



COVENTRY

PLAYING PITCH STRATEGY & ACTION PLAN

2014 - 2019

Integrity, Innovation, Inspiration

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COVENTRY PLAYING PITCH STRATEGY

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PART 1: INTRODUCTION

This is the Coventry Playing Pitch Strategy and Action Plan (PPS). Building upon the preceding Playing Pitch Assessment Report, it provides a clear, strategic framework for the protection, maintenance, and improvement of existing playing pitches and ancillary facilities, and the investment in new playing pitches and ancillary facilities from 2014-2019. This Strategy will be capable of:

- ◀ Providing a clear framework for all playing pitch providers, including the public, private and third sectors;
- ◀ Clearly addressing the needs of all identified sports within the local area, picking up particular local demand issues;
- ◀ Addressing issues of population growth, and or major growth/regeneration areas;
- ◀ Addressing issues of cross boundary facility provision;
- ◀ Addressing issues of accessibility, quality and management with regard to facility provision;
- ◀ Standing up to scrutiny at a public inquiry as a robust study;
- ◀ Providing realistic aspirations which are implementable within budgetary constraints and are delivered through a city-wide action plan. .

1.1: Structure

The Strategy is developed from research and analysis of playing pitch provision and usage within Coventry and it will provide:

- ◀ A vision for the future improvement and prioritisation of playing pitches (including ancillary facilities).
- ◀ A series of generic management objectives which provide a strategic framework for the improvement, maintenance, development and, as appropriate, rationalisation of the playing pitch stock.
- ◀ A series of sport by sport objectives which provide a strategic framework for sport led improvements to provision.
- ◀ A prioritised area-by-area action plan (where action is deemed necessary to maintain or improve quality).

The Strategy and Action Plan recommend a number of priority projects for Coventry, which should be implemented from 2014 to 2019. The Strategy and Action Plan is outlined to provide a framework and, although resources may not currently be in place to implement it, potential partners and possible sources of external funding will be identified.

There is a need to build key partnerships between the City Council, National Governing Bodies of Sport (NGBs), Sport England, schools, higher and further education providers, community clubs and private landowners to maintain and improve playing pitch provision. In these instances, the potential for the City Council to take a strategic lead is more limited (except in terms of Section 106 Agreements). This document will provide clarity about the way forward, and allow key organisations to focus on the key issues that they can directly influence and achieve.

PART 2: KEY ISSUES TO ADDRESS

2.1 Common themes (across grass pitch sports)

- ◀ To consolidate and have effective utilisation of existing stock and future investment are required to accommodate the projected growth in population that is expected from 24,000 proposed new houses for Coventry by 2021.
- ◀ Effectively programme and better utilise current pitch provision including increasing access to education pitches for community use.
- ◀ To have improved ancillary facilities to better facilitate/support female participation.
- ◀ To help reduce club concerns over security of tenure.
- ◀ To improve ancillary facilities and, in particular, better facilitate/support for junior and female participation.

2.2 Football

- ◀ To sustain the development of large clubs and consolidate play on fewer sites.
- ◀ To utilise spare capacity (including better use of school sites) to meet identified latent demand.
- ◀ To consolidate and effectively use existing 3G pitch stock to accommodate future football demand for grass pitches.

2.3 Cricket

- ◀ To address the decrease in cricket participation attributed to a loss of company sports grounds and to develop pitches to increase capacity, particularly in the north east of the city.
- ◀ To build future capacity through increased provision and use of artificial wickets, at for example, schools or parks.

2.4 Rugby

- ◀ To address the pitches which are being played to, or over, capacity due to the amount of training occurring on match pitches. Provision of dedicated grass training pitches and Artificial Grass Pitches (AGPs) would alleviate current pressure on pitches and help to sustain current quality.

2.5 Hockey

- ◀ To ensure priority hockey sites are protected and quality sustained/improved.
- ◀ To consolidate and effectively use AGP pitch stock to meet future demand for hockey.

2.6 Bowls

- ◀ To consolidate bowls participation and ensure green usage is maximised.
- ◀ Further develop pay and play opportunities to help raise the profile of the game, increase levels of membership and drive revenue through sites.

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2.7 Golf

- ◀ To protect and sustain existing golf provision.

2.8 Tennis

- ◀ Address the decrease in participation through improved links with schools and better access to school sites.
- ◀ To build future capacity for access to more courts and, where appropriate install floodlighting.
- ◀ To support development plans to enhance the quality of tennis court provision at club and park sites.

2.9 Athletics

- ◀ Address the lack of provision towards the north of the city.

2.10 Netball

- ◀ The importance of retaining and improving the quality of sites with four outdoor courts or more.
- ◀ Opportunities to increase the quality of key sites for netball.

2.11 Other sports

Gaelic football

- ◀ To support the development of clubs and ensure appropriate access to facilities to help sustain participation.

Kabaddi

- ◀ Continue to promote and support Kabaddi participation at key sites in the City.

Lacrosse

- ◀ Assess demand to establish a Citywide lacrosse club, following the popularity of the sport at the University.

Softball

- ◀ If future demand increases to reintroduce softball within the City, ensure the appropriate level of facilities are provided.

American football

- ◀ To support the development of the club and ensure it continues to have appropriate access to facilities to help sustain and grow participation.

Extreme sports

- ◀ Further explore opportunities and feasibility to develop an indoor skatepark to complement the City's stock of outdoor skating opportunities.

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Multi use games areas (MUGA)

- ◀ Ensure the quality of existing MUGA is sufficient to support opportunities for physical activity and to reduce pressure on existing grass pitches from casual use and training.

