ground, whereas the following sites are considered to offer good quality facilities:

- ◀ Ashlawn Road Recreation Ground
- ◀ Dunchurch & Bilton Cricket Club
- ◀ King George's Field (Long Lawford)
- ◀ Coventry City FC (Sky Blue Lodge)
- ◀ GEC Recreation Ground
- ◀ Rugby Borough Sports Trust

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◀ Rugby Town Football Club

◀ Wolston Leisure & Community Centre

In addition to site assessments, of the clubs that responded to consultation requests, 43% report they have access to good quality clubhouse and/or changing provision at their respective home venues, whilst standard quality facilities are accessed by 14% of clubs and 29% access poor quality facilities. The remaining 4% report that they are without such ancillary provision.

Away from clubhouse provision, Fosse Way Park and King George's Playing Field (Long Lawford) are both reported to have inadequate car parking facilities during peak times when several matches are scheduled at the same time. Furthermore, Binley Woods Recreation Ground, Clifton-upon-Dunsmore Playing Field, Fetherston Crescent Recreation Ground and The Field (Bourton) all offer no dedicated car parking facilities.

### ***Football pyramid demand***

The football pyramid is a series of interconnected leagues for adult men's football clubs in England. It begins below the football league (the National League) and comprises of six steps, with various leagues at each level and more leagues lower down the pyramid than at the top. These are then supported by regional feeder leagues, which were previously at Step 7 of the pyramid but are now not included.

The system has a hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top. Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements.

Clubs cannot progress into the league above if the ground requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with 'A' being the requirement for Step 1 clubs and H being the requirement for Step 6 clubs.

The general principle for clubs in the football pyramid is that they have to achieve the appropriate grade by March 31<sup>st</sup> of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 6 (as they must meet requirements immediately).

In Rugby, Rugby Town FC operate within the football pyramid at Step 5 level, playing in the United Counties League Premier Division South.

### ***Women's National League System***

Correspondingly there is a Women's National League System similar to the adult men's which provide structure to the women's game. This ranges from Tier 1 to Tier 6 with each Tier requiring differing ground grading requirements.

Although women's clubs still require to meet ground requirements set out by the FA these differ from the men's National League System. Ratings range from grade A to C each with differing minimum requirements. Tier 1 and 2 in the Women's National League System is akin to Tier 3 and 4 of the men's National League System, although not exactly the same. The system is also hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

In Rugby, Coventry City Girls FC, Rugby Borough Women FC and Rugby Town Women FC operate in the Women's National League System at Tier 6 level. Below is a summary of the clubs competing in the Women's National League system.

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Table 2.7: Summary of teams playing within the Women's National League System

Team	League	Level
Coventry City Girls FC	West Midlands Regional Women's Football League – Division One North	Tier 6
Rugby Borough Women FC	West Midlands Regional Women's Football League – Division One South	Tier 6
Rugby Town Women FC	West Midlands Regional Women's Football League – Division One South	Tier 6

### 2.3: Demand

Through the audit and assessment, a total of 230 teams across 39 clubs are identified as playing regular, competitive matches on football pitches within Rugby. This consists of 42 senior men's, six senior women's, 78 youth boys', 21 youth girls' and 83 mini soccer teams (including any designated girls only mini teams).

Table 2.8: Summary of competitive teams currently playing in Rugby

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
North	7	7	7	5	6	32
South	7	5	6	7	3	28
Urban	34	45	29	33	29	170
<b>Total</b>	<b>48</b>	<b>57</b>	<b>40</b>	<b>45</b>	<b>38</b>	<b>230</b>

The Urban Analysis Area has the highest number of teams with 170, whilst the South Analysis Area has the fewest with 28 teams. There are more youth 11v11 teams (57) when compared to other formats of play, with mini 5v5 teams (38) being the least represented. This is reflective of the supply of pitches identified previously.

#### Participation trends

Participation in Rugby has seemingly increased over recent years, with more clubs reporting a growth in demand compared to those reporting a decrease. In total, 64% of clubs report an increase in the number of adult teams, whilst 50% report an increase in youth teams and 57% report an increase in mini teams. In contrast, only 14% of clubs report adult and youth decreases, whereas none report a reduction in mini demand.

#### Women's and girls' demand

The FA's current four-year strategy, 'Time for Change' has a focus on providing all girls with equal access to football by 2024. This focus will be a key objective of any facility investment to ensure that facilities are suitable for female access, particularly in relation to toilets and appropriate changing facilities.

In addition, Wildcat centres work with County FA qualified coaches to deliver local weekly sessions, providing opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment and Squad sessions for 12 – 16 year olds follow the same format. All organisations delivering Wildcat centres or Squad sessions receive a £900 grant over 2 years and equipment in their first year of running the programme to help develop and increase girl's participation.

As indicated above, there are currently 26 dedicated female teams playing within Rugby, representing almost 9% of the total number of teams, which is comparatively a high number.

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There are currently two Wildcats centre in the Boroughs, one hosted by Rugby Town Girls FC and the Rugby Borough. Rugby Town Girls FC also deliver a Squad session.

### ***Imported/exported demand***

Coventry City Girls FC import a total of ten teams from Coventry to Wolston Leisure Community Centre in Rugby, consisting of one adult, four youth 11v11, three youth 9v9 and two mini 7v7 teams.

No other exported or imported demand is identified.

### ***Latent demand***

Of responding clubs, 33% indicate that they could field more teams if they had access to more pitches, which represents high levels of latent demand and suggest existing capacity issues. An example of this is Coventry City Girls FC, which reports that it is currently restricted to a select number of teams playing at its home ground, Wolston Leisure & Community Centre. This is because the trust in charge of managing the site reportedly allocates the number of pitches allowed to be used at one time, in order to protect the quality of grass pitches at the site.

The full list of responsive clubs which identify latent demand are:

- ◀ Coventry City Girls FC
- ◀ Lawford United FC
- ◀ Rugby Borough Royals FC
- ◀ Rugby Town FC
- ◀ Hilmorton Juniors FC
- ◀ Rugby Borough FC
- ◀ Rugby Borough Women & Girls FC

Given the high level of future demand noted below, it is considered that this latent demand will also be absorbed by participation increases and population growth. As such, the quantifiable figures should be merged rather than being considered separately.

### ***Future demand***

Future demand can be defined via several ways, including through participation increases and by using population forecasts. In addition, the proceeding Strategy & Action Plan document will contain housing growth scenarios that will estimate the additional demand for football arising from housing developments within Rugby.

### ***Future population growth***

Based on population projections to 2040 (the period to which this assessment projects population based future demand), Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass football pitches that will arise from any growth. This is through using the current and future populations in each of the relevant age groups together with the current team numbers. Team generation rates have then been established to understand how much growth is required to establish one new team.

For reference, total current population in Rugby of 110,650 is projected to increase to 124,302 by 2040. The table below shows the number of new teams that will generated by the new population and the requisite match equivalent sessions this will create.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 2.9: Projected future demand from population growth

Age group	Team generation rate	Number of new teams generated by the new population	Number of new teams generated by the new population - rounded figure	Match equivalent session <sup>1</sup>
Adult Mens (18-45)	1:477	5.16	5	2.5
Adult Womens (18-45)	1:3264	0.74	1	0.5
Youth Boys (12-17)	1:64	5.90	6	3
Youth Girls (12-17)	1:269	1.35	1	0.5
Youth Boys (10-11)	1:53	3.68	4	2
Youth Girls (10-11)	1:150	1.23	1	0.5
Mini Mixed (8-9)	1:62	5.78	6	3
Mini Mixed (6-7)	1:80	4.42	4	2

As seen, it is anticipated that there will be a growth of six adult, seven youth 11v11, five youth 9v9, six mini 7v7 and four mini 5v5 teams. This represents relatively substantial growth.

At a localised level, the largest degree of future demand generated is identified in the Urban Analysis Area with nine match equivalent sessions (18 teams), whilst the remaining two analysis areas both yield 2.5 match equivalent sessions respectively (five teams each).

Table 2.10: Summary of future demand generated via population growth

Analysis area	Future demand (match equivalent sessions)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
North	0.5	0.5	0.5	0.5	0.5	2.5
South	0.5	1	-	0.5	0.5	2.5
Urban	2	2	2	2	1	9
<b>Rugby</b>	<b>2.5</b>	<b>3.5</b>	<b>2.5</b>	<b>3</b>	<b>2</b>	<b>14</b>

### Participation increases

From respondents, five clubs report aspirations to increase the number of teams that they provide and quantify this potential growth. This equates to a predicted growth of 48 teams.

Table 2.11: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch type	Match equivalent sessions <sup>2</sup>
Brinklow Juniors	North	2 x Mini	Mini 5v5	1
		1 x Youth	Youth 9v9	0.5
		4 x Youth	Youth 11v11	2
Brinklow Sunday	North	1 x Adult	Adult	0.5
Hillmorton FC	Urban	5 x Mini	Mini 5v5	2.5
		5 x Youth	Youth 9v9	2.5
		5 x Youth	Youth 11v11	2.5
		2 x Adult	Adult	1

<sup>1</sup> Two teams require one pitch to account for playing on a home and away basis; therefore, one team accounts to 0.5 match equivalent sessions on their relevant pitch type.

<sup>2</sup> Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

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Club	Analysis area	Future demand	Pitch type	Match equivalent sessions <sup>2</sup>
Lawford United	North	1 x Youth	Youth 9v9	0.5
		4 x Youth	Youth 11v11	2
Rugby Borough FC	Urban	8 x Mini	Mini 5v5	4
		4 x Youth	Youth 9v9	2
		5 x Youth	Youth 11v11	2.5
		1 x Adult	Adult	0.5
<b>Total</b>				<b>24</b>

The total future demand expressed by clubs amounts to 24 match equivalent sessions per week. Most of this is identified in the Urban Analysis Area (17.5 match equivalent sessions), whilst no match equivalent sessions are identified in the South Analysis Area. This is shown further in the following table.

Table 2.12: Summary of future demand expressed by clubs

Analysis area	Future demand (match equivalent sessions)					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
North	0.5	4	1	-	1	<b>6.5</b>
South	-	-	-	-	-	<b>0</b>
Urban	1.5	5	4.5	-	6.5	<b>17.5</b>
<b>Rugby</b>	<b>2</b>	<b>9</b>	<b>5.5</b>	<b>0</b>	<b>7.5</b>	<b>24</b>

Most future demand is expressed for youth 11v11 pitches (nine match equivalent sessions), whilst none is expressed for mini 7v7 pitches. However, as mini 5v5 demand grows, this will likely create mini 7v7 growth as the new teams age.

It should be noted that participation increases have been discounted from the supply and demand analysis section of this report as it is seen as principally aspirational. Instead, population growth figures have been adopted to ascertain the future supply and demand analysis of football provision in Rugby.

The Strategy Report that proceeds this document will contain a scenario that will consider the impact on the existing pitch stock if such aspirational participation increases are realised, in addition to a Housing Growth Scenario that will estimate the additional demand for football arising from housing development.

## 2.4: Capacity analysis

The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off-peak times.

As a guide, the FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its current quality.

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Taking into consideration the guidelines on capacity, the following ratings were used in Rugby:

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

Table 2.15 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

<b>Potential capacity</b>	Play is below the level the site could sustain
<b>At capacity</b>	Play matches the level the site can sustain
<b>Overused</b>	Play exceeds the level the site can sustain

### ***Match equivalent sessions***

Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected. As the main usage of pitches is likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions and informal use.

One team accessing one pitch is considered to use the pitch for 0.5 match equivalent sessions per week. This is based on them playing home and away fixtures on an alternate basis (therefore only requiring access to their home pitch every two weeks).

### ***Education sites***

To account for curricular/extra-curricular use of education pitches, the current usage of such sites needs to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out, the number of pitches on site and whether there is access to an on-site AGP (as this can result in less grass pitch use).

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking. As such, where not overplayed as a result of community use, many school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extra-curricular activity.

For school sites which are available for community use, current play has been increased on a site-by-site basis following consultation with the providers. Generally, usage is increased by one match equivalent session per pitch; however, in some cases, further use is added when it is known that a particular provider uses a particular pitch heavily.

### ***Informal use***

A number of football pitches in the Borough, such as Binley Woods Recreation Ground and Cherwell Way, are on open access sites. As such, these pitches are subject to informal use in the form of, for example, dog walkers, unorganised games of football and exercise groups. It must be noted, however, that informal use of these sites is not recorded and it is therefore difficult to quantify on a site-by-site basis. Instead, it is recommended that open access sites be protected through an improved maintenance regime and reduced capacity.

# RUGBY BOROUGH COUNCIL

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### Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time, which can differ for each pitch type depending on when leagues operate for each format of play. In Rugby, peak time is considered to be Sunday AM for adult and youth pitches, whereas it is Saturday AM for mini pitches. As such, peak time varies by playing format, as shown in the table below.

Table 2.13: Summary of peak time for playing formats

Playing format	Peak time
Adult	Sunday AM
Youth 11v11	Sunday AM
Youth 9v9	Sunday AM
Mini 7v7	Saturday AM
Mini 5v5	Saturday AM

On occasion, spare capacity in the peak period is identified despite the pitch being played to capacity or overplayed, or more spare capacity is identified in the peak period than the overall spare capacity that exists. This is because most or all of the use on those particular pitches occurs outside of the peak period. Where this is the case, given that peak time usage should not be utilised over and above overall capacity, adjustments have been made.

A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of play. Any pitch not meeting this criterion is therefore not considered to have additional capacity, although it may have capacity outside of peak time.

There may also be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as actual spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn will aid the improvement of pitch quality. Furthermore, any pitches with unsecure tenure are not considered to have actual spare capacity as no further play should be encouraged on such sites given that future access cannot be guaranteed.

The table below identifies the way actual spare capacity is represented in Table 2.15.

Table 2.14: Spare capacity examples

Spare capacity in peak period (examples)	Explanation of spare capacity
1	If the cell is highlighted in green with a number, it means that the pitches have actual spare capacity at peak time.
-	If the cell has a dash in it, this means that the pitch is unavailable in the peak period. If it was to be made available, actual spare capacity could exist.
0	If the cell has a 0 in it, this means that the pitch is played to capacity, either overall or during the peak period.
1	If the cell has a number in it but is not highlighted, it means the pitch has spare capacity in the peak period; however, this is discounted. This is most commonly due to unsecure tenure and/or poor pitch quality.

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Table 2.15: Football pitch capacity analyse

Site ID	Site name	Postcode	Analysis area	Management	Type of tenure	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
1	Abbots Farm Junior School	CV21 4AP	Urban	School	Unsecure	Mini	(7v7)	No	Poor	2	2	4	2	2	Unavailable for community use.
3	Alwyn Road Recreation Ground	CV22 7QU	Urban	Council	Secure	Youth	(11v11)	Yes	Good	2	1.5	8	6.5	2	Actual spare capacity.
						Youth	(9v9)	Yes	Good	1	0	4	4	1	Actual spare capacity.
5	Ashlawn Road Recreation Ground	CV22 5EP	Urban	Council	Secure	Adult		Yes	Poor	1	1	1	0	0	Played to capacity.
						Youth	(11v11)	Yes	Good	1	0	4	4	1	Actual spare capacity.
8	Avon Valley School	CV21 1EH	Urban	School	Unsecure	Youth	(11v11)	No	Standard	3	3	6	3	3	Unavailable for community use.
						Youth	(9v9)	No	Standard	1	1	2	1	1	Unavailable for community use.
						Mini	(7v7)	No	Standard	1	1	4	3	1	Unavailable for community use.
9	Barr Lane Playing Field	CV23 0LU	North	Brinklow Parish Council	Secure	Mini	(7v7)	Yes	Poor	1	1	2	1	1	Discounted due to poor quality.
						Youth	(11v11)	Yes	Poor	1	2.5	1	1.5	-	Overplayed.
10	Bilton C of E Junior School	CV22 6LB	Urban	School	Unsecure	Mini	(7v7)	No	Poor	2	2	4	2	2	Unavailable for community use.
12	Bilton School	CV22 7JT	Urban	School	Unsecure	Mini	(5v5)	Yes	Standard	4	4	16	12	4	Discounted due to unsecure tenure.
						Mini	(7v7)	Yes	Standard	1	3	4	1	0	Used at peak time.
						Youth	(11v11)	Yes	Standard	1	1.5	8	6.5	0.5	Discounted due to unsecure tenure.
						Youth	(11v11)	Yes	Standard	3	3.5	8	4.5	3	Discounted due to unsecure tenure.
						Youth	(9v9)	Yes	Standard	1	2	4	2	0.5	Discounted due to unsecure tenure.
Youth	(9v9)	Yes	Standard	1	2	4	2	1	Discounted due to unsecure tenure.						
13	Binley Woods Primary School	CV3 2QU	North	School	Unsecure	Youth	(11v11)	Yes	Poor	1	2.5	1	1.5	-	Overplayed.
14	Binley Woods Recreation Ground	CV3 2JJ	North	Binley Woods Parish Council	Secure	Adult		Yes	Poor	1	0.5	1	0.5	0.5	Discounted due to poor quality.
18	Cawston Grange Primary School	CV22 7GU	Urban	School	Unsecure	Mini	(7v7)	Yes	Poor	1	1	2	1	1	Discounted due to unsecure tenure.
19	Cherwell Way	CV23 9SU	North	Long Lawford Parish Council	Secure	Mini	(5v5)	Yes	Standard	1	1	4	3	0	Used at peak time.
						Mini	(7v7)	Yes	Standard	2	1	8	7	1	Actual spare capacity.
20	Clifton-upon-Dunsmore Playing Field	CV23 0BY	Urban	Clifton-upon-Dunsmore Council	Secure	Youth	(11v11)	Yes	Poor	1	1	1	0	0	Played to capacity.
21	Coventry City Football Club (Sky Blue Lodge)	CV8 3FL	South	Sports Club	Secure	Adult		No	Good	2	-	-	-	-	Elite football club facility
22	Dunchurch & Bilton Cricket Club	CV22 6PN	South	Sports Club	Secure	Adult		Yes	Standard	1	2	2	0	0	Played to capacity.

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Site ID	Site name	Postcode	Analysis area	Management	Type of tenure	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
23	Dyers Lane Playing Field	CV8 3HE	South	Wolston Parish Council	Secure	Mini	(7v7)	Yes	Poor	1	1.5	2	0.5	0.5	Discounted due to poor quality.
Youth						(9v9)	Yes	Poor	1	0	1	1	1	Discounted due to poor quality.	
25	Fetherston Crescent Recreation Ground	CV8 3FD	South	Ryton-upon-Dunsmore Council	Secure	Youth	(11v11)	Yes	Poor	1	1	1	0	0	Played to capacity.
26	Fosse Way Park	CV23 9NP	South	Frankton Council	Secure	Youth	(11v11)	Yes	Poor	1	0.5	1	0.5	0.5	Discounted due to poor quality.
28	Gamecock Barracks	CV11 6QN	North	MOD	Unsecure	Mini	(7v7)	No	Standard	1	0	4	4	1	Unavailable for community use.
						Youth	(11v11)	No	Standard	1	0.5	4	3.5	0.5	Unavailable for community use.
						Youth	(11v11)	No	Standard	1	0	4	4	1	Unavailable for community use.
29	GEC Recreation Ground	CV22 5ED	Urban	Council	Secure	Youth	(11v11)	Yes	Good	2	1	8	7	2	Actual spare capacity.
31	Harris Church of England Academy	CV22 6EA	Urban	School	Unsecure	Youth	(11v11)	Yes	Poor	1	2.5	1	1.5	-	Overplayed.
						Youth	(9v9)	Yes	Poor	1	1	1	0	0	Played to capacity.
33	Henry Hinde Junior School	CV22 7HN	Urban	School	Unsecure	Mini	(7v7)	No	Poor	1	1	2	1	1	Unavailable for community use.
						Mini	(7v7)	No	Standard	1	1	4	3	1	Unavailable for community use.
35	HMPS College Newbold Revel	CV23 0TH	North	School	Unsecure	Adult		No	Standard	2	2	4	2	1	Unavailable for community use.
						Mini	(5v5)	No	Standard	2	2	8	6	1	Unavailable for community use.
36	Houlton School	CV23 0AS	Urban	School	Secure	Youth	(11v11)	Yes	Good	2	2	8	6	2	Discounted due to nature of site.
37	King Georges Field (Long Lawford)	CV23 9DE	North	Long Lawford Parish Council	Secure	Adult		Yes	Standard	1	1	2	1	0	Used to capacity at peak time.
						Youth	(9v9)	Yes	Standard	1	1.5	2	0.5	0	Used to capacity at peak time.
38	Long Lawford Primary School	CV23 9AL	North	School	Unsecure	Mini	(7v7)	No	Poor	1	1	2	1	1	Unavailable for community use.
45	Paddox Primary School	CV22 5HS	Urban	School	Unsecure	Mini	(5v5)	No	Poor	3	3	6	3	3	Unavailable for community use.
						Mini	(7v7)	No	Poor	4	4	8	4	4	Unavailable for community use.
46	Princethorpe College	CV23 9PX	South	School	Unsecure	Adult		Yes	Standard	2	2	4	2	2	Discounted due to unsecure tenure.
48	Rugby Borough Sports Trust	CV21 4PN	Urban	Trust	Secure	Mini	(5v5)	Yes	Good	6	12.5	36	23.5	0	Used to capacity at peak time.
						Mini	(7v7)	Yes	Good	9	16	54	38	0	Used to capacity at peak time.
						Youth	(11v11)	Yes	Good	1	5.5	4	1.5	-	Overplayed.

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Site ID	Site name	Postcode	Analysis area	Management	Type of tenure	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
						Youth	(9v9)	Yes	Good	2	7	8	1	0	No spare capacity at peak time.
50	Rugby High School For Girls	CV22 7RE	Urban	School	Unsecure	Youth	(9v9)	No	Good	3	3	12	9	3	Unavailable for community use.
51	Rugby School (Springhill Pitches)	CV22 5PY	Urban	School	Unsecure	Youth	(11v11)	No	Good	3	3	12	9	3	Unavailable for community use.
54	Rugby Town Football Club	CV21 3SD	Urban	Sports Club	Secure	Adult		Yes	Standard	1	2	2	0	0	Used to capacity.
55	Shilton Playing Field	CV7 9JQ	North	Shilton Parish Council	Secure	Youth	(11v11)	Yes	Standard	2	2	4	2	1	Actual spare capacity.
58	The Field (Bourton)	CV23 9RE	South	Bourton & Draycot Council	Secure	Youth	(11v11)	Yes	Standard	1	1	2	1	0.5	Actual spare capacity.
60	Twickenham Playing Fields	CV22 6EG	Urban	Council	Secure	Adult		Yes	Standard	1	0.5	2	1.5	0.5	Actual spare capacity.
62	Whinfield Recreation Ground	CV21 3SD	Urban	Council	Secure	Mini	(5v5)	Yes	Standard	2	6	8	2	0	No spare capacity at peak time
						Mini	(7v7)	Yes	Standard	3	4	12	8	0	No spare capacity at peak time.
						Youth	(11v11)	Yes	Good	1	6	4	2	0	Overplayed.
						Youth	(11v11)	Yes	Standard	2	6	8	2	0	No spare capacity at peak time.
						Youth	(9v9)	Yes	Standard	2	3	4	1	0	No spare capacity at peak time.
						Youth	(9v9)	Yes	Good	1	2	4	2	1	Actual spare capacity.
64	Wolston Leisure & Community Centre	CV8 3GT	South	Trust	Secure	Adult		Yes	Good	1	2	3	1	0	Used to capacity at peak time.
						Mini	(7v7)	Yes	Standard	1	0.5	4	3.5	1.5	Actual spare capacity.
						Youth	(11v11)	Yes	Good	1	4	4	0	0	Used to capacity.
						Youth	(11v11)	Yes	Standard	1	2.5	2	0.5	-	Overplayed.
						Youth	(9v9)	Yes	Good	1	4	4	0	0	Used to capacity.
65	Wolvey Church of England Primary School	LE10 3LA	North	School	Unsecure	Mini	(7v7)	Yes	Poor	1	2.5	2	0.5	-	Overplayed.
						Youth	(9v9)	Yes	Poor	1	3	1	2	-	Overplayed.
84	Rugby Free Secondary School	CV22 5PE	Urban	School	Unsecure	Adult		No	Standard	3	3	6	3	3	Unavailable for community use.
						Youth	(11v11)	No	Standard	1	1	2	1	1	Unavailable for community use.
						Youth	(9v9)	No	Standard	1	1	2	1	1	Unavailable for community use.
91	Church Lawford Football Pitch	CV23 9EE	South	Church Lawford Parish Council	Secure	Mini	(7v7)	Yes	Poor	1	0	2	2	1	Discounted due to poor quality.

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### Actual spare capacity

The table below identifies actual spare capacity by site and pitch type across Rugby. It totals 13.5 match equivalent sessions per week and is identified across 16 pitches at 11 sites.

Table 2.16: Actual (peak time) spare capacity site by site

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
3	Alwyn Road Recreation Ground	Urban	Youth (11v11)	2	2
			Youth (9v9)	1	1
5	Ashlawn Road Recreation Ground	Urban	Youth (11v11)	1	1
19	Cherwell Way	North	Mini (7v7)	2	1
29	GEC Recreation Ground	Urban	Youth (11v11)	2	2
54	Rugby Town Football Club	Urban	Adult	1	1
55	Shilton Playing Field	North	Youth (11v11)	2	1
58	The Field (Bourton)	South	Youth (11v11)	1	0.5
60	Twickenham Playing Fields	Urban	Adult	1	0.5
62	Whinfield Recreation Ground	Urban	Youth (9v9)	1	1
64	Wolston Leisure & Community Centre	South	Adult	1	1
64	Wolston Leisure & Community Centre	South	Mini (7v7)	1	1.5
<b>Total</b>					<b>13.5</b>

Actual spare capacity is broken down by analysis area and pitch type in the table below. As seen, most actual spare capacity is identified on youth 11v11 pitches (6.5 match equivalent sessions per week) and in the Urban Analysis Area (8.5 match equivalent sessions per week). However, each pitch type and each analysis area has some level identified.

Table 2.17: Actual spare capacity summary

Analysis area	Actual spare capacity (match sessions per week)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
North	-	1	-	1	-	2
South	1	0.5	-	1.5	-	3
Urban	1.5	5	2	-	-	8.5
<b>Rugby</b>	<b>2.5</b>	<b>6.5</b>	<b>2</b>	<b>2.5</b>	<b>0</b>	<b>13.5</b>

### Overplay

Overplay occurs when there is more play accommodated on a site than it can sustain (based on its quality rating), which can often be due to the low carrying capacity of pitches. In Rugby, eight pitches across seven sites are overplayed by a combined total of 11 match equivalent sessions per week.

Six of the eight overplayed pitches in Rugby reflect a shortfall due to their poor quality, whilst the remaining five pitches are overplayed due to the degree of demand accommodated.

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Table 2.18: Overplay site-by-site

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
9	Barr Lane Playing Field	North	Youth (11v11)	1	1.5
13	Binley Woods Primary School	North	Youth (11v11)	1	1.5
31	Harris Church of England Academy	Urban	Youth (11v11)	1	1.5
48	Rugby Borough Sports Trust	Urban	Youth (11v11)	1	1.5
62	Whinfield Recreation Ground	Urban	Youth (11v11)	1	2
64	Wolston Leisure & Community Centre	South	Youth (11v11)	1	0.5
65	Wolvey Church of England Primary School	North	Mini (7v7)	1	0.5
			Youth (9v9)	1	2
<b>Total</b>					<b>11</b>

Overplay is broken down by analysis area and pitch type in the following table. The highest level of overplay is identified on youth 11v11 pitches (8.5 match equivalent sessions per week) and in the North Analysis Area (5.5 match equivalent sessions per week). No overplay is identified on adult or mini 5v5 pitches.

Table 2.19: Overplay summary

Analysis area	Overplay (match sessions per week)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
North	-	3	2	0.5	-	5.5
South	-	0.5	-	-	-	0.5
Urban	-	5	-	-	-	5
<b>Rugby</b>	<b>0</b>	<b>8.5</b>	<b>2</b>	<b>0.5</b>	<b>0</b>	<b>11</b>

### 2.4: Supply and demand analysis

Having considered supply and demand, the tables below identify current demand (i.e., spare capacity taking away overplay) in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is then also considered, based on team generation rates which are driven by population projections to 2040.

#### **Adult football**

Overall in Rugby there is a current spare capacity on adult pitches amounting to 2.5 match equivalent sessions per week, reducing to two match equivalent sessions when accounting for exported demand. This is partly because no overplay is identified on any of the adult pitches currently provided. Overall spare capacity is evidenced in the South and Urban analysis areas, whilst the North Analysis Area is played to capacity.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 2.20: Supply and demand position for adult pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)			
		Overplay	Current total	Exported demand	Total
North	-	-	0	-	0
South	1	-	1	0.5	0.5
Urban	1.5	-	1.5	-	1.5
<b>Rugby</b>	<b>2.5</b>	<b>0</b>	<b>2.5</b>	<b>0.5</b>	<b>2</b>

When accounting for future demand, six additional teams are expected to be generated, leading to an overall future shortfall of one match equivalent session per week.

Table 2.21: Future supply and demand position for adult pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
North	-	0.5	0.5
South	0.5	0.5	0
Urban	1.5	2	0.5
<b>Rugby</b>	<b>2</b>	<b>3</b>	<b>1</b>

### Youth 11v11 football

The table below shows that for youth 11v11 pitches in Rugby a shortfall is present, amounting to two match equivalent sessions. The North Analysis Area presents a shortfall, whilst the South and Urban analysis areas are currently played to capacity.

Table 2.22: Supply and demand position for youth 11v11 pitches

Analysis area	Actual spare capacity <sup>3</sup>	Demand (match equivalent sessions)			
		Overplay	Current total	Exported demand	Total
North	1	3	2	-	2
South	0.5	0.5	0	-	0
Urban	5	5	0	-	0
<b>Rugby</b>	<b>6.5</b>	<b>8.5</b>	<b>2</b>	<b>0</b>	<b>2</b>

When accounting for future demand, seven additional teams are expected to be generated, leading to a future shortfall of 5.5 match equivalent sessions per week across the Borough.

Table 2.23: Future supply and demand position for youth 11v11 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
North	2	0.5	2.5
South	-	1	1
Urban	-	2	2
<b>Rugby</b>	<b>2</b>	<b>3.5</b>	<b>5.5</b>

<sup>3</sup> In match equivalent sessions

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### Youth 9v9 football

Youth 9v9 pitches across Rugby are currently at capacity, despite a shortfall identified North Analysis Area. Spare capacity exists in the Urban Analysis Area, whilst the South Analysis Area is played to capacity.

Table 2.24: Supply and demand position for youth 9v9 pitches

Analysis area	Actual spare capacity <sup>4</sup>	Demand (match equivalent sessions)			
		Overplay	Current total	Exported demand	Total
North	-	2	2	-	2
South	-	-	0	-	0
Urban	2	-	2	-	2
<b>Rugby</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>-</b>	<b>0</b>

When accounting for future demand, an overall shortfall is presented amounting to 2.5 match equivalent sessions per week. This is due to projected growth of five teams.

Table 2.25: Future supply and demand position for youth 9v9 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
North	2	0.5	1.5
South	0	-	0
Urban	2	2	0
<b>Rugby</b>	<b>0</b>	<b>2.5</b>	<b>2.5</b>

### Mini 7v7 football

As seen in the table below, mini 7v7 pitches have current overall spare capacity amounting to one match equivalent session per week. Spare capacity currently exists in both the North and South analysis areas and is most prominent in the latter, whilst the Urban Analysis Area is played to capacity.

Table 2.26: Supply and demand position for mini 7v7 pitches

Analysis area	Actual spare capacity <sup>5</sup>	Demand (match equivalent sessions)			
		Overplay	Current total	Exported demand	Total
North	1	0.5	0.5	-	0.5
South	1.5	-	1.5	1	0.5
Urban	-	-	0	-	0
<b>Rugby</b>	<b>2.5</b>	<b>0.5</b>	<b>2</b>	<b>1</b>	<b>1</b>

When accounting for future demand of six additional teams, all current spare capacity is projected to be utilised, leaving a future shortfall of two match equivalent sessions per week.

<sup>4</sup> In match equivalent sessions

<sup>5</sup> In match equivalent sessions

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 2.27: Future supply and demand position for mini 7v7 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
North	0.5	0.5	0
South	0.5	0.5	0
Urban	0	2	2
<b>Rugby</b>	<b>1</b>	<b>3</b>	<b>2</b>

## Mini 5v5 football

Mini 5v5 pitches are currently at capacity, with no spare capacity or overplay identified.

Table 2.28: Supply and demand position for mini 5v5 pitches

Analysis area	Actual spare capacity <sup>6</sup>	Demand (match equivalent sessions)			
		Overplay	Current total	Exported demand	Total
North	-	-	0	-	0
South	-	-	0	-	0
Urban	-	-	0	-	0
<b>Rugby</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

When accounting for future demand of five additional teams, an overall shortfall is evident amounting to two match equivalent sessions per week.

Table 2.29: Future supply and demand position for mini 5v5 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
North	0	0.5	0.5
South	0	0.5	0.5
Urban	0	1	1
<b>Rugby</b>	<b>0</b>	<b>2</b>	<b>2</b>

## 2.5: Conclusion

Using the supply and demand tables above, the table below summarises the overall supply and demand balance by pitch type in Rugby.

Table 2.30: Summary of supply and demand

Pitch type	Actual spare capacity <sup>7</sup>	Demand (match equivalent sessions)				
		Overplay	Current total	Exported demand	Future demand	Total
Adult	2.5	0	2.5	0.5	3	1
Youth 11v11	6.5	8.5	2	-	3.5	5.5
Youth 9v9	2	2	0	-	2.5	2.5
Mini 7v7	2.5	0.5	2	1	3	2
Mini 5v5	0	0	0	-	2	2

<sup>6</sup> In match equivalent sessions

<sup>7</sup> In match equivalent sessions

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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Overall, it is determined that there is currently a shortfall of youth 11v11 match equivalent sessions and overall spare capacity on adult and mini 7v7 pitches, whilst youth 9v9 and mini 5v5 match equivalent sessions are currently at capacity. After factoring in exported and future demand, a capacity shortfall is created on adult, youth 9v9, mini 7v7 and mini 5v5 pitches and worsens on youth 11v11 pitches.

### **Football – supply and demand summary**

- ◀ In total, 16 pitches display some level of actual spare capacity across 11 sites, equating to 13.5 match equivalent sessions.
- ◀ Eight pitches are overplayed across seven sites by a total of 11 match equivalent sessions.
- ◀ There is currently a shortfall of youth 11v11 match equivalent sessions and overall spare capacity on adult and mini 7v7 pitches, whilst youth 9v9 and mini 5v5 match equivalent sessions are currently at capacity.
- ◀ After factoring in exported and future demand, a capacity shortfall is created on adult, youth 9v9, mini 7v7 and mini 5v5 pitches and worsens on youth 11v11 pitches.

### **Football – supply summary**

- ◀ The audit identifies a total of 122 football pitches across 38 sites in Rugby, with 83 pitches available at some level for community use across 27 sites.
- ◀ Disused pitches are identified at Addison Road, Avon Mill Recreation Ground, Frobisher Recreation Ground, Hilmorton Recreation Ground, Freemantle Recreation Ground and GEC St Modwen's.
- ◀ Planning permission has been approved for a development in Clifton Upon Dunsmore, situated in the Urban Analysis Area, involving the creation for three football pitches.
- ◀ In total, 31 community available pitches assessed as good quality, 35 as standard quality and 17 as poor quality.
- ◀ A total of five sites are identified as being serviced by poor quality ancillary provision, whilst seven have no changing facilities.

### **Football - demand summary**

- ◀ A total of 230 teams across 39 clubs are identified within Rugby, consisting of 42 senior men's, six senior women's, 78 youth boys', 21 youth girls' and 83 mini soccer teams.
- ◀ Demand has seemingly grown in recent years, with more clubs reporting participation increases compared to those reporting a reduction.
- ◀ Coventry City Girls FC exports some of its match and training demand outside of the Borough to Bablake Playing Fields and President Kennedy School, both in Coventry.
- ◀ 33% of clubs report latent demand in that they could field more teams if more or better facilities were available to them.
- ◀ Team generation rates predict an increase amounting to six adult, seven youth 11v11 teams, five youth 9v9 teams, six mini 7v7 teams and four mini 5v5 teams, whilst five clubs have aspirations to grow by a total of 48 teams.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)

#### 3.1: Introduction

Competitive football can take place on 3G surfaces that have been FIFA or International Matchball Standard tested and approved by the FA for inclusion on the FA pitch register. As such, in addition to training demand, a growing number of 3G pitches are now used for competitive match play, providing that the performance standard meets FIFA quality requirements.

World Rugby produced the 'Performance Specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22', which provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the required standard, meaning full contact activity, including tackling, rucking, mauling and lineouts, can take place.

Competitive rugby league play and contact practice is permitted to take place on 3G pitches which are deemed by the Rugby Football League (RFL) to meet its Performance Standard. Pitches fall under two categories; community club pitches which require retesting every two years and elite stadia pitches which require an annual retest. Much of the criteria within the RFL performance standard test also forms part of the World Rugby test, meaning World Rugby certified 3G pitches are considered by the RFL to be able to meet rugby league requirements, subject to passing an additional RFL performance standard test.

Many test contractors offer reduced rates through efficiency savings to carry out multiple performance tests in the same session, therefore providers seeking 3G pitch compliancy for a number of sports would be recommended to consider this opportunity. Other sports that are known to use 3G pitches for training and match play include American football and lacrosse.

EH's Artificial Grass Playing Surface Policy (June 2016) advises that 3G pitches should not be used for hockey matches or training and that they can only be used for lower level hockey (introductory level) as a last resort when no sand-based or water-based AGPs are available.

#### 3.2: Current provision

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs); however, many 3G pitches nationally are slightly undersized due to previously being converted from sand-based provision. Dimensions for hockey are generally smaller than for football.

There are currently three full size 3G pitches in Rugby, provided across two sites; Rugby Borough Sports Trust provide two and Rugby Town Football Club provides one. Each pitch is serviced by sports lighting and available for community use.

Table 3.1: Full size 3G pitches in Rugby

Site ID	Site name	Postcode	Analysis area	Community use?	Sports lighting?	Size (metres)
48	Rugby Borough Sports Trust	CV21 4PN	Urban	Yes	Yes	106 x 70
						106 x 70
54	Rugby Town Football Club	CV21 3SD	Urban	Yes	Yes	105 x 70

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

All of the pitches are located in the Urban Analysis Area, reflecting an insufficient spread across the Borough.

Table 3.2: Summary of the number of full size 3G pitches by analysis area

Analysis area	Full size pitches available for community use
North	-
South	-
Urban	3
<b>Total</b>	<b>3</b>

As well as the full size pitches, there are also five smaller size outdoor 3G pitches across four sites in Rugby. Of these, only one, located at Gamecock Barracks, is unavailable to the community. All have sports lighting.

Table 3.3: Additional supply of 3G provision (outdoor)

Site ID	Site name	Postcode	Analysis area	Community use?	Sports lighting?	Size (metres)
28	Gamecock Barracks	CV11 6QN	North	No	Yes	40 x 30
48	Rugby Borough Sports Trust	CV21 4PN	Urban	Yes	Yes	40 x 30
						30 x 20
54	Rugby Town Football Club	CV21 3SD	Urban	Yes	Yes	60 x 43
64	Wolston Leisure & Community Centre	CV8 3GT	South	Yes	Yes	61 x 35

Whilst not large enough to accommodate adult match play, smaller size provision can be used to accommodate youth and mini matches, in addition to training demand, providing that they are FA approved, of an adequate size and with appropriate run-off areas. The FA's recommended pitch size for youth football varies from 91 x 55 metres to 73 x 46 metres depending on age, whilst it is 55 x 37 metres for mini 7v7 play and 37 x 27 metres for mini 5v5 play.

