

Agenda

Community Committee Meeting

Date: Wednesday, 6 March 2024

Time 7.00 pm

Venue: Council Chamber, Swale House, East Street, Sittingbourne, ME10 3HT*

Membership:

Councillors Shelley Cheesman, Elliott Jayes (Vice-Chair), Mark Last, Peter Macdonald, Claire Martin, Lee-Anne Moore, Pete Neal, Tara Noe, Tom Nundy, Richard Palmer (Chair), Hannah Perkin, Ashley Shiel, Terry Thompson, Karen Watson and Tony Winckless.

Quorum = 5

Pages

Information about this meeting

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- (d) Anyone unable to use the stairs should make themselves known during this agenda item.

2. Apologies for Absence

3. Minutes

To approve the Minutes of the [Meeting](#) held on 9 January 2024 (Minute Nos. 543 – 549) as a correct record.

4. Declarations of Interest

Councillors should not act or take decisions in order to gain financial or other material benefits for themselves, their families or friends.

The Chair will ask Members if they have any disclosable pecuniary interests (DPIs) or disclosable non-pecuniary interests (DNPIs) to declare in respect of items on the agenda. Members with a DPI in an item must leave the room for that item and may not participate in the debate or vote.

Aside from disclosable interests, where a fair-minded and informed observer would think there was a real possibility that a Member might be biased or predetermined on an item, the Member should declare this and leave the room while that item is considered.

Members who are in any doubt about interests, bias or predetermination should contact the monitoring officer for advice prior to the meeting.

- | | | |
|-----|--|--------------|
| 5. | Draft Parking Policy | 5 - 62 |
| 6. | Household Support Fund update | 63 - 76 |
| 7. | Built Facility Strategy (BFS) | 77 - 246 |
| 8. | Playing pitch Strategy (PPS) | 247 -
408 |
| 9. | Forward Decisions Plan | 409 -
410 |
| 10. | Leisure Centre Options Report - report to follow | |
| 11. | Exclusion of Press and Public | |

12. Leisure Centre Options Report - Restricted Appendix to follow

Issued on Tuesday, 27 February 2024

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**Chief Executive, Swale Borough Council,
Swale House, East Street, Sittingbourne, Kent, ME10 3HT**

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Community Committee Meeting	
Meeting Date	6 March 2024
Report Title	Parking Policy Report
EMT Lead	Emma Wiggins – Director of Regeneration & Neighbourhoods
Head of Service	Martyn Cassell – Head of Leisure & Environment Philip Sutcliffe – Communications & Policy Manager
Lead Officer	Janet Dart – Policy & Engagement Officer
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. To note the responses to the draft Parking Policy public consultation. 2. To discuss and agree the Parking Policy member Working Group’s recommended changes to the draft Parking Policy. 3. To endorse and recommend that the draft Parking Policy be adopted by the Policy and Resources Committee 4. Members are asked to agree that the time period for car parking tariffs to be charged will be 7 am to 10 pm with no charge between 10 pm and 7 am. 5. Members agree to implement charging as described in 2.14 at three car parks currently free to use.

1 Purpose of Report and Executive Summary

- 1.1 This report presents the responses to the draft Parking Policy public consultation (Appendix I).
- 1.2 The report includes the recommended changes to the draft Parking Policy following the Parking Policy Member Working Group review of the public consultation responses. The changes are set out in the final draft of the Parking Policy (Appendix II). The Community Committee are invited to discuss the recommended changes.
- 1.3 The Community Committee are asked to endorse and recommend the draft Parking Policy be adopted by the Policy and Resources Committee.

2 Background

- 2.1 At the Community Committee meeting on 27 June 2023, the Committee agreed that a Parking Policy Member Working Group (PPMWG) be set up. The PPMWG discussed and agreed the proposed scope of the Parking Policy and worked with

officers to carry out a review of parking with a view to develop a draft policy to go out to public consultation.