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PART 3: VISION

The PPS is a key evidence base for Coventry's Sports Strategy. There are already a number of significant developments proposed that impact upon playing pitch provision. The PPS will provide a framework to help inform decision making with regard to planning applications both now and in the future. Other key drivers for the Playing Pitch Strategy include:

- ◀ Sport England has announced that they will not accept an application for funding from local authorities whose Playing Pitch Strategy is out of date (five years if the audit/assessment is regularly updated). Coventry has a number of applications that have been delayed by this requirement.
- ◀ National Governing Bodies of Sport (NGBs) have specific plans for the development of their sports nationally and locally and these need to be explored and accommodated within the Strategy.

The overall objectives of this Study are:

- ◀ To assess current and future needs and demands for playing pitches.
- ◀ To seek to protect, enhance and improve existing playing pitch stock.
- ◀ To provide an evidence base to update planning policy to ensure there is adequate provision of new pitches in relation to new housing developments. It is also intended to inform planning applications that affect the loss of pitches and outdoor sports facilities.
- ◀ To provide an evidence base to support future funding bids for new and improved pitch provision.
- ◀ To improve community access to educational and privately owned pitches.

Sports Vision

The PPS sits within the context of an eight-point Sports Vision for Coventry with the following aspirations:

- ◀ To inspire more people within the city to take up and regularly take part in sport.
- ◀ To provide a wide range of high quality and exciting sporting opportunities and experiences.
- ◀ To inspire more people to volunteer, coach and be facilitators of sport.
- ◀ To identify and support talented athletes to reach their sporting potential.
- ◀ To provide a range of modern, accessible and high quality sports facilities in the city.
- ◀ To attract high profile sporting events to the city and to celebrate sporting achievement.
- ◀ To grow and promote sport in the city through effective partnerships.
- ◀ For sport to make Coventry a better place to live, work and visit.

The Sports Strategy sets the following vision aim that relates to sports facilities and which should be adopted for the Playing Pitch Strategy:

To provide a range of modern, accessible and high quality [outdoor] sports facilities in the city

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The following strategic objectives have also been set:

- ◀ To develop city centre sports and leisure facilities that are accessible, high quality, sustainable and of significance to the Midlands.
- ◀ To invest in the development of sports and leisure facilities where justified by demand, strategic programming needs and financial sustainability
- ◀ To provide accessible and high quality outdoor sports, leisure and ancillary facilities across the city
- ◀ To support sports clubs, venues and schools to secure a total of £4m of investment into their community sports facilities.
- ◀ To partner with National Governing Bodies and funding agencies to support the development of facilities for Coventry's key sports.

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PART 4: AIMS

The following aims for the PPS are proposed based on the key issues emerging from the Assessment Report:

AIM 1

To address quantitative deficiencies to meet existing and future demand

AIM 2

To address issues of quality and management with regard to facility provision

AIM 3

To maximise access to all outdoor facilities and in particular increase access to educational facilities

AIM 4

To maximise investment into playing pitches and ancillary facilities

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PART 5: OBJECTIVES

The following objectives are proposed based on the aims and the key issues emerging from the Assessment Report. The Strategy itself will further detail recommendations on how to achieve the objectives and a framework for delivery:

AIM 1

To address quantitative deficiencies to meet existing and future demand

Objectives:

- a. Rectify quantitative shortfalls through improvements to the current pitch stock.
- b. Establish a framework to inform planning application negotiations that involve the loss of playing fields.

AIM 2

To address issues of quality and management with regard to facility provision

Objectives:

- c. Seek to address overplayed sites.
- d. Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites.

AIM 3

To maximise access to all outdoor facilities and in particular increase access to educational facilities

Objectives:

- e. Establish a more coherent, structured relationship with schools and academies to maximise community use of educational facilities.
- f. Secure appropriate tenure and access to sites for high quality, development minded clubs.

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AIM 4

To maximise investment into playing pitches and ancillary facilities

Objectives:

- g. Establish a structured approach to securing developer contributions through the use of action plans and prioritised sites.
- h. Work in partnership with NGBs and other key stakeholders to secure funding into playing pitches and ancillary facilities which improve and increase capacity.

PART 6: SPORT SPECIFIC OBJECTIVES

FOOTBALL OBJECTIVE

Maximise use of sites (both grass and 3G) and seek to focus future investment in multi-pitch and hub sites

Grass pitches

- ◀ Ensure that previous Football Foundation investment into facilities (at Holbrooks Park, John White Community Centre, Moat House Leisure and Neighbourhood Centre and Blue Coat School) is being effectively utilised and is significantly enhancing football provision in the area.
- ◀ Develop key community club sites and, where appropriate, develop lease arrangements or consider asset transfer with large, sustainable, development-minded (i.e. FA Charter Standard) community clubs to manage their own 'home' sites.
- ◀ As a priority seek funding to improve pitch quality on overplayed sites.
- ◀ Consider the future value of one/two pitch sites which are considered of low value to football and, where appropriate, reinvest in multi-pitch and hub sites.
- ◀ Effectively programme multi-pitch and hub sites to maximise use according to the quality of the pitches.
- ◀ Transfer play on sites which are played to capacity or overplayed to alternative venues which are not operating at capacity or are not currently available for community use.
- ◀ Work with schools to maximise access to secondary schools and academies to address latent demand and to develop school-club links.
- ◀ Increase the quality and standard of changing rooms to accommodate dual gender changing facilities (in line with The Football Association (FA) standards).

3G pitches

- ◀ In partnership with The FA, seek to establish, in a phased approach, a strategic spread of 3G pitches which will increase training slots and support back to back modified games on Saturdays and Sundays.
- ◀ Support the improvement of sand based AGPs (which are not deemed to be a priority for hockey) to 3G surfaces.
- ◀ Consider running a full Facilities Planning Model (FPM) for AGPs to model the effect of future population growth and then use the findings to look for contributions towards new AGPs.