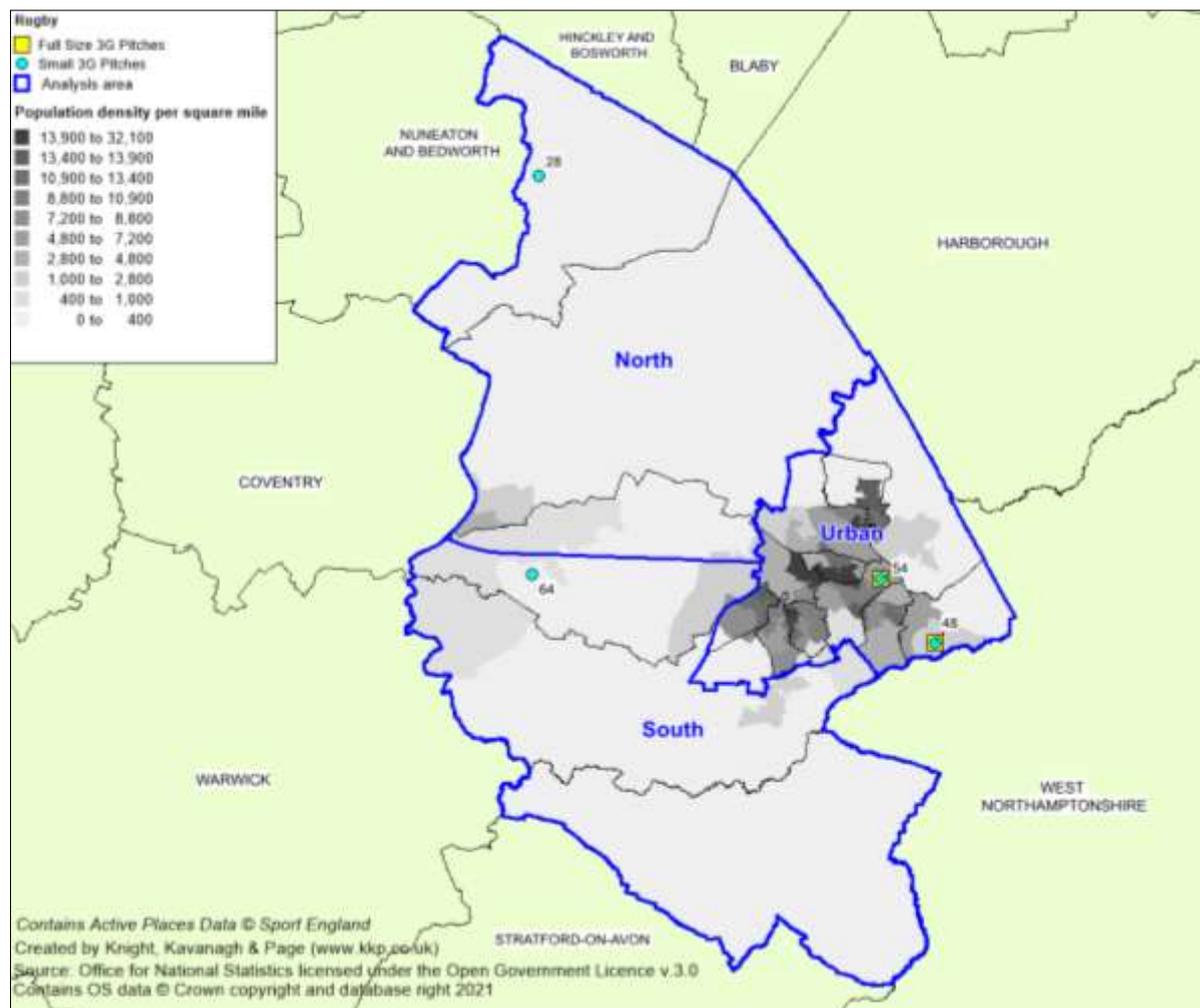
### **Future provision**

Rugby Borough FC has aspirations to construct a third full size 3G pitch at Rugby Borough Sports Trust, replacing an existing youth 11v11 pitch.

Figure 3.1 overleaf identifies the location of all 3G pitches currently in Rugby, regardless of size.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Figure 3.1: Location of 3G AGPs in Rugby



## FA pitch register

In order for competitive matches to be played on 3G pitches, the pitch should be FIFA or IMS tested and approved and added to the FA pitch register, which can be found at: <https://footballfoundation.org.uk/3g-pitch-register>.

Pitches undergo testing to become a FIFA Quality pitch or a FIFA Quality Pro pitch, with provision commonly constructed, installed and tested in situ to achieve either accreditation. The differences between the accreditations are that FIFA quality pitches are designed to accommodate substantial levels of regular usage, whereas FIFA Quality Pro pitches are more for high level performance, with usage levels therefore more limited to protect the standard.

Generally, FIFA Quality pitches can be typically used for 60-85 hours per week, whereas FIFA Quality Pro pitches are able to accommodate 20-30 hours. To remain accredited, pitches must be re-assessed every three years to ensure that quality has not deteriorated beyond acceptable levels, although this is required annually for clubs using 3G pitches within the football pyramid (steps 1-6).

In Rugby, the full size 3G pitches at Rugby Borough Sports Trust and Rugby Town Football Club are all FA approved and can therefore be used to host competitive matches. Re-testing is required every three years to ensure that this remains the case.

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## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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None of the smaller size pitches in Rugby are FA approved and therefore cannot be used officially for matches.

### **World Rugby compliant pitches**

To enable 3G pitches to accommodate competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces can replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability.

The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be tested every two years to retain compliance.

In Rugby, none of the 3G pitches are World Rugby compliant. However, Rugby Welsh RUFC uses the pitch at Rugby Town Football Club to fulfil its training demand.

### **Management/ownership**

The two full size pitches as well as the smaller size pitches at Rugby Borough Sports Trust are owned by the Council and operated by Rugby Borough FC, which leases the site. The full and smaller size pitch at Rugby Town Football Club are owned and managed by the Club itself.

Elsewhere, the smaller size pitches at Gamecock Barracks and Wolston Leisure & Community Centre are managed by the MOD and a community organisation, respectively.

No 3G pitches in Rugby are identified at education providers, which is rare across the Country as schools are common operators.

### **Availability**

The availability of the full size 3G pitches in Rugby is very good, with the pitches at both Rugby Borough Sports Trust and Rugby Town Football Club available throughout each day. However, it must be noted that a considerable degree of capacity is allocated to both Rugby Borough FC and Rugby Town FC at their respective sites.

The availability at each venue providing a full size pitch is summarised in the table below.

*Table 3.4: Summary of 3G pitch availability*

Site ID	Site	Availability
48	Rugby Borough Sports Trust	Available to the community every day from 09:00 to 22:00, although significant capacity is taken up by the Club itself.
54	Rugby Town Football Club	Available to the community every day from 09:00 to 22:00, although significant capacity is taken up by the Club itself.

The picture differs for the remaining smaller sized pitches. Wolston Leisure & Community Centre offers a slightly smaller amount of access, with availability limited on Sundays from 09:00 until 12:15. As stated previously, no availability is offered at Gamecock Barracks due to the private nature of the site.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, combined with maintenance levels, which most commonly affects quality. It is therefore recommended that sinking funds be put into place by providers to enable long-term sustainability, ongoing repairs and future refurbishment beyond this period.

The full size pitches at Rugby Borough Sports Trust are assessed as good quality. One has recently undergone resurfacing in 2021, whilst the other was last resurfaced in 2016 yet is still considered to be of a high standard.

The full size pitch at Rugby Town Football Club is assessed as standard quality. Despite having not been resurfaced since its installation in 2006, remedial work on the pitch has been undertaken recently and the pitch is now back on the 3G Pitch Register.

Table 3.5: Age and quality of full size 3G pitches

Site ID	Site	Year installed/ resurfaced	Quality
48	Rugby Borough Sports Trust	2021	Good
		2016	Good
54	Rugby Town Football Club	2006	Standard

The smaller size pitches at Rugby Borough Sports Trust have also exceeded their recommended lifespans and are assessed as poor quality, whereas the pitches at Gamecock Barracks and Wolston Leisure & Community Centre are standard quality.

The smaller sized pitch at Rugby Town Football Club is a new installation (2021) and is therefore good quality.

Table 3.6: Age and quality of smaller size 3G pitches

Site ID	Site	Year installed/ resurfaced	Quality
28	Gamecock Barracks	2017	Standard
48	Rugby Borough Sports Trust	2010	Poor
		2010	Poor
54	Rugby Town Football Club	2021	Good
64	Wolston Leisure & Community Centre	2011	Poor

### Ancillary facilities

All 3G provision is accompanied by ancillary facilities that are considered to be adequate with no issues raised during consultation or via site assessments. This is partly helped by the full size pitches being provided at club sites, where the provision is dedicated to football users, rather than at education sites, where facilities can often be dual purpose.

### 3.3: Demand

The 3G pitch stock currently servicing Rugby is reported to be operating at or close to capacity at peak times during midweek, especially in winter months when grass pitches cannot be used for training or recreational demand (due to a lack of sports lighting). Usage is also high at weekends given that all three full size pitches are FA approved to host competitive matches and are regularly accessed for this purpose.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Currently, it is considered that all of the community-based activity on 3G pitches is football related. The large majority of capacity is being taken up by clubs for training and match play purposes, although there is also a strong presence of recreational football activity taking place (e.g., via unaffiliated groups). Rugby Town FC and Rugby Borough Sports FC are prominent users given that they manage the existing full size pitches.

The table below summarises usage levels of the full size 3G provision in Rugby based on booking sheets supplied by the operators. This is compared against availability at peak time, using Sport England's Facilities Planning Model (FPM). This applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

*Table 3.7: Current usage of full size 3G pitches during peak time across Rugby<sup>8</sup>*

Site ID	Site name	Midweek availability (hours)	Midweek usage (hours)	Weekend availability (hours)	Weekend usage (hours)
48	Rugby Borough Sports Trust	18	15	10	9
		18	15	10	9
54	Rugby Town Football Club	18	17	16	8

Where usage is known, 180 hours of midweek availability is identified across the two pitches at Rugby Borough Sports Trust and the full size pitch at Rugby Town Football Club. There is much less availability for weekend usage, with 52 hours available across all three pitches. However, significant capacity is taken up by Rugby Borough FC at Rugby Borough FC, Rugby Town FC and a multitude of other clubs in the Borough.

In regards to spare capacity within the peak period, the two full size pitches at Rugby Borough Sports Trust offer three hours of midweek spare capacity each and one hour each of spare capacity at the weekend. One of the pitches is available on Tuesdays, Thursdays and Fridays between 17:00-18:00, whilst the second pitch is available on Mondays, Thursdays and Fridays between 17:00-18:00. Notwithstanding this, spare capacity at the weekend is limited to Saturday between 09:00-10:00 when matches within the Borough are not played, making this spare capacity unrealistic.

In addition, the full size pitch at Rugby Town Football Club offers one hour of spare capacity during the peak period midweek (Monday at 17:00-18:00) and eight hours at the weekend (Saturday between 12:00 and 17:00 & Sunday between 09:00-10:00 and 15:00-17:00).

Booking sheets for the smaller sized pitches could not be acquired.

### ***Unmet/latent demand***

Getting access to good quality, affordable training facilities is a problem for many football clubs throughout the country. In the winter months, midweek training is only possible at sports lit facilities, with 3G provision preferred by the FA and most clubs.

<sup>8</sup> Availability is considered to exist if any booking slots are available, either for a whole pitch or part of a pitch (based on pitches being divided into thirds or quarters for training and recreational usage).

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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In Rugby, 43% of football clubs that responded to consultation report that they require additional access to 3G provision, which represents a high proportion of unmet demand. Of these, 28% are currently training in some form on 3G pitches but do not have capacity for all of their teams, or do not have access at preferred times. The remainder are not training on 3G pitches at all and are instead using sand-based pitches or grass pitches either at their home grounds or elsewhere, with each club stating that this is not preferable.

No unmet demand for rugby union or any other sport is identified.

### ***Exported/imported demand***

Imported demand is identified from Coventry City Girls FC, who field three youth 9v9 teams on the smaller size pitch at Wolston Leisure & Community Centre.

### ***Future demand***

As set out in Part 2 of this report, potential growth from population projections equates to 28 football teams to 2040. If this growth was realised, and if all additional teams wanted or needed to train on 3G provision, it will increase the number of 3G pitches required.

In addition, although no rugby union demand currently accesses 3G pitches (with none suitable for such activity), it is clear that future access could provide a solution to the deficits identified in Part 4 of this report.

## **3.4: Supply and demand analysis**

### ***Football***

To quantify the 3G shortfall for football, the FA has established a training model, which suggests that one full size 3G pitch can accommodate 38 affiliated teams (with capacity built in for other forms of demand). It also has an aspiration for all teams to train once per week on a 3G pitch, although it is recognised that nationally some activity may need to be retained on sand-based pitches to ensure the sustainability of them.

For the model, in addition to full size pitches being included, some smaller size pitches are also incorporated as many are suitable for accommodating training demand, especially larger ones. To calculate their contribution, a pitch large enough to cater for youth matches (but not adult) is considered to be the equivalent of half a full size pitch (0.5 pitches), whilst a pitch that is large enough for mini matches (but not youth or adult) is the equivalent of quarter of a full size pitch (0.25 pitches). Any pitch smaller than this is discounted, as are any pitches that are unavailable for community use.

The contribution each pitch in Rugby makes towards the modelling is summarised in the table below. This then informs the proceeding modelling tables.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 3.8: Contribution of 3G pitches in meeting training requirements

Site name	Analysis area	Size (meters)	Comments	Full size pitch equivalents
Gamecock Barracks	North	40 x 30	No community availability.	-
Rugby Borough Sports Trust	Urban	106 x 70	Full size pitch full available to the community	1
		106 x 70	Full size pitch full available to the community	1
		40 x 30	Pitch large enough for mini football	0.25
		30 x 20	Too small for meaningful use	0
Rugby Town Football Club	Urban	105 x 70	Full size pitch full available to the community	1
		60 x 43	Pitch large enough for mini football	0.25
Wolston Leisure & Community Centre	South	61 x 35	Pitch large enough for mini football	0.25

Using the above, with current demand in Rugby totalling 230 teams, it is feasible that at least six full size 3G pitches are required (rounded down from 6.05). This means an existing shortfall of 2.25 full size 3G pitches.

Table 3.9: Current shortfall of 3G pitches to meet football training demand

Current demand (number of teams)	3G full size pitch requirement	Current number of full size 3G pitches	Current shortfall
230	6	3.75	2.25

To further this analysis, the table below explores where the 3G pitch shortfalls exist, by analysis area, on the presumption that all demand will want to train within the area that they play matches in. On this basis, there is a shortfall in each analysis area.

Table 3.10: Current shortfall for 3G pitches by analysis area for training demand

Analysis area	Current demand	Current 3G requirement	Current number of pitches	Current shortfall
North	32	1	-	1
South	28	1	0.25	0.75
Urban	170	4	3.5	0.5
<b>Rugby</b>	<b>230</b>	<b>6</b>	<b>3.75</b>	<b>2.25</b>

In order to alleviate the current shortfall of 3G pitches in Rugby, one additional pitch is required in the North Analysis Area, 0.75 pitches in the South Analysis Area and 0.5 pitches in the Urban Analysis Area.

When factoring in future demand, the overall requirement could increase to the need for seven full size pitches (rounded up from 6.79), meaning a shortfall of 3.25 pitches.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 3.11: Future shortfall of 3G pitches to meet football training demand

Analysis Area	Future demand (number of teams)	3G full size pitch requirement	Current number of full size 3G pitches	Future shortfall
North	37	1	-	1
South	33	1	0.25	0.75
Urban	188	5	3.5	1.5
<b>Rugby</b>	<b>258</b>	<b>7</b>	<b>3.75</b>	<b>3.25</b>

## **Rugby union**

Rugby Welsh RUFC utilises the 3G pitch at Rugby Town Football Club as its home ground at Alwyn Road Recreation Ground is not serviced by sports lighting. However, the pitch is not World Rugby compliant, which means that it should not be used for full contact activity. The Club's training sessions at the site total 180 minutes per week.

Providing World Rugby compliant 3G pitches is a potential resolution and this will be further explored in the proceeding strategy document.

## **Other sports**

No demand for access to 3G pitches has been uncovered for any other sports in Rugby.

## **3.5: Conclusion**

For football, there is limited spare capacity on the present supply of 3G pitches when teams require access for training purposes, leading to several clubs reporting a desire for increased provision. With the FA model suggesting that there is a current shortfall of over two full size 3G pitches and a future shortfall of over three, priority should be placed on the creation of new provision and conversions of sand-based AGPs. To that end, precedence should be given to areas with identified shortfalls

In addition, it is important to sustain the current pitch stock to ensure that the existing shortfalls are not exacerbated. In that regard, providers should be encouraged to put sinking funds in place and it is also recommended that all new and existing pitches undergo FA testing every three years to remain FA approved. This is particularly key in relation to the poor quality pitch at Rugby Town Football Club.

For rugby union, suitable 3G provision may provide a solution to the identified overplay of grass pitches. This could be achieved in collaboration with reducing shortfalls for football, or exclusively if it is adjudged that the provision would receive enough usage and be sustainable without football demand.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### **3G – supply and demand**

- ◀ With 230 football teams currently affiliated to Rugby there is a potential shortfall of 2.25 full size 3G pitches to meet training demand.
- ◀ When accounting for future demand, the potential shortfall increased to at least 3.25 pitches.
- ◀ For football, there is clear shortfall of provision and the priority regarding 3G should therefore be placed on the creation of new provision in areas where it is required.
- ◀ In addition, it is important to sustain the current pitch stock to ensure that the existing shortfalls are not exacerbated.

### **3G – supply summary**

- ◀ There are three full size 3G pitches in Rugby (two at Rugby Borough Sports Trust and one at Rugby Town Football Club), all of which are available to the community and sports lit.
- ◀ In addition, there are five smaller size 3G pitches across four sites.
- ◀ The full size 3G pitches are all FA approved and can therefore be used to host competitive matches (none of the smaller sized pitches are).
- ◀ None of the pitches are World Rugby compliant.
- ◀ The full size pitch at Rugby Town Football Club is assessed as standard quality.
- ◀ The smaller size pitches at Rugby Borough Sports Trust and Wolston Leisure & Community Centre have also exceeded their recommended lifespans.

### **3G – demand summary**

- ◀ The 3G pitch stock currently servicing Rugby is reported to be operating at or close to capacity at peak times during midweek, especially in winter months.
- ◀ Only four hours of midweek availability is identified across the two sites with full size pitches.
- ◀ For football, 43% of clubs that responded to consultation report that they require additional access to 3G provision, which represents a high proportion of unmet demand.
- ◀ Rugby Welsh RUFC utilises the 3G pitch at Rugby Town Football Club as its home ground at Alwyn Road Recreation Ground is not serviced by sports lighting. However, the pitch is not World Rugby compliant, which means that it should not be used for full contact activity. The Club's training sessions at the site total 180 minutes per week.
- ◀ When accounting for spare capacity within the peak period, the two full size pitches at Rugby Borough Sports Trust offer three hours of midweek spare capacity each (six in total) and one hour each of spare capacity at the weekend (two in total).
- ◀ The full size pitch at Rugby Town Football Club offer one hour of peak time spare capacity during the week and eight hours at the weekend.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### PART 4: RUGBY UNION

#### 4.1: Introduction

The Rugby Football Union (RFU) is split into four areas across the country with a workforce team that covers development, coaching, governance and competitions. As part of this, Club Developers and a team of community rugby coaches deliver core programmes for clubs across Rugby.

The RFU governs a variety of formats and programmes, including 15-a-side, 10-a-side, 7-a-side and Tag rugby as well as the O2 Touch programme. Its aim is to increase and retain participation within the game, with facilities needing to be appropriate, affordable and accessible in order to enable this.

#### Consultation

A total of seven rugby union clubs are identified as playing within Rugby. Of these, six responded to consultation requests, resulting in a response rate of 86%. This is summarised in the table below.

Table 4.1: Summary of rugby club consultation

Club	Responded?
A.E.I RUFC	No
Broadstreet RUFC	Yes
Newbold on Avon RUFC	Yes
Old Laurentians RUFC	Yes
Rugby Lions RUFC	Yes
Rugby Welsh RUFC	Yes
Rugby St Andrews RUFC	Yes

#### 4.2: Supply

There are 40 grass rugby union pitches identified in Rugby across 15 sites, with 32 pitches available for community use across 11 sites. In the main, the pitches that are unavailable for community use are located at education sites.

Of the pitches available for community use, 28 are senior pitches and four are age grade pitches. Traditionally, mini and age grade rugby takes place on over marked senior pitches and this is the case throughout Rugby, even at sites with dedicated age grade pitches.

Table 4.2: Summary of grass rugby union pitches available for community use

Analysis area	No. senior pitches	No. of age grade pitches	No. mini pitches	Total
North	6	1	-	7
South	6	2	-	8
Urban	16	1	-	17
<b>Rugby</b>	<b>28</b>	<b>4</b>	<b>-</b>	<b>32</b>

As shown in the table above, the majority of the community available pitches are identified within the Urban Analysis Area (17 pitches), followed by the South Analysis Area (eight pitches). The North Analysis Area has the fewest number of pitches (seven). For rugby union pitch dimension sizes please refer to the table below.

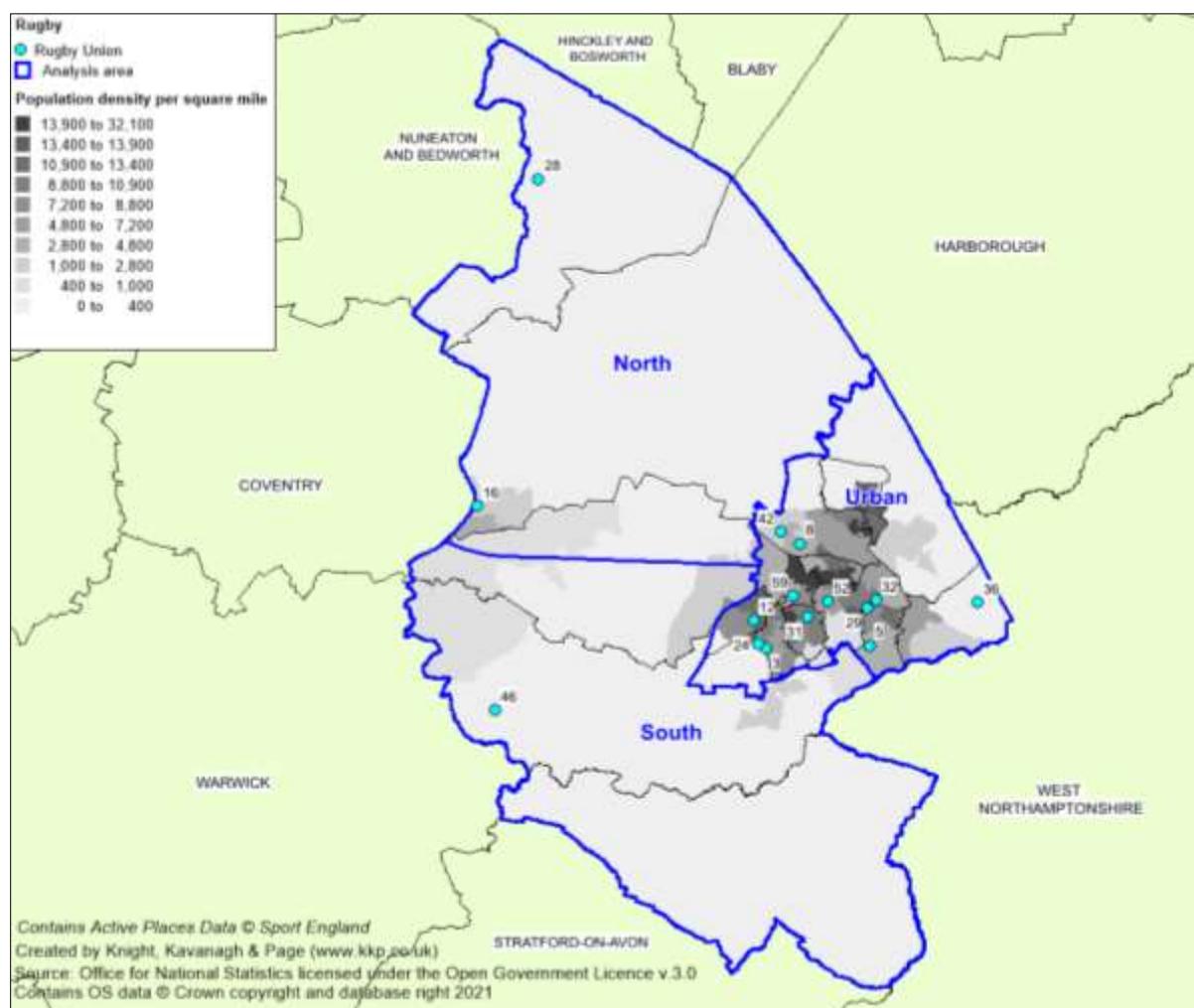
# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 4.3: Rugby union pitch dimensions

Age	Pitch type	Maximum pitch dimensions (metres) <sup>9</sup>
U7	Age grade mixed	20 x 12
U8	Age grade mixed	45 x 22
U9	Age grade mixed	60 x 30
U10	Age grade mixed	60 x 35
U11	Age grade mixed	60 x 43
U12	Age grade mixed	60 x 43
U13	Age grade boys/girls	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70 <sup>10</sup>

The figure below identifies all grass rugby union pitches currently servicing Rugby. For a key to the map, see Table 4.8.

Figure 4.1: Location of rugby union pitches within Rugby



<sup>9</sup> Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

<sup>10</sup> Minimum dimensions of 94 x 68 metres are accepted.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### ***Disused provision***

One age grade pitch is identified as disused within Rugby, located at The Rugby Football Club. However, Rugby Lions RUFC are currently in discussions with the Council to bring the pitch back into use.

### ***Future provision***

Rugby Welsh RUFC reports a requirement for a second pitch to be provided at its home ground, Alwyn Road Recreation Ground, in order to meet its current and future demand. Discussions are ongoing with the Council.

Old Laurentians RUFC has plans to relocate as it is currently over capacity and Fenley Field is inadequate to facilitate the Club's growth. In addition the Club wants to offer a modern clubhouse with a wide range of amenities at its home ground. As of yet, it has not secured funding for the relocation; however, is working in conjunction with the Slatter Group to proceed with its plans for relocation.

### ***Management and security of tenure***

Broadstreet and Newbold-on-Avon rugby clubs have freehold of their home grounds. As such, both are considered to have security of tenure.

A.E.I RUFC, Rugby Welsh RUFC and St Andrews RUFC rent their sites from the Council. Whilst this provides security of tenure as part of the Council's ongoing leisure commitment, a longer term agreement with the respective clubs could be beneficial. This is particularly the case if any funding was to be sought for site improvements.

Old Laurentians RUFC currently leases its pitches at Fenley Field from the Laurentians Charitable Trust, which provides limited security of tenure. However, the Club has aspirations to develop a new site and so has no intention to enter into a longer-term commitment at Fenley Field. Despite this, it is believed that Laurentians Charitable Trust will also be the owners of any potential new site.

Rugby Lions is currently in an 85-year lease agreement with the Council for use of its pitches at the Rugby Football Club, signifying a strong security of tenure. Currently, the second pitch is currently displaced for cricket and is not being utilised by Rugby Lions RUFC. However, the Club has agreed a payment structure with the Council and supplied a new business plan, with the intention of returning the second pitch at Rugby Town Football Club back into use.

The arrangement for each club is summarised in the table below. However, this is unknown for A.E.I RUFC at GEC Recreation Ground.

*Table 4.4: Ownership/management arrangements for rugby clubs in Rugby*

Site ID	Site name	Analysis area	Club users	Arrangement	Tenure
3	Alwyn Road Recreation Ground	Urban	Rugby Welsh RUFC	Rent from the Council	Secure
5	Ashlawn Road Recreation Ground	Urban	St Andrews RUFC	Rent from the Council	Secure
16	Broadstreet Rugby Club	North	Broadstreet RUFC	Freehold	Secure

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Site ID	Site name	Analysis area	Club users	Arrangement	Tenure
24	Fenley Field	Urban	Old Laurentians RUFC	Leased from Laurentian Charitable Trust	Unsecure
29	GEC Recreation Ground	Urban	A.E.I RUFC	Rent from the Council	Secure
42	Newbold on Avon Rugby Club	Urban	Newbold on Avon RUFC	Freehold	Secure
59	The Rugby Football Club	Urban	Rugby Lions RUFC	Leased from the Council	Secure

### **Sports lighting**

In total, seven rugby pitches across five sites in the Borough offer sports lighting, all of which are available for community use and are identified at club sites. These are Ashlawn Road Recreation Ground, Broadstreet Rugby Club, Fenley Field, Newbold on Avon Rugby Club and The Rugby Football Club.

Rugby Welsh RUFC reports aspirations for additional sports lighting to be installed at Alwyn Road Recreation Ground so that its training demand can be better catered for during the winter months. Broadstreet RUFC also has plans to install sports lighting on its third pitch.

### **Pitch quality**

The assessment of rugby union pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. For maintenance, each pitch is given a maintenance rating of M0, M1 or M2, based on the regime that is usually undertaken, with the definitions of these shown in the table below.

*Table 4.5: Definition of maintenance categories*

Category	Definition
M0	Minimal or no maintenance is undertaken
M1	Regular maintenance is undertaken that extends beyond a basic regime
M2	A sophisticated, regular and dedicated maintenance regime is undertaken

For drainage, a rating of D0, D1, D2 or D3 is assigned to each pitch. This is based on whether or not drainage is adequate and considers the presence of an operational system. The figures are based upon a pipe drained system at 5m centres that has been installed in the last eight years and a slit drained system at 1m centres that has been installed in the last five years.

*Table 4.6: Definition of drainage categories*

Category	Definition
D0	Drainage is natural but inadequate
D1	Drainage is natural and adequate
D2	A pipe drainage system is installed (at 5-metre centres and within the last eight years)
D3	A pipe and slit drainage system is installed (at 1-metre centres in the last five years)

An overall quality based on both drainage and maintenance can then be generated on a scale of good, standard and poor as shown below.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 4.7: Quality ratings based on maintenance and drainage scores

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	Poor	Poor	Standard
	Natural Adequate (D1)	Poor	Standard	Good
	Pipe Drained (D2)	Standard	Standard	Good
	Pipe and Slit Drained (D3)	Standard	Good	Good

For the full assessment criteria, please refer to Appendix 2.

Of pitches which are available for community use in Rugby, there are seven good quality, seven standard quality and 18 poor quality pitches. In addition, most unavailable pitches are also assessed as poor quality.

A pitch-by-pitch breakdown can be seen in the table overleaf.

**RUGBY BOROUGH COUNCIL  
PLAYING PITCH & OUTDOOR SPORT ASSESSMENT**

Table 4.8: Site quality ratings

Site ID	Site name	Postcode	Analysis area	Tenure	Management	Community use?	No. of pitches	Pitch type	Sports lighting?	Non-technical assessment score	Quality rating
3	Alwyn Road Recreation Ground	CV22 7QU	Urban	Secure	Council	Yes	1	Senior	No	M0 / M0	Poor
5	Ashlawn Road Recreation Ground	CV22 5EP	Urban	Secure	Council	Yes	4	Senior	No	M0 / D1	Poor
								Senior	No	M0 / D1	Poor
								Senior	No	M0 / D1	Poor
								Senior	Yes	M0 / D1	Poor
8	Avon Valley School	CV21 1EH	Urban	Unsecure	School	No	1	Senior	No	M0 / D1	Poor
							1	Age grade	No	M0 / D1	Poor
12	Bilton School	CV22 7JT	Urban	Unsecure	School	Yes-unused	3	Senior	No	M0 / D1	Poor
16	Broadstreet Rugby Club	CV3 2AY	North	Secure	Sports Club	Yes	6	Senior	Yes	M2 / D3	Good
								Senior	Yes	M2 / D3	Good
								Senior	No	M2 / D3	Good
								Senior	No	M2 / D3	Good
								Senior	No	M2 / D3	Good
							1	Senior	No	M2 / D3	Good
24	Fenley Field	CV22 7QT	Urban	Secure	Trust	Yes	3	Senior	Yes	M0 / D2	Standard
								Senior	No	M0 / D1	Poor
								Senior	No	M0 / D1	Poor
28	Gamecock Barracks	CV11 6QN	North	Unsecure	MOD	No	1	Senior	No	M0 / D1	Poor
29	GEC Recreation Ground	CV22 5ED	Urban	Secure	Council	Yes	1	Senior	No	M0 / D1	Poor
31	Harris Church of England Academy	CV22 6EA	Urban	Unsecure	School	Yes-unused	1	Senior	No	M0 / D1	Poor
32	Hartfield Sports Ground	CV21 3TP	Urban	Unsecure	School	No	4	Senior	No	M0 / D1	Poor
36	Houlton School	CV23 0AS	Urban	Unsecure	School	Yes	1	Senior	No	M1 / D1	Standard
42	Newbold on Avon Rugby Club	CV21 1EZ	Urban	Secure	Sports Club	Yes	1	Senior	No	M0 / D2	Standard
							1	Senior	Yes	M0 / D1	Poor
							1	Age grade	Yes	M0 / D0	Poor
46	Princethorpe College	CV23 9PX	South	Unsecure	School	Yes-unused	3	Senior	No	M0 / D1	Poor
							2	Age grade	No	M0 / D1	Poor
52	Rugby School Playing Fields	CV22 5DS	Urban	Unsecure	School	Yes-unused	3	Senior	No	M1 / D1	Standard
59	The Rugby Football Club	CV22 7AU	Urban	Secure	Sports Club	Yes	1	Senior	Yes	M1 / D1	Standard

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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As seen, the seven good quality pitches in the Borough are all identified at Broadstreet Rugby Club. The maintenance at the site is at a relatively high level, with a particular focus attributed to the Club's main pitch whereby extra maintenance procedures are conducted.

A further six community available pitches in Rugby are assessed as standard quality, these are located at:

- ◀ Fenley Field
- ◀ Houlton School
- ◀ Newbold on Avon Rugby Club
- ◀ Rugby School Playing Fields
- ◀ The Rugby Football Club

At Fenley Field, Old Laurentians RUFC reports that additional drainage measures are in place on its main pitch, reflected in a higher non-technical assessment score than the remaining pitches at the site.

The remaining 18 community available pitches are assessed as poor quality, these are located at:

- ◀ Alwyn Road Recreation Ground
- ◀ Bilton School
- ◀ GEC Recreation Ground
- ◀ Newbold on Avon Rugby Club
- ◀ Ashlawn Road Recreation Ground
- ◀ Fenley Field
- ◀ Harris Church of England Academy
- ◀ Princethorpe College

Old Laurentians, Rugby St Andrews and Rugby Welsh rugby clubs all report worsening pitch quality since the previous season. The respective grounds of these three clubs (Fenley Field, Ashlawn Road Recreation Ground and Alwyn Road Recreation Ground) all suffer from limited maintenance work and have no drainage systems in place.

The poor quality age grade pitch at Newbold on Avon Rugby Club are adversely impacted by being utilised for club training demand. The site is also situated on a floodplain and despite maintenance and drainage efforts, the pitch consequently suffer.

### ***Ancillary facilities***

All clubs in Rugby have access to changing room provision for home games, although the quality of these facilities varies from club to club. Five clubs are identified as having either good quality or adequate changing facilities, whilst the remaining site at Alwyn Road Recreation Ground has poor quality provision and reports the necessity for either improvements or expansion. The table below provides a summary of the ancillary facilities provided at each club's home ground.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 4.9: Ancillary facilities offered at each rugby club's home ground

Site ID	Site name	Club/organisation	Clubhouse	Car Parking	Dugouts	Stands	Fencing	Overall quality
3	Alwyn Road Recreation Ground	Rugby Welsh RUFC	x	✓	x	x	x	Poor
5	Ashlawn Road Recreation Ground	St Andrews RUFC	✓	✓	x	x	✓	Good
16	Broadstreet Rugby Club	Broadstreet RUFC	✓	✓	✓	✓	✓	Good
24	Fenley Field	Old Laurentians RUFC	✓	✓	x	✓	✓	Standard
29	GEC Recreation Ground	A.E.I RUFC	✓	✓	x	x	x	Standard
42	Newbold on Avon RUFC	Newbold on Avon RUFC	✓	✓	✓	✓	✓	Good
59	The Rugby Football Club	Rugby Lions RUFC	✓	✓	✓	✓	✓	Good

Old Laurentians RUFC reports that its ancillary facilities at Fenley Field require improvement, citing that roof of the clubhouse causes constant issues.

Despite being assessed as good quality, Broadstreet RUFC aspires to refurbish its existing changing rooms to increase its storage for training kit and equipment; however, funding has not been secured for this renovation.

In addition, despite all clubs being serviced by car parks, only one of the five responsive clubs (Broadstreet RUFC) reports that its provision is suitable enough to meet the level of demand facilitated.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### 4.3: Demand

Demand for rugby pitches in Rugby tends to fall within the categories of organised competitive play and organised training.

#### **Competitive demand**

There are seven rugby clubs considered to be based in Rugby, collectively providing a total of 72 teams. As a breakdown, this consists of 14 senior men's, one senior women's, 28 age grade boys', four age grade girls' and 25 mini teams.

The clubs are mixed in terms of what they provide. There are several large clubs offering numerous senior and age grade teams, such as Broadstreet, Newbold on Avon, Old Laurentians and Rugby St Andrews rugby clubs. Conversely, A.E.I RUFC and Rugby Welsh RUFC are smaller clubs offering only senior sections.

Table 4.10: Summary of demand

Club	Analysis area	No. of rugby union teams					Total
		Men's	Women's	Boys'	Girls'	Mini	
A.E.I RUFC	Urban	1	-	-	-	-	1
Broadstreet RUFC	North	3	-	7	-	5	15
Newbold on Avon RUFC	Urban	3	-	7	-	6	16
Old Laurentians RUFC	Urban	2	-	7	3	4	16
Rugby Lions RUFC	Urban	1	1	-	1	4	7
Rugby Welsh RUFC	Urban	2	-	-	-	-	2
Rugby St Andrews RUFC	Urban	2	-	7	-	6	15
<b>Total</b>		<b>14</b>	<b>1</b>	<b>28</b>	<b>4</b>	<b>25</b>	<b>72</b>

Of the club-based demand, the Urban Analysis Area caters for the largest number of teams (57), whilst the North Analysis Area caters for the remaining 15 teams and the South Analysis Area caters for none.

Table 4.11: Summary of demand by analysis area

Analysis area	No. of teams playing					Total
	Men's	Women's	Boys'	Girls'	Mini	
North	3	-	7	-	5	15
South	-	-	-	-	-	0
Urban	11	1	21	4	20	57
<b>Rugby</b>	<b>14</b>	<b>1</b>	<b>28</b>	<b>4</b>	<b>25</b>	<b>72</b>

Amidst all the rugby teams within the Borough, age grade boys' teams are the most represented with 28 teams, whilst senior women's teams are the least represented with just one team (fielded by Rugby Lions RUFC).

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## **Additional club demand**

Broadstreet RUFC and St Andrews RUFC both field touch rugby teams, the latter fielding one senior women's touch team and the former fielding one senior men's team and one senior women's team. Old Laurentians RUFC fields one walking rugby team and one senior women's TAG team.

In addition, Broadstreet RUFC also fields a 'didi' rugby team, consisting of children under the age of six. Most that participate in this, transition into the Club's mini format once old enough to do so.

## **Participation trends**

Participation in Rugby has seemingly varied across the Borough's clubs in recent years, with two clubs citing an increase in participation in one age group and three clubs recording some form of decrease in participation. Newbold on Avon RUFC reports reductions in participation across all four of its sections (senior, colts, youth and mini).

*Table 4.12: Demand trends expressed by clubs in the previous three years (where known)*

Club	Senior teams	Colts teams (u18-u19)	Youth teams (U13-U17)	Mini teams (U7-U12)
Broadstreet RUFC	-	-	-	-
Newbold on Avon RUFC	Decreased	Decreased	Decreased	Decreased
Old Laurentians RUFC	Decreased	-	-	-
Rugby Lions RUFC	Decreased	Decreased	Decreased	Decreased
Rugby Welsh RUFC	Increased	-	-	-
Rugby St Andrews RUFC	-	-	Decreased	Increased

Rugby Welsh RUFC reports adding one senior team, whilst Rugby St Andrews RUFC reports a general increase across all of its mini age groups, whilst not quantifying this rise. However, the Club also reports losing one U16 team, emphasising the historical difficulty in maintaining the participation of this specific age group as players transition through education. In addition, Old Laurentians RUFC reports the loss of one senior team, reducing from three to two senior men's teams.

The greatest decrease in participation is identified by Rugby Lions RUFC. The Club reports losing three senior teams and numerous colts, youth and mini teams due to a lack of access to pitches, stating that its sole senior pitch is insufficient to meet its potential demand. Hence, the Club's past members left to play for other clubs within the Borough and a regain of this demand would not be able to be accommodated at the Club. Additional pitches are needed, thus it is actively seeking partnerships with nearby clubs and schools to facilitate its aspired growth.

Newbold on Avon RUFC reports losing its fourth senior men's teams as well as struggling to regularly field a second team, however these struggles have now been alleviated. Furthermore, the Club has struggled to maintain its colt's division due to players leaving for University, whilst its mini division has been adversely affected by the long break due to Covid-19.

Broadstreet RUFC is the only club which reports no change in its level of participation.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### *Training demand*

Throughout the Country, many rugby teams train at their home ground on match pitches. As a result, usage is concentrated which reduces the capacity for match play on these pitches and means they are more likely to be overplayed. A key factor in determining the extent of training on match pitches is the presence of sports lighting.

Currently, the following clubs are known to utilise match pitches to accommodate some level of training demand:

- ◀ Broadstreet RUFC
- ◀ Old Laurentians RUFC
- ◀ Newbold on Avon RUFC
- ◀ Rugby Lions RUFC
- ◀ Rugby St Andrews RUFC

Training arrangements for A.E.I RUFC are currently unknown as it did not respond to consultation requests and because its pitch at GEC Recreation Ground is not serviced by sports lighting.