2.2 The Community Committee agreed that the membership of the Working Group should be drawn from the Community Committee with one representative from each political group, plus the Chair. Following nominations from group leaders, the Working Group is made up of the following Members:

- Councillor Richard Palmer - Chair
- Councillor Elliott Jayes
- Councillor Pete Neal
- Councillor Hannah Perkin
- Councillor Terry Thompson
- Councillor Tony Winckless

2.3 The Parking Policy Working Group met to agree the scope of the review and officers took a report to Community Committee on 6 September 2023 when the following scope was agreed:

- Review of our existing tariff compared to others in Kent;
- Consider differential town centre and out of town centre parking charges;
- Consider if we should we be charging in all car parks;
- Review evening parking – different models and tariffs;
- Consider if we should we be charging for motorcycle parking;
- Consider if we should increase the times of Controlled Parking Zones (CPZ) to protect residential areas;
- Set policy for use of range of payment types – cash/card/telephone/Apps;
- Set out the principles we will follow for Enforcement and;
- Consider links to climate emergency (cleaner vehicles/active travel).

2.4 The PPMWG met to consider the following data to assist with reviewing the parking service with a view to making recommendations for the draft policy:

- Income from evening charges;
- the usage of all Swale Borough Council (SBC) car parks;
- a list of all free and chargeable car parks in Swale;
- benchmarking of non-SBC car parks in Swale; and
- the charging times and charges of car parks in other Kent districts.

2.5 The Chair of the PPMWG attended each of the four Area Committee meetings in September 2023 and presented the scope of the review and asked if the scope was right and if anything was missing. The PPMWG met to review the feedback before making their recommendations for the draft Parking Policy.

2.6 Members of the Working Group met with their political groups to seek their feedback on options for evening charges, motorcycle charging, differential charging and links to the climate emergency.

2.7 The PPMWG met on 2 October 2023 to review all feedback and make final decisions for recommendations to be included in the draft Parking Policy.

- 2.8 The Community Committee agreed on 31 October 2023 that the draft Parking Policy should go out to public consultation for 8 weeks. The consultation was publicised using a variety of methods. There were regular posts on social media. Business and voluntary organisations newsletters included items on the consultation and details about how to view and respond. Parish/town council clerks were emailed direct with a link to the consultation. Partner organisations were also emailed direct.
- 2.9 In total 17 people responded to the consultation, most respondents made multiple comments which are set out in Appendix I. Social media engagement included: Facebook Impressions – 3,247; Facebook Engagement – 486 (includes shares, link clicks, reactions and comments); Twitter (X) Impressions – 1220; and Twitter (X) Engagement – 35 (includes expanding tweets, clicking on profile and link clicks).
- 2.10 The PPMWG met on Monday 15 January 2024 to consider the responses. The PPMWG recommended the following changes to the draft Parking Policy:
- Under the Active Travel and Environmental issues, bullet 2 should be amended to read “*civil enforcement officers have a low carbon footprint*”;
 - The section on Motorcycle parking will be amended to state that “*there will be no charge for motorcycles to use the dedicated bays in some car parks.*”
 - The typing error on page 8, under Controlled parking zones, will be corrected to read “*This process can take around 12 months.*”; and
 - The typing error on page 13, under Appeals will be corrected to read “*Although discretion cannot be considered by a CEO upon an observation of illegal parking, ...*”
- 2.11 Now that a policy is to be approved, the process for deciding the time period that tariffs are charged will be as follows:
- Community Committee to debate changes; and
 - Should changes impact the agreed budgets then referral to Policy and Resources Committee will be required.
- 2.12 As a large number of the responses to the public consultation were concerning charges, these were fed into the PPMWG and have contributed to the recommendations in this report.

The PPMWG were concerned how people using the car parks for short periods in the evenings could be worse off with the proposal that went out to consultation for the 2024/25 budget which was for a fixed charge of £3 between 7 pm and 7 am. There was also a view of wanting to resolve the need for people parking in a short stay car park in early evening needing to return and move their car due to the maximum stay period of 4 hours.