CRICKET OBJECTIVE

Protect current levels of provision and seek to provide new pitches to meet unmet demand

- ◀ Provide new pitches to meet unmet demand in the north east of the city.
- ◀ In partnership with clubs and leagues, support the provision and use of artificial pitches at school sites and parks to help meet identified deficiencies in provision.
- ◀ Ensure that any facilities developed support opportunities for senior women's and junior girls' competitive cricket.

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RUGBY UNION OBJECTIVE

Work towards meeting identified current and future deficiencies and increase the quality of pitches and ancillary facilities as required.

- ◀ Protect current levels of provision and work to alleviate overplay on competitive grass pitches caused by training. Ensure clubs have access to training areas which are either dedicated floodlit grassed areas or through the provision of an International Rugby Board (IRB) artificial grass pitch (AGP).
- ◀ Where appropriate, increase the quality of rugby pitches in order to increase capacity.
- ◀ Work with schools and academies to maximise access to education sites to help address deficiencies.
- ◀ Increase the quality and standard of changing rooms to better facilitate/support participation.
- ◀ Investigate securing greater community access to university pitches or new pitches to meet future demand.

HOCKEY OBJECTIVE

Maximise access to existing provision and work towards improving the quality of existing provision.

- ◀ Work with England Hockey to ensure priority hockey sites are protected and their quality is sustained/improved.
- ◀ Ensure that sinking funds are in place to maintain AGPs quality in the long term.
- ◀ Work with providers to maximise access to AGPs to accommodate both hockey training and competitive play.

TENNIS OBJECTIVE

Maximise access to existing provision and work towards improving the quality of existing provision.

- ◀ Coventry is recognised as a key city for tennis by LTA. Therefore, work with LTA to retain existing provision and maximise utilisation of park courts.
- ◀ Work with key clubs to explore opportunities to meet latent demand for additional tennis courts through increasing access to education courts (satellite clubs) for community use, particularly in the north of the city.

OTHER SPORTS OBJECTIVE

Maximise access to existing provision and work towards improving the quality of this provision.

- ◀ Seek to establish leases with larger, sustainable, development-minded clubs to fully manage their own 'home' sites thus facilitating club development.
- ◀ Work with clubs to encourage greater junior participation.
- ◀ Maximise the availability of bowling greens for pay and play in order to raise the profile of the game, increase levels of membership and the revenue generated by sites.
- ◀ Work to increase and sustain participation in golf and protect current provision.
- ◀ Work to secure future investment in athletics facilities to service the north of the city.
- ◀ Work with netball clubs, schools and academies to find a suitable site that could accommodate four or more good quality courts to host tournaments and central venue junior competitions.

PART 7: ACTION PLAN

7.1: Introduction

The site-by-site action plan list seeks to address key issues identified in the accompanying 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 should be reviewed in the light of staff and financial resources in order to prioritise support for strategically significant provision and provision that other providers are less likely to make. Objective e below explains the hierarchy of priorities on the list. It is imperative that action plans for priority projects should be developed through the implementation of the strategy.

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.

7.2: Justification of sites within the prioritisation list

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

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

Sites included within the action plan have been tiered based on criteria set below:

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 playing pitch sites and associated facilities.

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

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

Proposed tiered site criteria

Strategic sites	Key centres	Club or education sites	Strategic reserve sites
Strategically placed in the Borough.	Strategically placed in the local authority context.	Strategically placed in the local context.	Strategically placed in the local context.
Accommodates five or more grass pitches. Including provision of an AGP.	Accommodates three or more grass pitches.	Accommodates more than one pitch.	Likely to be single-pitch site with limited demand.
Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision. Could also operate as a central venue.	Single or multi-sport provision.	Supports informal demand and/ or training etc.
Management control remains within the local authority/other provider or with an appropriate lease arrangement through a committee or education owned.	Management control remains within the local authority or with an appropriate club on a lease arrangement.	Club either has long-term lease/hires the pitch for the entire season or owns the site. Management control remains within the local authority/other provider or with an appropriate lease arrangement through a committee or education owned.	Management control remains with the Council or existing management body.
Maintenance regime aligns with NGB guidelines.	Maintenance regime aligns with NGB guidelines.	Standard maintenance regime either by the club or in house maintenance contract.	Basic level of maintenance i.e. grass cutting and line marking as required.
Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Good quality ancillary facility on site, with sufficient changing rooms and car parking to serve the number of pitches.	Appropriate access changing to accommodate both senior and junior use concurrently (if required).	No requirement for access changing to accommodation.

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Strategic Sites such as Coundon Hall Park already seek to accommodate the growing emphasis on football venues catering for both senior and junior (especially mini-soccer) matches. The conditions recommended for mini and youth football are becoming more stringent. This should be reflected in the provision of a unique tier of pitches for mini and youth football solely that can ensure player safety, as well as being maintained more efficiently. It is anticipated that both youth and mini-football matches could be played on these sites. Initial investment could be required in the short term and identified in the Action Plan.

The financial, social and sporting benefits which can be achieved through development of strategic sites (also known as hub sites) are significant. Sport England provides further guidance on the development of community sports hubs at:

http://www.sportengland.org/facilities_planning/planning_tools_and_guidance/sports_hubs.aspx

Key Centres such as Eastern Green Recreation Ground already seek to accommodate the growing emphasis on football venues catering for both senior and youth (especially mini-soccer) matches. The conditions recommended for mini and youth football are becoming more stringent. This should be reflected in the provision of a unique tier of pitches for mini and youth football solely that can ensure player safety, as well as being maintained more efficiently. It is anticipated that both youth and mini-football matches could be played on these sites. Initial investment could be required in the short term and identified in the Action Plan.