*Table 4.13: Summary of rugby union club facility use for evening training*

<b>Club</b>	<b>Site</b>	<b>Training demand</b>	<b>Match equivalent sessions</b>
A.E.I RUFC	<i>Unknown</i>	<i>Unknown</i>	<i>Unknown</i>
Broadstreet RUFC	Broadstreet Rugby Club	One dedicated training pitch is used for training, with the dedicated training pitch accommodating 7.5 training sessions per week.	3.75 match equivalent sessions per week
Newbold on Avon RUFC	Newbold on Avon RUFC	One sports lit colts pitch is used for training four times a week for one hour by both senior, age grade and mini teams.	2 match equivalent sessions per week
Old Laurentians RUFC	Fenley Field	One sports lit senior pitch is used for training, amounting to seven training sessions across seniors, age grade and mini provision.	3.5 match equivalent sessions per week
Rugby Lions RUFC	The Rugby Football Club	One sports lit senior pitch is used for training, amounting to three match equivalent sessions per week.	3 match equivalent sessions per week
Rugby St Andrews RUFC	Ashlawn Road Recreation Ground	One sports lit senior pitch is used for training, amounting to ten training sessions across seniors, age grade and mini provision.	5 match equivalent sessions per week
Rugby Welsh RUFC	Rugby Town Football Club	The sports lit 3G pitch at Rugby Town Football Club is used for training twice a week, totalling three hours per week.	1.25 match equivalent sessions per week

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### *Use of artificial pitches*

The alternative to training on grass pitches is the use of 3G pitches. World Rugby produced the 'Performance Specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. A World Rugby compliant pitch also enables the transfer of match demand from grass pitches onto 3G pitches, which alleviates overplay of grass pitches and as a result protects quality.

Nationally, clubs with access to 3G pitches for training utilise them as a method of protecting grass pitches for matches and providing a high quality surface for full contact practice. Competitive play generally continues to take place on grass pitches, although there is occasional use of 3G pitches for fixtures in the case of grass pitch quality or capacity issues (especially during bad weather spells).

There are currently no World Rugby compliant 3G pitches in Rugby; however, as identified above, a pitch at Rugby Town Football Club is being used to accommodate demand. For more information, see Part 3 of this report.

### ***Additional usage***

The pitches at Broadstreet Rugby Club are used by Coventry College for rugby matches, as well as for various County matches/tournaments.

In addition, at Newbold on Avon Rugby Club, the Gaelic football club Rugby Gaels uses one the pitches for its match and training demand. Similarly, the pitch at Rugby Football Club (home to Rugby Lions RUFC), is used by the American football team Rugby Rhinos for its match provision. Whilst most of this usage can be adequately accommodated as it takes place outside of the rugby union season, it can impact on post-season remedial work.

### ***Exported/imported demand***

There is no known exported or imported rugby union demand in Rugby, although Broadstreet RUFC are technically in Rugby despite being considered as Coventry-based. The Club is therefore also included within the Coventry PPOSS.

### ***Unmet/latent demand***

Two of the six responsive clubs report that if more pitches and facilities were made available, they would be able to field more teams and expand its number of teams. These are Rugby Welsh RUFC and Rugby Lions RUFC, with the former suggesting the potential addition of one senior men's team and one youth boys' team, whilst the latter report the capability of adding six to ten teams across all formats. This is linked to its participation reduction referenced earlier.

### ***Future demand***

Future demand can be defined via several ways, including through participation increases and by using population forecasts. In addition, the proceeding Strategy & Action Plan document will contain housing growth scenarios that will estimate the additional demand for rugby union arising from housing developments within Rugby.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### *Future population growth*

Based on population projections to 2040 (the period to which this assessment projects population based future demand), Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass rugby pitches that will arise from any growth. Using the current and future populations in each of the relevant age groups together with the current team numbers, team generation rates can then be established to understand how much growth is required to establish one new team.

For reference total current population in 2023 of 110,650 will increase to 124,302 by 2040. The table below shows the number of new teams generated by this growth and the requisite match equivalent sessions that it will create. As seen, an increase of two senior men's, three age grade boys and three age grade mixed teams are projected.

*Table 4.14: Borough-wide team generation rates*

Age group	Team generation rate	Number of new teams generated by the new population	Number of new teams generated by the new population - rounded figure	Match equivalent sessions <sup>11</sup>
Men (19-45yrs)	1:1278	1.72	2	1
Women (19-45yrs)	1:17616	0.12	0	0
Boys (13-18yrs)	1:160	3.44	3	1.5
Girls (13-18yrs)	1:1057	0.49	0	0
Mixed (7-12yrs)	1:353	3.07	3	0.75

At a localised level, the largest degree of future demand generated is identified in the Urban Analysis Area with 1.75 match equivalent sessions, whilst the South Analysis Area yields one match equivalent session and the North Analysis Area generates 0.5 match equivalent sessions.

*Table 4.15: Summary of future demand generated via population growth*

Analysis area	Future demand (match equivalent sessions)					Total
	Senior men	Senior women	Age grade boys	Age grade girls	Age grade mixed	
North	0.5	-	0.5	-	-	<b>1</b>
South	-	-	0.5	-	-	<b>0.5</b>
Urban	0.5	-	0.5	-	0.75	<b>1.75</b>
<b>Rugby</b>	<b>1</b>	<b>0</b>	<b>1.5</b>	<b>0</b>	<b>0.75</b>	<b>3.25</b>

### *Future training demand*

Similar to competitive demand referenced above, future levels of training demand can also be calculated via using Sport England's calculator. This demand is based upon access to a floodlit grass pitch equated into match equivalent sessions.

<sup>11</sup> Two teams require one pitch to account for playing on a home and away basis; therefore, one team accounts to 0.5 match equivalent sessions on their relevant pitch type.

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Table 4.16: Future training demand

Age group	Training demand generated per week by population growth (match equivalent sessions)	Training demand generated per week by population growth (match equivalent sessions) - rounded figure <sup>12</sup>	Hour/s equivalent
Men (19-45yrs)	0.86	-	0.5 hours
Women (19-45yrs)	0.06	-	-
Boys (13-18yrs)	1.72	1.5	2 hours
Girls (13-18yrs)	0.25	-	-
Mixed (7-12yrs)	0.77	1	1.5 hour

### Participation increases

Of the five clubs that responded to consultation requests, two quantify their aspirations to increase their current team numbers by a total of five teams. Broadstreet RUFC wish to add three teams in total, equating to one senior women's, one colts girls' and one youth girls' team. In addition, Rugby Welsh RUFC wants to establish an additional senior men's team and an additional colts' team.

The remaining clubs do not plan to increase their number of teams further.

### The peak period

In order to fully establish actual spare capacity, the peak period needs to be established for all types of rugby. For senior teams, it is considered to be Saturday PM as all senior teams play at this time. Peak time for mini and age grade rugby is Sunday AM.

## 4.4: Capacity analysis

The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing rugby. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off-peak times.

To enable an accurate supply and demand assessment of rugby union pitches, the following assumptions are applied to the site-by-site and pitch-by-pitch analysis:

- ◀ All sites that are or could be used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side (unavailable pitches are not).
- ◀ All competitive play is on senior sized pitches (except for where dedicated age grade and/or mini pitches are provided and are known to be used as standard practice).
- ◀ From U13s upwards, teams play 15 v 15 and use a full pitch.
- ◀ Mini teams (U6s-U12s) play on half of a senior pitch, meaning two matches and four teams can be accommodated at any one time; this means that play per week is set at 0.25 for each match played based on teams operating on a home and away basis.
- ◀ For senior and youth teams, the current level of play per week is set at 0.5 for each match played based on all teams operating on a home and away basis.
- ◀ Senior men's rugby generally takes place on Saturday afternoons.

<sup>12</sup> Rounded to the nearest 0.5 match equivalent session.

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- Senior women's rugby generally takes place on Sunday afternoons.
- Age grade rugby generally takes place on Sunday mornings.
- Mini rugby generally takes place on Sunday mornings.
- Training that takes place on marked pitches is reflected by the addition of match equivalent sessions to current usage levels.
- Internal use of school pitches is added to current play, as determined on a site-by-site basis depending on levels of activity.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate, based on quality, as set out below.

Table 4.17: Pitch capacity (matches per week) based on quality assessments

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

The table below identifies the way capacity and overplay is represented in Table 4.19.

Table 4.18: Spare capacity examples

Spare capacity in peak period (examples)	Explanation of spare capacity
1	If the cell is highlighted in green with a number, it means that the pitch(es) have actual spare capacity at peak time.
0	If the cell has a 0 in it, this means that the pitch(es) is/are played to capacity, either overall or during the peak period.
1	If the cell has a number in it but is not highlighted, it means the pitch has spare capacity in the peak period; however, this is discounted. This is most commonly due to unsecure tenure and/or poor pitch quality but can also be due to the site being unavailable to the community.
1	If the cell is highlighted in red with a number, it means that the pitch(es) are overplayed.

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Table 4.19: Capacity table for rugby pitches available for community use in Rugby

Site ID	Site name	Analysis area	Community use?	No. of pitches	Pitch type	Quality rating	Sports lighting?	Pitch capacity	Match equivalent sessions (per week)	Training equivalent sessions (per week)	Capacity rating	Comments
3	Alwyn Road Recreation Ground	Urban	Yes	1	Senior	Poor	No	0.5	1.5	-	1	Overplayed through match demand from Rugby Welsh RUFC.
5	Ashlawn Road Recreation Ground	Urban	Yes	1	Senior	Poor	No	1.5	1	-	0.5	Pitch is used by Rugby St Andrews RUFC for its match demand.
				2	Senior	Poor	No	3	5.5	-	2.5	Overplayed through match demand from Rugby St Andrews RUFC.
				1	Senior	Poor	Yes	1.5	-	5	3.5	Overplayed through match and training demand from Rugby St Andrews RUFC.
12	Bilton School	Urban	Yes-unused	3	Senior	Poor	No	4.5	3	-	1.5	Pitch is used for curricular demand.
16	Broadstreet Rugby Club	North	Yes	1	Senior	Good	Yes	3.5	3	-	0.5	Pitch is used by Broadstreet RUFC for its senior match demand.
				1	Senior	Good	Yes	3.5	3.5	-	0	Pitch is played to capacity through match and training demand from Broadstreet RUFC.
				5	Senior	Good	No	17.5	3.5	4	10	Pitches used by Broadstreet RUFC for youth and mini demand.
24	Fenley Field	Urban	Yes	1	Senior	Standard	Yes	1.75	1	3.5	4.25	Overplayed through match and training demand from Old Laurentians RUFC.
				2	Senior	Poor	No	3	6	-	3	Overplayed through match demand from Old Laurentians RUFC.
29	GEC Recreation Ground	Urban	Yes	1	Senior	Poor	No	1.5	0.5	-	1	Pitch is used by A.E.I RUFC for its match demand (training demand is unknown).
31	Harris Church of England Academy	Urban	Yes-unused	1	Senior	Poor	No	1.5	1	-	0.5	Pitch is used for curricular demand.
36	Houlton School	Urban	Yes	1	Senior	Standard	No	2	1	-	1	Pitch is used for curricular demand.
42	Newbold on Avon Rugby Club	Urban	Yes	1	Senior	Standard	No	1.75	1.5	-	0.25	Pitch is used by Newbold on Avon RUFC for its senior match demand.
				1	Senior	Poor	Yes	1.5	1.5	-	0	Pitch is played to capacity through match and training demand from Newbold on Avon RUFC.
				1	Age grade	Poor	Yes	0.5	6.5	2	8	Overplayed through match and training demand from Newbold on Avon RUFC.
46	Princethorpe College	South	Yes-unused	3	Senior	Poor	No	4.5	3	-	1.5	Pitches are used for curricular demand.
				2	Age grade	Poor	No	3	2	-	1	Pitches are used for curricular demand.
52	Rugby School Playing Fields	Urban	Yes-unused	3	Senior	Standard	No	6	3	-	3	Pitches are used for curricular demand.
59	The Rugby Football Club	Urban	Yes	1	Senior	Standard	Yes	2	3	3	4	Overplayed through match and training demand from Rugby Lions RUFC.

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### ***Actual spare capacity***

There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as actual spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Furthermore, there are numerous rugby pitches in Rugby at education sites that are unused by clubs despite being reported as available. Whilst these may theoretically provide some spare capacity, it would not be reasonable to equate this as actual spare capacity as school usage itself is likely to limit what additional activity should take place on the provision. Moreover, the nature of club rugby generally means that clubs are generally unwilling to utilise secondary venues, making community use unlikely.

In addition, any pitches that are used by clubs to capacity at peak time (or overplayed), that are poor quality or that provide unsecure tenure are not considered to have actual spare capacity. As such, the table below ascertains whether or not any identified 'potential capacity' can be used to accommodate an increase in play, firstly for senior demand, on a site-by-site and pitch-by-pitch basis.

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Table 4.20: Actual spare capacity table

Site ID	Site name	Analysis area	No. of pitches with spare capacity	Pitch type	Potential spare capacity	Actual spare capacity (peak period)	Comments
5	Ashlawn Road Recreation Ground	Urban	1	Senior	0.5	-	Spare capacity discounted due to poor pitch quality.
12	Bilton School	Urban	3	Senior	1.5	-	Spare capacity discounted due to poor pitch quality and unsecure tenure.
16	Broadstreet Rugby Club	North	1	Senior	0.5	-	Pitch is played to capacity at peak time.
16	Broadstreet Rugby Club	North	5	Senior	10	-	Pitches are played to capacity at peak time.
29	GEC Recreation Ground	Urban	1	Senior	1	-	Spare capacity discounted due to poor pitch quality.
31	Harris Church of England Academy	Urban	1	Senior	0.5	-	Spare capacity discounted due to poor pitch quality and unsecure tenure.
36	Houlton School	Urban	1	Senior	1	-	Spare capacity discounted due to nature of site.
42	Newbold on Avon Rugby Club	Urban	1	Senior	0.25	-	No spare capacity at peak time.
46	Princethorpe College	South	3	Senior	1.5	-	Spare capacity discounted due to poor pitch quality and unsecure tenure.
46	Princethorpe College	South	2	Age grade	1	-	Spare capacity discounted due to poor pitch quality and unsecure tenure.
52	Rugby School Playing Fields	Urban	3	Senior	3	-	Spare capacity discounted due to unsecure tenure.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Of the 21 pitches identified as having potential spare capacity in Rugby, none are considered to offer actual spare capacity at peak time for an increase in rugby. This is predominately due to poor quality and/or unsecure tenure.

### Overplay

There are nine senior pitches across five sites in Rugby that are overplayed by a total of 26.25 match equivalent sessions per week. This represents substantial levels of overplay.

Table 4.21: Summary of overplay

Site ID	Site name	Analysis area	No. of overplayed pitches	Pitch type	Overplay
3	Alwyn Road Recreation Ground	Urban	1	Senior	1
5	Ashlawn Road Recreation Ground	Urban	3	Senior	6
24	Fenley Field	Urban	3	Senior	7.25
42	Newbold on Avon Rugby Club	Urban	1	Age grade	8
59	The Rugby Football Club	Urban	1	Senior	4
<b>Total</b>					<b>26.25</b>

Overplay is located solely at club sites with the highest level identified at Newbold on Avon RUFC, amounting to eight match equivalent sessions per week. As aforementioned, in the main, overplay is a consequence of concentrated training demand on match pitches.

The entire overplay is identified in the Urban Analysis Area (26.25 match equivalent sessions per week). None is identified in the North or South analysis areas.

Table 4.22: Summary of overplay by analysis area

Analysis area	Overplay (match equivalent sessions)
North	-
South	-
Urban	26.25
<b>Rugby</b>	<b>26.25</b>

### 4.5: Supply and demand analysis

Having considered supply and demand, the table below identifies the overall spare capacity and overplay of rugby union pitches in Rugby based on match equivalent sessions. Future demand is based on club development plans, which are considered likely to absorb future demand identified through population increases.

As seen, there is a current overall shortfall of 26.25 match equivalent senior sessions per week, of which a shortfall is solely prominent in the Urban Analysis Area, amounting to 26.25 match equivalent sessions per week. The North and South analysis areas have no actual spare capacity or overplay.

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Table 4.23: Current supply and demand analysis

Analysis area	Demand (match equivalent sessions per week)		
	Actual spare capacity	Overplay	Current total
North	-	-	0
South	-	-	0
Urban	-	26.25	26.25
<b>Rugby</b>	<b>0</b>	<b>26.25</b>	<b>26.25</b>

When accounting for future competitive and training demand, the overall shortfall is projected to increase to 33.5 match equivalent sessions per week.

Table 4.24: Future supply and demand analysis

Analysis area	Demand (match equivalent sessions per week)			
	Current total	Future competitive demand	Future training demand	Future total
North	0	1	1	2
South	0	0.5	1	1.5
Urban	26.25	1.75	2	30
<b>Rugby</b>	<b>26.25</b>	<b>3.25</b>	<b>4</b>	<b>33.5</b>

## 4.6: Conclusion

There is a clear shortfall of rugby union provision to meet demand in Rugby, with a significant shortfall identified and with most clubs utilising overplayed provision. This deficit is projected to worsen in the future, meaning that solutions need to be sought.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### **Rugby union – supply and demand summary**

- ◀ Of the 21 pitches identified as having potential spare capacity, none are considered to have actual spare capacity at peak time for an increase demand due to quality and/or security of tenure issues.
- ◀ There are nine senior pitches across five sites that are overplayed by a total of 26.25 match equivalent sessions per week.
- ◀ There is a current overall shortfall of 26.25 match equivalent sessions per week, with future demand exacerbating this shortfall to 33.5 match equivalent sessions per week.

### **Rugby union – supply summary**

- ◀ There are 40 rugby union pitches identified across 15 sites, of which 32 pitches are available for community use across 11 sites.
- ◀ Rugby Welsh RUFC has plans to develop an additional pitch at its home venue, Alwyn Road Recreation Ground.
- ◀ Old Laurentians RUFC has plans to relocate in order to resolve pitch capacity issues and to offer a modern clubhouse with diverse amenities. As of yet, the Club has not secured funding for the relocation; however, the Club are working in conjunction with the Slatter Group to proceed with its plans.
- ◀ Broadstreet and Newbold-on-Avon rugby clubs have freehold of their sites, whilst the remaining clubs have rental and lease agreements.
- ◀ Of pitches which are available for community use, there are seven good quality pitches, seven standard quality pitches and 18 poor quality pitches.
- ◀ Broadstreet and Old Laurentians rugby clubs both report a need for ancillary provision improvements.

### **Rugby union – demand summary**

- ◀ There are seven rugby clubs considered to be based in Rugby providing a total of 72 teams.
- ◀ A total of five clubs are known to currently use match pitches to accommodate training demand.
- ◀ Rugby Welsh RUFC utilises the 3G pitch at Rugby Town Football Club for training despite it not being World Rugby compliant.
- ◀ Team generation rates predict a growth of two senior men's, three age grade boys' and three age grade mixed teams, whilst Broadstreet RUFC and Rugby Welsh RUFC quantify aspirations to increase their current team numbers by a total of five teams.

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### PART 5: HOCKEY

Hockey in England is governed by England Hockey (EH).

Competitive league hockey matches and training can only be played on sand filled, sand dressed or water based artificial grass pitches (AGPs). Although competitive, adult and junior club training cannot take place on 3G pitches, 40mm pitches may be suitable at introductory level, such as school curriculum low level hockey. England Hockey's (EH) Artificial Grass Playing Surface Policy details suitability of surface type for varying levels of hockey, as seen below.

Table 5.1: England Hockey guidelines on artificial surface types suitable for hockey

Category	Surface	Playing Level	Playing Level
England Hockey Category 1	Water surface approved within the FIH Global/National Parameters	<b>Essential</b> International Hockey - Training and matches	<b>Desirable</b> Domestic National Premier competition Higher levels of EH Player Pathway Performance Centres and upwards England
England Hockey Category 2	Sand dressed surfaces within the FIH National Parameter	<b>Essential</b> Domestic National Premier competition Higher levels of player pathway: Academy Centres and Upwards	<b>Desirable</b> All adult and junior League Hockey Intermediate or advanced School Hockey
England Hockey Category 3	Sand based surfaces within the FIH National Parameter	<b>Essential</b> All adult and junior club training and league Hockey EH competitions for clubs and schools Intermediate or advanced schools hockey	EH competitions for clubs and schools (excluding domestic national league)
England Hockey Category 4	All 3G surfaces	<b>Essential</b> None	<b>Desirable</b> Lower level hockey (Introductory level) when no category 1-3 surface is available.

In addition to the above pitch types, EH reports that it is currently trialling a different multi-sport surface in order to better accommodate lower levels of hockey demand on a pitch that is also suitable for other sports such as netball and tennis. The surface type, known as Gen 2, is a versatile surface that ensures that the sports do not need to compromise on the playing experience; it is a sand dressed synthetic turf with a compatible shock pad. The concept is designed to provide facilities, including schools, with a dynamic surface which reduces the amount of space required and enables the provision to be utilised to its full potential.

For senior teams, a full-size hockey pitch for competitive matches must measure at least 91.4 x 55 metres excluding surrounding run-off areas, which must be a minimum of two metres at the sides and three metres at the ends. EH's preference is for four-metre side and five-metre end run offs, with a preferred overall area of 101.4 x 63 metres, though a minimum overall area of 97.4 x 59 metres is accepted.

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It is considered that a hockey pitch can accommodate a maximum of four matches on one day (peak time) provided that the pitch has sports lighting. Training is generally midweek and also requires access to a pitch with sports lights.

### Consultation

Rugby & East Warwickshire HC is the only hockey club identified as playing within Rugby and was consulted to inform this section of the report.

### 5.2: Supply

There are eight full size, sports lit hockey suitable pitches in Rugby located across six sites, with three pitches are located at Rugby School Sports Centre. All of the pitches are provided at education sites (or dual use sites) and are serviced by sports lighting. One of the pitches is unavailable for community use, located at Bilton Grange School.

The pitch at Bilton Grange School and two of the pitches at Rugby School Sports Centre are three of the few water-based pitches supplied nationally.

Table 5.2: Summary of full size hockey suitable AGPs

Site ID	Site	Analysis area	Community use?	Sports lighting?	Surface type	Size (meters)
11	Bilton Grange School	South	No	Yes	Water	100 x 62
12	Bilton School	Urban	Yes	Yes	Sand	100 x 62
32	Hartfield Sports Ground	Urban	Yes	Yes	Sand	102 x 63
46	Princethorpe College	South	Yes	Yes	Sand	98 x 61
53	Rugby School Sports Centre	Urban	Yes	Yes	Water	98 x 63
			Yes	Yes	Sand	98 x 61
			Yes	Yes	Water	97 x 67
61	Warwickshire College (Rugby Centre)	Urban	Yes	Yes	Sand	97 x 60

As seen in the table above, six pitches are provided in the Urban Analysis Area and two are in the South Analysis Area. None are provided in the North Analysis Area.

### Smaller size provision

In addition to the full size AGPs, there is also one smaller size hockey suitable pitch in Rugby, located at Bilton School. The pitch is available for community use, despite not being serviced by sports lighting. Furthermore, the pitch is predominantly used by football demand and curricular usage, facilitating no official hockey usage.

Table 5.3: Smaller sized AGPs in Rugby

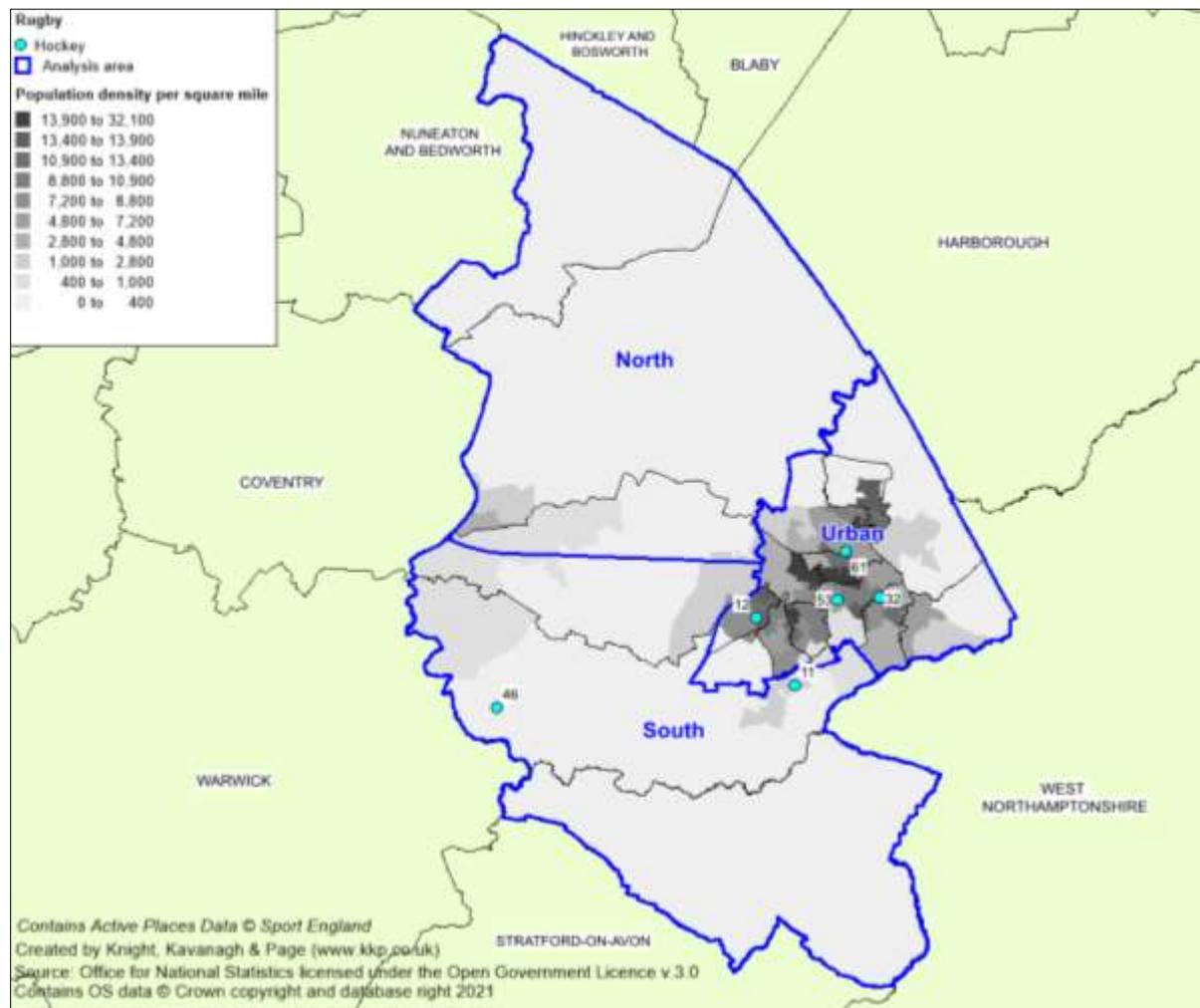
Site ID	Site	Analysis area	No. of pitches	Community use?	Sports lighting?	Size (meters)
12	Bilton School	Urban	1	Yes	No	68 x 38

Nationally, smaller size pitches are considered too small to accommodate any purposeful hockey demand, although some larger ones are utilised for training demand and junior play. In Rugby, the pitch at Bilton School is not considered suitable as it is too small and is without sports lighting. As such, it has been discounted from this point forward.

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For the location of the full size AGPs, please see Figure 5.1 below.

Figure 5.1: Location of hockey suitable AGPs in Rugby



## **Management and security of tenure**

As all current full size hockey provision is located at education sites, the sole hockey club in the Borough, Rugby & East Warwickshire HC, is not considered to have a security of tenure. The Club rents provision on an annual basis at three sites, with these being Hartfield Sports Ground, Rugby School Sports Centre and Princethorpe College. No longer term agreements are in place.

## **Availability**

Sport England's FPM applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00). On this basis, all but one full size AGP in Rugby is considered to be readily available to the community within the peak period, with the only exemption being the pitch at Bilton Grange School. This offers more limited midweek availability in addition to restricted hours on Saturdays.

The three pitches at Rugby School Sports Centre and the pitch at Hartfield Sports Ground also have limited availability on Saturdays. Access is only enabled until 13:00 at the former, whilst it is not allowed until 12:00 at the latter. This impacts on capacity to accommodate matches.

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Table 5.4: Availability of full-size hockey suitable AGPs

Site ID	Site	Availability in the peak period (hours)	Comments	Actual usage
11	Bilton Grange School	-	Unavailable for community use.	-
12	Bilton School	32	Available to the community from 17:00 to 22:00 from Monday to Friday and from 09:00 to 16:00 on weekends.	Based on the degree of football usage currently, there is a small amount of spare capacity for additional hockey usage.
32	Hartfield Sports Ground	28	Available to the community from 18:00 to 22:00 from Monday to Friday, from 12:00 to 18:00 on Saturdays and from 09:00 to 14:00 on Sundays.	No capacity for additional usage based on the high degree of hockey usage by Rugby & East Warwickshire HC.
46	Princethorpe College	29	Available to the community from 18:00 to 21:00 during the week and from 09:00 to 18:00 at weekends.	Potential for additional hockey usage, although the pitch's poor quality and location is unfavourable.
53	Rugby School Sports Centre	22	All three pitches are available to the community from 08:00 to 14:00 and 19:00 to 22:00 on Mondays and Fridays and from 08:00 to 14:00 and 18:00 to 22:00 on Tuesdays, Wednesdays and Thursdays. On Saturdays, availability is from 08:00 to 13:00, whilst on Sundays it is from 08:00 to 14:00 and from 16:00 to 19:30.	No capacity for additional usage based on the high degree of hockey usage by the School and Rugby & East Warwickshire HC.
61	Warwickshire College (Rugby Centre)	32	Available to the community from 12:00 to 21:30 from Monday to Thursday and from 12:00 to 20:00 on Fridays. At weekends, it is accessible from 09:00 to 17:00 on Saturday and from 09:00 to 15:00 on Sundays.	Based on the degree of football usage currently, there is a small amount of spare capacity for additional hockey usage.

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### Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, together with maintenance levels, that most commonly affects quality. An issue for hockey nationally is that some providers did not financially plan to replace the carpet when first installed, leading to many pitches now being poor quality.

For the PPOSS, each AGP has been assigned a quality rating of good, standard or poor following site assessments. This rating is linked to the condition and age of the playing surface, as well as surrounding hard areas and the maintenance that is undertaken. For the full assessment criteria, please refer to Appendix 2.

The following table indicates when each of the full size pitches were installed or last resurfaced within Rugby, together with an agreed quality rating. As seen, three pitches are assessed as good quality, three as standard and two as poor.

*Table 5.5: Age and quality of full size hockey suitable AGPs*

Site ID	Site	No. of pitches	Year installed/ resurfaced	Quality
11	Bilton Grange School	1	2015	Good
12	Bilton School	1	2008	Poor
32	Hartfield Sports Ground	1	2008	Poor
46	Princethorpe College	1	2015	Poor
53	Rugby School Sports Centre	3	2021	Good
			2015	Standard
			2016	Good
61	Warwickshire College (Rugby Centre)	1	2015	Standard

Based on the guidance of a ten-year carpet life, the pitches at Bilton School and Hartfield Sports Ground are in need of refurbishment as both have not been resurfaced since their installation in 2008. Both pitches are therefore considered to be poor quality, primarily due to heavy signs of wear and tear caused by the ages of the surfaces. Sheriff School, which owns the pitch at Hartfield Sports Ground, reports that it plans to resurface the aging pitch in the next couple of years. Furthermore, the pitch at Princethorpe College is also poor quality as it is not maintained to a high standard.

In contrast, the three England Hockey Category 1 water-based pitches based at Rugby School Sports Centre and Bilton Grange School are rated as good quality. The pitch at Bilton Grange School was installed in 2015 and remains good quality despite its age, assisted by the level of maintenance carried out. As for the two-remaining water-based pitches at Rugby School Sports Centre; one of the pitches had previously existed as a sand-based pitch and was refurbished to water-based in 2021, whereas the other was installed in 2016.

The pitches located at Warwickshire College (Rugby Centre), as well as the sand-based pitch at Rugby School Sports Centre, are rated as standard quality.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## ***Ancillary provision***

The majority of the hockey suitable pitches are serviced by good quality ancillary facilities. However, an exception to this is found at Hartfield Sports Ground, with the provision in desperate need of refurbishment, as expressed by both Lawrence Sheriff School and Rugby & East Warwickshire HC. The School reports ongoing plans to sell a parcel of land at the site; should the sale of land proceed successfully, it intends to direct some of the revenue generated towards new changing rooms.

## **5.3: Demand**

Rugby & East Warwickshire HC is the principal HC currently playing in Rugby. The Club consists of 22 teams, equating to seven men's teams, five women's teams and ten junior teams. It has a membership of 506, making it a particularly large club.

*Table 5.6: Summary of demand*

Name of club	Membership							Total
	Senior men (17-55)	Senior women (17-55)	Junior boys (14-16)	Junior girls (14-16)	Junior boys (11-13)	Junior girls (11-13)	Mini mixed (5-10)	
Rugby & East Warwickshire HC	116	73	43	25	66	48	135	<b>506</b>

The Club utilises two pitches in Rugby to accommodate its training demand, Hartfield Sports Ground and Rugby School Sports Centre. The Club's senior men's train at Hartfield Sports Ground on Tuesday and Thursday evenings, whilst its senior women's train on Tuesday evenings at Rugby School Sports Centre. The Club's junior boys (11-13) and junior girls (11-13) train at Tuesday evenings at Hartfield Sports Ground. The Club's older junior boys' (14-16) train on Tuesday, Wednesday and Thursday evenings at Hartfield Sports Ground, whilst its older youth girls' train on Tuesday evening at Rugby School Sports Centre. Finally, at the Club's entry level, its mini teams train on Friday evenings at Rugby School Sports Centre.

## ***Participation trends***

Rugby & East Warwickshire HC has seen an increase in participation across both its senior and junior age groups in recent years, evidencing an overall growth in hockey demand. As an example, this season it added a fifth senior women's team due to the volume of quality junior players progressing through the Club's development setup.

Amongst its junior section, the Club attributes its rise in participation to the introduction of the Midlands Junior League. This provides more opportunities for competitive play for its younger players.

## ***Exported/imported demand***

There is no known exported/imported hockey demand identified in Rugby.

## ***Latent/unmet demand***

Latent demand is identified by Rugby & East Warwickshire HC, with the Club attributing the lack of good quality hockey facilities within the Borough as a key factor preventing the Club's expansion and addition of further playing members.

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### ***Future demand***

Growing participation is a key aim within EH's Strategic Plan and key drivers include working with clubs, universities, schools and regional and local leagues as well as developing opportunities for over 40s and delivering a quality programme of competition. Overall, it has an aim to double participation over the next ten years, meaning it does not consider team generation rates to provide an accurate representation of potential growth.

In relation to club aspirations, Rugby & East Warwickshire HC reports that it aspires to field one additional senior men's team, one additional senior women's team and one additional junior girls' team, totalling three additional teams at the Club. The Club also hopes to gain an increased involvement with schools to promote hockey in Rugby, with the potential to further grow junior membership through this avenue.

### ***Hockey Heroes***

Hockey Heroes is a six-week hockey programme aimed at beginners (children aged five to eight) that not only focuses on helping children develop some physical hockey skills such as dribbling, passing and goal scoring, but also places as much emphasis on character development including teamwork, communication, perseverance, and respect.

There are currently no Hockey Heroes courses operating in Rugby, with the nearest offering identified outside of the Borough in Northampton.

### ***Back to Hockey***

Back to Hockey sessions are fun, social, and informal and are aimed at people who either have not played for a number of years or that are looking to play for the first time. They are generally hosted by clubs, with EH providing guidance on how to deliver the programme.

Benefits of clubs being involved in Back to Hockey include:

- ◀ More members
- ◀ More casual players
- ◀ Additional income
- ◀ Extra publicity
- ◀ New volunteers

There are currently no Back to Hockey courses operating in Rugby, with the nearest offering identified outside of the Borough in Northampton.

### ***Walking hockey***

Increasing in popularity, walking hockey is perfect for players looking for a less physically demanding version of the game but still enjoy showing their skills and being involved in the team and social aspect.

There are currently no walking hockey sessions operating in Rugby, with the nearest offering identified outside of the Borough in neighbouring Coventry.

### ***In2Hockey***

In2Hockey is England Hockey's adapted game format aimed at players 10-14 years old and is played as a 6-a-side game without goalkeepers, or as a 7-a-side game with goalkeepers.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Rugby & East Warwickshire HC participate in the initiative, fielding two teams; one u10 junior boys team and one u10 junior girls team.

### **Peak time demand**

Generally, all senior hockey is played on a Saturday (with the expectation of BUCS League fixtures which take place midweek, usually Wednesday), whereas all junior hockey is played on a Sunday.

### **Usage**

Taking all the above demand into account, it is clear that there is significant usage of the full size hockey suitable AGPs within Rugby for hockey, with Rugby & East Warwickshire HC accessing three venues. In addition, most of the provision is also commonly used for other activities, most notably in terms of football, whether that be through formal training or via informal social use.

The table below summarises the usage at sites providing full size hockey suitable pitches, comparing availability against hockey use and other activity as well as taking into consideration any remaining spare capacity. Spare capacity is considered to exist for matches if there are currently less than eight teams assigned to a pitch on a Saturday or Sunday (and if the remaining capacity is not being utilised for other purposes).

*Table 5.7: Usage of full size hockey suitable AGPs*

Site ID	Site	Availability in the peak period (hours)	Usage Comments	Capacity for hockey
11	Bilton Grange School	-	Unavailable for community use.	<b>No spare capacity.</b>
12	Bilton School	32	Unused for hockey by the community, with all demand being football based, predominately during midweek timeslots.	<b>Spare capacity</b> for match and training demand although pitch improvements would be required before demand could be safely accommodated.
32	Hartfield Sports Ground	28	Used by Rugby & East Warwickshire HC for matches and training.	Pitch is used to its capacity at peak time for training and matches.
46	Princethorpe College	29	Used by Rugby & East Warwickshire HC for matches.	<b>Spare capacity</b> for match and training demand although pitch improvements would be required before demand could be safely accommodated.
53	Rugby School Sports Centre	23	Used by the School and Rugby & East Warwickshire HC for matches and training.	Pitch is used to its capacity at peak time for training and matches.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Site ID	Site	Availability in the peak period (hours)	Usage Comments	Capacity for hockey
61	Warwickshire College (Rugby Centre)	32	Unused for hockey by the community, with all demand being football based, predominately during midweek timeslots.	<b>Spare capacity</b> for match and training demand.

### 5.4: Supply and demand analysis

#### *Match play analysis*

It is suggested that a full size hockey pitch with sports lighting is able to accommodate four match equivalent sessions on one day for senior hockey. With teams playing on a home and away basis, this equates to one AGP being able to cater for eight 'home' teams at peak time (one team requires 0.5 match equivalent sessions per week on its 'home' AGP).

On the basis that there are eight full size AGPs available which can accommodate hockey matches in Rugby, providing a theoretical opportunity to accommodate up to 64 hockey teams across the Borough. However, the pitch at Bilton Grange School is unavailable for community use, whilst the pitches at Rugby School Sports Centre and Hartfield Sports Ground cannot be used throughout the day. This therefore reduces overall capacity to 20 match equivalent sessions and 40 senior teams.

*Table 5.8: Summary of capacity at peak time for senior hockey (Saturdays)*

Site ID	Site	Peak time availability (Saturday)	Capacity	
			Match equivalent sessions	Teams
11	Bilton Grange School	Unavailable	-	-
12	Bilton School	09:00-16:00	4	8
32	Hartfield Sports Ground	12:00-18:00	2	4
46	Princethorpe College	09:00-18:00	4	8
53	Rugby School Sports Centre <sup>13</sup>	08:00-13:00	2	4
		08:00-13:00	2	4
		08:00-13:00	2	4
61	Warwickshire College (Rugby Centre)	09:00-17:00	4	8
<b>Total</b>			<b>20</b>	<b>40</b>

With 12 senior teams currently playing in Rugby, this suggests that current supply is sufficient to accommodate demand, with substantial capacity remaining for an additional 28 teams.

For junior hockey matches, the need for pitches is generally less than it is for senior hockey as younger age groups can play on half a pitch (meaning two fixtures can take place at one time). As such, provision adequate to accommodate senior demand is also likely to be adequate to accommodate junior demand, especially when accounting for more extensive availability at many sites.

<sup>13</sup> Availability is only offered until 13:00 as the School uses the pitch thereafter for its own demand.

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### *Training analysis*

In terms of capacity for training, many of the AGPs are used extensively for other purposes, most commonly football, which can limit access for hockey demand. That being said, there is still seemingly sufficient capacity at sites currently used to accommodate all training demand within the Borough, with Rugby & East Warwickshire HC reporting no capacity issues. This is helped by the presence of the water-based pitches.

### **5.5: Conclusion**

There is a sufficient supply of hockey suitable pitches in Rugby to accommodate current demand, with eight pitches provided and only one club requiring access. However, it is also clear that Rugby & East Warwickshire HC could be better catered for across the three venues currently used (Hartfield Sports Ground, Princethorpe College and Rugby School Sports Centre).

First and foremost, improved security of tenure should look to be sought and quality improvements are needed at Hartfield Sports Ground and Princethorpe College. Considering the restricted access at Rugby School Sports Centre, Rugby & East Warwickshire HC has begun using the pitch at Princethorpe College to accommodate a proportion of its match demand on Saturdays despite its poor quality and distance from its home ground, further reducing spare capacity in the Borough.