To solve both of these issues, an alternative proposal was put forward to keep the current system of hourly charges but instead of ending at midnight, the charging

period should end at 10 pm. This proposal was voted on and as the majority were in agreement.

- 2.13 The Policy also highlights that free to use car parks will be consistently reviewed as user habits change. We may also consider using seasonal charges where a car park is well used at certain times and not at other times of the year.
- 2.14 The PPMWG reviewed the list of free car parks as part of their work. Three car parks are recommended to have pay and display charges added. Library, Queenborough and Park Road Queenborough to operate on the standard tariff set out in fees and charges and the time periods mentioned earlier. Little Oyster in Minster is proposed to start charging the standard tariff, in the time period discussed above but between 1st March and 31st October each year.

3 Proposals

- 5.1 Members are asked to note the responses to the draft Parking Policy public consultation.
- 5.2 Members are asked to discuss and approve the recommended changes to the draft Parking Policy.
- 5.3 Members are asked to endorse and recommend that the Parking Policy be adopted by the Policy & Resources Committee.
- 5.4 Members are asked to agree that the time period for car parking tariffs to be charged will be 7 am to 10 pm with no charge between 10 pm and 7 am.
- 5.5 Members agree to implement charging as described in 2.14 at three car parks currently free to use.

4 Alternative Options Considered and Rejected

- 4.1 No alternative options were considered other than the 'do nothing' option. This was rejected because currently there is no Parking Policy and Members have requested that a review takes place, within the agreed scope, and a Policy agreed to give residents the reassurance that Swale Borough Council operate a fair parking service.
- 4.2 Other parking time periods were considered such as maintaining the existing times of 6 am to midnight, or introducing a fixed evening charge of £3 between 7 pm and 7 am.

5 Consultation Undertaken or Proposed

- 5.1 SBC Members, Town and Parish Councillors and Members of the public were consulted at the September 2023 round of Area Committee meetings to seek feedback on what should be looked at as part of the Parking Policy review.

- 5.2 The PPMWG consulted with their political groups to seek their views on the options that were being considered.
- 5.3 An 8-week public consultation on the final draft of the Parking Policy was launched on 1 November 2023 and closed on 2 January 2024.

6 Implications

Issue	Implications
Corporate Plan	None identified at this stage. The Corporate Plan is currently being updated and if any implications are identified, the Community Committee will be advised.
Financial, Resource and Property	<p>The income received from car parking is a key element of the Council's budget and any decisions need to consider the Council's medium term financial strategy. Any implications may need to be reported to Policy and Resources followed by Full Council.</p> <p>The recommended time period change would impact the revenue budget by an estimated £25k in 2024/25.</p> <p>The proposal put forward in the Budget Consultation of a fixed evening fee was estimated to impact the revenue budget by £17k in 2024/25.</p> <p>Maintaining the existing tariff time period would have no impact on the estimated revenue budget for 2024/25.</p>
Legal, Statutory and Procurement	Decisions will need to ensure we meet statutory legislation and guidance as set out in the Road Traffic Act 1984 and Traffic Management Act 2004.
Crime and Disorder	<p>During the policy development stage, due consideration was given to the community safety of residents.</p> <p>This year's changes to parking charges have resulted in some cases of displacement and concerns were raised by the Community Safety Partnership.</p> <p>The proposal in paragraph 2.12 gives residents the choice of more car parks, providing safer options for evening parking.</p>
Environment and Climate/Ecological Emergency	Decisions will need to support the climate emergency agenda aiming to improve air quality by reducing congestion.
Health and Wellbeing	None identified at this stage.
Safeguarding of Children, Young	Consideration was given to parking outside schools to ensure the safety of children, young people and vulnerable adults.

People and Vulnerable Adults	
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	An Equality Impact Assessment has been carried out during the Policy Development stage (see Appendix III).
Privacy and Data Protection	None identified at this stage.