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

Club/Education Sites such as Chace Avenue and Coventry Blue Coat School refer to those sites which are hired to clubs for a season, or are sites which have been leased on a long-term basis. Primarily they are sites with more than one pitch. The level of priority attached to them for Council-generated investment may be relatively low and consideration should be given, on a site-by-site basis, to the feasibility of a club taking a long-term lease on the site (if not already present), in order that external funding can be sought.

It is possible that sites could be included in this tier which are not currently hired or leased to a club, but have the potential to be leased to a suitable club. Such sites will require some level of investment, either to the pitches or ancillary facilities, and it is anticipated that one of the conditions of offering a hire/lease is that the club would be in a position to source external funding to improve the facilities.

Pitch quality improvements in most cases relate to installation and/or improving drainage works on sites. The continuing issue of teams training on pitches used by other teams for match play is also significant. This unofficial use of pitches is viewed as having a detrimental impact on quality of provision; ensuring a sufficient level of drainage on pitches as well as provision of artificial grass facilities in order to accommodate training needs is vital.

Reserve Sites could be used for summer matches/competitions, training or informal play. They could be single-pitch sites with limited usage, or have no recognised current usage.

7.3: Management and development

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

- ◀ Financial viability.
- ◀ Security of tenure.
- ◀ Planning permission requirements and any foreseen difficulties in securing permission.
- ◀ Adequacy of existing finances to maintain existing sites.
- ◀ Business Plan/Masterplan – including financial package for creation of new provision where need has been identified.
- ◀ Analysis of the possibility of shared site management opportunities.
- ◀ The availability of opportunities to lease sites to external organisations.
- ◀ Options to assist community groups to gain funding to enhance existing provision.
- ◀ Negotiation with landowners to increase access to private strategic sites.
- ◀ Football investment programme/3G pitches development with The FA.

7.4 Area by area specific actions

The action plan has been created to be delivered over a ten year period. The information within the Assessment Report, Strategy and Action Plan will require updating as developments occur. It is not feasible to include all sites with identified development issues. Only sites, which meet the criteria listed above, have therefore been included. The timescales relate to delivery times and are not priority based.

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

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North West

Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
8	Bablake Playing Fields (CV6 2BU)	Leased to Christ the King FC from Coventry Schools Association (expires in 2036)	Contains football and cricket pitches. The two adult football pitches are slightly overplayed but rated as good quality.	Retain quality and current play.	FA ECB	Club	M
			Changing facilities considered to be poor quality, particularly for cricket. Bablake Old Boys CC report poor facilities and if they had access to better quality and/or segregated changing rooms, they could produce more teams.	Bablake School has been granted planning permission to build a new primary school at rear of Bablake Old Boys Sports Club. This could create an opportunity for the Club to provide new changing/clubhouse facility, tied in with changes to the entrance/access.	ECB		
			Also contains two full sized floodlit sand-filled AGPs. Both of standard quality and shared with Bablake School. Sikh Union Coventry HC uses the AGP and fields three mens teams.	Ensure sinking fund is in place for the future replacement of the carpet. Retain as a hockey pitches.	EH		
9	Bablake School off site Playing Fields (CV6 2NB)	School	Three good quality cricket pitches on site. Although Bablake Old Boys CC occasionally accesses a pitch, regular hiring costs are prohibitive.	Work with school to improve access to pitches for community use.	ECB	School	S
13	Barker's Butts RFC (SP272815)	Club	Three adult rugby union pitches with spare capacity. Recently pitch has become waterlogged resulting in postponement of play. The Club has plans to install floodlighting on its main pitch.	Improve pitch drainage in order to maximise use of the site/pitches.	RFU	Club	S
34	Coundon Hall Park (SP316823)	City Council	Pitches are affected by drainage issues. However, there is planned investment through Section 106 monies into the pitch drainage problems.	Key site for longer term investment in pitches and ancillary infrastructure.	City Council, FA	Strategic	M
40	Coventry Colliery Sports & Social Club (SP314851)	Club	Comprises a cricket pitch, two 11v11 football pitches, grass training area and two bowling greens. Changing provision at the site is limited and users often have to stagger kick off times. The pitches are of adequate quality but can become unplayable after heavy rainfall. The Club commissioned a soil analysis in May 2013, which identified a number of actions that require attention.	Support the Club's funding bid to Sport England's Inspired Facilities Fund for £15k pitch improvement and £12k for machinery.	ECB FA	Club	S
52	Eastern Green Recreation Ground (SP273804)	City Council	Contains one standard quality youth pitch and is currently unused.	Non-strategic site and therefore no need for investment from a sporting perspective.	City Council	Reserve	L
64	Hawkesmill Sports Club (SP301829)	Club	Two good quality grass football pitches with spare capacity at peak time.	Site could accommodate future play. Key site for The FA to retain quality and current play.	FA	Club	S – L (ongoing)
73	Jaguar Leisure Centre (SP297816)	Club	One good quality grass football pitch with spare capacity but unavailable at peak time.	Key site for The FA to retain quality and current play.	FA	Club	S – L (ongoing)
85	Old Wheatleyans (CV6 2NB)	Club	Two good quality senior rugby pitches with no peak time capacity. Club has identified no facility needs.	Retain quality and current play.	RFU	Club	S – L (ongoing)
127	Barr's Hill School (CV1 4BU)	School	Two tennis courts (recently refurbished and now used as a multi-sport area). Two further tennis courts (in a poor state of repair). A grass area approx 60 x 40 m (sloping and not suitable for use as a grass pitch). An all-weather pitch (redgra) approx. 98 x 56m (40 years old, considered unsafe and consequently no longer in use).	Support the school to improve its sports facilities on site by providing a new all-weather pitch, discussions about the long term future of its grass pitches should form part of this wider vision.	FA	School	S – L (ongoing)