Overall, whilst providing sufficient supply to accommodate current demand, spare capacity of pitches within Rugby is minimal due to the restricted access at Rugby School Sports Centre, the high degree of football usage at Bilton School and Warwickshire College, combined with quality issues at Hartfield Sports Ground and Princethorpe College.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### **Hockey – supply and demand summary**

- ◀ Current supply is sufficient to accommodate demand given the large number of pitches provided, although it is also clear that Rugby & East Warwickshire HC could be better provided for.
- ◀ Overall, whilst being sufficient to accommodate current demand, spare capacity of pitches within Rugby is minimal due to restricted access at Rugby School Sports Centre, a high degree of football usage at Bilton School and Warwickshire College, and quality issues at Hartfield Sports Ground and Princethorpe College. This is despite some pitches currently being unused for hockey.

### **Hockey – supply summary**

- ◀ There are eight full size, sports lit AGPs suitable for competitive hockey in Rugby located across six sites.
- ◀ In addition, there is one smaller-sized AGP located at Bilton School; however, this is not suitable for purposeful hockey demand.
- ◀ The pitch at Bilton Grange School and two of the three pitches at Rugby School Sports Centre are three of the few water-based pitches supplied nationally.
- ◀ All of the pitches are provided at education sites (or dual use sites) and are serviced by sports lighting. One of the pitches is unavailable for community use, located at Bilton Grange School.
- ◀ Limited security of tenure is provided, with no long term usage agreement in place.
- ◀ Based on the guidance of a ten-year carpet life, the pitch at Bilton School and Hartfield Sports Ground are in need of refurbishment and are assessed as poor quality, whereas all remaining pitches are considered to be good or standard quality.
- ◀ Ancillary provision is poor at Hartfield Sports Ground.

### **Hockey – demand summary**

- ◀ Rugby & East Warwickshire HC is the only hockey club currently playing in Rugby; the Club consists of 22 teams, equating to seven men's teams, five women's teams and ten junior teams.
- ◀ Demand has grown in recent years, with the Club increasing its number of teams as well as its membership, with unmet/latent demand now reported due to a lack of capacity at venues used.
- ◀ The Club uses the pitches at Rugby School Sports Centre, Hartfield Sports Ground and Princethorpe College.
- ◀ It also reports that it aspires to field one additional senior men's team, one additional senior women's team and one additional junior girls' team in the future.
- ◀ Most of the hockey suitable provision is also commonly used for other activities, most notably in terms of football, whether that be through formal training or via informal social use.

# RUGBY BOROUGH COUNCIL

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### PART 6: CRICKET

#### 6.1: Introduction

Warwickshire Cricket is the main governing and representative body for cricket within Rugby. Working closely with the England and Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children within the area. It is currently working with the ECB on delivering and laying the foundations for its Strategy, “Inspiring Generations”, which has been live since 2020.

For senior cricket in Rugby there are three main offerings (Saturday, Sunday and midweek cricket), whilst the youth league structure tends to be club-based matches which are generally played mid-week.

#### ***Country Facilities Strategy***

Warwickshire Cricket is currently undertaking a County Facilities Strategy, one of which, is to be produced by each individual county cricket board across the Country, unique to its geographical area as well as being diverse in its representation. These will be seen as a long-term plan and will involve engagement with key stakeholders, including clubs, leagues, active partnerships, county pitch advisors and Sport England.

To inform the strategies, the ECB has set out guidelines to ensure that the following facilities are considered throughout the development of the strategies:

- ◀ Traditional facilities (pitches, outfield, pavilions, practice areas)
- ◀ Non-traditional facilities (multi-use games areas, tapeball/softball spaces, courts/cages)
- ◀ Indoor facilities (multi use halls, cricket specific halls, match play venues)

The strategies will be used to shape investment decisions and priorities, with the decision-making process clearly explained before a list of priority projects is produced. To inform this process, each strategy will utilise PPOSS findings, where in place, as a ‘high quality’ evidence base.

#### ***Consultation***

To avoid duplication and survey fatigue, Warwickshire Cricket supplied its consultation findings with clubs and leagues, from its emerging County Facilities Strategy, undertaken in 2022, to inform this section of the report. KKP also fed into the process to ensure that all relevant questions have been asked and information secured.

The following 12 clubs are based in Rugby and they have all been involved in the production of the County Facilities Strategy:

- |                                |                           |
|--------------------------------|---------------------------|
| ◀ Bourton & Frankton CC        | ◀ Dunchurch & Bilton CC   |
| ◀ Flecknoe CC                  | ◀ Marton Village CC       |
| ◀ Merchants CC                 | ◀ Newbold-on-Avon CC      |
| ◀ Oakfield & Rowland United CC | ◀ Old Laurentians CC      |
| ◀ Rugby CC                     | ◀ Stretton-on-Dunsmore CC |
| ◀ Willoughby CC                | ◀ Wolvey CC               |

# RUGBY BOROUGH COUNCIL

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### 6.2: Supply

In total, there are 21 grass wicket cricket squares in Rugby, provided across 15 sites. Of this provision, 15 squares are available for community use across 13 sites, with seven found in the South analysis areas and six found in the Urban analysis area. There are two community available squares in the North analysis area.

Table 6.1: Summary of grass wicket squares available for community use

Analysis area	Squares available for community use
North	2
South	7
Urban	6
<b>Rugby</b>	<b>15</b>

The unavailable squares are located at Rugby School (Springhill Pitches) and Princethorpe College.

When compared to Rugby's previous PPOSS (completed in 2015), there has been an increase of two community available squares but an overall decrease of two squares when considering all provision. The increase in community available provision is due to an increase in accessible school facilities, whereas the overall decrease is due to some squares falling out of use (see disused section).

#### **Non-turf pitches**

There are non-turf pitches (NTPs) accompanying seven grass wickets squares across the same number of sites. This is the case at the following:

- ◀ Dunchurch & Bilton Cricket Club
- ◀ Hartfield Sports Ground (Lawrence Sheriff School)
- ◀ Newbold-on-Avon Cricket Club
- ◀ Oakfield & Rowland Cricket Club
- ◀ Princethorpe College
- ◀ Rugby Cricket Club
- ◀ Willoughby Cricket Club

All of these sites are available for community use with the exception of the provision at Princethorpe College.

In addition, there are seven standalone NTPs currently provided, with these being at the following sites:

- ◀ Ashlawn School
- ◀ Avon Valley School
- ◀ Bilton Grange School
- ◀ Bilton School
- ◀ Fenley Field
- ◀ Harris C of E Academy
- ◀ Rugby Free Secondary School

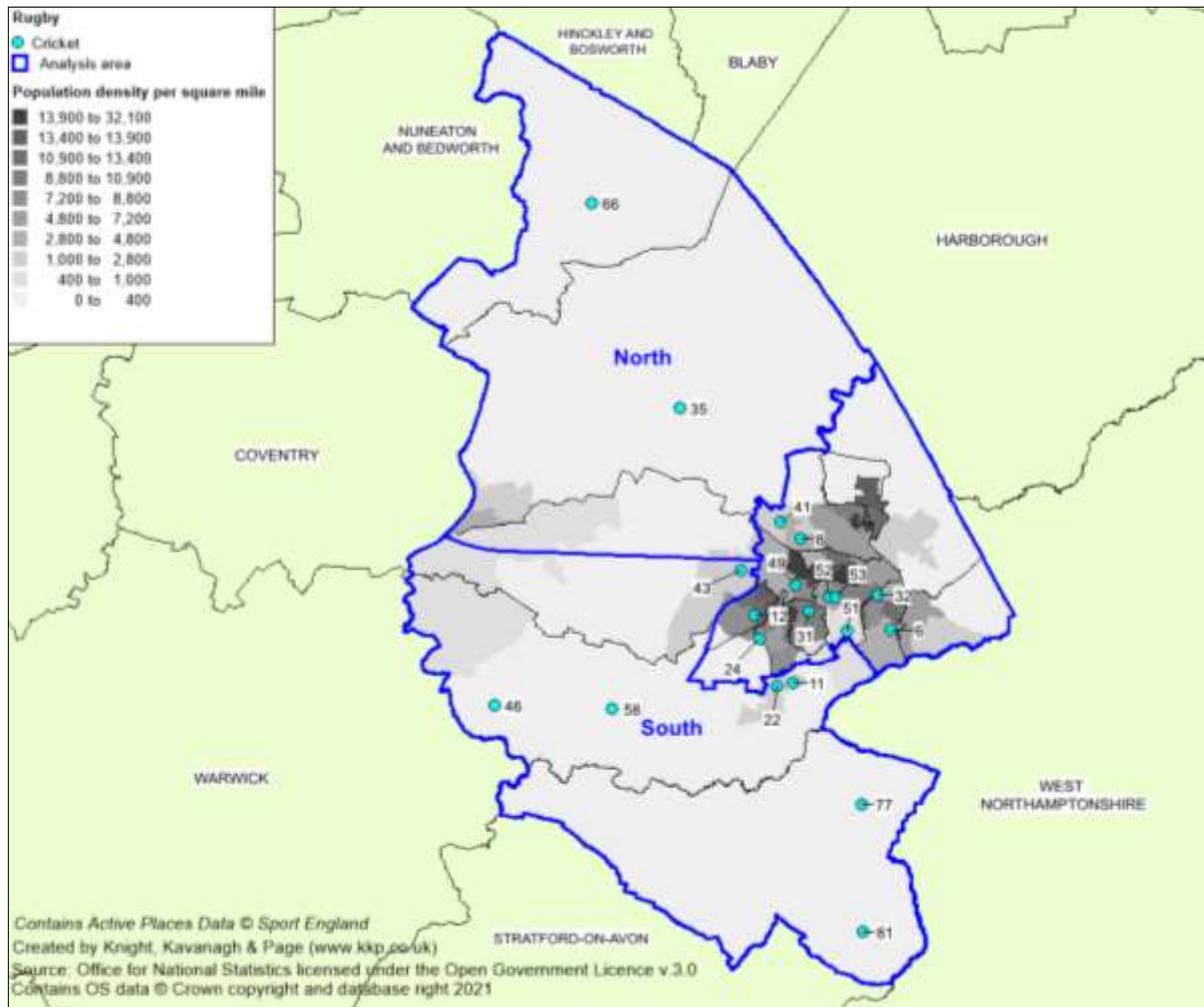
Of these, only the wickets at Bilton Grange School and Fenley Field are available for community use. The other five sites are not.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

NTPs, particularly at club sites, aid with training and practice and can help reduce overplay on grass wickets when used for matches. The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play. Additionally, NTPs can be used for junior matches.

The map below shows the location of all cricket squares currently servicing Rugby. For a key to the map, see Table 6.2.

Figure 6.1: Location of cricket squares within Rugby



## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 6.2: Key to map of cricket squares

Site ID	Site name	Postcode	Analysis area	Management	Community use?	No. of squares	No. of wickets	
							Grass	Non-turf
6	Ashlawn School	CV22 5ET	Urban	School	No	1	-	1
8	Avon Valley School	CV21 1EH	Urban	School	No	1	-	1
11	Bilton Grange School	CV22 6QU	South	School	Yes	3	13	-
							8	-
							-	1
12	Bilton School	CV22 7JT	Urban	School	No	1	-	1
22	Dunchurch & Bilton Cricket Club	CV22 6PN	South	Sports club	Yes	1	9	1
24	Fenley Field	CV22 7QT	Urban	Sports club	Yes	1	-	1
31	Harris C of E Academy	CV22 6EA	Urban	School	No	1	-	1
32	Hartfield Sports Ground (Lawrence Sheriff School)	CV21 3TP	Urban	School	Yes	1	7	1
35	HMPS College Newbold Revel	CV23 0JD	North	Private	Yes	1	7	-
41	Newbold-on-Avon Cricket Club	CV21 1EZ	Urban	Sports club	Yes	1	8	1
43	Oakfield & Rowland Cricket Club	CV23 9DT	South	Sports club	Yes	1	10	1
46	Princethorpe College	CV23 9PX	South	School	No	2	9	-
							1	1
49	Rugby Cricket Club	CV22 7AU	Urban	Sports club	Yes	1	13	1
51	Rugby School (Springhill Pitches)	CV22 5PY	Urban	School	No	4	4	-
							4	-
							4	-
							3	-
52	Rugby School Playing Fields	CV22 5DS	Urban	School	Yes	2	16	-
							6	-
53	Rugby School Sports Centre	CV22 5DJ	Urban	School	Yes	1	9	-
58	The Field (Bourton)	CV23 9RE	South	Bourton & Draycot Parish Council	Yes	1	10	-
66	Wolvey Playing Fields	LE10 3LA	North	Community	Yes	1	16	-

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Site ID	Site name	Postcode	Analysis area	Management	Community use?	No. of squares	No. of wickets	
							Grass	Non-turf
77	Willoughby Cricket Ground	CV23 8BZ	South	Sports club	Yes	1	12	1
81	Flecknoe Cricket Club	CV23 8AY	South	Sports club	Yes	1	6	-
84	Rugby Free Secondary School	CV22 5PE	Urban	School	No	1	-	1

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

### ***Disused/lapsed provision***

There are two lapsed and one disused site in Rugby that previously provided a grass wicket cricket square. The lapsed sites are Easenhall Cricket Ground, which last catered for cricket in around 2008, and Hilmorton Recreation Ground, which fell out of use for the sport in 2012 before then exclusively being used for football.

The disused square is located at Marton Village Cricket Club. This was in use by the Club until 2021; however, all of its demand has since transferred to Dunchurch & Bilton Cricket Club.

In addition, it is also worth noting that Whinfield Recreation Ground previously provided two cricket squares but no longer does so. However, this is not considered to be disused provision as the site is still marked out and in use for football (meaning it is still in use as a playing field).

### ***Management and security of tenure***

Of the clubs in Rugby, most are considered to have security of tenure of their primary venues, either through ownership of their home ground or via a long-term lease agreement. The arrangement for each club is summarised in the table below.

*Table 6.3: Ownership/management arrangements for cricket clubs in Rugby*

<b>Name of club</b>	<b>Ownership/management details</b>
Bourton & Frankton CC	The Club leases the square at The Field (Bourton) from the Council.
Dunchurch & Bilton CC	The Club leases the square at Dunchurch & Bilton Cricket Club from the Council whilst also using provision at Bilton Grange School.
Flecknoe CC	The Club has a long-term agreement for use of Flecknoe Cricket Club but does not disclose in what form this is provided.
Marton Village CC	The Club rents the square at Dunchurch & Bilton Cricket Club via an agreement with the Club.
Merchants CC	The Club rents the square at Rugby School Sports Centre from the School.
Newbold-on-Avon CC	The Club leases the square at Newbold-on-Avon Cricket Club from the Council.
Oakfield & Rowland United CC	The Club has freehold at Oakfield & Rowland Cricket Club and rents a secondary venue outside of the Borough.
Old Laurentians CC	The Club forms part of a wider entity that leases Fenley Field from the Council.
Rugby CC	The Club leases the square at Rugby CC from the Council whilst also using provision at Hartfield Sports Ground (Lawrence Sheriff School).
Stretton-on-Dunsmore CC	The Club rents the square at HMPS College Newbold Revel.
Willoughby CC	The Club has freehold of Willoughby Cricket Ground.
Wolvey CC	The Club leases the square at Wolvey Playing Fields from the Council.

The only agreements of concern are those in place for Marton Village CC, Merchants CC and Stretton-on-Dunsmore CC, all of which, only rent their current venues on an annual basis. This is particularly worrisome for Stretton-on-Dunsmore CC given the otherwise private nature of HMPS College Newbold Revel.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Some clubs also rent secondary venues due to a lack of peak time capacity at their preferred sites, with this applying to Dunchurch & Bilton CC at Bilton Grange School and Rugby CC at Hartfield Sports Ground (Lawrence Sheriff School). As both sites are at schools, security of tenure is limited, with access able to be denied beyond the existing rental agreements.

Oakfield & Rowland United CC also utilises a secondary venue, although it does this outside of Rugby (see exported demand).

### **Pitch quality**

The quality of cricket pitches has been assessed via a combination of site visits (using non-technical assessments as determined by the ECB) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (50-79%), Poor (<49%). For the full assessment criteria, please see Appendix 2.

Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. As an example, if a square is poor quality, a ball can bounce erratically on a wicket and become a danger to players.

The audit of community available grass wicket cricket squares in Rugby found five to be good quality and the remaining 10 to be standard quality. This means that none are assessed as poor quality. The site-by-site breakdown of this is shown in the following table.

*Table 6.4: Quality ratings for community available grass wicket squares (site by site)*

Site ID	Site	Analysis area	No. of squares	Square quality
11	Bilton Grange School	South	2	Standard
				Standard
22	Dunchurch & Bilton Cricket Club	South	1	Good
32	Hartfield Sports Ground	Urban	1	Standard
35	HMPS College Newbold Revel	North	1	Standard
41	Newbold-on-Avon Cricket Club	Urban	1	Standard
43	Oakfield & Rowland Cricket Club	South	1	Good
49	Rugby Cricket Club	Urban	1	Good
52	Rugby School Playing Fields	Urban	2	Standard
				Standard
53	Rugby School Sports Centre	Urban	1	Standard
58	The Field (Bourton)	South	1	Good
66	Wolvey Playing Fields	North	1	Good
77	Willoughby Cricket Ground	South	1	Standard
81	Flecknoe Cricket Club	South	1	Standard

In addition, all of the squares that are unavailable for community use are assessed as standard quality.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Although no squares are assessed as poor quality, it must be noted that the provision at Flecknoe Cricket Ground received the lowest site assessment score. This is due an uneven outfield and the grass being overgrown.

Similarly, the square at Newbold-on-Avon Cricket Club scored relatively low, primarily due to noticeable drainage issues. The site sits within the floodplain and is therefore more at risk from adverse weather.

To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the pitch meets the required standards, which are benchmarked by the Grounds Maintenance Association (GMA).

Clubs can contact the ECB to arrange for a pitch advisor to complete three different reports (comprehensive, mini or verbal) that vary in cost. A fully comprehensive report includes soil testing and guidance on machinery and corrective procedures, a mini report includes guidance on machinery and corrective procedures and a verbal report is a spoken version of a mini report.

*Table 6.5: Performance Quality Standard ratings*

Quality rating	Details
Premier (High)	Where the surface is intended for Premier League play, with those within the top quartile capable of holding minor county and 1st class one day matches. May include some of the better schools and university pitches
Club (Standard)	A Club pitch suitable for league, school and junior cricket
Basic	An acceptable level suitable for recreational cricket and where the surface is designed and maintained within financial limitations such as local authorities
Unsuitable	This is where the surface is deemed unfit or unsafe for play

NTP provision in Rugby is generally adequate, although this is not the case at Harris C of E Academy or at Avon Valley School, where the wickets are significantly worn. Whilst neither site is available for community use, replacement would better accommodate curricular and extra-curricular needs and potentially encourage access to be offered in the future.

### **Ancillary facilities**

All clubs in Rugby have access to changing room facilities at their home ground, although quality varies.

Only one site has been assessed as offering poor quality ancillary provision, with this being Newbold-on-Avon Cricket Club where the clubhouse has issues due to age and condition of the building. The Club reports ongoing plans to rectify this, stating an aspiration to refurbish the changing facilities as well as new toilets, showers and a kitchen.

Oakfield & Rowland United CC is serviced by limited ancillary provision at its site, especially in relation to its size. As such, it expresses a desire to expand the footprint of the clubhouse, primarily to enable dedicated female changing rooms and toilets to be provided.

Flecknoe CC is also serviced by limited ancillary provision, although it does not report this to be a major problem due to only hosting one team.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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Willoughby CC has plans to refurbish its changing rooms and improve disabled access at Willoughby Cricket Ground, whilst Rugby CC has an aspiration to enlarge and modernise its clubhouse. However, neither club currently have funding in place to achieve to move forward with these plans.

Dunchurch & Bilton CC has a good quality clubhouse at its site but away from this it reports plans to acquire new roll-on covers. However, it fears that its current lack of storage space would lead to them being vandalised or stolen.

All remaining clubs are serviced by adequate provision and report no issues or development plans.

### ***Training facilities***

Access to cricket nets is important, particularly for pre-season/winter training. In Rugby, five club sites are serviced by fixed practice nets, located at:

- ◀ Dunchurch & Bilton Cricket Club
- ◀ Oakfield & Rowland Cricket Club
- ◀ Rugby Cricket Club
- ◀ The Field (Bourton)
- ◀ Willoughby Cricket Ground

In addition, Hartfield Sports Ground (Lawrence Sheriff School) also provides practice nets.

Notwithstanding the above, Willoughby CC expresses an aspiration to replace its current provision with a new two-bay facilities, although it states that the cost is currently prohibitive. Similarly, Oakfield & Rowland United CC wants to refurbish its nets, which installed over 20 years ago and are therefore in poor condition.

The practice facilities at The Field (Bourton) are also considered to be poor quality, with just a single bay provided. This is in clear need of refurbishment.

The nets at the remaining sites are in good condition, particularly at both Dunchurch & Bilton Cricket Club and Rugby Cricket Club where the provision has only recently been installed (in 2022).

Flecknoe, Merchants, Newbold-on-Avon, Old Laurentians, Stretton-on-Dunsmore and Wolvey cricket clubs are not currently serviced by fixed practice nets. Some of these, such as Flecknoe CC and Newbold-on-Avon CC, utilise their match wickets for training via the use of mobile nets, which adds usage to the provision.

### **6.3: Demand**

There are 12 affiliated cricket clubs in Rugby which collectively provide 49 cricket teams. This equates to 37 senior men's, five senior women's and seven junior teams.

The makeup of the clubs is mixed. Some are large clubs providing various teams within several formats, such as Oakfield & Rowland United, Rugby and Willoughby cricket clubs, whilst others are small clubs providing only one team. This is summarised, by club in the table below.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 6.6: Summary of teams by club

Club	Analysis area	No. of teams		
		Senior male	Senior female	Junior
Bourton & Frankton CC	South	1	-	-
Dunchurch & Bilton CC	South	4	-	-
Flecknoe CC	South	1	-	-
Marton Village CC	South	1	-	-
Merchants CC	Urban	1	-	-
Newbold-on-Avon CC	Urban	3	1	-
Oakfield & Rowland United CC	South	7	1	2
Old Laurentians CC	South	1	-	-
Rugby CC	Urban	8	2	3
Stretton-on-Dunsmore CC	North	1	-	-
Willoughby CC	South	6	1	2
Wolvey CC	North	3	-	-
<b>Total</b>		<b>37</b>	<b>5</b>	<b>7</b>

Most teams are based in the South Analysis Area (28 teams), followed by the Urban Analysis Area (18 teams). Only four teams are based in the North Analysis Area, with all these being senior men's sides.

Table 6.7: Summary of teams by analysis area

Analysis area	No. of competitive teams		
	Senior men	Senior women	Junior
North	4	-	-
South	21	2	4
Urban	12	3	3
<b>Total</b>	<b>37</b>	<b>5</b>	<b>7</b>

### ECB initiatives

The ECB is currently running a number of initiatives across the Country which results in additional cricket demand and use of cricket facilities. Whilst these do not generally utilise grass wickets, they can impact upon availability when sessions are being held due to use of cricket outfield, making squares unusable during these periods.

#### All Stars cricket

In partnership with the ECB and Chance to Shine, cricket clubs can register to become an ECB All Stars Cricket Centre. Once registered, a club can deliver the programme which aims to introduce cricket to children aged from five to eight. Subsequently, this may lead to increased interest and demand for junior cricket at clubs. The programme seeks to achieve the following aims:

- ◀ Increase cricket activity for 5-8 year olds in the school and club environment.
- ◀ Develop consistency of message in both settings to aid transition.
- ◀ Improve generic movement skills for children, using cricket as the vehicle.
- ◀ Make it easier for new volunteers to support and deliver in the club environment.
- ◀ Use fun small-sided games to enthuse new children to follow and play the game.

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The following four clubs are currently signed up to deliver All Stars in Rugby:

- ◀ Oakfield & Rowland CC
- ◀ Rugby CC
- ◀ Willoughby CC
- ◀ Wolvey CC

### *Dynamos cricket*

Dynamos provides a fantastic next step for all those graduating from All Stars cricket, thus developing a pathway to retain juniors who progress, as well as being an introduction for all 8-11 year-olds new to the sport. Where All Stars seeks to engage children in cricket activity and learning the skills, Dynamos seeks to engage children in learning how to play, introducing a modified softball format as competitive progression with a view to eventual transition through to hardball cricket.

In Rugby, both Willoughby CC and Wolvey CC are signed up to the initiative.

### *Softball cricket*

Softball is an ECB initiative aimed at women and girls to increase female participation in cricket as a sport. The aim of softball cricket sections is enjoyment and participation, without pads, a hardball, a heavy bat and limited rules. Sessions are generally played on the outfield of a square and follow a festival format with each session running for a maximum of two and half hours, shorter than traditional formats.

In Rugby, only Rugby CC currently operates softball teams.

### ***Unaffiliated demand***

Nationally, in addition to affiliated cricket demand, there is a strong presence of unaffiliated activity taking part in, for example, recreational and social formats of play and inclusive leagues. However, no such activity is identified in Rugby despite high demand elsewhere in the region, particularly in and around Birmingham.

Last Man Stands (LMS) is one example of a widely popular unaffiliated social league. Whilst it does not currently operate in Rugby, clubs and players are signposted to a league in Coventry, which accesses provision at Coventry University (Westwood Heath). It is therefore likely that some isolated demand is being picked up and exporting out of the Borough.

### ***Latent/unmet demand***

During consultation, both Rugby CC and Willoughby CC express latent demand in that both state that they could increase their number of teams if they had an additional square available to them.

No other clubs report latent or unmet demand.

### ***Imported/exported demand***

Exported demand is evidenced by Oakfield & Rowland United CC, which uses a secondary venue in Harborough known as Lutterworth Road. However, it does not report this to be an issue and notes that it is happy with the current setup.

No other exported or imported demand is identified.

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### **Future demand**

Future demand can be defined in two ways, through participation increases and by using population forecasts.

#### *Population forecasts*

For population projections, Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass wicket cricket squares that will arise from the forecasted growth (using ONS projections). This uses the current population within each of the relevant age groups together with current participation levels to establish team generation rates that can then be applied to future population projections.

Using the above, it is predicted in Rugby that there will be a growth of five senior men's, one senior women's and one junior team to 2040. This is shown in the table below.

*Table 6.8: Future demand via population growth (2040)*

Age group	Team generation rate (TGR)	Number of new teams generated by the new population	Number of new teams generated by the new population <sup>14</sup>
Men (18-55yrs)	1:708	4.55	<b>5</b>
Women (18-55yrs)	1:5125	0.61	<b>1</b>
Junior (7-18yrs)	1:1285	0.86	<b>1</b>

At a localised level, the largest degree of future demand generated is identified in the Urban Analysis Area with five teams, whilst the South Analysis Area yields two teams. The North Analysis is not forecast to grow in its number of teams.

*Table 6.9: Summary of future demand generated via population growth*

Analysis area	Future demand (number of teams)		
	Senior men	Senior women	Junior
North	-	-	-
South	2	-	-
Urban	3	1	1
<b>Rugby</b>	<b>5</b>	<b>1</b>	<b>1</b>

Notwithstanding the above, it is important to acknowledge that there are plans and strategies in place to increase the number of teams at some formats beyond what current trends and population changes would ordinarily suggest. For example, consultation with the ECB and Warwickshire Cricket suggests that further development of female cricket in Rugby is likely as it is currently a national priority to increase women and girl's participation. This also applies to a likely growth in junior cricket, linked to the abovementioned All Stars and Dynamos initiatives.

In addition, the ECB's five-year media rights deal, from 2020-2025, includes a continuation of its relationship with Sky Sports. This now extends beyond broadcasting and acts as a genuine partnership to secure significant investment and a commitment to increase participation and drive engagement. This could therefore see future demand increase to levels in excess of those anticipated through the PPOSS, meaning the impact should be reviewed over coming years.

<sup>14</sup> Rounded to the nearest whole number

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### *Participation increases*

Two clubs indicate aspirations to increase levels of participation, with these being Newbold-on-Avon and Rugby cricket clubs. Of these, Newbold-on-Avon CC expresses the largest aspirations, stating that it wants to field an additional senior men's team, a junior development team and overhaul its youth system in order to field a selection of junior boys' and girls' teams.

Rugby CC also has significant aspirations, reporting that it wants to field one additional senior men's, one senior women's and two junior teams. Its senior men's demand is linked to its aforementioned latent demand.

### **6.4: Capacity analysis**

Capacity analysis for cricket is measured on a seasonal rather than a weekly basis. This is due to playability (as only one match is generally played per square per day at weekends or weekday evening) and because wickets are rotated throughout the season to reduce wear and tear and to allow for repair.

The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section of the report therefore presents the current pitch stock available for cricket and illustrates the number of match equivalent sessions per season that is available and that currently takes place on each square.

For good quality squares, capacity is considered to be five matches per grass wicket per season, whilst for a standard quality square, it is four matches per wicket per season. For poor quality squares, no capacity is considered to exist as such provision is not deemed safe for play. This is summarised in the table below.

*Table 6.10: Grass wicket capacity*

<b>Wicket quality</b>	<b>Matches equivalent sessions (per season)</b>
Good	5
Standard	4
Poor	0

In addition to grass wickets, NTPs are considered to have capacity for 60 match equivalent sessions per season providing that they are not poor quality (in which instance no capacity is provided). However, this capacity is only relevant for junior play, where the provision is more commonly used and where matches can be played on a variety of days, rather than for senior cricket due to league requirements generally not allowing usage. The capacity of such provision is therefore judged separately to the capacity of grass wickets when a square has both.

The number of matches played by each team has been derived from consultation with the clubs. Where consultation was not possible, or where the level of play was not made clear, an assumption has been made that all senior teams play between ten and 12 home matches per year and all junior teams play between four and eight matches per year, depending on their age and level of competition.

The above is used to allocate capacity ratings as follows:

<b>Potential capacity</b>	Play is below the level the site could sustain
<b>At capacity</b>	Play matches the level the site can sustain
<b>Overused</b>	Play exceeds the level the site can sustain

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The capacity analysis assumes that all clubs rotate their wickets evenly. However, this may not be the case at all sites, with central wickets often used more commonly than outer wickets that are closer to the boundary. The idea of this is to showcase what the capacity is, or could be, if best practice was followed for the whole square, rather than doing it on a wicket-by-wicket basis.

### ***Peak time demand***

An analysis of match play identifies that peak time demand for senior cricket in Rugby is Saturday, although a good proportion of teams are also fielded on a Sunday and during midweek including senior women's teams. For junior cricket, peak time is midweek albeit some Sunday cricket is also recorded.

Based on the above, capacity across Saturday's, Sunday's and midweek requires consideration, which the following analysis looks to provide. This is by factoring in the overall capacity level at each site and current usage levels across each relevant period.

### ***School usage***

Whilst only a few squares based at schools currently have any recorded community use, it must be recognised that the majority do have curricular and extra-curricular use of their provision. This is especially the case at schools with a relatively strong cricket programme, such as at Rugby School and Princethorpe College, where internal usage leaves little capacity remaining for any external access. This demand has therefore been built into the below analysis.

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Table 6.11: Capacity analysis of cricket squares

Site ID	Site name	Analysis area	Community use?	No. of squares	Square quality	No. of wickets		Capacity (match sessions per season)		Actual play (match sessions per season)		Capacity rating (match sessions per season)		Spare capacity for Saturday cricket?	Spare capacity for Sunday cricket?	Spare capacity for midweek cricket?		
						Grass	NTP	Grass	NTP	Grass	NTP	Grass	NTP					
6	Ashlawn School	Urban	No	1	Standard	-	1	-	-	-	-	-	-	No	No	No		
8	Avon Valley School	Urban	No	1	Poor	-	1	-	-	-	-	-	-	No	No	No		
11	Bilton Grange School	South	Yes	3	Standard	13	-	52	-	32	-	20	-	No	No	No		
					Standard	8	-	32	-	20	-	12	-	No	No	No		
					Standard	-	1	-	60	-	40	-	20	-	No	No	No	
12	Bilton School	Urban	No	1	Standard	-	1	-	-	-	-	-	No	No	No			
22	Dunchurch & Bilton Cricket Club	South	Yes	1	Good	9	1	45	60	29	0	16	60	No	No	Yes		
24	Fenley Field	Urban	Yes	1	Standard	-	1	-	60	-	36	-	24	No	No	Yes		
31	Harris C of E Academy	Urban	No	1	Poor	-	1	-	-	-	-	-	-	No	No	No		
32	Hartfield Sports Ground (Lawrence Sheriff School)	Urban	Yes	1	Standard	7	1	28	-	28	-	0	-	No	No	No		
35	HMPS College Newbold Revel	North	Yes	1	Standard	7	-	28	-	12	-	16	-	No	No	No		
41	Newbold-on-Avon Cricket Club	Urban	Yes	1	Standard	8	1	32	60	46	0	14	-	No	No	No		
43	Oakfield & Rowland Cricket Club	South	Yes	1	Good	10	1	50	60	58	6	8	54	No	No	No		
46	Princethorpe College	South	No	2	Standard	9	-	-	-	-	-	-	-	No	No	No		
					Standard	1	1	4	-	-	-	-	-	-	No	No	No	
49	Rugby Cricket Club	Urban	Yes	1	Good	13	1	65	60	94	12	29	48	No	No	No		
51	Rugby School (Springhill Pitches)	Urban	No	4	Standard	4	-	-	-	-	-	-	-	No	No	No		
					Standard	4	-	-	-	-	-	-	-	-	No	No	No	
					Standard	4	-	-	-	-	-	-	-	-	-	No	No	No
					Standard	3	-	-	-	-	-	-	-	-	-	-	No	No
52	Rugby School Playing Fields	Urban	Yes	2	Standard	16	-	64	-	30	-	34	-	No	No	No		
					Standard	6	-	24	-	20	-	4	-	No	No	No		
53	Rugby School Sports Centre	Urban	Yes	1	Standard	9	-	36	-	36	-	0	-	No	No	No		
58	The Field (Bourton)	South	Yes	1	Good	10	-	50	-	12	-	38	-	Yes	Yes	Yes		
66	Wolvey Playing Fields	North	Yes	1	Good	16	-	80	-	36	-	44	-	No	Yes	Yes		
77	Willoughby Cricket Ground	South	Yes	1	Standard	12	1	48	60	62	16	14	44	No	No	No		
81	Flecknoe Cricket Club	South	Yes	1	Standard	6	-	24	-	12	-	12	-	Yes	Yes	Yes		
84	Rugby Free Secondary School	Urban	No	1	Standard	-	1	-	-	-	-	-	-	No	No	No		

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### **Actual spare capacity**

Using the capacity analysis, this section considers the level of actual spare capacity available for each playing format. Although a large amount of spare capacity is identified, it is not as simple as to equate this to actual spare capacity for all formats of play as the provision may already be fully utilised at specific times.

It should also be noted that the actual spare capacity on Saturdays, Sundays and during midweek should not be viewed collectively as utilising it across different days may result in overplay. For example, a site with 12 match equivalent sessions of spare capacity per season theoretically has capacity for one additional senior team and two additional junior teams; however, it does not have capacity for both. As such, this needs to be taken into consideration on a site-by-site basis as and when demand grows.

### *Saturday cricket*

Despite 10 squares displaying some form of spare capacity, many are used to capacity on a Saturday, either because two teams are already assigned to them as a home venue or because the level of spare capacity is insufficient to accommodate an additional team without overplay being created. Furthermore, overall spare capacity at Bilton Grange School, Rugby School Playing Fields and HMPS College Newbold Revel cannot be considered as actual spare capacity as security of tenure is not provided outside of the current rental agreements that are in place (meaning that there is no guarantee that community use will continue to be offered).

Due to the above, only two squares are considered to provide spare capacity for further Saturday cricket. These are shown in the table below.

*Table 6.12: Summary of actual spare capacity for senior cricket (Saturday) by site*

Site ID	Site name	Actual spare capacity (sessions per season)	Comments
58	The Field (Bourton)	38	Used by one Saturday team; spare capacity for one additional team.
81	Flecknoe Cricket Club	12	Used by one Saturday team; spare capacity for one additional team.

In total, actual spare capacity equates to 50 match equivalent sessions per season. This is found in the South Analysis Area, meaning the North and Urban analysis areas are without spare capacity for additional Saturday cricket.

*Table 6.13: Actual spare capacity for senior cricket (Saturday) by analysis area*

Analysis area	Actual spare capacity (sessions per season)
North	-
South	50
Urban	-
<b>Total</b>	<b>50</b>

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### *Sunday cricket*

Both squares with actual spare capacity on a Saturday also have actual spare capacity for an increase in demand on Sundays. As well as this, additional actual spare capacity for Sunday cricket is provided at Wolvey Playing Fields where no Sunday usage is currently recorded.

*Table 6.14: Summary of actual spare capacity for Sunday cricket by site*

Site ID	Site name	Actual spare capacity (sessions per season)	Comments
58	The Field (Bourton)	38	Unused on a Sunday
66	Wolvey Playing Fields	44	Unused on a Sunday
81	Flecknoe Cricket Club	12	Unused on a Sunday

Total actual spare capacity on a Sunday equates to 104 match equivalent sessions, with 44 match equivalent sessions evidenced in the North Analysis Area and 50 match equivalent sessions in the South Analysis Area. No actual spare capacity is provided in the Urban Analysis Area.

*Table 6.15: Actual spare capacity for Sunday cricket by analysis area*

Analysis area	Actual spare capacity (sessions per season)
North	44
South	50
Urban	-
<b>Total</b>	<b>94</b>

Sunday capacity provides capacity for additional senior men's demand to be accommodated outside of the peak period whilst still being able to play within a competitive format. Moreover, it provides peak time availability for senior women's cricket (both hardball and softball) and for some junior demand.

### *Junior cricket (midweek)*

Generally, midweek capacity is higher than the capacity for weekend cricket. This is because fixtures can be split across numerous days, meaning more than two home teams can be assigned to a square, whilst junior teams can also utilise NTPs where they are provided. As such, it is considered that squares can accommodate up to six junior teams during midweek (although some do accommodate more), which then also leaves capacity for other activities, such as the All Stars and Dynamos initiatives.

In Rugby, all squares with actual spare capacity on a Sunday have full capacity for midweek cricket with none of them currently used on a regular basis outside of weekends. In addition, some provision provides additional capacity for junior play through the presence of an NTP.

Dunchurch & Bilton Cricket Club and Fenley Field also provide further spare capacity for midweek cricket, again due to a lack of current use at this time.

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Table 6.16: Summary of actual spare capacity for midweek cricket by site

Site ID	Site name	Actual spare capacity (sessions per season)	Comments
22	Dunchurch & Bilton Cricket Club	76	Unused midweek and the presence of an NTP increases capacity.
24	Fenley Field	24	Unused midweek (standalone NTP).
58	The Field (Bourton)	38	Unused midweek
66	Wolvey Playing Fields	44	Used by one midweek team; spare capacity exists for an additional five
81	Flecknoe Cricket Club	12	Unused midweek

The actual spare capacity equates to 194 match equivalent sessions per season. The South Analysis Area provides the most (126 match equivalent sessions), whilst the Urban Analysis Area provides the fewest (24 match equivalent sessions).

Table 6.17: Actual spare capacity for midweek cricket by analysis area

Analysis area	Actual spare capacity (sessions per season)
North	44
South	126
Urban	24
<b>Total</b>	<b>194</b>

### Overplay

Overplay translates to a site accommodating more demand than it can sustain based on the number of wickets provided and the quality of the square. On this basis, four squares in Rugby are overplayed by a total of 65 match equivalent sessions, as summarised in the table below. The overplayed squares are at Newbold-on-Avon Cricket Club, Oakfield & Rowland Cricket Club, Rugby Cricket Club and Willoughby Cricket Ground.

Table 6.18: Summary of overplay by site

Site ID	Site name	Analysis area	Overplay (sessions per season)
41	Newbold-on-Avon Cricket Club	Urban	14
43	Oakfield & Rowland Cricket Club	South	8
49	Rugby Cricket Club	Urban	29
77	Willoughby Cricket Ground	South	14
<b>Total</b>			<b>65</b>

The squares at both Oakfield & Rowland Cricket Club and Rugby Cricket Club are assessed as good quality, despite the overplay. Although it is possible to sustain certain, minimal levels of overplay at such sites, a reduction in play is recommended to ensure that there is no detrimental effect on quality over time.

The squares at Newbold-on-Avon Cricket Club and Willoughby Cricket Ground are assessed as standard quality, meaning that quality improvements could alleviate the overplay.

The highest level of overplay is seen in the Urban Analysis Area (23 match equivalent sessions per season), whilst none is identified in the North Analysis Area.

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Table 6.19: Summary of overplay by analysis area

Analysis area	Overplay (sessions per season)
North	22
South	-
Urban	43
<b>Total</b>	<b>65</b>

### 6.5: Supply and demand analysis

Consideration must be given to the extent to which current provision can accommodate current and future demand for both senior and junior cricket. This section therefore looks at actual spare capacity on squares considered against overplay and identified future demand. Match equivalent sessions for future demand are calculated using the average number of matches played per season (12 matches for senior teams and between four and eight matches for junior teams, depending on age).

#### **Saturday supply and demand analysis**

The table below looks at the supply and demand balance during the peak period for senior men's cricket (Saturday). For actual spare capacity, please note that this is converted from the number of match equivalent sessions identified in Table 6.16 above to the number of match equivalent sessions that could feasibly be utilised by a growth in demand. This is calculated by using the average number of matches played per season by senior teams (12) multiplied by the number of additional teams that can be fielded at peak time (two teams per square that is available). The entirety of the spare capacity at each site is not used as this number of matches may not be able to be accommodated at peak time.

