



KNIGHT KAVANAGH & PAGE

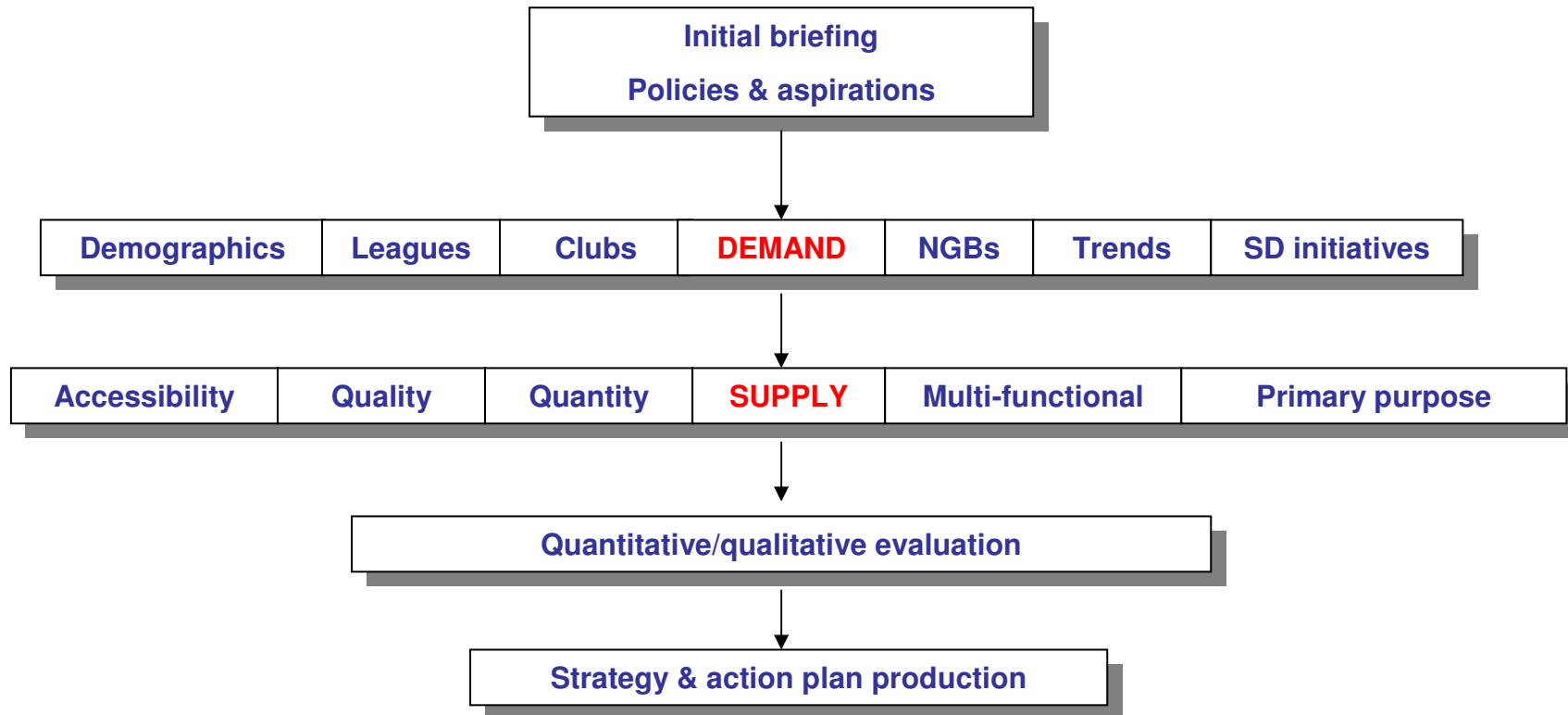
Integrity, Innovation, Inspiration

Study aims



- ◀ Strategic approach to playing pitch provision.
- ◀ Robust evidence base:
 - ◁ local planning frameworks
 - ◁ capital funding projects.
- ◀ Basis for establishing pitch requirements arising from new housing development.
- ◀ Highlight where quality can be enhanced.
- ◀ Helps to identify where enhanced community use is needed.

Methodology



Consultation results



- ◀ 163 football pitches in City available for community use
- ◀ Accommodate 657 teams
- ◀ ..a further 50 on school sites (currently unavailable).
- ◀ Large number: one team clubs (need links between clubs/support comm. clubs
- ◀ 60.9% of junior and 28% of senior teams play in a charter standard clubs.
- ◀ Junior/mini football continues to grow (female game & male 11-a-side decreased.
- ◀ 71% of pitches good quality, with 25% being average.
- ◀ Quality of pitches in City (and associated ancillary facilities) declining.
- ◀ 14 sites in City played beyond capacity...
- ◀ Majority of overplay attributed to sites which serve as central venue sites for mini-soccer (i.e., Ford Quarry, Community North Sports Complex and Northern Area).
- ◀ Anticipated future surplus of senior pitches but..
- ◀ ...deficit of junior and mini pitches.
- ◀ To consider anticipated surplus of senior pitches should be considered in the context of its contribution towards addressing the deficit of junior and mini pitches.

Key challenges to address



- ◀ A large number of one team clubs – need to build sustainable club entities.
- ◀ Only one Charter Standard Community Club in the City – need to have full life cycle clubs.
- ◀ Only 3 senior and 3 junior female teams, and no disability teams.
- ◀ Reduce the decline of the 11 a side game.
- ◀ Security of tenure for clubs.
- ◀ Significant number of sites played over capacity.
- ◀ Teams using sites with no (or poor) changing facilities.
- ◀ Current culture of junior and youth teams not using changing facilities.
- ◀ No priority access to booking pitches.
- ◀ Perceived lack of training facilities for teams - both indoor and outdoor facilities.
- ◀ Limited and sporadic use of school facilities (but some examples of good practice) – need to encourage greater use.