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Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
			In addition to the above the school owns a large area of land known as Copthorne in Keresley three miles from the main site. At present the site marked out with two senior football pitches but has the capacity to accommodate more. Coundon FC (the only FA development club in the City) is seeking to secure a long term lease on. The club currently uses 3 sites, Hollyfast Primary School, Coundon Court School and Coventry Colliery but would like to amalgamate as much activity as possible onto one site.	FA to advise on the best way to undertake this work, the likely costs and potential sources of funding. The land does not drain well in places and a pitch survey should be undertaken to determine what improvement works are required. Further investigation is required to determine access to the existing changing block located within Kersley Grange Primary School.	FA	Club	S – L (ongoing)
133	Coundon Court School (CV6 2AJ)	School	One good quality youth (11v11) football pitch with community used. Four good quality adult football pitches with no community use.	Work with school to retain/ improve access to community and to address latent demand and to develop school-club links.	FA	School	S – L (ongoing)
135	Cardinal Newman (CV6 2FR)	School	Two good quality adult football pitches with no community use.	Work with school to improve access to community to address latent demand and to develop school-club links.	FA	School	S – L (ongoing)
136	Sidney Stringer Academy (CV1 5LY)	School	Good quality full-sized 3G pitch available for community use.	Work with school to improve access and to increase number of training slots and support back to back modified games on Saturdays and Sundays for football.	FA	School	S – L (ongoing)
147	Woodlands Academy (CV5 7FF)	School	One good quality adult football pitch and two standard quality rugby pitches with community use but available at peak time.	Work with school to improve access and to help address grass pitch deficiencies in the area.	FA	School	S – M
146	Tile Hill Wood School (CV4 9PW)	School	One standard quality football pitch with community use. Two mini soccer and one youth (9v9) standard quality football pitches with no community use.	FA to work with school to retain/improve access to grass pitches for community use to address latent demand and develop school-club links.	FA	School	S – M
			Nine good quality tennis courts.	LTA to work with school to increase access to courts and to launch Satellite Club to meet latent demand for additional tennis courts.	LTA		S – L (ongoing)
143	Coventry Blue Coat School (CV1 2BA)	School	Cricket, football and rugby union grass pitches that are not available for community use. Full size 3G AGP is used by community and at capacity.	Ensure that previous Football Foundation investment (AGP) is being effectively utilised and is significantly enhancing football provision in the area.	FA	Key Centre	S – L (ongoing)
			Six good quality tennis courts.	LTA to launch Satellite Club linking with Beechwood Tennis Club to meet latent demand for additional tennis courts.	LTA		S – M

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North East

Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
28	Cash's Park (SP334806)	City Council	Pitches are affected by drainage issues and as a result the pitches are used to capacity.	Retain current play and seek opportunities to improve quality in order to protect future usage.	City Council, FA	Key Centre	S – L (ongoing)
36	Coventrians Rugby Club (CV6 4AH)	Club	One senior football and senior rugby pitch. Rugby pitch is overused by 2.5 sessions a week. Club has ambitions for floodlit pitches and training area, two additional changing rooms and security of the grounds including storage areas.	To address overplay of rugby pitches and work with club to realise ambitions of floodlights, changing rooms and training area.	RFU	Club	S
49	Dunlop Sports and Social Club (SP327821)	Club	Three good quality grass football pitches with spare capacity at peak time.	Retain current play on football pitches.	FA	Club	S – L (ongoing)
			Dunlop RFC (two good quality rugby union grass pitches) has no security of tenure. Its home ground has been sold as part of the disposal of the Dunlop site. The Club does not have an official lease and its current use is on the basis of a 'gentleman's agreement' with the new owners. This puts the Club at risk of eviction if the site owners wish to terminate sports use of the ground.	Work with rugby club to ensure security of tenure at site.	RFU		S
67	Henley College Coventry (CV2 1ED)	College	Two good quality grass football pitches with spare capacity at peak time and good quality sand filled AGP all with community use.	Work with college to retain current play.	FA	Education	S – L (ongoing)
70	Holbrooks Park (CV6 4BY)	City Council	Recent investment to improve pitch surface quality and enhance ancillary facilities, which were completed in October 2013. The facilities re-opened in January 2014 and the whole site will be fully operational for the beginning of the 2014/15 season. A Football Development Plan has been developed by the City Council and BCFA to support the increased use of these pitches. Funding of £242k was awarded from the Football Foundation.	Ensure that previous Football Foundation investment is being effectively utilised and is significantly enhancing football provision in the area.	City Council, FA	Strategic	S – L (ongoing)
79	Longford Park (SP357832)	City Council	Two senior football pitches rated as good quality with spare capacity at peak time.	Retain and maintain as a sports pitch site. Site could accommodate additional usage from overplayed sites if required.	City Council	Key Centre	S – L (ongoing)
83	Morris Park (CV2 3GB)	City Council	Contains two good quality adult football pitches which are currently unused. Although previously used for Kabaddi events.	Retain and maintain as a sports pitch site. Maximise usage of the site to accommodate latent and future demand for football.	City Council	Key Centre	S – L (ongoing)
92	Sowe Common (North and South) (SP377832)	City Council	Key site which is overplayed and pitches are not adequately rested. Vandalism to the changing provision.	Key site for longer term investment in pitches and ancillary infrastructure	FA	Strategic	L
98	St Finbarrs Sport Ground (SP332831)	Club	Built in 2013, good quality 3G AGP (not full size). Doesn't have an FA performance test certificate.	Work with school to improve/retain access to community and work towards gaining FA performance test certificate.	FA	Club	S – L (ongoing)
128	Lyng Hall School (CV2 3JS)	School	Two standard quality adult pitches and one standard youth (11v11) football pitches; all with community use but spare capacity at peak time.	Retain access and use by community.	FA	School	S – L (ongoing)
129	Stoke Park School (CV2 4JW)	School	Five average quality tennis courts with no community use. LTA to launch Satellite Club at Stoke Park School linking with Coventry and North Warwickshire Club.	LTA to work with school to increase access to courts and to launch Satellite Club to meet latent demand for additional tennis courts.	LTA	School	S – M