Future demand is based on population projects identified in Table 6.8 and the latent demand expressed by clubs.

Table 6.20: Supply and demand analysis of cricket squares for senior cricket (Saturday)

Analysis area	Sessions per season				
	Actual spare capacity	Overplay	Current total	Future demand	Total
North	-	22	22	-	22
South	24	-	24	24	0
Urban	-	43	43	36	79
<b>Total</b>	<b>24</b>	<b>65</b>	<b>41</b>	<b>60</b>	<b>101</b>

As seen in the table above, there is currently a shortfall of grass wicket square capacity in Rugby for Saturday cricket amounting to 41 match equivalent sessions per season. This is due to shortfalls in the North and Urban analysis areas, although spare capacity is identified in the South Analysis Area.

When accounting for future demand, there is an overall shortfall of 101 match equivalent sessions. This equates to a shortfall of 79 match equivalent sessions in the Urban Analysis Area and 22 match equivalent sessions in the North Analysis Area.

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### ***Sunday cricket supply and demand analysis***

The table below looks at the supply and demand balance for Sunday cricket, which is peak time for senior women's demand but also relevant to some senior men's and junior teams.

*Table 6.21: Supply and demand analysis of cricket squares for Sunday cricket*

Analysis area	Demand (match equivalent sessions)				
	Actual spare capacity	Overplay	Current total	Future demand	Total
North	36	22	14	-	14
South	24	-	24	-	24
Urban	-	43	43	12	55
<b>Total</b>	<b>60</b>	<b>65</b>	<b>5</b>	<b>12</b>	<b>17</b>

Like Saturday cricket, there is an overall shortfall of capacity for Sunday cricket in Rugby amounting to five match equivalent sessions per season. This is due to a shortfall in the Urban Analysis Area amounting to 43 match equivalent sessions, with spare capacity existing in the North and South analysis areas.

When factoring in future demand, the overall shortfalls increases to 17 match equivalent sessions.

### ***Junior cricket supply and demand analysis (midweek)***

For the junior supply and demand analysis, actual spare capacity equates to the total spare capacity at each available site or, if it is lower, the total number of additional junior teams that could be fielded on each available square (on the assumption that one square can accommodate six midweek teams), multiplied by six (the average number of matches a junior team plays). This is because junior demand at peak time is not limited to one day, although some capacity should be reserved for activity such as All Stars and Dynamos.

*Table 6.22: Supply and demand analysis of cricket squares for midweek cricket*

Analysis area	Demand (match equivalent sessions)				
	Actual spare capacity	Overplay	Current total	Future demand	Total
North	30	22	8	-	8
South	96	-	96	-	96
Urban	24	43	19	6	25
<b>Total</b>	<b>150</b>	<b>65</b>	<b>85</b>	<b>6</b>	<b>79</b>

There is currently overall spare capacity for midweek cricket amounting to 85 match equivalent sessions per season, although a shortfall is evident in the Urban Analysis Area amounting to 19 match equivalent sessions.

When accounting for future demand, the overall capacity reduces to 79 match equivalent sessions.

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### 6.6: Conclusion

There are capacity shortfalls for cricket in Rugby, especially on Saturdays for senior men's activity as well as in the Urban Analysis Area for all formats of play. This is primarily due to evidenced overplay on some existing squares and the levels of latent and future demand identified.

#### **Cricket – supply and demand summary**

- Actual spare capacity is identified on two squares for Saturday cricket, three squares on Sundays and five squares during midweek.
- Overplay is evident on four squares and amounts to 65 match equivalent sessions.
- There is a shortfall of grass wicket squares for Saturday and Sunday cricket, whilst overall spare capacity during midweek despite localised shortfalls in the Urban Analysis Area.

#### **Cricket – supply summary**

- In total, there are 21 grass wicket cricket squares provided across 15 sites, with 15 squares available for community use across 13 sites.
- There are non-turf pitches (NTPs) accompanying seven grass wickets squares in addition to there being seven standalone NTPs currently provided.
- Lapsed cricket provision is identified at Easenhall Cricket Ground and Hilmorton Recreation Ground, whilst disused provision is found at Marton Village Cricket Club.
- Most clubs are considered to have security of tenure of their primary venues, although the agreements for Marton Village CC, Merchants CC and Stretton-on-Dunsmore CC are of concern as they only rent their provision.
- The audit of community available grass wicket cricket squares in Rugby found five to be good quality and the remaining 10 to be standard quality (none are assessed as poor quality).
- Dunchurch & Bilton, Newbold-on-Avon, Oakfield & Rowland United, Rugby and Willoughby cricket clubs all have aspirations to improve their ancillary provision.
- Five club sites as well as Hartfield Sports Ground (Lawrence Sheriff School) currently provide fixed practice nets, although improvements are required at The Field (Bourton), Oakfield & Rowland Cricket Club and Willoughby Cricket Ground.

#### **Cricket – demand summary**

- There are 12 affiliated cricket clubs which collectively provide 43 cricket teams, equating to 31 senior men's, five senior women's and seven junior teams.
- Four clubs are signed up to All Stars and two up to Dynamos, whilst Rugby CC also fields women's softball demand.
- Both Rugby CC and Willoughby CC express latent demand in that both state that they could increase their number of teams if they had an additional square available to them.
- Exported demand is evidenced by Oakfield & Rowland United CC, which uses a secondary venue in Harborough known as Lutterworth Road, although it reports no issues with this.
- Future demand predicted from population growth equates to five senior men's, one senior women's and one junior team, whilst Newbold-on-Avon and Rugby cricket clubs all have growth plans.

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### **PART 7: OTHER GRASS PITCH SPORTS**

This section focuses on other sports that are played on grass pitches and where some form of supply and/or demand in Rugby has been found. It does not include sports where no current, formal activity has been identified in the Borough, although that is not to say that other sports have not been played historically, that they are not played informally or that some demand is not exported to where supply and demand exists outside of the area.

#### **7.1: American football**

##### ***Introduction***

The British American Football Association (BAFA) is responsible for the governance of the sport which is continuing to grow in popularity in the UK. There are now hundreds of clubs and thousands of players competing regularly across the Country.

The American football season in England generally runs from May until August. Teams play either the full contact version of the sport or a version known as flag football, which follows the same principles but with the removal of a players' flag constituting a tackle. This makes it more suitable for younger players and beginners.

##### ***Consultation***

There is one American football club in Rugby, known as Rugby Rhinos. The Club engaged in a telephone consultation.

##### ***Supply***

There are no dedicated American football pitches within Rugby. Instead, a rugby union pitch at The Rugby Football Club (home to Rugby Lions RUFC) is used by Rugby Rhinos for all activity.

The rugby union pitch is identified as being of a standard quality with minimal signs of wear and tear or damage to the surface and with maintenance carried out to a relatively high level. The ancillary provision at the site is reported to be of a high standard and the pitch is serviced by sports lighting to aid with training activity.

##### ***Demand***

Rugby Rhinos fields four teams, consisting of one U11s team and one U14s team that play flag football, along with one U16s team and one U19s team that play the full contact version of the sport.

The Club carries out all its training sessions and plays all its matches at The Rugby Football Club and there is no clash between this and the rugby union activity at the site as the seasons run at separate times. However, it does impact on post-season remedial work which can exacerbate quality issues.

Training takes place every Saturday morning, with matches generally played on Sundays.

The Club cites that it lost a significant proportion of its membership due to the Covid-19 pandemic, although now it is seeing its membership figures rising at a slow rate. It hopes to further increase its membership numbers and is happy to facilitate this future demand at The Rugby Football Club.

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### ***Supply and demand analysis***

In isolation, the provision at The Rugby Football Club is sufficient to cater for the needs of American football, especially considering that a proportion of the activity is lower impact (flag football). Nevertheless, its presence at a site that is otherwise used for rugby union must be considered as this will add to the maintenance requirements at the venue and makes post-season remedial work more difficult to manage. The pitch is significantly overplayed during the rugby union season (see Part 4 for further information).

### **7.2: Gaelic football**

Britain GAA is the Provincial Council of Gaelic football and hurling outside of Ireland. It is made up of seven counties, with Sandwell and the other Black County authorities falling into the Warwickshire region. The playing season runs from May until August.

#### ***Consultation***

There is one Gaelic football club in Rugby, known as Rugby Gaels. The Club engaged in a telephone consultation.

#### ***Supply***

There are no dedicated Gaelic football pitch within Rugby. Instead, a rugby union pitch at Newbold on Avon Rugby Club is used by Rugby Gaels for its activity.

#### ***Demand***

Established in 1999, Rugby Gaels operates one senior team which plays in Group 1 of the Warwickshire GAA league system. The Club access the pitch at Newbold-on-Avon Rugby Club for all of its matches and also holds weekly training sessions at the site on Tuesday evenings.

There is no clash between Gaelic football and rugby union activity at the site as the seasons run at separate times. However, it does impact on post-season remedial work as the pitch cannot be rested over summer months in the way that other rugby union pitches can be.

### ***Supply and demand analysis***

With only one senior team currently playing in the Borough, the provision of pitch at Newbold on Avon Rugby Club is sufficient to meet demand. Nevertheless, its presence at a site that is otherwise used for rugby union must be considered as this will add to the maintenance requirements at the venue and makes post-season remedial work more difficult to manage. The pitch is significantly overplayed during the rugby union season (see Part 4 for further information).

### **7.3: Polo**

#### ***Consultation***

There is one polo club in Rugby, known as Rugby Polo Club. The Club engaged in a telephone consultation.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### ***Supply***

There are three dedicated polo arenas in Rugby, all of which are found at Onley Grounds Farm. The aforementioned site offers a range of amenities to facilitate polo; including two indoor and one outdoor polo arenas, two restaurants, a café, toilet and shower provision and a polo shop. All three of the polo arenas are deemed to be of a high standard and are serviced with sports lighting.

In addition, the Club offers a livery for its members whereby members of the Club can pay a fee to keep its horse at the site; to which a majority of the Club's members do so.

The Club report plans to build a new indoor arena and have begin to draw up plans, preparing for its planning application.

### ***Demand***

There is one polo club situated within the Borough, Rugby Polo Club. The Club consists of 50 members, offering 20 different revolving teams with varying age ranges. The Club play on Wednesday and Friday evenings for recreational use, whilst more competitive play is facilitated on weekends where tournaments are held.

The Club report a decrease in participation since Covid-19 yet have since regained a large proportion of its lost members.

### ***Supply and demand analysis***

The current level of supply is sufficient enough to meet community demand for polo in Rugby, with Onley Grounds Farm able to adequately cater for this.

## **7.4: Rounders**

Rounders England is the NGB for the sport of rounders in England. Its key role is to co-ordinate a development network, working through local delivery partners that provide a pathway and opportunities for aspiring players to progress to whatever level of play is right for them. In addition, it provides information about the game, runs coaching and umpiring courses, tournaments, sell resources, and promotes the sport at all levels. Its mission is to 'Connect People through Rounders' and get more people from any background playing rounders, more often.

### ***Consultation***

Consultation has been undertaken with the Rugby Rounders League to inform this section of the report.

### ***Supply***

There are currently three sites providing rounders diamonds in Rugby, with these being Rugby School (Springhill Pitches), Rugby School for Girls and Bilton School. The provision at Rugby School (Springhill Pitches) is considered to be of a good quality, whilst the provision at Rugby School for Girls and Bilton School is standard quality.

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### ***Demand***

Rugby Rounders League is a friendly local league for ladies of all ages and abilities, with games played weekly on Thursday evenings at Rugby School (Springhill Pitches). It currently consists of nine teams, which is an increase of one team since the previous year. These teams are known as:

- ◀ All About that Base
- ◀ Bat Girls
- ◀ Big Batty Girls
- ◀ Cool Runnings
- ◀ Mad Batters
- ◀ Odd Balls
- ◀ Oakley
- ◀ Out of Our League
- ◀ Skool's Out

In total, the League comprises of 170 members who are registered with England Rounders, an increase of 40 members over the last 12 months. Members range from 13 to 70 years old.

In addition, the league also runs an annual mixed-gender charity tournament, also utilising Rugby School (Springhill Pitches). It notes that it has a good relationship with the School and is able to hire the site whenever required.

### ***Supply and demand analysis***

The current level of supply is sufficient enough to meet community demand for rounders in Rugby, with Rugby School (Springhill Pitches) able to adequately cater for the Rugby Rounders League.

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### **Other grass pitch sports – supply and demand summary**

- ◀ Supply is sufficient to meet American football demand; however, its presence at The Rugby Football Club alongside rugby union demand needs to be well managed.
- ◀ Similarly, supply is sufficient to meet Gaelic football demand, although it needs to be managed alongside rugby union activity at Newbold on Avon Rugby Club.
- ◀ The current level of supply is sufficient enough to meet community demand for polo in Rugby, with Onley Grounds Farm able to adequately cater for this.
- ◀ The current level of supply is sufficient enough to meet the degree of demand for rounders in Rugby, with Rugby School (Springhill Pitches) able to adequately service the Rugby Rounders league.

### **Other grass pitch sports – supply summary**

- ◀ There are no dedicated American football pitches within Rugby, with a rugby union pitch at The Rugby Football Club instead accessed.
- ◀ There are no dedicated Gaelic football pitches within Rugby, with a rugby union pitch at Newbold-on-Avon Rugby Club instead accessed.
- ◀ There are three dedicated polo arenas in Rugby, all of which are found at Onley Grounds Farm.
- ◀ There are currently three sites providing diamonds in Rugby, with these being Rugby School (Springhill Pitches), Rugby School for Girls and Bilton School.

### **Other grass pitch sports – demand summary**

- ◀ Rugby Rhinos fields four teams consisting of one U11s team and one U14s team that play flag football and one U16s team and one U19s team that play the full contact version of American football.
- ◀ Rugby Gaels operates one senior team which plays in Group 1 of the Warwickshire GAA league system.
- ◀ There is one polo club situated within the Borough, Rugby Polo Club. The Club consists of 50 members, offering 20 different revolving teams with varying age ranges.
- ◀ The Rugby Rounders League consists of nine teams and comprises of 170 members.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## PART 8: BOWLS

### 8.1: Introduction

Outdoor bowls in Rugby is played on flat greens (as opposed to crown greens), with a typical season running in the Summer from May until September. Bowls England is the NGB with overall responsibility for ensuring effective governance of the sport.

#### **Consultation**

There are 10 clubs identified as currently using outdoor bowling greens in Rugby. Of these, seven responded to consultation requests, equating to a response rate of 70%, as summarised below.

*Table 8.1: Summary of bowls clubs consultation responses*

Name of club	Responded?
Bilton BC	Yes
Caldecott Park BC	Yes
Grange BC	Yes
Leamington Hastings BC	No
Oakfield BC	Yes
Rugby BC	No
Rugby Police BC	No
Rugby Railway BC	Yes
Thornfield BC	Yes
Wolvey BC	Yes

Of the clubs that did not respond to consultation, Rugby BC informed that they are unwilling to participate, whilst both Leamington Hastings BC and Rugby Police BC have been unresponsive.

### 8.2: Supply

There are nine flat green bowling greens in Rugby provided across the same number of sites. As seen in the table below, the Urban Analysis Area provides seven greens, whereas both the North and South analysis areas each offer one green each.

*Table 8.2: Summary of the number of greens by analysis area*

Analysis area	Number of greens
North	1
South	1
Urban	7
<b>Total</b>	<b>9</b>

Each green is available for community use and is in use by at least one club. Oakfield Bowling Club is in use by two (Oakfield BC and Rugby Police BC).

Figure 8.1 below shows the location of all bowling greens currently servicing Rugby. For a key to the map, see Table 8.3.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Figure 8.1: Location of bowling greens in Rugby

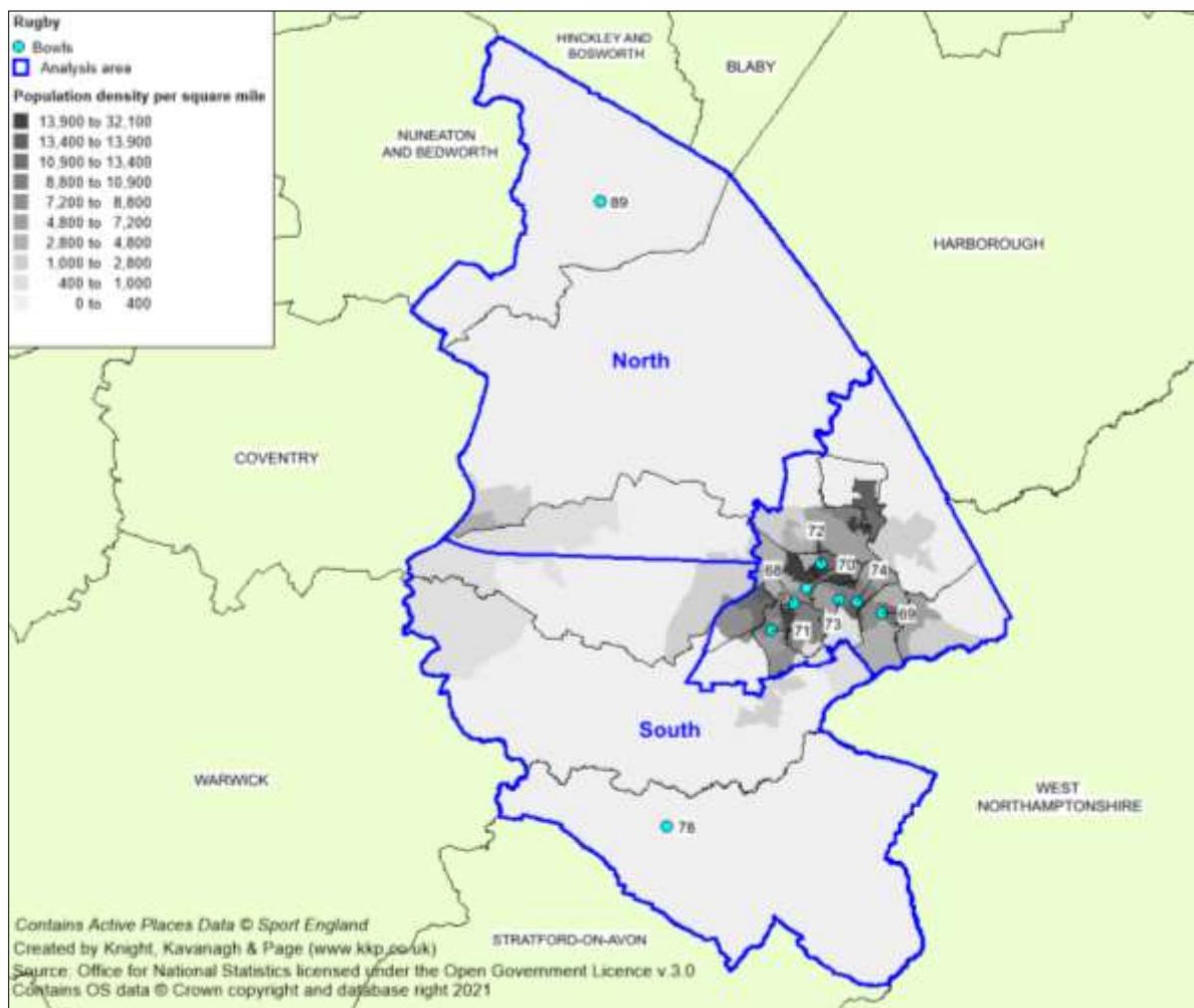


Table 8.3: Key to map

Site ID	Site	Postcode	Analysis area	No. of greens	Club user/s
68	Rugby Bowling Club	CV22 7AS	Urban	1	Rugby BC
69	The Grange Bowling Club	CV21 3UE	Urban	1	Grange BC
70	Oakfield Bowling Club	CV22 7AL	Urban	1	Oakfield BC Rugby Police BC
71	Bilton Bowling Club	CV22 7QH	Urban	1	Bilton BC
72	Caldecott Park	CV21 2QP	Urban	1	Caldecott Park BC
73	Rugby Thornfield Bowls Club	CV22 5LJ	Urban	1	Thornfield BC
74	Rugby Railway Club	CV22 5AL	Urban	1	Rugby Railway BC
78	Leamington Hastings Parish Hall	CV23 8DX	South	1	Leamington Hastings BC
89	Wolvey Village Hall	LE10 3LJ	North	1	Wolvey BC

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## ***Disused/lapsed provision***

No bowling green sites have been identified as being disused.

## ***Indoor bowls***

Whilst this report only considers outdoor bowling greens, it must be referenced that there is also an indoor bowling facility in Rugby, located at Rugby Thornfield Bowls Club. This is pertinent to this study as many users and members of outdoor bowling greens also utilise and are members of indoor facilities, particularly during winter months.

## ***Ownership/management***

Details around the ownership and management arrangements for clubs which responded to consultation requests are provided in the table below.

*Table 8.4: Ownership/management arrangements for bowling clubs in Rugby*

<b>Name of club</b>	<b>Ownership/management details</b>
Bilton BC	The Club has freehold of the green at Bilton Bowling Club.
Caldecott Park BC	The Club rents the green at Caldecott Park Bowling Club from the Council
Grange BC	The Club has freehold of the green at Grange Bowling Club
Leamington Hastings BC	Unknown
Oakfield BC	The Club leases the green at Oakfield Bowling Club from the Co-Op, with eight years remaining on this agreement.
Rugby BC	Unknown
Rugby Police BC	Unknown
Rugby Railway BC	The Club has freehold of the green at Rugby Railway Club.
Thornfield BC	The Club leases the green at Rugby Thornfield Bowls Club from the Council in an agreement that expires in 2024.
Wolvey BC	The Club has freehold of the green at Wolvey Village Hall.

Of particular concern are the arrangements in place for both Oakfield BC and Thornfield BC given that the current lease agreements are nearing expiry. As such, extensions should be sought to provide greater security of tenure.

## ***Quality***

The quality of bowling greens across Rugby have been assessed via a combination of site visits (using non-technical assessments) and user consultation to reach and apply an agreed rating on a scale of good, standard and poor.

Several attributes are considered, including green evenness, grass coverage and signs of unofficial use as well as the surrounding hard surfaces and disability access. For further detail regarding the criteria, please see Appendix 2.

Overall, six greens are assessed as good quality, two as standard quality and one as poor quality. This is seen site-by-site in the table below.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 8.5: Summary of bowling green quality

Site ID	Site	Analysis area	Green quality
68	Rugby Bowling Club	Urban	Good
69	The Grange Bowling Club	Urban	Good
70	Oakfield Bowling Club	Urban	Good
71	Bilton Bowling Club	Urban	Good
72	Caldecott Park	Urban	Good
73	Rugby Thornfield Bowls Club	Urban	Standard
74	Rugby Railway Club	Urban	Standard
78	Leamington Hastings Parish Hall	South	Poor
89	Wolvey Village Hall	North	Good

Rugby's sole poor quality green, located at Leamington Hastings Parish Hall, has several bare patches and only two sides of it are boarded.

Whilst no significant issues are identified on the standard quality greens, the most prominent problem at both sites relates to lower levels of grass coverage. This is at Rugby Thornfield Bowls Club and Rugby Railway Club.

Of clubs that responded to consultation, both Rugby Thornfield BC and Bilton BC report that quality has improved in recent years, whilst Caldecott Park BC and Wolvey BC report worsening green quality at their sites. All four clubs attribute the differential to an alteration in maintenance.

The remaining clubs report no change.

### Surface type

There are no artificial bowling greens in Rugby, with all the provision being natural turf. Artificial greens are rare across the Country but allow for increased usage and usage during inclement weather spells. They can also reduce maintenance costs for operators following initial capital cost.

### Ancillary provision

All bowls clubs in Rugby are able to access ancillary provision at their home sites and the majority are serviced by good quality facilities, although the range of what is provided and the condition varies site-by-site.

From site assessments, three greens are serviced by good quality provision, whilst the remaining six greens are serviced by standard quality provision. This is summarised in the following table.

Table 8.6: Summary of ancillary facility quality

Site ID	Site	Analysis area	Ancillary facility quality
68	Rugby Bowling Club	Urban	Standard
69	The Grange Bowling Club	Urban	Good
70	Oakfield Bowling Club	Urban	Standard
71	Bilton Bowling Club	Urban	Good
72	Caldecott Park	Urban	Good
73	Rugby Thornfield Bowls Club	Urban	Standard

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Site ID	Site	Analysis area	Ancillary facility quality
74	Rugby Railway Club	Urban	Standard
78	Leamington Hastings Parish Hall	South	Standard
89	Wolvey Village Hall	North	Standard

At Rugby Railway Club, the bowling green is serviced by its own pavilion, separate to the main clubhouse at the site. Whilst this is more basic, quality remains adequate.

Despite there being no poor quality facilities identified, it is noted that the provision at Rugby Thornfield Bowls Club has deteriorated in recent years, primarily due to vandalism and a lack of investment. Nonetheless, Thornfield BC reports an aspiration to modernise and extend the clubhouse and the changing rooms at the site.

Conversely, several of the clubs report recent ancillary facility improvements, such as Bilton BC which has obtained grant funding to renovate the roof of its clubhouse, and Wolvey BC, which had a grant to renovate its toilets and changing rooms at Wolvey Village Hall. Similarly, Caldecott Park BC secured money to improve accessibility and to install a canopy across its onsite pavilion.

### **Sports lighting**

In Rugby, no greens are serviced by sports lighting. However, bowling greens with sports lighting are somewhat rare across the Country and therefore opportunities to access greens for training and matches during evenings outside of the summer months are comparable with the national picture. The indoor provision that is available offers a suitable alternative.

### **8.3: Demand**

There are 10 clubs using bowling greens in Rugby. Of the seven clubs that have responded to consultation requests, there are a total of 366 members, equating to 229 senior men, 136 senior women and one junior.

*Table 8.7: Summary of club membership*

Club name	Members		
	Men	Women	Juniors
Bilton BC	46	28	-
Caldecott Park BC	25	9	-
Grange BC	20	20	-
Leamington Hastings BC	Unknown	Unknown	Unknown
Oakfield BC	20	15	-
Rugby BC	Unknown	Unknown	Unknown
Rugby Police BC	Unknown	Unknown	Unknown
Rugby Railway BC	27	21	1
Thornfield BC	31	23	-
Wolvey BC	60	20	-

Membership across the clubs, where known, is relatively high with an average membership of 52. The largest club is Wolvey BC, with 80 members, followed by Bilton BC, with 74 members. Caldecott Park BC has the fewest members with 34.

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### **Participation trends**

In contrast to a national trend of declining membership, two clubs report that demand has increased in recent years, with these being Bilton BC and Thornfield BC. The former attributes this to a successful open day, whilst the latter states that it has increased advertising.

Only one club reports that demand has decreased, with this being Wolvey BC despite its overall high membership. It states that it no longer fields one of its teams due to less members wanting to play.

Each remaining club states that participation levels have remained static. However, due to the nature of the sport, even clubs with static membership continuously need to be bringing in new members in order to replace existing users who can no longer play.

### **Additional demand**

Only one club reports that its green is available for pay and play, in addition for use by members. This is Caldecott Park BC, although it notes that take-up is minimal.

Most remaining clubs report that offering pay-to-play provision is not worthwhile or economically viable as the greens would have to have an onsite presence to manage any visitors.

### **Latent/unmet demand**

Sport England's Segmentation Tool enables analysis of the percentage of adults that would like to participate in bowls but that 'are not currently doing so'. The tool identifies latent demand of 161 people within Rugby, which represents approximately 0.18% of the Borough's population compared to a national average of 0.16%.

Notwithstanding the above, all clubs report that existing membership can be accommodated on the current level of provision available to them and that no potential members are being turned away due to capacity issues (no waiting lists are in place). As such, a lack of green capacity does not appear to be a determinate factor preventing people from playing.

### **Future demand**

Using ONS projections the number of persons aged 65 and over is likely to significantly increase for the period up to 2040. Due to this age band being the most likely to play bowls, demand for greens could increase.

From consultation, four of the responsive clubs express some level of future demand. Across the clubs, this equates to future demand for 45 senior members but no increase in junior members, with Wolvey BC expressing the largest amount (20 seniors).

*Table 8.8: Summary of future demand expressed by clubs*

Club name	Future demand (members)	
	Senior	Junior
Bilton BC	10	-
Caldecott Park BC	5	-
Grange BC	-	-
Leamington Hastings BC	Unknown	Unknown
Oakfield BC	-	-

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Club name	Future demand (members)	
	Senior	Junior
Rugby BC	Unknown	Unknown
Rugby Police BC	Unknown	Unknown
Rugby Railway BC	-	-
Thornfield BC	10	-
Wolvey BC	20	-

### 8.4: Supply and demand analysis

The capacity of a bowling green is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon or evening when a popular league operates but may be unused for the rest of the week. However, in many cases, greens are used during the afternoons by club members who bowl socially, with access a potential issue during peak times if membership is particularly high.

Bowls England does not have any specific guidance on bowling green capacity, stating that it can vary from site-to-site and from club-to-club. However, as a guide, it states that any green used by at least 20 members is generally considered to be sustainable, whilst any green operating with a membership of over 60 may need additional resource to ensure that it is meeting its required level of demand.

Based on the above, capacity ratings for bowling greens in Rugby are classified as follows:

<b>Within capacity range</b>	Membership ensures green is sustainable without capacity issues
<b>At capacity range</b>	Membership is at the capacity limit of the green
<b>Outside capacity range</b>	Membership is below or above the recommended capacity range

Following this, the table below highlights the level of usage each green in Rugby receives, where the information is known. Where no membership information is known, further communication is required with clubs to fully understand their needs and any potential capacity or sustainability issues.

*Table 8.9: Supply and demand balance of bowling greens in Rugby*

Site ID	Site	Club user	Current members	Future demand
68	Rugby Bowling Club	Rugby BC	Unknown	Unknown
69	The Grange Bowling Club	Grange BC	40	40
70	Oakfield Bowling Club	Oakfield BC / Rugby Police BC	Unknown	Unknown
71	Bilton Bowling Club	Bilton BC	74	84
72	Caldecott Park	Caldecott Park BC	34	39
73	Rugby Thornfield Bowls Club	Thornfield BC	54	64
74	Rugby Railway Club	Rugby Railway BC	49	49
78	Leamington Hastings Parish Hall	Leamington Hastings BC	Unknown	Unknown
89	Wolvey Village Hall	Wolvey BC	80	100

As can be seen, two of the greens are known to be currently operating above the recommended capacity limit, with these being at Bilton Bowling Club and Wolvey Village Hall. All remaining greens are operating within the recommended range, with more than 20 members but with fewer than 60.

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When accounting for future demand, no additional greens are considered likely to experience any capacity issues, although the issues at Bilton Bowling Club and Wolvey Village Hall are projected to worsen. Nevertheless, this is subject to the clubs' fulfilling aspirations that may be considered somewhat unrealistic.

### 8.5: Conclusion

Whilst there are clearly some pressures on the bowling greens in Rugby, no clubs report any capacity issues, with all responding clubs suggesting that they can meet their current and future demand via existing provision. As such, supply is considered sufficient to meet demand, although with each green in use, it is also clear that each green requires protection to ensure that demand can continue to be accommodated.

#### **Bowls – supply and demand summary**

- ◀ Two greens are currently operating above recommended capacity limits, whilst none are operative below the threshold considered necessary to make provision sustainable.
- ◀ When accounting for future demand, no additional greens are considered likely to experience any capacity issues, although the issues at Bilton Bowling Club and Wolvey Village Hall are projected to worsen.
- ◀ Whilst there are clearly some pressures on the greens, no clubs report any capacity issues, suggesting that supply is considered sufficient to meet demand, although it is also clear that each green requires protection.

#### **Bowls – supply summary**

- ◀ There are nine flat green bowling greens provided across the same number of sites.
- ◀ Each green is in use by at least one club (Oakfield Bowling Club is used by two).
- ◀ Tenure for clubs is generally secure, although the lease arrangements in place for both Oakfield BC and Thornfield BC are nearing expiry.
- ◀ Six greens are assessed as good quality, two as standard quality and one as poor quality.
- ◀ Three greens are serviced by good quality ancillary provision, whilst the remaining six greens are serviced by standard quality provision.
- ◀ No greens are serviced by sports lighting.

#### **Bowls – demand summary**

- ◀ There are 10 clubs using bowling greens.
- ◀ Of the seven clubs that have responded to consultation requests, there are a total of 366 members, equating to 229 senior men, 136 senior women and one junior.
- ◀ The average membership across the clubs is 52, which is comparatively high.
- ◀ Two clubs report that demand has increased in recent years, with these being Bilton BC and Thornfield BC, whereas only Wolvey BC reports a decrease in membership.
- ◀ Only one club reports that its green is available for pay and play (Caldecott Park BC).
- ◀ Four clubs (Bilton, Caldecott Park, Thornfield and Wolvey bowls clubs) express some level of future demand, with this equating to for 45 senior members but no increase in junior members.
- ◀ All clubs report that current and future membership levels can be accommodated on the current supply available to them.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## PART 9: TENNIS

### 9.1: Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally across Rugby. It has recently restructured its strategic approach to target several national focus areas, with a priority on developing the sport at park sites.

#### **Consultation**

There are five tennis clubs in Rugby. Of these, three clubs responded to consultation requests whereas two did not, which represents a 60% response. The responsiveness of each club is summarised in the table below.

*Table 9.1: Summary of tennis club consultation*

<b>Name of club</b>	<b>Responded?</b>
Bilton TC	No
Clifton-upon-Dunsmore TC	Yes
Grange TC	Yes
Rugby Lawn TC	Yes
Rugby Railway TC	No

### 9.2: Supply

There are a total of 61 tennis courts identified in Rugby across 19 sites. Of these courts, 36 are categorised as being available for community use at 12 sites compared to 25 that are unavailable at seven sites.

*Table 9.2: Summary of the number of courts by analysis area*

<b>Analysis area</b>	<b>No. of courts available for community use</b>	<b>No. of courts unavailable for community use</b>
North	2	1
South	4	8
Urban	30	16
<b>Total</b>	<b>36</b>	<b>25</b>

The Urban Analysis Area contains the largest number of available courts with 30, whilst only four are provided in the South Analysis Area and only two are provided in the North Analysis Area.

Most of the unavailable courts are located at school sites. The only exception to this is the single court at Gamecock Barracks, which is also unavailable due to the private nature of the site.

#### **Disused provision**

There is one disused tennis court identified in Frankton, along Bourton Road. This is now in a state of disrepair and has reportedly not been in a useable condition or maintained since 2011.



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Table 9.3: Tennis courts in Rugby

Site ID	Site name	Club user	Postcode	Analysis area	Management	Community use?	No. of courts	Sports lighting?	Court type	Court quality
6	Ashlawn School	-	CV22 5ET	Urban	School	No	1	No	Macadam	Standard
8	Avon Valley School	-	CV21 1EH	Urban	School	No	4	No	Macadam	Poor
9	Barr Lane Playing Field		CV23 0LU	North	Brinklow Parish Council	Yes	1	No	Macadam	Poor
11	Bilton Grange School	-	CV22 6QU	South	School	No	8	No	Macadam	Standard
12	Bilton School	-	CV22 7JT	Urban	School	Yes	4	No	Macadam	Standard
20	Clifton-upon-Dunsmore Playing Field	Clifton-upon-Dunsmore TC	CV23 0BY	Urban	Clifton-upon-Dunsmore Council	Yes	2	No	Macadam	Good
28	Gamecock Barracks	-	CV11 6QN	North	Private	No	1	No	Macadam	Standard
31	Harris C of E Academy	-	CV22 6EA	Urban	School	No	4	No	Macadam	Good
46	Princethorpe College	-	CV23 9PX	South	School	Yes	3	No	Macadam	Standard
50	Rugby High School for Girls	-	CV22 7RE	Urban	School	No	4	No	Macadam	Poor
53	Rugby School Sports Centre					Yes	5	Yes	Macadam	Standard
							3	Yes	Artificial	Standard
							3	No	Macadam	Standard
66	Wolvey Playing Fields	-	LE10 3LA	North	Community	Yes	1	Yes	Macadam	Poor
69	The Grange Bowling Club	Grange TC	CV21 3UE	Urban	Sports club	Yes	2	No	Macadam	Good
71	Bilton Bowling Club	Bilton TC	CV22 7QH	Urban	Sports club	Yes	1	Yes	Artificial	Standard
72	Caldecott Park					Yes	1	No	Macadam	Poor
							1	No	Macadam	Poor
74	Rugby Railway Club	Rugby Railway TC	CV22 5AL	Urban	Sports club	Yes	2	No	Macadam	Standard
75	Rugby Lawn Tennis Club					Yes	2	Yes	Macadam	Good
							4	Yes	Artificial	Standard
78	Leamington Hastings Parish Hall	-	CV23 8DX	South	Leamington Hastings Parish Council	Yes	1	No	Macadam	Poor
84	Rugby Free Secondary School	-	CV22 5PE	Urban	School	No	3	No	Macadam	Good

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## **Ownership/management**

The table below highlights the ownership of tennis courts within Rugby. The majority are provided at school sites (42 courts), although only 36% of these are available for community use. In contrast, all the courts provided by clubs (11 courts) and the Council or parish councils (six courts), are available for community use.

*Table 9.4: Tennis courts by ownership type*

Community use	Number of courts			
	Club	Council	Education	Other
Available	11	6	15	1
Unavailable	-	-	27	1
<b>Total</b>	<b>11</b>	<b>6</b>	<b>42</b>	<b>2</b>

With only six courts being provided at council/parish-council sites (Barr Lane Playing Field, Clifton-upon-Dunsmore Playing Field, Caldecott Park and Leamington Hastings Parish Hall), it must be noted that this is a relatively low amount compared to most other local authorities. Generally, more parks and recreation grounds have tennis courts than what is found within Rugby.

## **Security of tenure**

Tenure for tennis clubs in Rugby is generally secure, although that is not considered to be the case for Rugby Railway TC given the proposals in place at Rugby Railway Club.

Both the Grange TC and Bilton TC form part of the ownership models at The Grange Bowling Club and Bilton Bowling Club, respectively, whilst Rugby Lawn TC has a lease agreement in place via the Council for use of Rugby Lawn Tennis Club. Similarly, Clifton-upon-Dunsmore TC has a lease agreement in place for the use of the courts at Clifton-upon-Dunsmore Playing Fields.

## **Court type**

Most outdoor tennis courts in Rugby have a macadam surface, with 53 being of this type and 28 of these being available for community use. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continued to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

All remaining courts have an artificial surface and are available for community use, with these found at Bilton Bowling Club, Rugby School Sports Centre and Rugby Lawn Tennis Club albeit the latter two venues also have macadam courts. The estimated lifespan of an artificial court is similar to that of a macadam surface, although such provision generally allows for greater levels of access, especially during inclement weather spells. Nevertheless, the cost of resurfacing the courts is usually more expensive and more regular maintenance is required.

## **Sports lighting**

Courts with sports lighting enable use throughout the year and are identified by the LTA as being a key priority for growing participation nationally. The LTA reports that floodlights allow for a 35% increase in available court time on an annual basis.

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In total, 16 tennis courts in Rugby are serviced by sports lighting, representing just 26% of the total provision, which is a low amount when compared to other local authorities nationally. However, all courts with sports lighting are available for a community use, which is beneficial as they provide increased capacity, especially outside of summer months.

A lack of sports lighting at other sites presents a key reason as to why many of the non-lit courts are unavailable for community use in Rugby, especially those at school sites. In that regard, many providers state that making them available for lettings would not be financially viable as usage would be limited, although the LTA does offer solutions to help overcome this i.e., Clubspark and Gate Access (detailed further on). Only 41% of non-lit courts are accessible to the community compared to 100% of the courts with sports lighting.

Access to courts with sports lighting is considered particularly key for clubs as it allows for more usage of provision, which in turns can help to accommodate more members. As such, it is worth noting that in Rugby only two clubs have existing access to sports-lit courts, with these being Bilton TC and Rugby Lawn TC. The latter has an aspiration to upgrade its lighting in the near future to LED.

Clifton-upon-Dunsmore, Grange and Rugby Railway tennis clubs are not serviced by sports lighting at their sites, although Clifton-upon-Dunsmore TC reports that it is looking to provide such provision. It identifies that this will enable it to undertake more activity and potentially grow membership.

Away from clubs, increasing the number of local authority courts with sports lighting is a strategic aim for the LTA due to the additional recreational demand and tennis programmes such provision can help accommodate. No council sites in Rugby are currently serviced.

### **Over markings**

Tennis courts, particularly within schools, are often over marked by netball, basketball and/or football courts. Courts which are over marked tend to receive higher levels of use which can be detrimental to quality over time, as well as creating capacity issues if there is community demand from more than one sport.

In Rugby, 38 courts are over marked by netball provision at nine sites, with these located at schools where curriculum activity makes this more appropriate. Courts with over markings are found at:

- ◀ Ashlawn School
- ◀ Bilton Grange School
- ◀ Harris C of E Academy
- ◀ Rugby Free Secondary School
- ◀ Rugby School Sports Centre
- ◀ Avon Valley School
- ◀ Bilton School
- ◀ Princethorpe College
- ◀ Rugby High School for Girls

Of these, only the courts at Bilton School, Princethorpe College and Rugby School Sports Centre are available to the community. For more information, see Part 10 of this report.