7 Appendices

- 7.1 The following documents are to be published with this report and form part of the report:

Appendix I – Parking Policy public consultation – representations, response and recommendations table

Appendix II – Draft Parking Policy

Appendix III – Parking Policy Equality Impact Assessment

8 Background Papers

None.

TABLE OF REPRESENTATIONS, AND THE COUNCIL'S RESPONSE AND RECOMMENDATIONS FOR ALL RESPONSES TO THE DRAFT PARKING POLICY CONSULTATION WHICH CLOSED ON 2 JANUARY 2024

APPENDIX I

Comment No.	Subject	Summary of Representation	Response	Working Group Recommendation
1	Behaviour change	Concerned about the principle of changing behaviours.	Comment noted.	No change to the policy document needed.
2	Bourne Place MSCP	Take steps to make Bourne Place multi storey more appealing to long stay users.	The intention for the multi-storey was to service shorter stays close to the town centre. However, we already offer unlimited hourly tariffs at the car park for those wanting to stay longer. For those using it on a very regular basis we do offer season tickets which give a large reduction on hourly tariff costs.	No change to the policy document needed.
3	Bourne Place MSCP	Perhaps make this the default for Council employees, so there is regularly greater capacity , from a safety perspective. It can feel quite intimidating when nearly empty!	Contrary to general opinion, we are seeing good usage of the car park. It can often look empty due to the specialist parking spaces being underutilised on the bottom floor and the fact that we future proofed it in case of other car park closures. We want the MSCP to be available for residents rather than staff.	No change to the policy document needed.
4	Charges	Reduced fee after 6pm (Bourne Place) for those using the cinema complex, etc on weekdays.	This is already in place. Customers of the cinema can validate their parking ticket at the cinema after 6pm on weekdays and will receive free parking when they return to exit.	These were fed into the Parking Policy Member Working Group (PPMWG) and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024.
5	Charges	The charges for evening parking, especially Faversham, are appalling. It	The costs of operating the car parks in the evenings remain the same, if not more, than in the day time.	These were fed into the PPMWG and have led to the recommendations

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		heavily impacts on social and hospitality businesses who are already struggling.		made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
6	Charges	The waiting time at minor injuries is often in excess of an hour, putting a cost on families already struggling.	Comment noted.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
7	Charges	Families are finding the cost prohibitive for the swimming pool, and is adding a horrific cost to members of the swimming club.	When considering the charges to levy each year, the Council will consider usage data, compare with other local authority pricing and nearby competition and balance against the increasing costs of operating and maintaining the car parks.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
8	Charges	I would be interest to know how much revenue has been generated, against how much will be lost in business rates if just 2 businesses close.	The income from evening charging is estimated at £300k for 2023 to 2024.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
				Committee on 6 March 2024. No change to the policy document needed.
9	Charges	Night Charging is killing local businesses - theatre, cinema, restaurants, bars. You can't just pop for a swim or yoga now without it costing you even more now. The carparks are empty - which is so sad as charging puts people off - the additional cost adds up in a cost of living crisis. Especially for regular visits such as the pool or yoga studio for weekly classes.	The costs of operating the car parks in the evenings remain the same, if not more, than in the day time. When considering the charges to levy each year, the Council will consider usage data, compare with other local authority pricing and nearby competition and balance against the increasing costs of operating and maintaining the car parks.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
10	Charges	You should be helping not hindering town centres.	Comment noted.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
11	Charges	Such a bad decision by SWB. Bring back no charges from 6pm to 8am!!	The costs of operating the car parks in the evenings remain the same, if not more, than in the day time. When considering the charges to levy each year, the Council will consider	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
			usage data, compare with other local authority pricing and nearby competition and balance against the increasing costs of operating and maintaining the car parks.	Committee on 6 March 2024. No change to the policy document needed.
12	Charges	Consider a reduction in car parking fees on market and event days to encourage independent and smaller traders, and tourism.	The Council relies on parking income to offset the costs of operating the service and then surplus is used to fund other Council services. Ad-hoc reductions often confuse people and it is hard to maintain consistent signage to deliver this.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
13	Charges	Do not substantially increase charges for, or decrease provision of, parking used by urban residents without their own provision or which provide access to country walks etc. The latter are needed for exercise and health where the overall cost of withdrawing provision would be greater than the cost of providing it.	Comment noted.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
14	Charges	Concerned about how short visits to the high street will be affected.	Comment noted.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
				No change to the policy document needed.
15	Charges	Instead of your short sighted policy of raising as much money NOW from carpark charges (I know this probably raises plenty of short term revenue but this is at the expense of the high street retailers (just look at Canterbury high street – there’s nothing there!)), I suggest you make all parking free for two hours to enable people to just pop in to their local shops and spend their money. Further, get rid of the evening charges which directly affects the hospitality sector including small businesses such as Faversham cinema.	The policy sets out a range of principles around charging but is annually reviewed. Part of that annual review is comparing our charges to other areas so as not to be out of sync. Swale remain in the middle zone of charging.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
16	Charges	The car park in the evening usually has around 5 cars in it now so is hardly bringing in substantial cash. It would be far better and safer to return to the old system and allow vehicles to park there free from 6.30. It would also promote Faversham town centre (including the cinema) as an attractive place to come in the evenings and help to support local business. The new car park charging timings do not work and are causing problems for visitors to the town and residents alike.	It is projected to generate an additional £300k a year across the Borough.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
17	Charges	It’s bad enough that we have higher prices in the day time without being stung to attend a show or event in the evening. It would be sensible to go back to the	The costs of operating the car parks in the evenings remain the same, if not more, than in the day time.	These were fed into the PPMWG and have led to the recommendations made in the covering