COVENTRY PLAYING PITCH STRATEGY

Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
130	Grace Academy (CV2 2RH)	School	Two good quality adult and two good quality youth (11v11) football pitches with community access and spare capacity at peak time. Youth pitches are unused by community. One standard quality full-size 3G AGP with community use. One standard quality senior rugby pitch with no community use.	Retain/improve community access to grass pitches and 3G AGP.	FA RFU	School	S – L (ongoing)
134	President Kennedy (CV6 4GL)	School	One standard quality senior rugby pitch with no community use. Five good quality adult football pitches with spare capacity but not at peak time.	Work with school to improve/retain access to community.	FA RFU	School	S – L (ongoing)
141	Cardinal Wiseman School (CV2 2AJ)	School	One standard quality adult football pitch and one poor quality youth (11v11) football pitch neither with community access.	Work with school to improve access to community.	FA RFU	School	S
139	Foxford School (CV6 6BB)	School	One adult and one youth football pitches; both standard quality and spare capacity at peak time for community use.	Work with school to improve/retain access to community	FA	School	S – L (ongoing)
238	Owenford Road (CV6 3FS)	Leased to Coventry Jaguar FC from CCC	Site contains two youth football pitches which are rated as poor quality and used to capacity. The Club has aspirations to develop the facilities i.e. pitches and clubhouse facility on site and create a homeground for its teams.	Investigate scope to develop an additional pitch on the existing site. If unsuccessful, consider options to relocate to a larger site within a three to four mile radius of Owenford Road.	FA	Club	M
82	Moat House Leisure & Neighbourhood Centre (SP368819)	City Council	One full size 3G pitch.	Ensure that previous Football Foundation investment is being effectively utilised and is significantly enhancing football provision in the area.	FA	Key Centre	S – L (ongoing)

COVENTRY PLAYING PITCH STRATEGY

South

Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
1	Alan Higgs Centre (SP360773)	City Council	Contains five adult football pitches and one 3G AGP of standard quality having being built in 2004. It is a key site for delivery of disability football. Also contains four netball courts of poor quality which have declined over the last three years.	Retain as a priority site. Ensure sinking fund is in place for the future replacement of the AGP carpet. Seek funding opportunities to improve the quality of the netball courts in order to ensure continued future use of the site for competitive netball.	City Council, FA	Key Centre	M
3	Alvis Sports Club (CV3 6EG)	Club	Contains football and cricket pitches with spare capacity at peak times. Alvis Sporting Club FC is competing in the Premier Division in season 13/14. The Club has recently been granted planning permission for floodlights and has secured funding to develop a new changing facility. Changing facility considered poor quality for both sports. Cricket pitches are overmarked with football pitches and this is noted as a potential issue as drainage on the outfield tends to be poor. Alvis Sports & Social Club has aspirations to build a new changing facility. It provides two small changing rooms within the clubhouse and two within a portacabin structure at the rear of the building. Both facilities are inadequate for the current level of play at the site. Clubs using the site for cricket highlight this as a specific issue.	If promoted to a Step 5 league, ensure the home ground meets FA Ground Grade F requirements.	FA	Club	S
				Retain current play on cricket pitches.	ECB		S – L (ongoing)
5	Ashington Grove (SP356764)	City Council	Contains two standard quality adult football pitches which are slightly overplayed as a result of the quality.	Retain and maintain as a sports pitch site	City Council FA	Key Centre	S – L (ongoing)
12	Bannerbrook Park (SP269775)	Club	Massey Ferguson Sports & Social Club currently provides the changing accommodation for Bannerbrook Park (located approx. one mile away). As part of a Section 106 Agreement with Persimmon Homes from the sale of the old factory site for housing, a new facility/re provision will be provided. However, the development has not yet realised its full phasing and the re provision has been on hold due to the economic downturn.	FA acknowledges need for improved changing provision at the site and will work with the Club to develop plans for new facilities.	ECB FA	Club	M – L
14	Beechwood Lawn Tennis Club (SP317777)	Club	Beechwood Tennis Club has recently resurfaced two courts at the site and all of the courts are rated as good quality through site assessments. It has also received Sport England funding and is currently refurbishing the clubhouse.	Utilise investment into courts and clubhouse.	LTA	Club	S – L (ongoing)
18	Binley Recreation Ground (John White Community Centre) (SP378771)	City Council	One adult and four youth (two 7v7 and two 9v9) football pitches. All of standard quality and with spare capacity at peak time.	Ensure that previous Football Foundation investment is being effectively utilised and is significantly enhancing football provision in the area. Develop Football Development Plan and anchor tenant for the site.	City Council FA	Key Centre	S – L (ongoing)
24	Caludon Castle Sports Centre (SP375798)	PFI	Three football and three rugby union pitches rated as good quality with spare capacity at peak time.	Work with operator to increase usage.	City Council	Key Centre	S – L (ongoing)
26	Caludon Castle Park (CV2 5EH)	PFI	Full size sand-filled floodlit AGP.	Work with operator to increase/retain community access.	FA	Key Centre	S – L (ongoing)
27	Canley Sports and Social Club (SP287776)	Club	One senior football pitches rated as standard quality with spare capacity at peak time. Changing rooms unusable due to vandalism.	Refurbish changing rooms that were vandalised to enable usage by the Club.	FA	Club	S – M