### **Quality**

The quality of tennis courts has been informed through non-technical site assessments and consultation with providers to assign each court a rating of good, standard or poor. Key aspects informing the findings include surface quality, grip underfoot, line marking quality, evenness and evidence of inappropriate use (e.g. vandalism and/or littering).

For the full assessment criteria, please refer to Appendix 2.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Of the courts in Rugby, 13 are assessed as good quality, 35 as standard quality and 13 as poor quality. Six of the good quality courts are available for community use, compared to 25 of the standard quality courts and five of the poor quality courts.

*Table 9.5: Quality of community available tennis courts*

Community use?	Quality		
	Good	Standard	Poor
Available	6	25	5
Unavailable	7	10	8
<b>Total</b>	<b>13</b>	<b>35</b>	<b>13</b>

Most of the good quality courts are located at sites in use, with such provision generally receiving more enhanced maintenance than courts that are operated by local authorities or schools. This applies to all the courts at Clifton-upon-Dunsmore Playing Field and the Grange Bowling Club as well as two of the courts at Rugby Lawn Tennis Club. The remaining four courts at Rugby Lawn Tennis Club are assessed as standard quality, although the Club reports an intention to resurface these in the near future.

The above means that three clubs in Rugby are serviced by some good quality courts (Clifton-upon-Dunsmore TC, Grange TC and Rugby Lawn TC) and the provision at the Grange Bowling Club is especially good given the recent court resurfacing. Bilton TC and Rugby Railway TC are serviced by standard quality courts at their sites.

In addition, the courts at both Harris C of E Academy and Rugby Free Secondary School are also assessed as good quality albeit they are not available for community use. The courts at the former have recently been resurfaced, whilst the courts at the latter were only installed in 2021.

In contrast, the courts at the following sites are assessed as poor quality:

- ◀ Avon Valley School
- ◀ Barr Lane Playing Field
- ◀ Caldecott Park
- ◀ Leamington Hastings Parish Hall
- ◀ Rugby High School for Girls
- ◀ Wolvey Playing Fields

At Barr Lane Playing Field, the main issue is from leaf fall from nearby trees, whilst at Caldecott Park, there are lots of loose stones as well as gravel covering the courts. This is also an issue at Leamington Hastings Parish Hall, although the main concern is with a large crack along one of the baselines.

The other two poor quality sites are school sites that are unavailable for community use. The main problem at both venues is with faded line markings and poor-quality netting, both of which suggest that maintenance is not of the required level.

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### *Renovation fund<sup>16</sup>*

Improving park courts is a currently national priority for the LTA and sites that cater for high levels of recreational demand or that have the potential to do so are of particular focus. This is especially the case if the courts are serviced (or could be serviced) by changing facilities, a café and sports lighting as such provision can help support a sustainable tennis programme. This, however, is not a necessity, especially in more rural areas.

Linked to the above, the LTA has secured a £22 million investment fund to be put into public tennis courts across Great Britain, together with an £8.5 million investment from the LTA itself. This will see thousands of public park tennis courts that are in poor or unplayable condition improved for the benefit of the local communities.

The LTA's ambition is to drive participation across park tennis sites, as well as ensuring the future sustainability of these facilities. As well as paying for the refurbishment of public park courts, the new investment will also pay for the implementation of sustainable operating models for the facilities, with specialist programmes and support to ensure courts are both affordable and utilised.

No local authority courts in Rugby have received any recent investment from the LTA. However, Caldecott Park has been identified as being a potential site for improvement.

### ***Ancillary provision***

All of the tennis clubs in Rugby are serviced by ancillary facilities, which is evidenced via consultation. Furthermore, quality is generally good, although an exception to this is the provision at Clifton-upon-Dunsmore Playing Field where the clubhouse is considered too small for purposeful use in addition to being dated. Furthermore, the site only provides minimal space for car parking which can cause further accessibility issues.

Rugby Railway TC longer use the facilities at Rugby Railway Club and instead shares the clubhouse at the Grange Bowling Club with Grange TC. This is an adequate facility although modernisation is required.

For non-club courts, ancillary provision is generally considered to be problematic. Whilst most of the sites do provide changing facilities and/or toilets, they are not specific for tennis and are generally too far away from the courts to be realistically used. Often, the facilities predominately service football/cricket pitch users and therefore are not readily available or suited to tennis court users. In some instances, quality is also poor.

Moreover, two council sites have been found to provide no changing facilities, with these being Barr Lane Playing Fields and Caldecott Park.

Insight from the LTA indicates good quality ancillary facilities such as toilets, changing rooms and cafes encourage players to visit community available provision and stay for extended periods of time. Therefore, a potential way to increase usage of such provision would be to invest in suitable ancillary amenities, which can then also provide a source of income.

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<sup>16</sup> <https://www.gov.uk/government/news/30-million-package-to-refurbish-4500-public-tennis-courts-in-deprived-parts-of-uk-announced>

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### 9.3: Demand

#### **Competitive tennis**

There are five tennis clubs in Rugby. Across the three responding clubs there is an overall membership of 552, which broken down amounts to 361 senior members and 191 junior members. The average club membership is 184, representing substantial demand.

*Table 9.6: Summary of tennis club demand*

Club	Number of members	
	Senior	Junior
Bilton TC	Unknown	Unknown
Clifton-upon-Dunsmore TC	148	60
Grange TC	54	13
Rugby LTC	159	118
Rugby Railway TC	Unknown	Unknown

Rugby Lawn TC is the largest club, catering for 277 members, followed by Clifton-Upon Dunsmore TC with 208 members and the Grange TC with 67 members.

#### **Participation trends**

All three clubs that responded to consultation requests report that their membership has increased in recent years, with Grange TC stating that it has seen an increase of 38 members and with Rugby Lawn TC and Clifton-upon-Dunsmore TC reporting a growth of over 50 members.

The above correlates to a national picture of growing demand. The LTA reports that demand has increased significantly in recent years, especially since Covid-19 restrictions were lifted. It identifies that park courts are busier than ever and that some clubs have had to set up waiting lists for potential members.

#### **Additional demand**

The majority of clubs allow for pay and play usage from non-members, although take up is seemingly low throughout the Borough. Rugby Lawn TC reports the highest level of demand, partially due to its links with inspire2coach, which is a commercial operator that runs sessions for clubs and other court providers across the Country. It is also a partner of the LTA.

Away from club courts, usage can be difficult to quantify as it is not always monitored, especially at sites that are free to access as is the case at local authority sites in Rugby. Demand for such provision is generally at its highest during summer months, especially following events such as Wimbledon, but significant capacity is likely to exist outside of this.

Similarly, no other court providers report high levels of community access, including the various education providers. In fact, only Rugby School Sports Centre and Princethorpe College report any regular external tennis demand. It is believed by many of the others that a lack of demand is a direct result of quality issues and/or a lack of sports lighting, as well as other courts being available for free.

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The LTA has recently developed a package of support for providers to grow the use of tennis courts by removing key barriers to participation, with the products known as ClubSpark, Rally and Gate Access established. In Rugby, Rugby Lawn TC and Clifton-upon-Dunsmore TC utilise Clubspark but the products are not implemented at any other sites, including those managed by the Council.

#### *ClubSpark – Improving the booking process*

ClubSpark is a flexible and simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. ClubSpark is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions at their venue(s), including:

- ◀ Managed website - create and manage a mobile friendly website tailored to LA/club requirements to promote events and activities.
- ◀ Managed coaching – set up coaching lessons and courses online.
- ◀ Membership management - improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch (includes online payments, direct debits and the monitoring of revenue streams; membership modules can also be used to take season ticket payments for venues operating a non-traditional annual facility fee).
- ◀ Organise payments - set the way payments are taken, whether it's immediate pay and play, or bookable as part of a membership package
- ◀ Court bookings – reduced administration for managing bookings; give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.
- ◀ Scheduling - set unique booking and price rules to suit the venue and enable lights to switch on/off automatically when linked to the LTA Premium Gate Access system.
- ◀ Book and pay remotely - customers can make bookings and payments for a venue anytime, anywhere via the real-time booking app.
- ◀ Reporting - ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders; this allows for identification of trends and patterns and evidence to demonstrate participation levels and impact.

#### *Rally*

Rally is an aggregator that collects all booking and coaching information via ClubSpark pages and displays it for participants in one easy to view page. It allows players to search for venues close to them and provides booking options, removing the barriers of not knowing where courts are or how to book.

Rally provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. Courts can be set to book for free of charge or at a fee agreed by the provider.

#### *Gate Access*

The LTA has developed two gate access systems that work in association with ClubSpark to secure courts and to allow access to booked customers only. Members of the public can book a court online (making payment if required) and receive a four digit access code via email to enter using a courtside keypad. The gate access system then allows entry for the time booked if a correct code is entered.

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There are two gate options available; SmartAccess Premium and SmartAccess Lite. The demands and needs of users plus the setup of the venue determines the most appropriate system for each site.

Nationally, the LTA report that in the last three years, sites with a gate access system installed have attracted 64,841 unique players, leading to 609,671 courts being booked. This has generated income of over £1 million.

### *Local Tennis Leagues*

Recreational Tennis leagues are less formal in comparison to established club play, offering greater flexibility and an opportunity for all abilities to engage in competition at local venues. The leagues are available to all aged 18 years and above and are run by an organisation called Local Tennis Leagues, which affiliates to the LTA. Players are organised into mixed sex leagues of eight based on similar ability levels, with matches arranged between the two players at whatever time and court is agreed. The flexibility of play is conducive to the use of park sites which are typically more easily accessible.

There are currently no leagues operating in Rugby, with the nearest being in Coventry and West Northamptonshire.

### *LTA Youth Start*

This is a six week coaching offer for children that have never played tennis and is identified as a priority by the LTA. For £25, kids get coaching by an LTA Accredited coach, along with a free racket, pack of balls and personalised t-shirt so that they can continue playing.

In Rugby, LTA Youth Start is in operation at Rugby Lawn Tennis Club and Clifton-upon Dunsmore Playing Field via the onsite clubs.

### *LTA Big Tennis Weekend*

The LTA Big Tennis Weekend is an LTA initiative which all registered venues can access. Clubs and venues have the ability to sign up to host open days, which are free of charge, and create a relaxed and welcoming environment for those new to tennis to participate. This in turn can potentially lead to the clubs attracting new members.

The LTA hosts three dedicated weekends a year (in May, July and September) that are the UK's biggest public tennis events. Furthermore, venues are able to run additional events outside these dates and will benefit from their events being promoted on the national LTA campaign website. All clubs running an open day are asked to promote a follow-on offer to all attendees, such as a reduced rate introductory membership or a number of free coaching sessions, to encourage people to continue playing after the event.

In Rugby, Rugby Lawn TC hosts a Big Tennis Weekend.

### *Mini tennis*

Mini tennis provides children with an opportunity to learn the fundamentals of tennis at an early age. Designed for children aged between 4-10, mini tennis utilises smaller courts, nets and rackets as well as lower-bouncing tennis balls to develop vital tennis skills and techniques.

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The game is split out into three levels, with the LTA stating that each stage has key aims and goals as follows:

- ◀ Red (Stage 3): 4-8 year olds – serve, rally and score
- ◀ Orange (Stage 2): 8-9 year olds – develop a rounded game
- ◀ Green (Stage 1): 10 year olds – put skills to the test

No dedicated mini tennis courts have been identified in Rugby, suggesting that no demand is currently being catered for. That being said, full size courts can be utilised via the use of cones or other forms of temporary line markings.

### *Padel*

The Padel Association (British Padel) is a members' association which was formed to govern the sport of padel throughout the UK. It is relatively new but is growing in popularity, particularly since its recognition as a sport and integration within the LTA. The game is a mixture of tennis, squash and badminton and takes place in an open air enclosed outdoor court.

In order to grow the sport, the LTA is focused on improving the infrastructure and the coach education pathway. At the end of 2020, there were 87 courts, whereas there are now 153, with a projected growth to 250 by the end of 2022 and 450 in 2023. It is therefore envisaged that the infrastructure and participation in padel will increase significantly in the next five years.

Currently 90,000 people are reported as played padel more than once a year. At the same time in 2021, levels were at 15,000, representing a 493% year on year increase.

There are currently no padel courts in Rugby or in any neighbouring authorities (the closest are in Birmingham), meaning no activity is taking place within the Borough. However, given the growing popularity of the format, that is not to say that there is no demand as it is likely that take-up would be high if provision was established.

As mentioned previously, plans are in place to develop three padel courts at the new David Lloyd Centre when it opens; however, these will only be available to wider members of the site. They will not be able to meet any other community demand.

### ***Latent/unmet demand***

Nationally, latent demand for tennis is reported to be high by the LTA, which has an insight tool that suggests that 18% of the five million players that pick up a racket each year would play more often if key barriers such as poor promotion of opportunities to get on court, unclear booking journeys (especially those that are 'offline') and low-quality facilities are addressed. As such, there is a potential opportunity in Rugby for the Council and other providers to address such barriers, whilst also bettering understanding of court usage.

In addition, Sport England's Segmentation Tool enables an analysis of the percentage of adults that would like to participate in tennis but that 'are not currently doing so'. The tool identifies latent demand of 1,709 people within Rugby, which represents approximately 1.9% of the Borough's population compared to a national average of 1.7%. This therefore suggests that unmet demand is slightly higher than what would otherwise be expected.

In relation to clubs, no latent or unmet demand is identified in that each responding clubs states that its current and future demand can be met via the provision that is available to them, although Clifton-upon-Dunsmore TC reports that sports lighting would be beneficial. This suggests that the latent demand that does exist is likely to be predominately for non-club activity i.e., for recreational and informal tennis.

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## **Future demand**

Through the consultation process, two clubs express that they are aiming to increase their membership. Rugby Lawn TC has an aspiration to grow by 40 members and Clifton-upon-Dunsmore TC has an aspiration to grow by 20 members.

*Table 9.7: Summary of future tennis club demand (responsive clubs)*

Club	Future demand (members)	
	Senior	Junior
Bilton TC	Unknown	Unknown
Clifton-Upon-Dunsmore TC	10	10
Grange TC	-	-
Rugby LTC	20	20
Rugby Railway TC	Unknown	Unknown

In addition, the LTA also expects future growth via its insight tools, with much of this demand likely to include participation outside of the club-environment.

## **9.4: Supply and demand analysis**

### **Club tennis**

For club-based activity, the LTA suggests that a non-lit court can accommodate a maximum of 40 members, whereas a court with sports lighting can accommodate 60 members. Using this, the table below identifies the capacity balance at all sites currently used by clubs, taking into account both current demand and future demand.

*Table 9.8: Capacity analysis (club courts)*

Site ID	Site	No. of courts	Sports lighting?	Capacity	Current capacity balance	Future capacity balance
20	Clifton-upon-Dunsmore Playing Field	2	No	80	128	148
69	The Grange Bowling Club	1	No	40	27	27
71	Bilton Bowling Club	1	Yes	60	Unknown	Unknown
74	Rugby Railway Club	2	No	80	Unknown	Unknown
75	Rugby Lawn Tennis Club	6	Yes	360	83	43

As evidenced, both Clifton-upon-Dunsmore Playing Field and the Grange Bowling Club are operating over the recommended capacity limit and significantly so at Clifton-upon-Dunsmore Playing Field. That being said, neither Clifton-upon-Dunsmore TC nor the Grange TC report any current capacity concerns, although the sports lighting aspirations for the former are clearly merited.

Overall spare capacity exists at Rugby Lawn Tennis Club equating to 83 members currently and 43 members when factoring in future demand, whilst further interrogation is required in relation to Bilton TC and Rugby Railway TC to fully determine their situation. This is particularly key for Rugby Railway TC given the 3G conversion desires at Rugby Railway Club.

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### ***Non-club tennis***

For non-club courts, analysing supply and demand is difficult in Rugby as full usage figures are not known, particularly at local authority sites where access is free and therefore not monitored.

### **9.5: Conclusion**

For club-based tennis, whilst there are clearly some pressures in Rugby, no clubs report any capacity issues, with all responding clubs suggesting that they can meet their current and future demand via existing provision. As such, supply is considered sufficient to meet demand, although this can be further aided with quality improvements and through increasing the level of sports lighting. It is also imperative that the future of Rugby Railway TC is secured.

For non-club courts, whilst no courts are identified as having any capacity issues, it cannot be said that supply is sufficient to meet demand due to the large amount of unmet and latent demand evidenced both nationally and in Rugby. Whilst there is no clear evidence to suggest that an increase in quantity is required, there is need to improve the existing supply in ways that can attract and better accommodate more users.

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#### **Tennis – supply and demand summary**

- ◀ For club-based tennis, whilst there are clearly some pressures, no clubs report any capacity issues, suggesting that supply is considered sufficient to meet demand, although this can be further aided with quality improvements and through increasing the level of sports lighting.
- ◀ Away from clubs, whilst no courts are identified as having any capacity issues, it cannot be said that supply is sufficient to meet demand as there is instead a clear need to improve the supply in ways that can attract and better accommodate more users.

#### **Tennis – supply summary**

- ◀ There are a total of 61 tennis courts identified in Rugby across 19 sites, with 36 courts for community use at 12 sites.
- ◀ There is one lapsed tennis court identified in Frankton, along Bourton Road.
- ◀ The operators of Rugby Railway Club report that plans are in place to replace the court at its site with a smaller sized 3G pitch.
- ◀ A new David Lloyd Centre is to be opened near Crick Road which will feature three indoor tennis courts.
- ◀ Most existing tennis courts have a macadam surface, with 53 being of this type (the remainder have an artificial surface).
- ◀ In total, 16 of the 61 tennis courts are serviced by sports lighting, representing just 26% of the provision.
- ◀ Of the courts, 13 are assessed as good quality, 35 as standard quality and 13 as poor quality, with six of the good quality courts are available for community use, compared to 25 of the standard quality courts and five of the poor quality courts.
- ◀ Clifton-upon-Dunsmore TC is serviced by poor quality ancillary facilities at Clifton-upon-Dunsmore Playing Field, whilst such provision is also generally problematic at non-club sites.

#### **Tennis – demand summary**

- ◀ There are five tennis clubs in Rugby.
- ◀ Across the three responding clubs (Clifton-upon-Dunsmore TC, Grange TC and Rugby Lawn TC) there is an overall membership of 552.
- ◀ All three clubs report that membership has increased in recent years.
- ◀ Rugby Lawn TC hosts a Big Tennis Weekend, whilst LTA Youth Start is in operation at Rugby Lawn Tennis Club and Clifton-upon Dunsmore Playing Field via the onsite clubs.
- ◀ Away from club courts, no providers report high levels of community access.
- ◀ Latent/unmet demand for tennis is generally high, both nationally and locally, although the majority of this is seemingly for non-club activity given that no clubs report any capacity issues.
- ◀ Rugby Lawn TC has an aspiration to grow by 40 members and Clifton-upon-Dunsmore TC has an aspiration to grow by 20 members.
- ◀ In addition, the LTA also expects future growth via its insight tools, with much of this demand likely to include participation outside of the club-environment.

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### PART 10: NETBALL

#### 10.1: Introduction

England Netball is the governing body with overall responsibility for ensuring the effective governance of the sport.

Whilst often played indoors, there are far more outdoor courts provided across the Country and in use by the netball community than there are indoor. Nationally, England Netball reports that a key challenge is that the supply of outdoor netball courts is generally not of a good enough standard for use by the community, whilst accessibility can also be problematic.

#### **Consultation**

To inform this section of the report, consultation has been undertaken with LMR Rugby NC and LMR Rugby Juniors NC as well as the Rugby Netball League. The League covers all other clubs playing within the Borough.

#### 10.2: Supply

There are 63 netball courts identified in Rugby across 27 sites. However, of these, only 20 courts at six sites are considered to be available for community use and most of these courts are without sports lighting which can further limit usage.

*Table 10.1: Summary of the number of courts by analysis area*

Analysis area	Courts available	Courts unavailable
North	1	3
South	2	6
Urban	17	34
<b>Total</b>	<b>20</b>	<b>43</b>

The Urban Analysis Area provides the largest number of community available courts with 17, whilst only two are provided in the South Analysis Area and only one is provided in the North Analysis Area.

All the courts that are unavailable for community use are located at education sites. The courts that are available for community use are located at:

- ◀ Bilton School
- ◀ Princethorpe College
- ◀ Rugby Railway Club
- ◀ Houlton School
- ◀ Rugby School Sports Centre
- ◀ Wolvey Playing Fields

#### **Indoor provision**

This report only considers the supply of outdoor netball courts; however, it is recognised that a substantial amount of netball activity also takes place indoors via the use of courts that are marked out in sports halls, especially during winter months.

For a site-by-site breakdown of the outdoor courts supplied across Rugby, please refer to Table 10.2 and Figure 10.1 overleaf.

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Table 10.2: Netball courts in Rugby

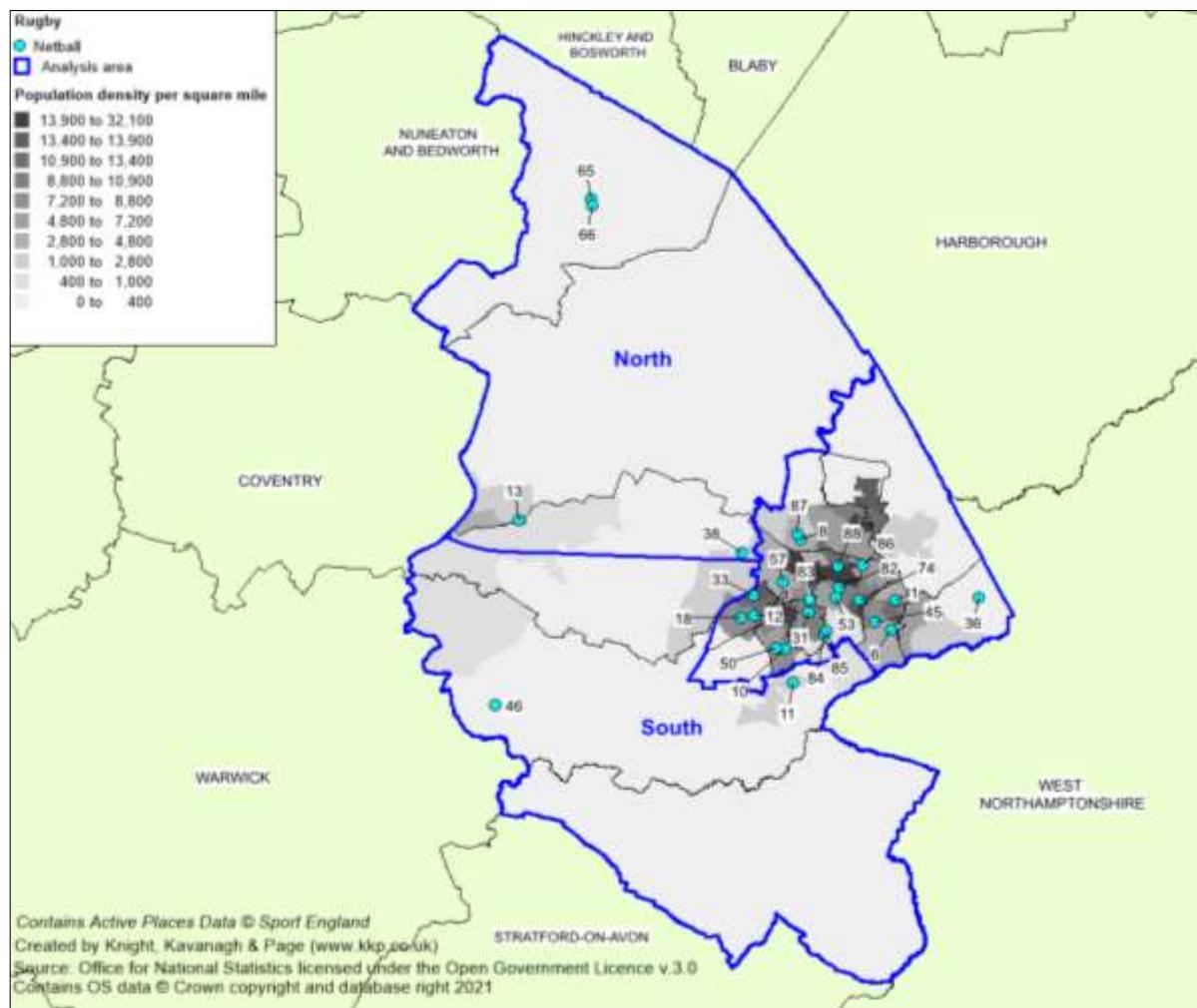
Site ID	Site name	Postcode	Analysis area	Management	Community use?	No. of courts	Sports lighting?	Court type	Over marked?	Court quality
1	Abbots Farm Junior School	CV21 4AP	Urban	School	No	1	No	Macadam	No	Standard
6	Ashlawn School	CV22 5ET	Urban	School	No	1	No	Macadam	No	Standard
						1	No	Macadam	Yes	Standard
8	Avon Valley School	CV21 1EH	Urban	School	No	3	No	Macadam	Yes	Poor
10	Bilton C of E School	CV22 6LB	Urban	School	No	3	No	Macadam	No	Standard
11	Bilton Grange School	CV22 6QU	South	School	No	6	No	Macadam	Yes	Standard
12	Bilton School	CV22 7JT	Urban	School	Yes	4	No	Macadam	Yes	Standard
13	Binley Woods Primary School	CV3 2QU	North	School	No	1	No	Macadam	No	Poor
18	Cawston Grange Primary School	CV22 7GU	Urban	School	No	2	No	Macadam	No	Poor
31	Harris C of E Academy	CV22 6EA	Urban	School	No	2	No	Macadam	Yes	Good
						3	No	Macadam	No	Standard
33	Henry Hinde Junior School	CV22 7HN	Urban	School	No	2	No	Macadam	No	Standard
36	Houlton School	CV23 0AS	Urban	School	Yes	3	No	Macadam	No	Good
38	Long Lawford Primary School	CV23 9AL	North	School	No	1	No	Macadam	No	Poor
45	Paddox Primary School	CV22 5HS	Urban	School	No	1	No	Macadam	No	Poor
46	Princethorpe College	CV23 9PX	South	School	Yes	2	No	Macadam	Yes	Standard
50	Rugby High School for Girls	CV22 7RE	Urban	School	No	3	No	Macadam	Yes	Poor
53	Rugby School Sports Centre	CV22 5DJ	Urban	School	Yes	5	Yes	Macadam	Yes	Standard
						3	No	Macadam	Yes	Standard
57	St Oswalds School	CV22 7DJ	Urban	School	No	2	No	Macadam	No	Standard
65	Wolvey C of E Primary School	LE10 3LA	North	School	No	1	No	Macadam	No	Standard
66	Wolvey Playing Fields	LE10 3LA	North	Community	Yes	1	Yes	Macadam	Yes	Poor
74	Rugby Railway Club	CV22 5AL	Urban	Sports club	Yes	2	No	Macadam	Yes	Standard

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Site ID	Site name	Postcode	Analysis area	Management	Community use?	No. of courts	Sports lighting?	Court type	Over marked?	Court quality
82	Lawrence Sheriff School	CV21 3AG	Urban	School	No	2	No	Macadam	No	Standard
83	Oakfield Primary Academy	CV22 6AU	Urban	School	No	1	No	Macadam	No	Poor
84	Rugby Free Secondary School	CV22 5PE	Urban	School	No	3	No	Macadam	Yes	Good
85	Quest Academy	CV22 5PE	Urban	School	No	1	No	Macadam	Yes	Standard
86	St Andrews Benn C of E School	CV21 3NX	Urban	School	No	1	No	Macadam	No	Standard
87	Riverside Academy	CV21 1EH	Urban	School	No	1	No	Macadam	No	Standard
88	Northlands Primary School	CV21 2SS	Urban	School	No	1	No	Macadam	No	Poor

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Figure 10.1: Location of netball courts in Rugby



## **Future supply**

The operator of Rugby Railway Club reports that plans are in place to replace its two netball courts with smaller size 3G pitch provision. It reports that this is primarily because of a lack of usage.

## **Management**

All but three outdoor netball courts in Rugby are operated by schools (95%). Of the courts that are not, two are operated by a sports club at Rugby Railway Club, whereas the other is operated by a community organisation at Wolvey Playing Fields.

There are no netball courts operated by the Council or a parish council.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Table 10.3: Courts by management type

Community use	No. of courts			
	Club	Council	Education	Other
Available	2	-	17	1
Unavailable	-	-	43	-
<b>Rugby</b>	<b>2</b>	<b>0</b>	<b>60</b>	<b>1</b>

## Court type

All outdoor netball courts in Rugby have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and the maintenance regime in place.

Other court surface types nationally include polymeric courts and artificial courts; however, there are none of these identified in Rugby. These courts generally have a similar lifespan to macadam courts but they can allow for greater levels of access, especially during inclement weather spells. Nevertheless, the cost of resurfacing the courts is usually more expensive and more regular maintenance is required.

## Sports lighting

Despite 63 outdoor netball courts being provided in Rugby, only six are serviced by sports lighting, which represents a very low supply. These are located at Rugby School Sports Centre (five courts) and Wolvey Playing Fields (one court).

A lack of sports lighting on courts is an issue nationwide, with England Netball's national database (updated in 2020) identifying that only 1,941 of 5,108 outdoor netball courts are with sports lighting throughout the Country (38%). Nevertheless, this still equates to a much higher percentage of courts when compared to those that are with sports lighting in Rugby (10%).

A lack of sports lighting presents a key reason as to why many courts are unavailable for community use in the Borough. Many providers of non-lit courts state that making them available would not be financially viable as usage would be significantly limited. This is evidenced by 100% of courts with sports lighting being available in contrast to only 13 of 56 non-lit courts (23%).

## Over markings

Netball courts, particularly at school sites, are often over marked, predominately by tennis courts but also on occasion by basketball and/or football courts. Provision that is over marked tends to receive higher levels of use which can be detrimental to quality over time, as well as potentially causing capacity issues when there is external netball demand.

In Rugby, 35 of the courts are over marked. The only standalone courts are at:

- ◀ Abbots Farm Primary School
- ◀ Ashlawn School
- ◀ Bilton C of E School
- ◀ Binley Woods Primary School
- ◀ Crawston Grange Primary School
- ◀ Harris C of E Academy
- ◀ Henley Hinde Junior School
- ◀ Houlton School
- ◀ Lawrence Sheriff School
- ◀ Long Lawford Primary School
- ◀ Northlands Primary School
- ◀ Oakfield Primary Academy
- ◀ Paddock Primary School
- ◀ Riverside Academy
- ◀ St Andrews Benn C of E School
- ◀ St Oswalds School
- ◀ Wolvey C of E Primary School

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Most of these sites are primary schools that provide one or two courts. At primary schools, standalone courts are more common as they are generally marked on open area playgrounds, rather than being enclosed which is more of a regular occurrence at secondary schools. When enclosed, the courts are more likely to be dual use tennis courts.

Linked to the above, none of the standalone courts are serviced by sports lighting and only three standalone courts are available for community use, with all of these being provided at Houlton School. The unenclosed nature of most of the standalone courts is not conducive to the provision of sports lighting, which in turn is not conducive to community access.

### Quality

The quality of netball courts has been informed through non-technical site assessments and consultation with providers to assign each court a rating of good, standard or poor. Key aspects informing the findings include surface quality, grip underfoot, line marking quality, evenness and evidence of inappropriate use (e.g. vandalism and/or littering). For the full assessment criteria, please refer to Appendix 2.

Of the courts in Rugby, eight are assessed as good quality, 41 as standard quality and 14 as poor quality. Three of the good quality courts are available for community use, compared to 15 of the standard quality courts and one of the poor quality courts.

Table 10.4: Quality of community available courts by analysis area

Community use	Quality		
	Good	Standard	Poor
Available	3	16	1
Unavailable	5	25	13
<b>Total</b>	<b>8</b>	<b>41</b>	<b>14</b>

Good quality courts are located at both Houlton School and Rugby Free School, with these assessed as such as they have only recently been installed. The remaining good quality courts are at Harris C of E Academy, where resurfacing took place in 2021.

The large majority of the courts assessed as poor quality are rated as such due to worn line markings and the age of the surfaces, with little evidence of regular maintenance taking place. The only poor quality court that is available for community use is located at Wolvey Playing Fields and this is also the only poor quality court to be serviced by sports lighting.

The remaining poor quality courts are supplied at:

- ◀ Avon Valley School
- ◀ Cawston Grange Primary School
- ◀ Northlands Primary Academy
- ◀ Paddox Primary School
- ◀ Binley Grange Primary School
- ◀ Long Lawford Primary School
- ◀ Oakfield Primary School
- ◀ Rugby High School for Girls

### Ancillary provision

Ancillary provision is generally considered to be problematic. Whilst most sites provide changing facilities and/or toilets, they are not specific for netball and are generally too far away from the courts to be realistically used. Moreover, given that most courts are located at schools, the facilities predominately service sports halls or grass pitches and are therefore not readily available or suited to netball court users. Access can also be limited even at sites that allow for community use as this may entail opening the main school buildings.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Of the sites that enable community use, Rugby School Sports Centre and Houlton School have good quality changing facilities. Rugby Railway Club, Princethorpe College and Wolvey Playing Fields are serviced by adequate albeit dated provision.

### 10.3: Demand

Demand for outdoor netball tends to come in two forms; league and club-based netball that consists of matches and training, as well as various netball-based initiatives such as Back to Netball and walking netball.

#### **Club demand**

There are nine netball clubs based in Rugby. These are as follows:

- ◀ Gladiators NC
- ◀ Queen's Diamond NC
- ◀ LMR Junior NC
- ◀ Rebels NC
- ◀ Webb NC
- ◀ Oakley NC
- ◀ JWR NC
- ◀ LMR Rugby NC
- ◀ Storm NC

LMR Rugby NC is the only club in the Borough to play in the Coventry & Warwickshire Netball League, whilst the remaining clubs in Rugby play in the Rugby Netball League (otherwise known as RANA).

Across the clubs, there are currently 622 members, representing significant demand. The table below provides a summary of this by club.

*Table 10.5: Summary of club membership*

<b>Clubs</b>	<b>Current membership</b>
Gladiators NC	21
JWR NC	15
LMR Rugby NC	77
LMR Rugby Juniors NC	191
Oakley NC	119
Queens Diamonds NC	39
Storm NC	24
The Rebels NC	22
Webb A&B NC	114

As seen, the largest membership base is found at LMR Rugby Juniors NC, which provides 191 members. At the other end of the scale, Gladiators, JWR, Storm and The Rebels netball clubs are relatively small clubs with between 15 and 24 members.

The average membership across the clubs is 69.

Gladiators, JWR, LMR Rugby, LMR Rugby Juniors and The Rebels netball clubs all train at Rugby School Sports Centre, evidencing this as a key venue for the sport in the Borough. LMR Rugby Netball Club also utilises the courts at Rugby Railway Club, whereas the venues used by the remaining clubs is not known.

The Rugby Netball League also utilises Rugby School Sports Centre as a central venue for its fixtures. Matches are played on Sunday mornings and 18 teams are currently catered for (with two divisions of nine teams).

## **RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT**

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### ***Back to Netball***

Back to Netball is a scheme put into place by England Netball in 2010, with participation increasing ever since. Sessions are running weekly by qualified coaches across England with the aim of re-introducing female players over the age of 16 to the sport.

There are currently no Back to Netball sessions operating in Rugby. The nearest is in Meon Vale Leisure Centre, in Stratford-upon-Avon.

### ***Walking netball***

Walking netball is a slower version of the sport, designed so that anyone can play regardless of age or fitness level. It can give those who are isolated an outlet, provide an activity for those who do not deem themselves fit enough and offer a stepping-stone for those looking for a pathway back into traditional netball.

There are currently no walking netball sessions in Rugby. There are several held in Stratford-upon-Avon and Nuneaton & Bedworth, which are the closest to the Borough.

### ***Netball Now***

Netball Now is a simple, straight forward way to play netball. It is not a competition led by rules or scores but rather a simple session where players can play a variety of positions and even have a go at umpiring.

There are no Netball Now sessions in Rugby, with the nearest held in Warwick at Wellesbourne Sports & Community Centre.

### ***Bee Netball***

A new initiative by England Netball, Bee Netball a programme for children all about friendship, inclusion, fair play and teamwork, with each session managed by an England Netball accredited coach. Although there are currently no sessions operating in Rugby or the immediate area, it is still in its infancy so one may be established in the near future.

### ***Unaffiliated demand***

There is a relatively strong presence of unaffiliated netball demand in Rugby, with three commercial leagues operating within the Borough.

### ***Totally Netball***

Totally Netball operates commercial netball leagues across the Country, with no limitations on gender, age or ability, meaning anyone can register a team and compete. The rules are generally the same as affiliated netball, although quarters last 12 minutes rather than 15.

In Rugby, there are three leagues currently running, with a Monday evening league, a Tuesday evening league and a Thursday evening league (matches start at either 19:00 or 20:00). On Mondays and Thursdays, the outdoor courts at Houlton School are used, whilst on Tuesdays the outdoors courts at Rugby School Sports Centre are accessed.

The leagues are currently very popular, with 22 teams registered on Tuesdays, 16 on Mondays and 14 on Thursdays.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### *Play Netball*

Play Netball is a similar commercial venture and also operates a league in Rugby, with Houlton School again used and with fixtures played from 19:00-21:00 on Wednesdays. Matches last for 36 minutes.

Eight teams are currently signed up, although in the past, up to 12 teams have competed.

### *Powerplay*

Powerplay also operates commercial netball leagues and has a presence in Rugby, accessing Bilton School on Mondays for 40-minute matches. Currently, five teams participate.

### ***Exported/imported demand***

Due to the presence of the Rugby Netball League and its use of a central venue system, there is relatively high levels of imported demand into the Borough. For example, both Lutterworth Robins NC and Lutterworth Phoenix NC are usually based outside of Rugby, in Harborough, but import into Rugby for fixtures. Combined, they cater for 205 members.

Some exported demand is also expressed by LMR Rugby NC, although this is for indoor provision. During the winter, the Club trains using an indoor facility at Warwickshire College due to a lack of similar provision and capacity in Rugby. The site is located in Warwick.

### ***Latent/unmet demand***

Sport England's Segmentation Tool enables an analysis of the percentage of adults that would like to participate in netball but that 'are not currently doing so'. The tool identifies minimal latent demand of 264 people within Rugby, which represents approximately 0.29% of the Borough's population, closely aligning to a national average of 0.28%.

In addition to the above, LMR Rugby NC and LMR Rugby Juniors NC also report latent demand, albeit unquantified, in that they state that significant future growth is not possible based on the level of provision currently available. This could be further impacted on for the former if it was to lose access to the courts at Rugby Railway Club.

### ***Future demand***

Both LMR Rugby NC and LMR Rugby Juniors NC report demand to grow in the future, although neither quantify their potential increases in membership terms due to existing capacity issues. The former hopes to field an additional team over coming seasons.

In addition, the Rugby Netball League reports an ambition to continuing growing and states that it has capacity to do this in terms of fixture arrangement.

## **10.4: Supply and demand analysis**

There is high demand for netball in Rugby, as represented by nine clubs having a presence in the Borough as well as the Rugby Netball League and several commercial leagues. Despite this, play is heavily concentrated across a small number of venues, which is primarily due to a lack of good quality alternatives that are sports lit and available for community use. As a result, not all activity is being adequately met, leading to levels of unmet, latent and exported demand.

## RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Based on the above, it is clear that the existing facility stock is not sufficient to meet demand, predominately due to quality and accessibility issues. There is no clear evidence to suggest that an increase in quantity is required; however, there is need to improve the existing supply in ways that can better accommodate users.

### **Netball – supply and demand summary**

- ◀ There is high demand for netball in Rugby, as represented by nine clubs being based in the Borough; however, not all activity is being adequately met, leading to levels of unmet, latent and exported demand.
- ◀ It is clear that the existing facility stock is not sufficient to meet demand, predominately due to quality and accessibility issues (rather than quantity).

### **Netball – supply summary**

- ◀ There are 63 netball courts identified across 27 sites, although only 20 courts at six sites are considered to be available for community use.
- ◀ All but three outdoor netball courts are operated by schools (95%).
- ◀ All courts have a macadam surface.
- ◀ A total of 35 of the courts are over marked by other provision, most commonly tennis courts.
- ◀ Only six of the courts are serviced by sports lighting, representing a significantly low amount.
- ◀ Of the courts, eight are assessed as good quality, 40 as standard quality and 14 as poor quality, with three of the good quality courts are available for community use, compared to eight of the standard quality courts and one of the poor quality courts.
- ◀ The operator of Rugby Railway Club reports that plans are in place to replace the court at its site with a smaller sized 3G pitch

### **Netball – demand summary**

- ◀ There are nine netball clubs with a presence in Rugby.
- ◀ LMR Rugby NC is the only club in the Borough to play in the Coventry & Warwickshire Netball League, whilst the remaining clubs in Rugby play in the Rugby Netball League (otherwise known as RANA).
- ◀ Across the clubs, there are currently 622 members, representing significant demand.
- ◀ Most of the clubs utilise Rugby School Sports Centre for training, with some activity also identified at Rugby Railway Club despite its development proposals.
- ◀ The Rugby Netball League also utilises Rugby School Sports Centre as a central venue for its fixtures.
- ◀ No England Netball initiatives have a current presence in the Borough (e.g., Back to Netball, Bee Netball, Netball Now and Walking Netball).
- ◀ Five unaffiliated leagues, ran by three different commercial providers are operating in Rugby, with Bilton School, Houlton School and Rugby School Sports Centre accessed.
- ◀ Due to the presence of the Rugby Netball League and its use of a central venue system, there is relatively high levels of imported demand into the Borough, whereas LMR Rugby NC exports some training demand due to a lack of suitable provision.
- ◀ Sport England's Market Segmentation Tool identifies high levels of latent demand, whilst some is also expressed by both LMR Rugby NC and LMR Rugby Juniors NC.
- ◀ Both LMR Rugby NC and LMR Rugby Juniors NC report demand to grow in the future, as does the Rugby Netball League.