Vision for Sunderland



“Lighting Up Lives – World Class facilities, world class clubs, world class communities”.

- ◀ Growth and retention
- ◀ Raising standards
- ◀ Better players and coaching
- ◀ Building the workforce
- ◀ Improving facilities
- ◀ Running the game



Lighting Up Lives – World Class Facilities



The proposed vision for playing pitches in Sunderland is that:
‘Sunderland will have a range of playing pitch facilities and venues which offer increased opportunities for all sections of the community to participate formally and informally, contributing to an improved quality of life.’



Proposed Actions



The proposed vision is supported by a series of actions for delivery:

- ◀ **Action 1:** Improve the quality of facilities in the City.
- ◀ **Action 2:** Create and maintain sufficient facilities to meet current and future demand through identifying opportunities to add to the overall pitch stock.
- ◀ **Action 3:** Adopt a strategic management approach.



Proposed Actions 1 and 2



Create and maintain sufficient facilities to meet both current and future demand through identifying opportunities to add to the overall pitch stock:

- ◀ Maximise community access to all football facilities in Sunderland.
- ◀ Upgrade changing accommodation
- ◀ Reduce overplay particularly at key central venue sites



Action 3



Adopt a strategic management approach to all facilities in the City to achieve the necessary increase in quality and quantity of provision:

- ◀ Tiered model approach criteria to prioritise investment in strategic sites.



Moving forward: improving facilities



- ▶ Tiered development model... to improve standards & accessibility.
- ▶ Northumbria Centre & Silksworth to offer substantial indoor/outdoor training/competition opportunity.
- ▶ Investment from Russell Foster & Football Foundation in mini-soccer centre (20 pitches) enabling 3,600 juniors to play - 40 new girls' teams.
- ▶ SAFC Foundation - indoor centre of excellence for learning/development through football.



Proposed tiered model..



“Balancing participation and development – giving each site a purpose.”

- ◀ City to adopt an area-by-area tiered model approach to achieve strategic, consistent, timed approach to investment in facilities.
- ◀ Allow recognition of supply and demand issues & investment necessary to improve site quality.
- ◀ Ensure that development of facilities supports development of football across the City.
- ◀ Tiered model - related to football development pathway.
- ◀ Tiered model defining the ‘level’ at which the site is to function.

Proposed tiered model...



- ◀ Key criteria:
 - ◁ Geographic catchment
 - ◁ Number of games per week
 - ◁ Number of players accommodated
 - ◁ Level of parking available
 - ◁ Ancillary facilities
 - ◁ STP
 - ◁ Pitch drainage
 - ◁ Maintenance
 - ◁ Number of Charter Standard clubs
 - ◁ Public facilities
 - ◁ Security and facility support

Proposed tiered model..



“Performance tier”

- ◀ For teams in FA designated Pyramid League structure or;
- ◀ Junior club qualifying for FA Youth Cup...

For example:

- ◀ Enclosed pitch
- ◀ Full match floodlighting
- ◀ Stand
- ◀ Etc..

Tier	Type based weekly site participation	Geographic catchment	No. games/ week	Number of players	Parking	Ancillary facilities	STP	Pitch drainage	Maintenance	Number of Charter Clubs	Public facilities	Security and facility support
A	Mass Participation League base	City-wide	70+ 11 aside Mini Soccer	300+	70+	Mixed changing facilities Shower rooms Mixed officials room	1 full size 3G	Good	Mass participation/ Recreation	Priority booking for Charter Standard Clubs	Toilets refreshments	Floodlights for STP Fencing for STP
B	Participation Development	City-wide	16 + 11 aside Mini Soccer	165+	55+	Mixed changing facilities Shower rooms Mixed officials room	1 full size 3G	Good	Mass participation / Development	Priority booking for Charter Standard Clubs	Toilets refreshments	Floodlights for STP Fencing for STP
C 1	Participation	City-wide	10 + Mini Soccer	110+	40+	Mixed changing facilities Shower rooms Mixed officials room	No	Good	Development	Priority booking for Charter Standard Clubs Community Charter Standard club based	Toilets refreshments	Fencing

Tier	Type based weekly site participation	Geographic catchment	No. games/week	Number of players	Parking	Ancillary facilities	STP	Pitch drainage	Maintenance	Number of Charter Clubs	Public facilities	Security and facility support
C 2	Dev'telopment	City-wide	10 + 11 aside	110+	40+	Mixed changing facilities Shower rooms Mixed officials room Social room	Season long training facility	Good	Development	Community Charter Standard club based	Toilets refreshment s	Fencing
D 1	Participation	Local	6 + 11 aside	88+	30+	Adult single sex changing rooms Junior/Mini Mixed changing facilities	No	Good	Development	Priority booking for Charter Standard Clubs	Toilets	Fencing
D 2	Dev't	Local	6+ 11 aside 7 aside	88+	30+	Adult single sex changing rooms Junior/Mini Mixed changing rooms Social room	Season long training facility	Good	Development	Charter Standard Development Club based	Toilets	Fencing
E	Participation	Local	1-4 games 11 aside 7 aside	66+	20+		No	Adequate	Participation		Toilets	

Priority project criteria



A list of key factors have been identified to ensure a project responds to the challenges identified:

- ◀ Cost.
- ◀ Deliver-ability
- ◀ Football development.
- ◀ Match funding.
- ◀ Facility development potential.
- ◀ Multi sport venue.
- ◀ Playing capacity – ability to cater for the greatest numbers...



Next steps.



1. Disseminate Assessment Report for feedback
2. Prepare & distribute Strategy...
3. Develop and prioritise action plan.



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... where integrity matters