COVENTRY PLAYING PITCH STRATEGY

Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
30	Clifford Bridge Rd Playing Fields (CV3 2DW)	City Council	One senior football pitch rated as standard quality with spare capacity at peak time. Site has been identified for relocating Trinity Guild RFC as part of the Gateway development. Plans propose three senior rugby union	Retain and maintain as a sports pitch site to service the needs of rugby union.	City Council FA RFU	Key Centre	S – L (ongoing)
32	Copsewood Sports and Social Club (SP367781)	Leased to Capsewood Sports and Social Club from British Land	Contains football, rugby and cricket pitches with spare capacity at peak times. Coventry Capsewood FC is competing in the Premier Division in season 13/14. The Club has reclaimed 585 square meters of additional grassed area and has plans to improve the drainage of existing pitches.	If promoted to a Step 5 league, ensure the home ground meets FA Ground Grade F requirements. Plans to redevelop its changing rooms and clubhouse facility recently confirmed by the FA.	FA	Club	S
			Copsewood RFC plan to field an additional senior men's team which will pay fixtures as away matches only as site is already overplayed (by one session per week). Changing facility considered poor quality for all sports.	Alleviate overplay on competitive grass pitches by ensuring club has access to training areas/AGP	RFU		M
37	Coventry & North Warwicks Cricket Club (SP357788)	Club	Good quality cricket pitch, but it is severely overplayed, however there are no options to expand this site as it is land locked and the Club has considered selling and moving to a bigger site.	Club to continue to maintain pitches to retain level of play.	ECB	Club	S – L (ongoing)
			Consultation with the LTA and Coventry and North Warwickshire Tennis Club has identified quality issues with the Club's astro turf floodlit courts and demand to convert these to a hard court surface. Club also expresses latent demand i.e. number of courts at the site is not adequate to meet the needs of the Club.	Investigate potential to convert grass to hard court surface to accommodate latent demand.	LTA		S
42	Coventry Saracens RFC (CV3 2EY)	Club	One adult rugby pitch that has spare capacity, however the Club has a thriving mini/junior section. The Club leases home ground from City Council but cannot afford to renew its lease and therefore has no security of tenure.	Ensure all play (including future demand for mini/junior rugby) can be accommodated on site and work with club to ensure security of tenure.	RFU	Club	S – L (ongoing)
44	Coventry Technical RFC (SP294770)	Club	One senior football pitch and one senior rugby pitch. Rugby pitch is at capacity. Club leases ground from City Council (due to expire 2017) and hopes to extend to ensure long term future of club.	Retain current play and ensure future security of tenure.	RFU	Club	S – L (ongoing)
45	Coventry University (Westwood Heath Campus) (CV4 8GN)	University	Full size sand-filled floodlit AGP. High usage from Coventry University HC (two mens and two ladies teams) and Coventry and North Warwickshire HC (mens, ladies and junior teams) whom train and play matches at AGP.	Ensure site continues to be accessible for hockey training and competitive play and ensure that AGP surface quality is maintained in the long term.	EH	Key Centre	S – L (ongoing)
51	Earlsdon RFC (SP294768)	Club	Senior and mini rugby pitches with spare capacity at peak time.	Ensure all play, including University usage, can be accommodated on site.	RFU	Club	S – L (ongoing)
57	Floyds Fields (SP272782)	City Council	Lack of drainage, which subsequently impacts on the playability and quality of pitches.	Retain and consider for future investment	FA	Key Centre	S – L (ongoing)
69	Highway Sports & Social Club (SP300783)	Club	Highway Cricket Club reports an issue accommodating 3rd or 4th teams and therefore it is actively looking for a second home ground.	Work with club to investigate opportunities for a second home ground.	ECB	Club	S – M
84	Old Coventrians Rugby Club (SP302786)	Club	Three senior adult rugby pitches – all overplayed by 4.5 sessions per week. Need for upgrade of changing facilities and pitch drainage improvements identified by club.	Work with club to improve pitch drainage and improve access to training areas/AGP to alleviate overplay on competitive pitches.	RFU	Club	S
90	Pinley Rugby Club (CV2 3AA)	Club	One senior rugby pitch is overplayed by four sessions per week. Need for new changing rooms and additional pitch identified by club.	Alleviate overplay on competitive grass pitches by ensuring club has access to training areas/AGP	RFU	Club	S
94	Spencer Park (SP326783)	City Council	Contains one good quality youth football pitch which is currently unused. Old and dated tennis courts that are in need of refurbishment.	Retain and maintain youth football pitch. Retain tennis courts for recreational tennis and improve courts where possible.	City Council FA, LTA	Key Centre	S – L (ongoing)