# RUGBY BOROUGH COUNCIL

## PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

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### PART 11: ATHLETICS

#### 11.1: Introduction

As a Governing Body, UK Athletics is responsible for developing and implementing the rules and regulations of athletics, including everything from anti-doping, health and safety, facilities and welfare, to training and education for coaches and officials as well as permitting and licensing.

Locally, the sport is governed through England Athletics, which is the development and membership body for athletics and running clubs in England. It has a National Head of Clubs and Participation and a team of five club support managers across the Country, with one of these covering activity in Rugby.

#### **Consultation**

Two athletics clubs currently operate in Rugby, Rugby & Northampton Athletics Club and Rugby Triathlon Club, both of which responded to consultation.

Additionally, wider consultation also took place with England Athletics.

#### 11.2: Supply

There is one purpose-built outdoor athletics track currently provided in Rugby at Queen's Diamond Jubilee Centre. It provides an 8-lane, 400-metre track with a synthetic surface and sports lighting whilst also catering for the full complement of field events (e.g., via jumping pits and throwing cages/areas).

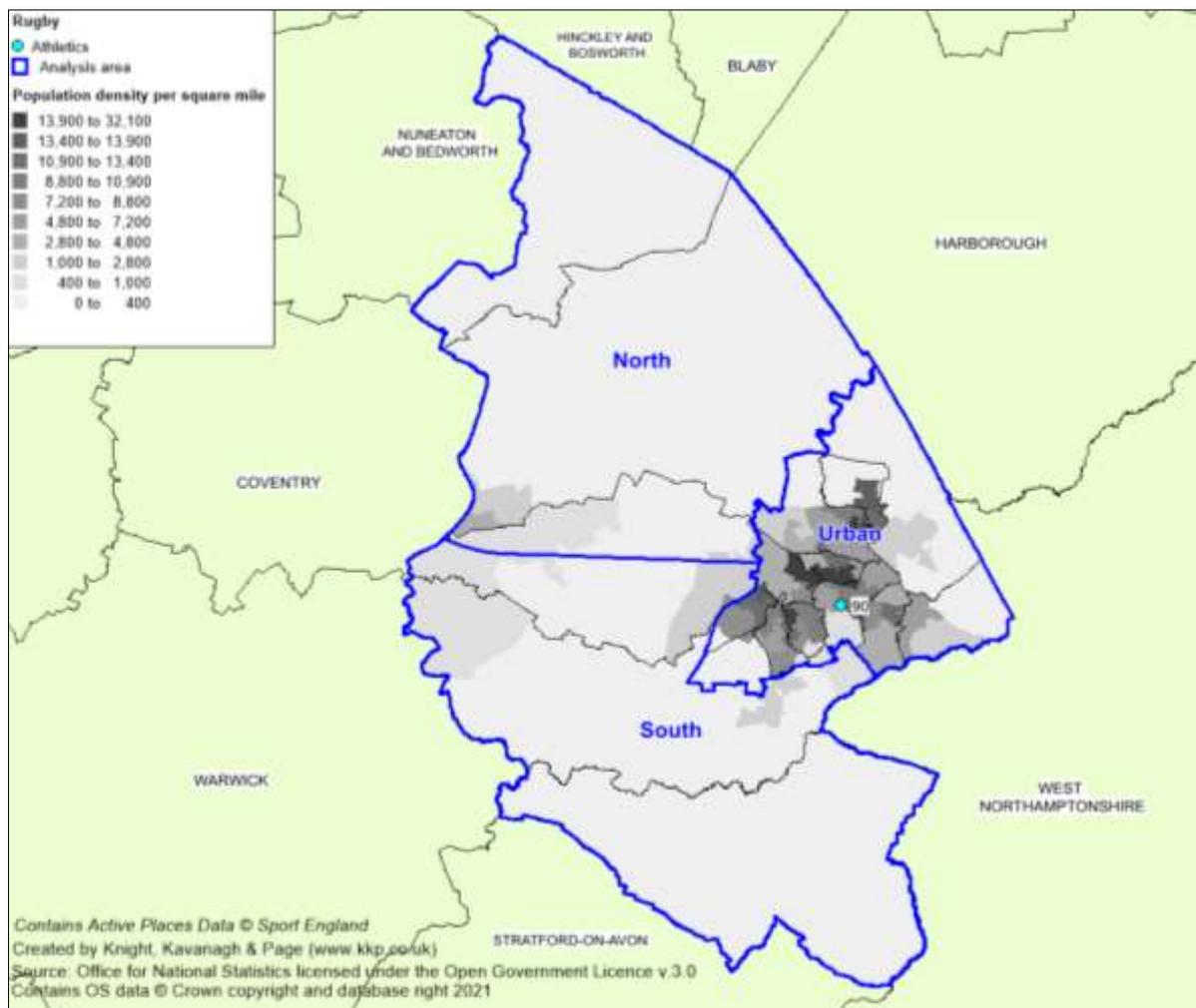
*Table 11.1: Summary of athletics tracks in Rugby*

Site ID	Site	Analysis area	Length	Surface type	Sports lighting?
90	Queen's Diamond Jubilee Centre	Urban	400-metre	Synthetic	Yes

The site is located in the Urban Analysis Area, meaning it is relatively central to the Borough. For its specific location, please see Figure 11.1 overleaf.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

Figure 11.1: Location of athletics tracks in Rugby



## Management

The facilities at Queen’s Diamond Jubilee Centre are operated and maintained by the Council.

Rugby & Northampton Athletics Club are the principal users of the athletics track and hire out the facility from the Council in three-month instalments. In addition, Rugby Triathlon also hire out the athletics track via monthly slots.

## Quality

The quality of the athletics track in Rugby has been assessed via a combination of a site visit (using a non-technical assessment) and user consultation to reach and apply an agreed rating on a scale of good, standard and poor. The non-technical assessment considers several attributes of a track, including surface damage, grip underfoot, line markings and the track edging. For further detail regarding the criteria, please see Appendix 2.

The provision at the Queen’s Diamond Jubilee Centre is assessed as good quality, with the track displaying no signs of damage to the surface and a strong grip underfoot. Maintenance is also seemingly carried out to a high level, although both Rugby & Northampton Athletics Club and Rugby Triathlon report that they occasionally have to undertake some minor work themselves, rather than relying on the Council.

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### *TrackMark*

TrackMark is UK Athletics' quality assurance scheme for outdoor track and field athletics facilities. A venue that achieves TrackMark is recognised by UK Athletics as having well managed, compliant facilities that are accessible to participants of all abilities. From 2021, venues that actively choose not to pursue accreditation are not eligible to apply for a competition licence at any level.

The track at Queen's Diamond Jubilee Centre is fully accredited following a recent inspection. Re-testing is required every three years.

### ***Ancillary provision***

Given the wider facilities on offer at Queen's Diamond Jubilee Centre, the ancillary supply is relatively all-encompassing, with changing facilities and social space provided in addition to catering provision. Quality is good.

In addition, Rugby & Northampton Athletics Club has its own small facility on site to provide it with a dedicated space. It reports no issues with this.

### ***Future provision***

Consultation with England Athletics reveals that, nationally, no new standard 400-metre athletics tracks are planned to be constructed. Focus is instead on the retention of existing 400-metre facilities and the development of new innovative, entry level facilities such as mini tracks and endurance loops, particularly if part of multi-sport developments with sports lighting.

Linked to the above, England Athletics is currently exploring three alternative approaches in designing new athletics provision. These three designs, outlined below, present alternative approaches to athletics provision as to offer more affordable and feasible means of creating athletics tracks.

### *Compact Track*

The first of the three alternative designs is a 'compact track' featuring a 60-metre sprint straight with an accompanying jump lane and shot put space. This provision is the smallest of the three and is installed at sites with limited available land.

### *Mini Track*

A 'mini track' features a four lane 140-metre oval track with a six lane 60-metre straight, as well as accompanying shot put and jumping provision. An advantage over the mini track design is that this leaves a large space in the centre of the track to be used for either various field events such as long jump/ triple jump, or alternatively for other sports/activities such as football pitches or an outdoor gym.

Mini track sites also feature a new design of shot put practice areas in which it creates a natural slope, with athletes then throwing into a hill in order to allow the shot to roll back. This therefore reduces the time spent retrieving after each throw.

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### *Active Track*

Finally, an 'active track' is a synthetic loop with no fixed shape or distance (similar to a formula one circuit). Instead, a track is drawn to fit its natural surroundings, such as an existing park or school field. This is installed at sites where a 400-metre oval would not be feasible as it allows for adaptations to the shape in order to suit the land in its current state.

### **11.3: Demand**

For the purposes of this study, athletics demand is considered to come in various forms, rather than just traditional track and field activity. As such, running clubs are also considered, as are organised running events and various running initiatives, some of which, are governed by England Athletics. It is also acknowledged that recreational running forms a large part of demand, although this is difficult to measure.

#### ***Rugby & Northampton Athletics Club***

Rugby & Northampton Athletics Club is a significantly large club currently catering for around 1,100 members from eight to 80 years old and from international athletes to recreational runners. It formed in 2002 via a merger of Rugby & District Athletics Club and Northampton Phoenix Athletic Club, both of which are over 100 years old.

The Club is based at the Queen's Diamond Jubilee Centre, although it also uses a track in West Northamptonshire at Moulton College. Given the background of the former Northampton Phoenix Athletic Club, the merged club retains a significant base outside of Rugby and this therefore helps ensure that such demand is better accommodated.

It operates sessions at the Queen's Diamond Jubilee Centre on Tuesday's, Wednesday's and Thursday's from 18:30 until 19:45, on Saturdays from 09:00 until 12:00 and on Sunday's from 10:00 until 12:00. At Moulton College, sessions operate from 18:30 until 20:30 on Tuesday's and Thursday's and from 10:00 until 11:30 on Saturday's.

The Club also operates a road running arm known as Rugby Runners. This group holds sessions each week on Saturday mornings and Tuesday and Thursday evenings, using the Queen's Diamond Jubilee Centre as a base and utilising the local road network. It has over 200 female and 200 male members and also operates a Back to Running initiative for non-members.

#### ***Rugby Triathlon Club***

Rugby Triathlon Club is affiliated to Triathlon England but is also a member of England Athletics, holding numerous running sessions similar to those held by athletics and running clubs. It currently has over 150 members, covering both seniors and juniors, but states that numbers dropped following the impact of the Covid-19 pandemic and have not yet fully recovered. Prior to this, it was growing year-on-year.

The Club generally holds running sessions each week (in addition to cycling and swimming sessions). On Mondays, the track at Queen's Diamond Jubilee Centre is accessed, whereas the local road network is used on Thursdays with Rugby School Sports Centre used as a starting point.

In addition, the Club also organises the annual Viridian Daventry Triathlon. This takes place at and around Daventry Leisure Centre, in West Northamptonshire, but attracts many members of the Club as well as other Rugby-based residents. It has capacity for 300 participants.

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### ***Run Together***

Run Together is an official England Athletics recreational running project which aims to get the whole nation running. Its aim is to provide fun, friendly, supportive and inclusive running opportunities for everyone, regardless of ability and availability. It believes that running is more fun and easier to become part of a lifestyle when shared with others.

There are currently no Run Together groups in Rugby. However, a key focus for England Athletics is increasing demand for participation programmes such as Run Together, meaning this could be something that is targeted moving forward.

### ***Park Run***

Park Run is a series of 5k runs held on Saturday mornings in areas of open space around the UK. They are open to all, free, and are safe and easy to take part in. Runners must first register online in order to access a printed barcode which gives them access to all Park Run events.

In Rugby, a Park Run event is held each week at Whinfield Recreation Ground. It has been held 219 times and averages 177.9 runners each week, with 6,554 unique participants registered as finishing. Nationally, some events average over 500 participants, although capacity can vary from site-to-site.

For those aged between 4 and 14, junior Park Run events are also available. In Rugby, this is the case at GEC Recreation Ground, with 116 events held, 942 unique participants registered and an average attendance of 70 runners.

### ***Great Run Local***

Great Run hosts numerous running events across the Country. However, none are identified as taking place in Rugby, with the nearest held in Birmingham.

### ***Other events***

Other running events are held in Rugby across the year, normally on an annual basis. This includes the Rugby Half Marathon, which attracted 725 runners in 2019 (more recent iterations have not been possible due to Covid-19 although it will be held in 2022). This utilises the local road network, beginning at Hartfield Sports Ground (Lawrence Sheriff School).

A six-mile road race also takes place in Rugby as part of an eight-race series across the Midlands. This begins at Ashlawn Recreation Ground and attracted 236 competitors in July 2022.

In addition, a 5km race known as “Ready Steady Fun Run” takes place annually in Rugby, starting and finishing at Queen’s Diamond Jubilee Centre.

### ***Couch to 5k***

Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners get into running as part of establishing and maintaining an active and healthy lifestyle including regular exercise.

The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion. It starts with a mix of running and walking, to gradually build up fitness and stamina, in order to create realistic expectations and a sense of achievability to encourage participants to stick with it. The end goal of the plan is for the participant to be able to run 5k.

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Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge setting, which can help boost confidence and self-belief. Furthermore, running regularly has been linked to combating depression.

It is believed that an increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect of leading to increased demand at running groups and clubs as people may wish to continue develop their running further.

Whilst no data is available in relation to take up of the Couch to 5k initiative in Rugby, anecdotal evidence suggests that it is popular and also growing in popularity.

### ***Exported/imported demand***

The nature of Rugby & Northampton Athletics Club splitting its demand across Rugby and West Northamptonshire results in levels of both exported and imported between the two authorities. However, there are no reported issues with this and the Club suggests that it enables a greater level of demand to be accommodated. It would not be appropriate for the demand to be amalgamated to one site given the roots of what were previously two separate clubs prior to them merging.

### ***Latent/unmet demand***

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in athletics but 'are not currently doing so'. The tool identifies significant latent demand amounting to 1,961 people within Rugby, which works out at just over 2% of the population and aligns to the national average.

Notwithstanding the above, neither Rugby & Northampton Athletics Club nor Rugby Triathlon Club expresses latent or unmet demand. Both are open to accommodating new members, suggesting that most people wanting to participate in this form can do so. It is therefore likely that other barriers are preventing participation, rather than facilities or a lack of capacity.

### ***Future demand***

Both Rugby & Northampton Athletics Club and Rugby Triathlon Club report an aspiration to grow membership, although neither quantify a potential increase, stating that no interest will be turned away. Rugby Triathlon Club's primary aim is to return to its pre-pandemic levels of demand.

England Athletics also believes that demand for initiatives such as Park Run is likely to continue to increase in the future, although again to what extent is difficult to quantify.

## **11.4: Supply and demand analysis**

With over 1,100 members, the presence of Rugby & Northampton Athletics Club provides substantial demand for athletics in Rugby and the wider area. However, this demand is currently being adequately met via the provision at Queen's Diamond Jubilee Centre and outside of Rugby at Moulton College, with no capacity or other issues identified.

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Away from the formal track and field facilities, emphasis should also be placed on supporting the other activities taking place in Rugby, with a focus on retaining and increasing participation and growing the various initiatives that exist. This, however, does not require dedicated provision.

### **Athletics – supply and demand summary**

- ◀ There is substantial demand for athletics in Rugby and the wider area; however, this is currently being adequately met.
- ◀ Away from the formal track and field facilities, emphasis should also be placed on supporting the other activities taking place in Rugby, although this does not require dedicated provision.

### **Athletics – supply summary**

- ◀ There is one purpose-built outdoor athletics facility provided at Queen’s Diamond Jubilee Centre, with a 400-metre, eight lane track with a synthetic surface provided.
- ◀ The site is operated by the Council and rented by Rugby & Northampton Athletics Club and Rugby Triathlon Club.
- ◀ The track is assessed as good quality and is TrackMark accredited.
- ◀ It is serviced by good quality ancillary provision.

### **Athletics – demand summary**

- ◀ Two clubs have been identified in Rugby that have a focus on athletics and/or running activity.
- ◀ Rugby & Northampton Athletics Club is a large club with over 1,100 members and splits its demand across Queen’s Diamond Jubilee Centre and Moulton College (in West Northamptonshire).
- ◀ The Club also has a road running arm with circa 400 members.
- ◀ Rugby Triathlon Club has 150 members and utilises the track at Queen’s Diamond Jubilee Centre for some of its running sessions as well as the local road network.
- ◀ A Park Run event is held weekly in Rugby at Whinfield Recreation Ground, whilst a junior Park Run event is held at GEC Recreation Ground.
- ◀ There are several running events held annually, including the Rugby Half Marathon, a six-mile road race and a 5km race known as “Ready Steady Fun Run”.
- ◀ Sport England’s Segmentation Tool forecasts a latent demand of 1,961 people, although with no clubs report any latent or unmet demand, it is suggested that other barriers are preventing participation.
- ◀ Both Rugby & Northampton Athletics Club and Rugby Triathlon Club report an aspiration to grow membership, although neither quantify a potential increase, stating that no interest will be turned away.

### APPENDIX 1: SPORTING CONTEXT

The following section outlines a series of national, regional and local policies pertaining to the study and which will have an important influence on the Strategy.

#### **National context**

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

#### ***Department of Media Culture and Sport Sporting Future: A New Strategy for an Active Nation (2015)***

The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
- ◀ More people volunteering in sport.
- ◀ More people experiencing live sport.
- ◀ Maximising international sporting success.
- ◀ Maximising domestic sporting success.
- ◀ Maximising domestic sporting success.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

#### ***Sport England: Uniting the Movement 2021***

Sport and physical activity has a big role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities and rebuilding a stronger society for all. From this notion, Sport England has recently released its new strategy, Uniting the Movement, its 10-year vision to transform lives and communities through sport and physical activity.

It seeks to tackle the inequalities long seen in sport and physical activity. Providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity, has never been more important.

There are three key objectives to the Strategy:

- ◀ Advocating for movement, sport and physical activity.
- ◀ Joining forces on five big issues
- ◀ Creating the catalyst for change

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In particular, the five big issues are identified where the greatest potential is seen for preventing and tackling inequalities in sport and physical activity. Each one is a building block that, on its own, would make a difference, but together, could change things profoundly:

**Recover and reinvent:** Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

**Connecting communities:** Focusing on sport and physical activity's ability to make better places to live and bring people together.

**Positive experiences for children and young people:** Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

**Connecting with health and wellbeing:** Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

**Active environments:** Creating and protecting the places and spaces that make it easier for people to be active.

The specific impact of the Strategy will be captured through programmes funded, interventions made, and partnerships forged. For each specific area of action, a set of key performance indicators will be developed. This hybrid approach will help evidence the overall progress being made by all those involved in supporting sport and physical activity.

### **National Planning Policy Framework (2021)**

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

As a prerequisite the NPPF states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

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

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In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities.

### ***The FA National Football Facilities Strategy (2018-28)***

The Football Association's (FA) National Football Facilities Strategy (NFFS) provides a strategic framework that sets out key priorities and targets for the national game (i.e., football) over a ten-year period.

The Strategy sets out shared aims and objectives it aims to deliver on in conjunction with The Premier League, Sport England and the Government, to be delivered with support of the Football Foundation.

These stakeholders have clearly identified the aspirations for football to contribute directly to nationally important social and health priorities. Alongside this, the strategy is clear that traditional, affiliated football remains an important priority and a core component of the game, whilst recognising and supporting the more informal environments used for the community and recreational game.

Its vision is: *"Within 10 years we aim to deliver great football facilities, wherever they are needed"*

£1.3 billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government's shared objectives for participation, individual well-being and community cohesion are to be achieved. Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years).

The NFFS investment priorities can be broadly grouped into six areas, recognising the need to grow the game, support existing players and better understand the different football environments:

- ◀ Improve 20,000 Natural Turf pitches, with a focus on addressing drop off due to a poor playing experience;
- ◀ Deliver 1,000 3G AGP 'equivalents' (mix of full size and small sided provision, including multi-use games areas - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers), enhancing the quality of playing experience and supporting a sustainable approach to grass roots provision;
- ◀ Deliver 1,000 changing pavilions/clubhouses, linked to multi-pitch or hub sites, supporting growth (particularly in women and girls football), sustainability and providing a facility infrastructure to underpin investment in coaching, officials and football development;
- ◀ Support access to flexible indoor spaces, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes, exploiting opportunities for football to positively impact on personal and social outcomes for young people in particular;
- ◀ Refurbish existing stock to maintain current provision, recognising the need to address historic under-investment and issues with refurbishment of existing facilities;
- ◀ Support testing of technology and innovation, building on customer insight to deliver hubs for innovation, testing and development of the game.

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### ***The FA: National Game Strategy (2018-2021)***

The FA launched its new National Game Strategy in July 2018 which aims to inspire a life-long journey in football for all. To achieve this, the strategy will focus on five key aspects of the game:

- ◀ A high quality introduction to football
- ◀ Developing clubs and leagues
- ◀ Embrace all formats of football and engage all participants
- ◀ Recruit, develop and support the workforce
- ◀ Develop sustainable facilities

Through these five pillars, The FA's objectives are to:

- ◀ Increase the number of male affiliated and recreational players by 10%.
- ◀ Double the number of female affiliated and recreational players via a growth of 75%.
- ◀ Increase the number of disability affiliated and recreational players by 30%.
- ◀ Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy investment priorities.

### ***England and Wales Cricket Board (ECB) Inspiring Generations (2020-2024)***

The England and Wales Cricket Board unveiled a new strategic plan in 2019. The strategic plan aims to connect communities and improve lives by inspiring people to discover and share their passion for cricket

The plan sets out six important priorities and activities, these are:

- ◀ Grow and nurture the core
- ◀ Create an infrastructure investment fund for First Class County Clubs
- ◀ Introduce a new Community Investment Funding for Counties and County Cricket Boards
- ◀ Invest in club facilities
- ◀ Develop the role of National Counties Cricket
- ◀ Further invest in County Competitions
- ◀ Inspire through elite teams
- ◀ Increase investment in the county talent pathway
- ◀ Incentivise the counties to develop England Players
- ◀ Drive the performance system through technology and innovation
- ◀ Create heroes and connect them with a new generation of fans
- ◀ Make cricket accessible
- ◀ Broaden crickets appeal through the New Competition
- ◀ Create a new digital community for cricket
- ◀ Install non-traditional playing facilities in urban areas
- ◀ Continue to deliver South Asian Action Plans
- ◀ Launch a new participation product, linked to the New Competition
- ◀ Engage children and young people
- ◀ Double cricket participation in primary schools
- ◀ Deliver a compelling and coordinated recreational playing offer from age five upwards
- ◀ Develop our safeguarding to promote safe spaces for children and young people
- ◀ Transform women's and girls' cricket
- ◀ Grow the base through participation and facilities investment
- ◀ Launch centres of excellence and a new elite domestic structure

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- ◀ Invest in girls' county age group cricket
- ◀ Deliver a girls' secondary school programme
- ◀ Support our communities
- ◀ Double the number of volunteers in the game
- ◀ Create a game-wide approach to Trust and Foundations through the cricket network
- ◀ Develop a new wave of officials and community coaches
- ◀ Increase participation in disability cricket

#### ***The Rugby Football Union Strategy (2021-onwards)***

Through the strategy, the RFU aims to enrich lives, introduce more people to rugby union and develop the sport for future generations. The goal is to achieve this by strengthening and uniting rugby union in England and producing consistently winning England teams.

Eight key strategic priorities are identified with all investment decisions aligned to these. The strategy also outlines the RFU's core activities which form the backbone of its business operations and services to the game.

The priorities include four 'Game Objectives' and four 'Driving Objectives' as detailed below.

#### Game Objectives:

- ◀ Enjoyment – enable positive player experiences on and off the field
- ◀ Winning England – create the best possible high-performance system for England Rugby
- ◀ Welfare – enhance player welfare to protect and support the wellbeing of players
- ◀ Flourishing rugby communities – support clubs to sustain and grow themselves and to reflect society

#### Driving Objectives:

- ◀ Diversity & Inclusion – drive rugby union in England to reflect the diversity of society
- ◀ Understand – build a deep understanding of players, volunteers and fans to shape the future of the game
- ◀ Connect – connect with and grow the rugby community and create exceptional experiences
- ◀ Commercial and operational excellence – ensure a sustainable and efficient business model delivered by an inspired workforce

#### ***England Hockey (EH) - A Nation Where Hockey Matters (2013)***

The vision is for England to be a 'Nation Where Hockey Matters'.

EH knows that delivering success on the international stage stimulates the nation's pride in their hockey team and, with the right events in place, it will attract interest from spectators, sponsors and broadcasters alike. The visibility that comes from its success and its occasions will inspire young people and adults to follow in the footsteps of their heroes and, if the right opportunities are there to meet their needs, they will play hockey and enjoy wonderful experiences.

Underpinning all this is the infrastructure which makes the sport function. EH knows the importance of its volunteers, coaches, officials, clubs and facilities. The more inspirational our people can be, the more progressive we can be and the more befitting our facilities can be, the more we will achieve for our sport. England Hockey will enable this to happen and it is passionate about its role within the sport. It will lead, support, counsel, focus and motivate the Hockey Nation and work tirelessly towards its vision.

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As a governing body, EH wants to have a recognisable presence to participants of the game, be that through club or association website or their communications, or through the work of the many outstanding coaches in the game, so that players understand that their club is part of a wider team working together to a common goal.

The core objectives are as follows:

- ◀ Grow our participation
- ◀ Deliver international success
- ◀ Increase our visibility
- ◀ Enhance our infrastructure
- ◀ For England Hockey to be proud and respected custodians of the sport

### *Club participation*

The club market is well structured and clubs are required to affiliate to EH to play in community leagues. As a result only relatively few occasional teams lie outside our affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

Hockey is clearly benefiting from a double Olympic legacy. After Great Britain's women won bronze in front of a home crowd in London in 2012 the numbers of young girls playing the sport doubled and a historic gold in Rio 2016 saw more than 10,000 players promptly joining clubs. These triumphs have inspired the nation to get active and play hockey.

Thanks to the outstanding work of the network of clubs across the country, EH has seen unprecedented growth at both ends of the age range. There has been an 80% increase in the number of boys and girls in clubs, as well as a 54% increase in players over the age of 46.

Hockey clubs have reaped the rewards of the improved profile of the sport, focussing on a link with schools to provide excellent opportunities for young players. Programmes such as Quick sticks – a small-sided version of hockey for 7-11 year olds – in primary schools have been hugely successful in allowing new players to take part in the sport from an early age. The growth in the sport since the eve of London 2012 has been seen across the country, examples being a 110% increase in under 16s club participation in London, and a 111% growth in the North West in the same age bracket.

### ***England Hockey Strategy***

The vision of the Strategy is for “every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players”, whilst its missions is for “More, Better, Happier Players with access to appropriate and sustainable facilities.”

The 3 main objectives of the facilities strategy are:

- ◀ **PROTECT: To conserve the existing hockey provision**

There are currently over 800 pitches that are used by hockey clubs (club, school, universities) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.

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### ◀ **IMPROVE: To improve the existing facilities stock (physically and administratively)**

The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. EH works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

### ◀ **DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.**

EH has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

### ***LTA Facilities Investment Strategy – Vision for the 2020 and beyond***

The LTA has developed a programme of action based on seven core strategies. These are:

- ◀ Visibility – Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players.
- ◀ Innovation – Innovate in the delivery of tennis to widen its appeal.
- ◀ Investment – Support community facilities and schools to increase the opportunities to play.
- ◀ Accessibility – Make the customer journey to playing tennis easier and more accessible for anyone.
- ◀ Engagement – Engage and collaborate with everyone involved in delivering tennis in Britain, particularly coaches and volunteers, to attract and maintain more people in the game.
- ◀ Performance – Create a pathway for British champions that nurtures a diverse team of players, people and leaders.
- ◀ Leadership – Create a pathway for British champions that nurtures a diverse team of players, people and leaders.

The LTA Facilities Investment Framework sets out how it intends to deliver the investment to support community accessible tennis facilities. The focus will be on:

- ◀ New and existing indoor tennis centres
- ◀ Park tennis
- ◀ Tennis clubs
- ◀ Schools and other educational establishments

The key principles of the framework are to:

- ◀ Help fund projects through interest free loans.
- ◀ Invest in venues that have a proven record of increasing participation.
- ◀ Invest where there is thorough community engagement.
- ◀ Support venues that encourage participation growth.
- ◀ Targeted investment that is demand-led.
- ◀ Support venues that have successfully sourced partnership funding.

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### ***England Netball – Adventure Strategy***

In November 2021, England Netball launched a 10-year ‘Adventure Strategy’ for the game with a new brand identity for the organisation. This shares a purpose-led ambition for the game, to build on the momentum the sport has seen in recent years and take it to new heights for the decade ahead.

The ‘Adventure Strategy’ outlines the intention to:

- ◀ Accelerate the development and growth of the game at every level, from grassroots to the elite.
- ◀ Elevate the visibility of the sport.
- ◀ Lead a movement to impact lives on and beyond the court.

At the heart of its purpose, England Netball, with its proud and unique female foundations, will remain dedicated to increasing opportunities for women and girls to play the game as a priority, working tirelessly to address the gender participation gap in sport that has widened since the global pandemic.

Underpinned by years of engaging with and delivering netball for female communities, the organisation pledges to understand, support and nurture women and girls more deeply at every life stage, at every age.

The organisation is also committed to opening the sport to new audiences in every community, so that netball better represents the rich diversity of the Country it proudly represents and ensures the sport continues to evolve and adapt to thrive in the future, helping to create a truly inclusive sport for all where everyone can belong, flourish and soar. A recent partnership announcement with England Men’s and Mixed Netball Association to help develop and grow male participation in the game supports this commitment as England Netball pledges to promote difference and embrace the opportunity to make the sport a possibility within everyone’s reach.

Transforming netball for children and young people is a strategic priority to protect the future of the sport. Working with schools and policy makers to extend physical literacy within, and after the school day with a focus on netball specific provision will pave the way for greater community participation. The organisation will accelerate the expansion of its Bee Netball programme for young children, whilst supporting teens and young women to stay in the game to keep them physically active and in the game for life.

The elite game is in focus as well, with the ambition for the Vitality Roses to be the best female sports team in the world, supporting the national team to consistently win on the world stage, with an outstanding talent pathway in place to fuel sustainable successes on court, and setting new standards for netball. The professionalisation of the game over the next decade is a priority, focusing on growing world-leading international and domestic competitions and events, and creating more careers in the sport.

Grounded in feedback from the “netball family”, with over 3,000 members and stakeholders consulted as part of the strategic process to understand what they wanted netball to ‘look like’ in 2031, the plan is aspirational and ambitious and sees the organisation pledge to continue to be a trailblazer for women’s sport as it embarks on its new adventure.

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### *Facility Development*

The facility development aspirations stated within the Strategy are to:-

- ◀ Take a fresh look at the spaces required to support the sport, creating accessible places in every community to allow netball to be incorporated into how and where women and girls live their lives;
- ◀ Protect, enhance, and extend the network of homes that house the sport at a local and regional level;
- ◀ Develop an elite domestic professional competition that supports full time athletes underpinned by a world class infrastructure and environments.

For England Netball to achieve its ambitions to make the game accessible to wider audiences and in every community, it encourages Local Authorities to adopt policies within playing pitch strategies that:

- ◀ Facilitate informal netball activity within neighbourhood multi use games areas for example by installing combined outdoor basketball and netball goals and art courts in Neighbourhood Equipped Areas for Play.
- ◀ Incorporate the cultural and health needs of women and girls within any designs for improved or new facilities.
- ◀ Protect and enhance netball facilities within all primary and secondary school environments so they offer a positive first experience of the sport for students and the wider community during out of school hours.
- ◀ Support the installation of sports lights on outdoor courts to increase all year-round use.
- ◀ Facilitate the development of netball growth programmes, club training and competition within public leisure centres.
- ◀ Where appropriate, support the development of netball homes and performance environments that enable local women and girls to pursue a career in netball as an elite athlete, official, coach or administrator.

### ***Fit for the Future' | Strategy 2021-26***

Bowls is a sport steeped in tradition.

For centuries the simplest of pursuits has provided untold enjoyment across generations and the local bowling green has been a place of great jollity and togetherness. Yet, despite its colourful history and intrinsic qualities, the numbers of people playing bowls across England is in steady decline and the challenges our sport faces are significant.

Our 2021-26 Strategy 'Fit for the Future' frames a new and exciting course for our sport. We believe it will:

- Unite our sport behind a compelling vision, creating a sense of belonging and source of inspiration for our volunteers.
- Guide our staff team's activity allowing us to better allocate resources to the areas that matter most.
- Help put issues and problems into a broader context, engendering a can-do, optimistic culture.
- Build confidence and enthusiasm amongst current partners and act as a catalyst to forge new relationships.

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- Enable us to articulate with one voice why those outside our sport should care.

The five year plan, launched in August 2021, is designed with the ultimate goal of getting more people playing and enjoying our wonderful sport.

It sets out our vision for the sport, how we plan to achieve our objectives and what success looks like in 2026. The priorities that will get us to our target of **One Million Bowls Experiences** by 2026 are:

- **Building the brand of bowls** by increasing focus on international & top domestic bowls, and utilizing opportunities such as Birmingham 2022 to achieve larger media coverage;
- **Ensuring the sport is truly accessible** to all by offering different formats of the game which suit all time constraints, as well as driving more people to clubs in new ways;
- **Creating positive playing experiences for everyone** who steps on the green, both for casual and competitive players, as well as growing our events calendar and introducing a Performance Pathway
- **Putting volunteers first**, as the lifeblood of our sport, by increasing our support for clubs in order to empower them to thrive;
- **Leading the sport with purpose** by developing our Governance structures, diversifying our revenue streams, and work collaboratively with all the sport's key stakeholders.

### ***England Athletics Facility Strategy (2018 – 2025)***

The purpose of this document is to set out our long-term vision for athletics facilities in England. Facilities form a vital component of the overall England Athletics strategy.

The development, protection and enhancement of facilities will support our strategic plan and help England Athletics contribute to the delivery of the Department for Culture, Media and Sport's Sporting Futures: A New Strategy for Sport and Sport England's strategy Towards an Active Nation. Appropriate facilities help to attract and inspire new participants and provide the foundation and focus for a significant proportion of the England Athletics family.

The England Athletics Strategic Plan notes that the sport increasingly needs to become financially sustainable and that a business-like and innovative approach is a vital component of its future success. Facilities are fundamental, but they are also expensive to create and to maintain. The sport therefore faces a significant challenge to develop, improve and maintain facilities, most of which are currently operated and funded by third parties.

This strategy sets out a challenge to all those involved with the delivery of the sport to be innovative and business like in the operation and development of facilities at a time of financial challenge, as it aims "To create an innovative and inspiring network of sustainable athletic facilities, with the capacity to meet both current and future demand across England".

### ***England Athletics Strategic Plan – Athletics & Running: for everyone, forever – 2017 and beyond***

This plan sets out England Athletics' mission, vision and strategic priorities that will direct how they work as an organisation during the coming years: what they do and how they will do it.

**Vision:** Make athletics and running the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body.

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For England Athletics to achieve this vision, they will focus on three values:

- Pride – taking pride in their work and demonstrating to athletes that they recognise the importance of their role in bettering athletics.
- Integrity – demonstrate integrity to earn respect and to build effective partnerships.
- Inclusivity – promote inclusivity in all their actions.

**Mission:** To grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

In order to achieve their mission, England Athletics has three strategic priorities:

1. To expand the capacity of the sport by supporting and developing its volunteers and other workforce. The target is to achieve a 6% increase every year of licensed leaders, coaches and officials.
2. To sustain and increase participation and performance levels in our sport. To achieve this, England Athletics' current targets are to increase the number of club registered athletes from (149,000 to 172,000), engage 135,000 people through the RunTogether programme and to increase athlete performance levels across all events and disciplines by 1% every year.
3. To influence participation in the wider athletics market. Their target here is to increase the number of regular athletes or runners by at least one million.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## APPENDIX 2: NON TECHNICAL ASSESSMENT SHEETS

### Grass football pitch non-technical assessment

Non Technical Visual Quality Assessment - Football							
Please complete one form per pitch							
Site reference:				Site Name:			
6 figure grid reference				Pitch ID(s):			
Number of football pitches on site:				Pitch size:	(Adult 11v11, Youth 11v11, 9v9, 7v7 Mini, 5v5, 7v7)		
Availability				Are any other pitches marked out over this pitch?			
				If yes, please indicate what pitches are overmarked? (i.e. one youth pitch is overmarked on a adult pitch) in Pitch Issues			
Weather at time of visit & date of visit							
Pitch Issues:							
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)							
Element (Gathered via a non technical site assessment)	Rating			Guidance notes			Comments
<b>Playing surface</b>							
Grass Cover	Good >80%		Adequate 60-80%		Poor <60%		Advice is to walk through the middle of the pitch
Does the pitch meet The FA minimum size?	Yes - as per the FA recommended size		Within FA recommended guidelines		No		See size chart below for recommended dimensions
Slope of pitch (gradient and cross fall)	Flat		Moderate		Severe		
Length of grass	Good		Too long		Too short		Good 30mm-50mm, Too long 51mm plus, Too short 29mm less
Evenness of pitch	Good		Adequate		Poor		
Problem Areas: Evidence of dog fouling/glass/litter/vehicle tracks	None		Yes - some		Yes - lots		
Problem Areas: Evidence of unofficial use/damage to the surface	None		Yes - some		Yes - lots		
Problem Areas: Evidence of poor drainage	No evidence of standing water or poor drainage		Some evidence of poor drainage		Yes, poor drainage		
<b>Maintenance programme (information from maintenance schedule/grounds team/club survey)</b>							<b>Section total</b>
Grass cutting	Yes, as required		Yes, but not frequent enough		No		
Seeded	Yes, as required		Not known		No		
Aerated (per year)	Three or more times		Once/ twice		No		
Sand dressed	Within the last 12 months		Within the last 2 years		No		
Fertilised	Within the last 12 months		Within the last 2 years		No		
Weed killed	Within the last 12 months		Within the last 2 years		No		
							<b>Section total</b>
NB If none of this information is provided you should assume that only the grass is being cut and the rest of the maintenance items should be marked with the lowest score option.							
PITCH SCORE				0.0%	RATING		Poor

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## Cricket pitch non-technical assessment

Element	Rating			Guidance notes	Comments (use the guidance notes to help complete)
<b>About the cricket outfield</b>					
Grass coverage	Good	Acceptable	Poor	CBEX falls below the ECB basic standard	
Length of grass	Good	Acceptable	Poor	Usually 12mm - 25mm	
Evenness	Even	Uneven		Pull should run without drainage or ramp	
Evidence of Dog fouling/glass/stones/litter?	None	Yes	Immediate action required	Yes, refer to water/care/site manager	
Evidence of Unofficial use?	None	Yes	Immediate action required	eg informal, casual use, unauthorised use, kids kickabout etc. Yes, refer to water/care/site manager	
Evidence of Damage to surface?	None	Yes	Immediate action required	eg from animals/vehicles - rabbit, gull and faeces etc may also wish to refer to water manager	
<b>Artificial wickets</b>					
Is the wicket and surrounds married in	Yes	No		There should be no trip points	
Evenness of wicket	Even	Uneven		There should be no unevenness in surface levels	
Stump holes	Yes	No		Should be no wider than a standard cricket ball	
Moss or materials in the surface	Yes	No		There should be none	
Rips or surface lifting	Yes	No		If "yes" - contact site manager	
Surface worn in high traffic areas - creases	Yes	No		If "yes" - contact site manager	
Hardness - does the ball rebound when thrown straight down?	Yes	No			
<b>Grass wickets</b>					
Presence of line markings	Yes	No			
Evidence of rolling - is wicket smooth and uniform	Yes	No			
Evidence of straight cut and height	Yes	No		3mm on wicket wicket/12mm rest of square	
Evidence of repair work on old wickets	Yes	No			
Grass coverage (square and wickets)	Yes	No		CBEX falls below the ECB basic standard	
Hardness - does a cricket ball thrown straight down into the surface rebound?	Yes	No			
<b>Changing Pavilion</b>					
Umpires provision	Yes	No			
Toilets	Yes	No			
Hot/cold water	Yes	No			
Heating	Yes	No			
Condition of building	Good	Acceptable	Requires attention		
<b>NTP</b>					
Is the wicket and surrounds married in (no trip points)	Yes	No			
Evenness of wicket (no contours in surface levels)	Even	Uneven			
Stump holes (no wider than a standard cricket ball)	Yes	No			
Moss or materials in the surface (should be none)	Yes	No			
No rips or surface lifting	Yes	No			
Surface worn in high traffic areas - crease	Yes	No			
Hardness - does the ball rebound when thrown straight down	Yes	No			
Is the steel frame/posts upright?	Yes	No			
Are steel cross members detached?	Yes	No			
Are all posts and net fixings in place?	Yes	No			
Can a ball pass through any part of the netting?	Yes	No			
Is appropriate safety/supervisory signage present?	Yes	No			

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## Rugby pitch non-technical assessment

Non Technical Visual Quality Assessment - Rugby Union										
Please complete one form per pitch										
Site reference										Site Name
6 figure grid reference										Pitch ID(s)
Date of assessment										Pitch size
Number of pitches on site										(Senior, Mini/Midi)
Availability										Are any other pitches marked out over this pitch?
Community Use - used, Community Use - unused, No Community Use, Available but Unused										
Weather at time of visit										If yes, please indicate what pitches are overmarked? (i.e. one mini/ midi pitch is overmarked on a senior pitch) in Pitch Issues
General comments/observations										
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)										
Qualitative information (gathered on site)	Rating					Guidance notes	Comments			
Grass Coverage	Good		Adequate		Poor		>90% = good. <80% = poor			
Size of pitch	Acceptable (between recommended minimum and maximum sizes)		Flag for further investigation (below recommended minimum size)		Unacceptable (above maximum size)		Maximum size = width 70m, goal line to goal line 100m, in goal area 22m, run offs 5m where practical. Recommended minimum size = width 68m, goal line to goal line 94m, in goal area 6m, run offs 5m where practical.			
Length of grass	Too Long		Good		Too short		Too long = >75mm. Too short = <50mm			
Problem Areas: Evidence of glass/litter/vehicle tracks/dog fouling	None		Yes - some		Yes lots					
<b>GOALPOSTS</b>										
Are goalposts installed?	Yes		No							
Is there any obvious danger on posts?	Yes		No							
Are the posts stable in the ground?	Yes		No							
Is the crossbar fixed securely?	Yes		No							
Is there evidence of rust on the posts?	Yes		No							
<b>ANCILLARY</b>										
Is the pitch floodlit?	Yes		No							
Is there changing accommodation for the pitch?	Yes		No							
Is an appropriate level of car parking available?	Yes		No							
<b>Pitch maintenance (information gathered via club survey/ pitch provider consultation) - refer to the guidance notes below</b>										
Aerated (per year)	three or more times		twice		once		never			
Sand dressed (per year)	three or more times		twice		once		never			
Fertilised (per year)	three or more times		twice		once		never			
Weed killed (per year)	three or more times		twice		once		never			
Chain harrowed	every week		fortnightly		monthly		never			
										<b>Pitch Maintenance Score</b>
Drainage	Natural (inadequate) SCORE D0		Natural (adequate) SCORE D1		Pipe drained SCORE D2		Pipe and slit drained SCORE D3		Unknown SCORE D0	
										Natural (adequate) = 3 or less training/match cancellations per season Natural (inadequate) = 4 or more training match cancellations per season *Based on a pipe drained system at 5m centres that has been installed in the previous eight years **Based on a slit drained system at 1m centres completed in the previous five years.

# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## Artificial grass pitches non-technical assessment (including third generation turf pitches)

Non Technical Visual Quality Assessment - Artificial grass pitches									
Site reference			Site Name						
6 figure grid reference			Pitch ID						
Number of AGPs on site			Pitch size	Full (i.e., 100m x 60m)		Half (i.e., 60m x 40m)			
Availability			Community Use - used, Community Use - unused, No Community Use, Available but Unused						
Type of pitch	Long Pile 3G (65mm with shock pad) Sand Dressed		Medium Pile 3G (55-60mm) Sand Filled		Short Pile 3G (40mm) Water based				
<b>Assessment Criteria</b> (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)									
Element	Rating						Guidance notes	Site comments	
Age of Surface	less than 2 years		2-5 years		5-10 years		over 10 years		
Evidence of moss/lichen (all surfaces)	None		Yes - some		Yes - lots				
Loose gravel (macadam surface)	None		Yes - some		Yes - lots				
Holes or rips in surface (macadam, art. grass or polymeric surfaces)	None		Yes - some		Yes - lots				
Grip underfoot	Good		Adequate		Poor				
Line markings - quality	Good		Adequate		Poor				
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some		Yes - lots				
Problem Areas: Evidence of inappropriate use	None		Yes - some		Yes - lots				
Problem Areas: Evidence of damage to surface	None		Yes - some		Yes - lots		If no evidence, assume none.		
Access for disabled players. i.e.: ramps onto courts, width of gates	Good		Adequate		Poor				
Condition of posts/ nets/ goals	Good		Adequate		Poor				
Surrounding fencing	Good		Adequate		Poor				
Adequate safety margins (w here appropriate)	Yes - fully		No- but adequate		No - not adequate				
Is the AGP floodlit?	Yes		No						
Is the AGP left open at all times?	Yes		No						
Are there dug outs?	Yes		No						
Are there youth shelters/spectator seating around AGP?	Yes		No						
Is there changing accommodation for the AGP?	Yes		No						
<b>Maximum score</b>	<b>93</b>		<b>Scoring:</b>	Poor <=50		<b>Total Score</b>	<b>0</b>		
				Standard 51-79		<b>Potential Rating</b>	<b>Poor</b>		
				Good 80+					





# RUGBY BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORT ASSESSMENT

## Athletics track non-technical assessment

### Non Technical Visual Quality Assessment - Athletics Tracks

KKPref	<input type="text"/>								
Site name:	<input type="text"/>								
Track surface	<input type="text"/>	Grass, polymeric, cinder, other specify		Specify if 'Other'	<input type="text"/>				
No. of Lanes	<input type="text"/>	Length of track:	<input type="text"/>	Community Use:	<input type="text"/>				
<b>Assessment Criteria (please rank each of the following aspects for each track with an 'X' in the coloured box to the right of the chosen answer)</b>									
Element	Rating						Comments		
<b>About the track facilities</b>									
Damage to the track surface	None	<input type="checkbox"/>	Yes - some	<input type="checkbox"/>	Yes - lots	<input type="checkbox"/>			
Grip underfoot	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Line markings - quality	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Track edging	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Disabled access	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Problem Areas: Evidence of Glass/ stones/ litter	None	<input type="checkbox"/>	Yes - some	<input type="checkbox"/>	Yes - lots	<input type="checkbox"/>			
Floodlighting	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>					
Is the track fenced?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>					
<b>Surface of run ups - long/triple jump, high jump</b>									
Surface of run ups - long/triple jump, high jump	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Adequate landing areas - jumps	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Adequate safety margins	Yes - fully	<input type="checkbox"/>	No-but adequate	<input type="checkbox"/>	No-not adequate	<input type="checkbox"/>			
Take off boards	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Landing mats	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>					
Surface of throwing areas - shot, discuss, hammer	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Adequate safety margins - throws	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Throwing cages	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>					
<b>Access to facilities</b>									
Access to toilets	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>					
Changing accomodation	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>					
Changing accomodation - quality	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
Club room	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>					
Car parking	Good	<input type="checkbox"/>	Adequate	<input type="checkbox"/>	Poor	<input type="checkbox"/>			
<b>General Comments</b>									
<input type="text"/>					<b>ENTER Athletics</b>		Please make sure there is no filter on in sheet At_db !		

# EQUALITY IMPACT ASSESSMENT (EqIA)

## Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
  - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
  - advancing equality of opportunity between people who share a protected characteristic and those who do not,
  - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
  - age
  - disability
  - gender reassignment
  - marriage/civil partnership
  - pregnancy/maternity
  - race
  - religion/belief
  - sex/gender
  - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.
10. For advice and support, contact:  
Aftab Razzaq  
Chief Officer for Legal and Governance  
[aftab.razzaq@rugby.gov.uk](mailto:aftab.razzaq@rugby.gov.uk)  
01788 533521

## Equality Impact Assessment

<b>Service Area</b>	<b>Sport and Recreation and Leisure Facilities</b>
<b>Policy/Service being assessed</b>	<b>Playing Pitch and Outdoor Sport Strategy 2023-2040</b>
<b>Is this a new or existing policy/service?</b>  <b>If existing policy/service please state date of last assessment</b>	<b>New</b>
<b>EqlA Review Team – List of members</b>	<b>Tom Allen, Tom Kittendorf</b>
<b>Date of this assessment</b>	<b>20/11/2023</b>
<b>Signature of responsible officer (to be signed after the EqlA has been completed)</b>	

**A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Chief Officer for Legal and Governance.**

**Details of Strategy/ Service/ Policy to be analysed**

<b><u>Stage 1 – Scoping and Defining</u></b>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	<b>The strategy is required to provide a valid assessment of provision to underpin future proposals relating to outdoor sports facilities.</b>
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	To provide recommendations on how we can ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing. While also ensuring the Council have the required evidence base to meet the requirements of the National Planning Policy Framework.
(3) What are the expected outcomes you are hoping to achieve?	The 3 strategic objectives outlined within the strategy are: <ul style="list-style-type: none"> <li>- To protect the existing supply of outdoor sport provision and ancillary facilities where it is needed for meeting current and future needs.</li> <li>- To enhance outdoor sport provision and ancillary facilities through improving quality and management of sites.</li> <li>- To provide new outdoor sport provision and ancillary facilities where there is current or future demand to do so.</li> </ul>
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> <li>• Customers</li> <li>• Employees</li> <li>• Wider community or groups</li> </ul>	Customers: The strategy will look to protect / enhance and provide new outdoor sport facilities in local communities where there is demand to do so. Employees: The strategy will provide an evidence base for the Council to meet the requirements of the National Planning Policy Framework, supporting future planning policies and decisions.
<b><u>Stage 2 - Information Gathering</u></b>	As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, e.g. service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).

Appendix 3

<p>(1) What does the information tell you about those groups identified?</p>	<p>Due to significant health inequalities across the County, facilitating a more active Borough is at the heart of the change required. There is also significant housing developments and population growth across the Borough and it is important that there is a document in place to evidence the need for current and future residents to ensure that they have access to high quality outdoor sports facilities including pitches and similar provision.</p>		
<p>(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?</p>	<p>A variety of consultation methods have been used to collate demand information. Firstly, face-to-face consultation has been carried out with key clubs and leagues from each sport, to allow for the collection of detailed demand information and further interrogation of issues. For all remaining clubs, telephone consultation or an online survey (converted to postal if required) has been utilised.</p> <p>Key providers and other users of provision have also been contacted, including town and parish councils as well as schools and further/higher education establishments. This involves face-to-face meetings with secondary schools and colleges, and an online survey being sent to primary schools, special schools and independent schools.</p>		
<p>(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.</p>	<p>N/A</p>		
<p><b><u>Stage 3 – Analysis of impact</u></b></p>			
<p>(1) <u>Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination?</p>	<p style="text-align: center;"><b>RACE</b></p> <p>Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>	<p style="text-align: center;"><b>DISABILITY</b></p> <p>Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>	<p style="text-align: center;"><b>GENDER</b></p> <p>Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>

Appendix 3

If yes, identify the groups and how they are affected.	<p><b>MARRIAGE/CIVIL PARTNERSHIP</b> Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>	<p><b>AGE</b> Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>	<p><b>GENDER REASSIGNMENT</b> Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>
	<p><b>RELIGION/BELIEF</b> Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>	<p><b>PREGNANCY MATERNITY</b> Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>	<p><b>SEXUAL ORIENTATION</b> Positive - ensure residents have access to high quality outdoor sports facilities to support their health and wellbeing.</p>
<p>(2) <u>Cross cutting themes</u> (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how?  (b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	<p>The strategy utilises analysis areas (or sub areas) to allow for a more localised analysis of supply and demand for residents in both the rural and urban areas of the borough, and provides site and area specific recommendations, to ensure residents in all communities can access high quality outdoor sport provision.</p>		
<p>(3) If there is an adverse impact, can this be justified?</p>	<p>N/A</p>		
<p>(4) What actions are going to be taken to reduce or eliminate negative or adverse impact? (This should form part of your action plan under Stage 4.)</p>	<p>N/A</p>		

Appendix 3

(5) How does the strategy/service/policy contribute to the promotion of equality? If not, what can be done?	The strategy provides recommendations on how all residents can have access to high quality outdoor sports facilities to support their health and wellbeing.
(6) How does the strategy/service/policy promote good relations between groups? If not, what can be done?	The strategy promotes the use of partnership working to deliver key outcomes and action plans outlined in the strategy.
(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?	N/A

<b><u>Stage 4 – Action Planning, Review and Monitoring</u></b>																														
<p>If No Further Action is required then go to – Review and Monitoring</p> <p>(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	<p>EqlA Action Plan</p> <table border="1" data-bbox="875 986 2114 1214"> <thead> <tr> <th data-bbox="875 986 1120 1062">Action</th> <th data-bbox="1120 986 1364 1062">Lead Officer</th> <th data-bbox="1364 986 1615 1062">Date for completion</th> <th data-bbox="1615 986 1865 1062">Resource requirements</th> <th data-bbox="1865 986 2114 1062">Comments</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>					Action	Lead Officer	Date for completion	Resource requirements	Comments																				
Action	Lead Officer	Date for completion	Resource requirements	Comments																										
(2) Review and Monitoring State how and when you will monitor policy and Action Plan	It is important that there is regular monitoring and review against the actions identified in the Strategy. This monitoring will be led by the Council and supported by all members of the PPS Steering Group.																													

Please annotate your policy with the following statement:

**'An Equality Impact Assessment on this policy was undertaken on (date of assessment) and will be reviewed on (insert review date).'**

# Rugby Borough Council

## Climate Change and Environmental Impact Assessment

### CONTEXT

In 2019 the UK Parliament set a commitment in law to reach net zero carbon emissions by 2050. Achieving this target will require considerable effort with public bodies, private sector organisations, the third sector and individuals working together to take action. Rugby Borough Council declared a climate emergency in 2019, in doing so committed to:

- To move the Council's operations towards Carbon Neutrality by 2030.
- To establish action to tackle climate change as a key driver of all decision-making.
- To provide community leadership in reducing the impact of Climate Change.
- To take action to mitigate the impact of climate change on a Borough wide basis and beyond, through adaptation.

The Council's Corporate Strategy (2021-24) [link](#) sets ambitious outcomes in relation to Climate Change. These ambitions must now be progressed through the decisions which the Council makes.

It is therefore important that Rugby Borough Council gives due regard to climate change when making decisions. In the context of the Council's business, Climate Change includes carbon emissions, biodiversity, habitat loss and environmental destruction. When putting forward recommendations for decision, officers must assess how these recommendations are likely to influence our climate change commitments by completing the following Climate Change and Environmental Impact Assessment.

A copy of this Climate Change and Environmental Impact Assessment, including relevant data and information should be forwarded to the Deputy Chief Executive.

**If you require help, advice and support to complete the forms, please contact Dan Green, Deputy Chief Executive .**

**SECTION 1: OVERVIEW**

<b>Portfolio and Service Area</b>	Leisure and Wellbeing – Sport and Recreation and Leisure Facilities
<b>Policy/Service/Change being assessed</b>	Rugby Borough Council Playing Pitch and Outdoor Sport Strategy 2023- 2040
<b>Is this a new or existing Policy/Service/Change?</b>	New
<b>If existing policy/service please state date of last assessment</b>	
<b>Ward Specific Impacts</b>	All
<b>Summary of assessment</b> Briefly summarise the policy/service/change and potential impacts.	Adoption of a Rugby Borough Council Playing Pitch Strategy for the period up to 2040. This Strategy focusses on the supply and demand for playing pitches (grass and artificial) within the Borough. The strategy is a robust evidence base to aid decision making in respect future provision and management of grass pitches and recreation facilities.
<b>Completed By</b>	Tom Allen
<b>Authorised By</b>	
<b>Date of Assessment</b>	01/02/2024

## **SECTION 2: IMPACT ASSESSMENT**

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
Energy usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Fleet usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sustainable Transport/Travel (customers and staff)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Providing higher quality leisure facilities in the local community will reduce the need for travel, enabling more residents to use active travel to reach desired facilities.			
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Community leadership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Consultation has been undertaken with local residents and users at Playing Pitches and Outdoor Sport facilities to identify desired improvement works and Phase 2 public consultation will be taken forward following any planned development of facilities.		Project Officer	Ongoing
Biodiversity and habitats	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

<b>Adaptation/Mitigation</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If required, mitigation measures to be put in place to reduce disturbances to neighbours and local ecology during any redevelopment and development of new sites.		RBC Project Officer	If required
<b>Impact on other providers/partners</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

### SECTION 3: REVIEW

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

<b>Review date</b>	
<b>Key points to be considered through review</b>	
<b>Person responsible for review</b>	
<b>Authorised by</b>	

***AGENDA MANAGEMENT SHEET***

**Report Title:** Rugby Art Gallery and Museum Working Group - Update Report on Outcomes and Recommendations

**Name of Committee:** Cabinet

**Date of Meeting:** 11 March 2024

**Report Director:** Chief Officer – Leisure and Wellbeing

**Portfolio:** Leisure and Wellbeing

**Ward Relevance:** All

**Prior Consultation:** N/A

**Contact Officer:** Tom Kittendorf- Chief Officer Leisure and Wellbeing

**Public or Private:** Public

**Report Subject to Call-In:** No

**Report En-Bloc:** No

**Forward Plan:** No

**Corporate Priorities:** This report relates to the following priority(ies):  
 Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C)  
 Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E)  
 Residents live healthy, independent lives, with the most vulnerable protected. (HC)  
 Rugby Borough Council is a responsible, effective and efficient organisation. (O)  
[Corporate Strategy 2021-2024](#)  
 This report does not specifically relate to any Council priorities but

**(C) Climate**  
**(E) Economy**  
**(HC) Health and Communities**  
**(O) Organisation**

**Summary:** The report provides an update on actions taken following the Rugby Art Gallery and Museum Working Party and reporting of service successes in the past 18 months.

<b>Financial Implications:</b>	All activities have been undertaken using internal resources.  A staffing restructure was undertaken following the Working Party
<b>Risk Management Implications:</b>	None arising directly from this report.
<b>Environmental Implications:</b>	None arising directly from this report
<b>Legal Implications:</b>	A staffing restructure was undertaken and completed through Human Resources service.
<b>Equality and Diversity:</b>	None arising directly from this report.
<b>Options:</b>	None arising directly from this report.
<b>Recommendation:</b>	The service development and improvements carried out in relation to the Rugby Art Gallery and Museum Working Party, be noted.
<b>Reasons for Recommendation:</b>	To update Cabinet members on progress in relation to the Rugby Art Gallery and Museum activities and actions following the Rugby Art Gallery and Museum Working Party.

**Cabinet - 11 March 2024**

**Rugby Art Gallery and Museum Working Group - Update Report on Recommendations and Actions**

**Public Report of the Chief Officer – Leisure and Wellbeing**

**Recommendation**

The service development and improvements carried out in relation to the Rugby Art Gallery and Museum Working Party, be noted.

**Executive Summary**

The council own and operate the town centre cultural asset, known as the Rugby Art Gallery and Museum and Visitor Centre. Built in 2000, the bespoke building is home to the Rugby Art Gallery and Museum, Rugby Visitor Centre and a Warwickshire County Council library service.

Warwickshire County Council have a 125-year lease of the space and pay an annual fee to Rugby Borough Council whilst also being financial responsible for a percentage of the utility costs.

In 2015, Rugby Borough Council were approached by World Rugby, the governing body for the sport of rugby union. In partnership with World Rugby, a new interactive museum called the World Rugby Hall of Fame was installed within the first-floor social history gallery space, with the social history gallery being returned to the storerooms within the building.

In 2021, the Council and World Rugby came to the end of the agreement and the World Rugby Hall of Fame was subsequently removed.

In 2022, a Councillor Working Party was established with the aim of reviewing the space previously utilised by the World Rugby Hall of Fame and its medium-term potential use over the next 18 to 24 months.

The working party reviewed performance data of the various services, spoke to officers regarding current opportunities, staffing structure, financial performance and delivery performance with a desired outcome to improve the overall value for money of delivering the Rugby Art Gallery and Museum and Visitor Centre offer.

The working party met over a series of meetings and identified a variety of outcomes and recommendations for which the Chief Officer and Service Manager had a sense of clarity and purpose for a 24-month period to develop aspects of the service. These included:

- To review the financial operation of the Rugby Art Gallery and Museum and Visitor Centre to reduce costs.
- To improve the front of house offer including potential savings on salary lines.
- To develop potential for making improvements to the studio space by delivering a Social History Collection collection spanning 24 months.
- To review the available space for external hire including the public foyer and balcony spaces.
- To explore opportunity to create a permanent space for the Rugby Collection considered desirable.
- To research and develop a “Friends of RAGM” scheme for members of the public and organisation and explore sponsorship opportunities including “sponsor of items”.
- Improve the visibility and awareness of the Rugby Art Gallery and Museum.
- Improve the community engagement opportunities through both education and community outreach programming.
- Accessibility of exhibition programming and Engaging a Wider Audience
- Develop opportunities for generating income and/or grant funding of project delivery.
- Review the potential for hot desking or desk hire to be explored.
- To consider long term strategic position as a culture and heritage venue as part of the town centre regeneration.
- Develop opportunities to encourage donations including the introduction of contactless payments.

Full details are set out in the report below, but the key measures of success and outcomes achieved are as follows:

- Reduction and reimbursement of business rates received by Rugby Borough Council totalling £611,000. This has been approved to be held in the budget stability reserve for 2023/24 as reported in Quarter 3 Finance and Performance Report, however, this is being used as a temporary saving for 2024/25 as approved during the budget setting process in February 2024.
- A restructure of the core Rugby Art Gallery and Museum and Visitor Centre staffing, giving financial savings and prioritisation of programme delivery to meet the desired outcomes of the working party.
- Introduction of social history exhibitions utilising objects owned and stored in the social history collection including display including town stocks from 1870, a cold cathode clock from Rugby Radio Station which transmitted the time signal used by the speaking clock and BBC radio's famous 'pips' and a 'boneshaker' bicycle donated by the founder of the Hospital of St Cross and Rugby's first library, Richard Henry Wood, and the birch Dr Arnold disciplined pupils with at Rugby School while he was headmaster in the 19th century.
- The installation of a permanent display area for The Rugby Collection, Rugby's owned and stored collection of over 220 pieces of art including paintings, prints, drawings, photographs and video works. It includes works by many significant British artists including J D Fergusson, L S Lowry, Paula Rego, Stanley Spencer and Bridget Riley.

- Develop of education related workshops and programmes, seeing a reported increase in key statistics from 2,813 visits in 2019/20 to **4,848 in 2022/23** and **4,677 in 2023/24** with quarter 4 performance information to be recorded.
- Education related workshops have seen an increase from 1,896 users in 2019/20 to 2,329 in 2022/23 with projections for 2023/24 on target to surpass this total.
- A new café provider to be open to tender in March 2024 following discussions with a community organisation that were unfortunately unable to progress and an unsuccessful procurement exercise in late 2023.
- A new “Friends of Rugby Art Gallery and Museum” scheme to be launched in April 2024 to drive additional income and engagement opportunities.

The intervening period has seen significant growth and development of the various services offered within the Rugby Art Gallery and Museum following the working group prioritisation of outcomes and recommendations.

The future role of the Art Gallery and Museum provision and offer forms a critical element of the town centre regeneration and the options appraisals for the provision of a culture service will be considered.

## 1. Introduction

- 1.1 Rugby Art Gallery and Museum sits within the portfolio of Leisure and Wellbeing and provides a home for:
  - Social History Gallery
  - Art Gallery
  - Floor One Gallery (community hire)
  - Rugby Visitor Centre
  - Warwickshire Library (WCC)
  - Associated stores and archives
  - Education and Learning spaces (x3)
  - Public café
- 1.2 The Rugby Art Gallery and Museum was built in the year 2000 in partnership with Warwickshire County Council and was built in place of Rugby’s previous library.
- 1.3 Rugby Borough Council own and operate the building with Warwickshire County Council providing the library on a 125-year lease on the ground floor and is considered a significant library asset in Warwickshire.
- 1.4 The County Council pay an annual fee and contribute to 46.5% of the shared utilities.
- 1.5 Rugby Borough Council operate the provision of the Social History Gallery, Floor One Gallery, Art Gallery, Visitor Centre and education rooms for the purpose of delivering arts, culture and education in the borough.

- 1.6 In 2015, under licencing agreement with World Rugby, the governing body for the sport of rugby union to host a physical manifestation of their virtual Hall of Fame.
- 1.7 A new interactive World Rugby Hall of Fame exhibition was designed and installed within the social history gallery space located on the first floor of the building.
- 1.8 The World Rugby Hall of Fame Museum operated until 2021 where it was subsequently closed and the agreement with World Rugby for housing the Hall of Fame memorabilia ended.
- 1.9 To ensure that the Rugby Art Gallery and Museum had a clear focus on future direction and the potential utilisation of the first floor gallery space, a Rugby Art Gallery and Museum Working Party was established.
- 1.10 The purpose of the working group was “to review the space previously utilised by the World Rugby Hall of Fame and its medium term potential use”.
- 1.11 Upon establishing the Working Party a series of 4 meetings were delivered to review the opportunities that were present and how councillors wished to proceed with the cultural offer within the building, or potential alternative options.
- 1.12 The working party looked at outcomes and recommendations for the next 18-24 month period.
- 1.13 This report seeks to provide an update on the delivery of recommendations during the 24 month period following the working parties recommendations and actions discussed with the Chief Officer and Rugby Art Gallery and Museum employees.

## **2. Rugby Art Gallery and Museum Working Group**

- 2.1 The working party was initially given a full tour of the facility including all public spaces and the private archive storerooms to understand the specialist nature of the purpose built facility.
- 2.2 Initial key observations of the working party included:
  - There were a lot of interesting and important items locked away in storage that could be on display.
  - This was a community space as well as an exhibition space.
  - Space for school visits was a key consideration.
  - There was an opportunity to display a larger part of the collection.
  - At the inception point of the facility some key aims were to provide a civic presence including the library and to bring the Rugby collection back from Warwick. The library was well used and had a long contract period.
  - This was an opportunity to showcase Rugby’s history, but care was needed to balance this with touring exhibitions.

- Social history was important, telling the story of Rugby. Consideration would need to be given to how to showcase the social history collection. This could be part permanent and part theme based.
- The Hall of Fame exhibition was not successful in attracting tourism to the town. There is no capacity to attract tourism in a meaningful way.
- The education element had been strong from the beginning, and particularly the Tripontium exhibition.

2.3 The working party was presented with baseline information including exhibition highlights from the previous 3-years programme, visitor numbers to social history, art and archaeology galleries, education and community organisation projects.

2.4 The working party considered opportunities for the following;

- Financial opportunities to reduce the cost of the service including a review of the business rates paid following the closure of the World Rugby Hall of Fame.
- Educational programming and the opportunity to drive new income.
- The identification of the target market and attracting visitors from Rugby.
- Networking and making connections with local organisations and groups
- A decision of the extent of permanent display whilst maintaining space for 'touring' exhibitions.
- Reviewing whether admission charges could be introduced.
- A fresh strategy (Forward Plan) to be brought forward at the end of the current Forward Plan period recognising the quality of social value and support given to communities.

2.5 The following sections of the report set out progress made on the following desired outcomes and recommendations:

- To review the financial operation of the Rugby Art Gallery and Museum and Visitor Centre to reduce costs.
- To improve the front of house offer including potential savings on salary lines.
- To develop potential for making improvements to the studio space by delivering a Social History Collection spanning 24 months.
- To review the available space for external hire including the public foyer and balcony spaces.
- To explore opportunity to create a permanent space for the Rugby Collection considered desirable.
- To research and develop a "Friends of RAGM" scheme for members of the public and organisation and explore sponsorship opportunities including "sponsor of items".
- Improve the visibility and awareness of the Rugby Art Gallery and Museum.
- Improve the community engagement opportunities through both education and community outreach programming.
- Accessibility of exhibition programming and Engaging a Wider Audience
- Develop opportunities for generating income and/or grant funding of project delivery.
- Review the potential for hot desking or desk hire to be explored.

- To consider long term strategic position as a culture and heritage venue as part of the town centre regeneration.
- Develop opportunities to encourage donations including the introduction of contactless payments.

**3. To review the financial operation of the Rugby Art Gallery and Museum and Visitor Centre to reduce costs – Business Rates**

- 3.1 The working party was given an overview of the financial budget monitoring of the service, including the business rates paid. It was shared with the working party that, following the installation of the World Rugby Hall of Fame and the subsequent chargeable entry, the business rates had increased by £20,000.
- 3.2 A recommendation and action taken forward was to review the business rates and whether a saving could be made to the operation of the service, with budgeted expenditure of £138,000 for 2022/23.
- 3.3 The Chief Officer and officers investigated the opportunity to check and challenge the business rates and had the following confirmation of business rate refunds:

<b>Financial Year</b>	<b>Refund Rebate Received</b>
2017/18	£49,150
2018/19	£75,300
2019/20	£97,640
2020/21	£120,670
2021/22	£130,330
2022/23	£138,240
<b>Total</b>	<b>£611,330</b>

- 3.4 The business rates for 2023/24 are currently to be confirmed. The approved budget for 2024/25 has been reduced to zero based on the expectation that the ongoing value will be nominal.
- 3.5 The business rate reimbursement has been allocated to the Budget Stability Reserve as part of the Quarter 3 budget monitoring report at February 2024.

**4. To improve the front of house offer including potential savings on salary lines.**

- 4.1 As per the recommendation of the working party, a review of the staffing structure was undertaken to integrate the Rugby Art Gallery and Museum and the Visitor Centre provision. This review was focused on joining up of services for the customer experience and also look at opportunities for financial savings.
- 4.2 A private report regarding the Rugby Art Gallery and Museum and Visitor Centre staffing structure was taken to Full Council on 19 July 2022.

- 4.3 The report included the full dis-establishment of one post and a redistribution of hours (reduction/addition) in line with the Working Party recommendations to give increased capacity for education and community outreach opportunities.
- 4.4 The report also sought to align the Art Gallery and Museum and Visitor Centre provision to give consistency across the service delivery. The proposal including closing the Visitor Centre on a Monday and reducing opening hours on Saturday. The new opening hours were approved as:

<b>“Front of House Service”</b>	
Tuesday to Friday	10am to 5pm
Saturday	10am to 4pm
Monday and Sunday	Closed
Bank Holidays	10am to 4pm

- 4.5 Following approval of the report, the 2022/23 budget had a salary saving of £17,150 per annum to the core Rugby Art Gallery and Museum team, £33,100 per annum to the new Front of House team combining Visitor Staff and Gallery Assistants as Visitor Experience Assistants and a reduction of 45 staffing hours per week and a reduction of £2,000 on general budget costs. An additional income of £8,000 was added to the service for confirmed insurance income received annually.
- 5. To develop potential for making improvements to the studio space by delivering a Social History Collection collection spanning 24 months**
- 5.1 The Rugby Art Gallery and Museum opened in 2000 and was home to a museum space, art gallery and community art gallery spaces. The museum housed objects from the service archives that have been collected and donated from local sources since its inception.
- 5.2 The Working Party agreed the branding of the space on the first floor of the facility approved the rebranding to ‘The Studio’ and the utilisation of the social history collection owned and stored by Rugby Art Gallery and Museum. This space has since been branded as The Social History Gallery following public feedback around identification of the space.
- 5.3 The Collections Officer designed and installed a new semi-permanent exhibition titled ‘A History of Rugby in 50 Objects’ (50 Objects).
- 5.4 50 Objects charts a course through centuries of the borough's past, from a 200 million-year-old tree fossil to the town stocks, used to publicly punish residents until the 1870s.
- 5.5 The exhibition includes a 'boneshaker' bicycle donated by the founder of the Hospital of St Cross and Rugby's first library, Richard Henry Wood, and the birch Dr Arnold disciplined pupils with at Rugby School while he was headmaster in the 19th century.
- 5.6 Rugby's industrial heritage features, with a model of the 'Rugby bedstead' - the town's famous railway signal gantry built in 1895 - and an aerial

photograph of the British Thomson-Houston (BTH) works from 1947 both on display.

- 5.7 A History of Rugby in 50 Objects also includes plaques from BTH which honoured the pioneering work of Sir Frank Whittle and Dennis Gabor, and a cold cathode clock from Rugby Radio Station which transmitted the time signal used by the speaking clock and BBC radio's famous 'pips'.
- 5.8 The exhibition travels back to Roman times with treasures from the Tripontium settlement - including a roof tile with the name of the Corieltauvi tribe etched on it - and also includes a Cold War curio in the form of a radiation meter from Rugby Borough Council's nuclear bunker.
- 5.9 Further information for the '50 Objects' exhibition can be found at: <https://www.ragm.co.uk/50objects>



## **6. To explore opportunity to create a permanent space for the Rugby Collection considered desirable.**

- 6.1 Rugby is the proud owner of the Rugby Collection, which is permanently stored and cared for by Rugby Art Gallery and Museum.
- 6.2 The Rugby Collection now holds over 220 paintings, prints, drawings, photographs and video works. It includes works by many significant British artists including J D Fergusson, L S Lowry, Paula Rego, Stanley Spencer and Bridget Riley.
- 6.3 Previously The Rugby Collection was on temporary display for 3 months of the annual exhibition programme and retained in the climate controlled store rooms.
- 6.4 The Working Party recommended creating the opportunity to permanently display part of the collection throughout the entire year.
- 6.5 A new permanent space within the Art Gallery on the top floor of the facility using the specialist track system and is now on display year-round on a rotational basis.
- 6.6 The new space was launched on both the Rugby Art Gallery Museum website and main Council communication channels.

- 6.7 Further information can be found at the Rugby Art Gallery and Museum website: <https://www.ragm.co.uk/the-rugby-collection> .



**7. Improve the community engagement opportunities through both education and community outreach programming.**

- 7.1 The working party had a priority of ensuring the development of community outreach and increasing visitor numbers through relevant programming.
- 7.2 The visitor numbers have seen growth of 11,500 recorded visits in 2023/24 reporting a total 68,004 visitors versus 57,000 in 2022/23 despite a partial closure period to the Art Gallery space for planned capital project regarding the moveable exhibition walls.
- 7.3 New community partnerships have been developed with Rugby Young Carers Group, Rugby Autism Network and Barnardo's Childrens Centres. Community projects have included 'The Good Times' craft and reminiscence for adults living with dementia and 'Express Arts', an arts on prescription programme run from the Benn Partnership Centre.
- 7.4 Rugby Art Gallery and Museum have sought external funding to develop the outreach programme and were successfully awarded £50,000 from the Arts Council England for hosting workshops with community groups including members of the Benn Partnership Centre, the Sikh Social and Welfare Association as reported in the Council annual report 'Sharing our Success' for 2022/23.
- 7.5 An additional theme the working group had was the volunteering opportunities available. Volunteering support for the events programme, conservation of collections and research increased from 451 hours in 2022 to 919 recorded hours in 2023.
- 7.6 In 2019/20, the offsite outreach key statistics were reported as 2,813 visits. Since the prioritisation of the working group and development of the outreach offer including the social history exhibition, visits have increased to **4,848 in 2022/23** and **4,677 in 2023/24** with quarter 4 performance information to be recorded.

- 7.7 Through the staff restructuring of the core team and prioritisation of work programming, the education programmes have seen significant growth and engagement with the Rugby Art Gallery and Museum has seen large improvements in service delivery.
- 7.8 Education related workshops have seen an increase from 1,896 in 2019/20 to 2,329 in 2022/23 with projections for 2023/24 on target to surpass this total. A continued growth of education workshops based around the improved social history collection and gallery experience.

## **8. Accessibility of exhibition programming and Engaging a Wider Audience**

- 8.1 The working party shared a view that exhibition programming needed to be more accessible and relevant to our visitors and Rugby demographic.
- 8.2 Following a change in staffing structure, a review of the programming took place and established a new 2-year programme of delivery to ensure a “family focus” of programming.
- 8.3 In Summer 2023, a new exhibition was delivered through the Rugby Art Gallery and Museum team, titled ‘KAPOW – The Art of Making Comics and Film’. Running for 2-months including the school holiday period, the exhibition showcase original comics from Marvel icon Stan Lee and models from Aardman, attracting a new visitor base including increased teenager and male visitors and repeat visitors. In total, attendance figures were over 9,500 visitors during the 2-month period.
- 8.4 Further examples of recent delivery in the proceeding period working with acclaimed artist David Remfrey RA, working together to curate the Rugby Collection exhibition for ‘We Think The World of You’. Engaging dozens of partners across Rugby to deliver workshops, charity pop-up events and hosting a touring activity.
- 8.5 The two-year programme has been established up to the end of 2026 with plans to reflect 25 years of the Rugby Art Gallery and Museum service in 2025 and celebrating the 80<sup>th</sup> Anniversary of the Rugby Collection in 2026.

## **9. To research and develop a “Friends of RAGM” scheme for members of the public and organisation and explore sponsorship opportunities including “sponsor of items”.**

- 9.1 The working party recommended the development of a Friends of RAGM and sponsorship opportunities to support the delivery of additional income in to the service.
- 9.2 The intention of the scheme is to promote the Rugby Art Gallery and Museum to local residents and businesses with regards marketing opportunities and financial income for the service whilst also encouraging advocacy.

- 9.3 Whilst this scheme has been delayed due to vacancies, the Rugby Art Gallery and Museum team are preparing **to launch a new scheme in April 2024** to drive engagement and income generation opportunities.

## **10. Flexibility of space and opportunities for additional space**

- 10.1 The Working Group considered the utilisation of other space within the building including the foyer and first floor balcony.
- 10.2 Following the Working Group, the first floor balcony has been altered and made available for external use for both local artists and community groups for a chargeable fee.
- 10.3 The Balcony Gallery has been utilised as part of the New Cross Fire exhibition and other local artists helping support meeting the need of local display opportunities in the borough.
- 10.4 A review of the foyer space took place and has limited opportunities for the display of collection pieces from the social history and art collections due to the lack of environmental controls such as temperature and light leading to risk of deterioration of objects.
- 10.5 A community gallery was established, engaging partners and community groups such as the Ukrainian refugees, Rugby Home Educators Network and The Rotary Club

## **11. Review the potential for hot desking or desk hire to be explored.**

- 11.1 A site visit and assessment of space was undertaken for the potential exploration of the first floor space being adapted for the use of hot desking/desk hire.
- 11.2 Following site visits, it was considered and reported that the space was inappropriate for the introduction of hot desking due to a number of factors:
- Lighting infrastructure
  - Space configuration
  - Access and egress
  - Accessibility of amenities (toilets, kitchen space etc)
  - Issues around the bespoke nature of the facility with regards climate control, restricting natural light.
- 11.3 The introduction of hot desking/desk hire would require considerable financial investment and building adaptation to be considered viable in the first instance.
- 11.4 A further review would be undertaken as part of the town centre regeneration programme at the appropriate time.

## 12. Improve the visibility and awareness of the Rugby Art Gallery and Museum.

- 12.1 The working party wanted to see improvements and developments to the visibility of the Council owned assets within the building, to ensure it local residents knew about what the council were providing.
- 12.2 To develop the frontage of the building, new large scale vinyls were installed on the large panes of glass facing out to the front of the building. Visually eye catching to passers-by, it promotes the building and reduces potential stigma of residents accessing a museum and art gallery facility.



## 13. Café Space

- 13.1 In 2015, the reconfiguration of the ground floor saw the installation of a café space in to the facility.
- 13.2 The café space is provided by an external provider under contract arrangements for an agreed annual fee.
- 13.3 The fee has been subject to review and increased by 33% to ensure appropriate income to support the service delivery of the Rugby Art Gallery and Museum facility.
- 13.4 Following a recent unsuccessful procurement process, the opportunity to operate a café provision within the facility will be going out for public tender in March 2024 and have gained interest from 7 independent suppliers for initial interest in the opportunity showing positive signs for continued improvement for the service.

## 14. Future Appraisal and Conclusion

- 14.1 The working group gave recommendations for service development and utilisation of physical spaces the 18 to 24 months of delivery.
- 14.2 This included opportunities to develop the Rugby Art Gallery and Museum offer whilst reviewing where the service could see financial reductions in its costs to the council.

- 14.3 The reimbursement of the business rates over a 5-year period has seen a financial return to the council of £611,000 currently held in the Budget Stability Reserve.
- 14.4 As part of the Town Centre Regeneration Programme, CBRE have been appointed to provide options appraisals for the council assets, including the Rugby Art Gallery and Museum.
- 14.5 Whilst a full report is to be shared, initial comments have shown similar conclusions to those reported by the Council's Project Manager as part of an initial assessment. That the building is a bespoke building that is not very adaptable without exponential costs with the known circumstances of a shared space for Warwickshire County Council and a 125 year lease for the delivery of the library service.
- 14.6 Further future options appraisals for the utilisation and provision of a Rugby Art Gallery and Museum and its service offering continue to be explored, with particular focus on reducing the financial costs of the service to ensure the provision of arts, culture and heritage as part of the town centre regeneration and how the provision is located.

**Name of Meeting:** Cabinet

**Date of Meeting:** 11 March 2024

**Subject Matter:** Rugby Art Gallery and Museum Working Group - Update on Recommendations and Actions

**Originating Department:** Leisure and Wellbeing

**DO ANY BACKGROUND PAPERS APPLY**  YES  NO

**LIST OF BACKGROUND PAPERS**

<b>Doc No</b>	<b>Title of Document and Hyperlink</b>

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

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Exempt information is contained in the following documents:

<b>Doc No</b>	<b>Relevant Paragraph of Schedule 12A</b>