COVENTRY PLAYING PITCH STRATEGY

Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
96	Sphinx Sports & Social Club (SP358784)	Club	Standard and Coventry Sphinx cricket clubs recently merged following the cricket pitch becoming unplayable for high standard cricket at Sphinx Sports and Social Club. The clubs now play as Standard CC at the Standard Triumph Sports Ground. It is predominately now a Gaelic football facility with changing rooms.	Retain as a sports pitch site to service needs of Gaelic football.		Club	S – L (ongoing)
99	Standard Triumph Club (SP273781)	Club	Informal discussions with other users of the site (rugby and cricket) are taking place to improve and develop the site. Planning permission and external funding may be required.	Work with clubs to develop new facilities at the site.	ECB RFU	Club	S
103	Stoke Old Boys RFC (CV3 2DG)	Club	One senior rugby pitch that is overplayed by two sessions per week. Club identified need for floodlit training area and extension to clubhouse. Funding and planning permission has been secured. Currently in discussions with RFU to improve quality of pitches.	Work with club to improve pitch drainage, clubhouse and improve access to training areas/AGP to alleviate overplay on competitive pitches.	RFU	Club	S
104	Stonebridge Highway Sports Ground (CV3 2QD)	Club	Two senior rugby pitches with no community use.	Transfer play from nearby overplayed sites.	RFU	Club	S – L (ongoing)
109	Trinity Guild RFC (CV8 3AL)	Club	Trinity Guild RFC's home ground is located on the outskirts of Coventry but is leased from the City Council. Potential relocation of Club means site is due to be closed for redevelopment.	Address the significant issues relating to the management and use of the site following relocation of Club to Clifford Bridge Road Playing Fields.	RFU City Council	Club	M
111	University Of Warwick (Cryfield Sports Pitches) (CV4 7AL)	University	Good quality grass football and cricket pitches with spare capacity at peak times.	Retain current play on pitches and work with university to maximise access to address latent demand and to develop club links.	FA ECB	Strategic	S – L (ongoing)
112	University of Warwick (Westwood Campus) (CV4 7AL)	University	Two full size sand-dressed floodlit AGP. Used by University of Warwick Mens and Ladies Hockey Clubs, which field four teams each and train and play matches on the AGP.	Ensure site continues to be accessible for hockey training and competitive play and ensure that AGP surface quality is maintained in the long term.	EH	Key Centre	S – L (ongoing)
116	War Memorial Park (SP328774)	City Council	Recent investment. War Memorial Park is a key site for tennis delivery across the City. It has Beacon Status and the City Council has received LTA funding to upgrade the courts as part of the wider enhancements to the Park. Also three grass football pitches on site.	Maximize recent investment and consider future investment into site.	LTA FA	Strategic	S – L (ongoing)
119	Whitley Common (SP345770)	City Council	Three good quality senior football pitches and a standard quality mini pitch. All have spare capacity at peak time.	Retain and maintain as a sports pitch site	City Council FA	Key Centre	S – L (ongoing)
124	Wyken Croft Playing Fields (SP368806)	School	Three good quality senior football pitches and a good quality rugby union pitch with no community use.	Programme usage to accommodate play from nearby overplayed sites.	FA RFU	School	S – L (ongoing)
126	Xcel Leisure Centre/ Westwood Academy (SP294772)	School	WRFU is keen to develop one AGP for rugby at the right site in Coventry. Strategically, an AGP located at Xcel (or Westwood Academy) would be well used by the clubs in the area i.e. Earlsdon, Barkers Butts and Coventry Tech. Site also has two standard quality adult football pitches with spare capacity at peak time.	Investigate the feasibility to install an IRB AGP to alleviate overplay on competitive grass rugby pitches across the City by ensuring clubs have access to appropriate training facilities.	RFU	School	S
			Two good quality adult football pitches with spare capacity at peak time.	Key site for FA to retain usage for football.	FA		S – L (ongoing)
131	Ernesford Grange (CV3 2QD)	School	One mini soccer good quality pitch with spare capacity at peak time. One youth (11v11) good quality football pitch with spare capacity but unavailable at peak time. One good quality adult football pitch but is unused by community.	Work with school to retain/improve community access.	FA	School	S – L (ongoing)

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Site ID	Site	Management	Current status	Recommended actions	Lead partners	Site hierarchy tier	Timescales
132	Whitley Academy (CV3 4BD)	School	One adult and one youth (9v9) good quality football pitches with no community use.	Work with school to improve community access.	FA	School	S
144	Finham Park Secondary School (CV3 6EA)	School	Five adult good quality football pitches with spare capacity at peak time and one unused good quality mini soccer pitch.	FA to work with school to retain/improve community access.	FA	School	S – L (ongoing)
			LTA to launch Satellite Club at Finham School (12 good quality tennis courts) linking with War Memorial Park.	LTA to work with school to increase access to courts and to launch Satellite Club to meet latent demand for additional tennis courts.	LTA		S – M
140	Bishop Ullathorne School (CV3 6BH)	School	Six good quality adult football pitches with spare capacity at peak time.	Work with school to retain/improve community access.	FA	School	S – L (ongoing)
239	Chace Avenue (CV3 3PS)	Leased to Whitley Juniors FC from CCC	Contains one adult and one mini football pitch. The site is located on a floodplain and was flooded in February 2013. As a result, the Club is looking at options to install flood barriers and defences and this may involve raising the clubhouse facility. The Club also has plans to replace its changing rooms, which are dated, with new changing rooms that would be flood proof. However, external funding and planning permission would be required. It is in the process of converting its 7v7 pitch into a 9v9 pitch to accommodate the FA's new forms of the game. The site is solely used for football but the Club is keen to explore opportunities to accommodate other sports.	Support club with plans for flood barriers and clubhouse redevelopment.	FA City Council	Club	S – M

PART 8: CONCLUSIONS

The Coventry Playing Pitch Strategy seeks to provide guidance for planning decisions made across Coventry in the years up to 2019. By addressing the issues identified in the Assessment Report and using the strategic framework presented in the Strategy, the current and future sporting and recreational needs of Coventry can be satisfied. The Strategy will identify where there is a deficiency in provision and how best to resolve this in the future.

It is important that the document is used in a practical manner, is engaged with by a range of partners and encourages partnerships to be developed, to ensure that playing pitches and ancillary facilities are regarded as a vital aspect of community life and that contribute to the achievement of Coventry's strategic aims.

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

8.1 Monitoring and review

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

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

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

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