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		cheaper evening tariff whilst leaving the day time tariff where it is.	When considering the charges to levy each year, the Council will consider usage data, compare with other local authority pricing and nearby competition and balance against the increasing costs of operating and maintaining the car parks.	report going to Community Committee on 6 March 2024. No change to the policy document needed.
18	Charges	Charging people to park after 6pm is simply madness in Faversham.	The costs of operating the car parks in the evenings remain the same, if not more, than in the day time. When considering the charges to levy each year, the Council will consider usage data, compare with other local authority pricing and nearby competition and balance against the increasing costs of operating and maintaining the car parks.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
19	Charges	Central car park in Faversham was previously free of charge after 6pm. This is a short stay car park which previously accommodated the overflow of town centre resident permit holders who could not otherwise find a space when returning home from work. Notwithstanding the fees, this is no longer an option as a vehicle can be parked there for a maximum of 4 hours, taking you to only 10pm. The evening charges are also adversely impacting on the local theatre, swimming pool, cinema and restaurants. In particular the theatre is run by	Members reviewed the loss of income for different time periods and different set evening charges. A £1 charge was estimated to lose in the region of £181k per year. The new proposal has considered and resolved the issue of maximum stay in short stay car parks during the evening.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		volunteers who now have to pay to park. It would make sense for: <ul style="list-style-type: none"> • An overnight fixed charge from 6pm to 7am – say £1 • Resident permit holders to be allowed to park free of charge from 6pm to 7am 		
20	Charges	Parking should be free again after 6.30pm it is killing the local evening economy and causing more parking issues on local side streets.	<p>The costs of operating the car parks in the evenings remain the same, if not more, than in the day time.</p> <p>When considering the charges to levy each year, the Council will consider usage data, compare with other local authority pricing and nearby competition and balance against the increasing costs of operating and maintaining the car parks.</p>	<p>These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024.</p> <p>No change to the policy document needed.</p>
21	Charges	Your job is to provide the services the public want and to control the cost, value and quality of those services. You are tasked to manage public infrastructure and land in the interests of the community and not just the Council coffers or green agendas.	The Council has committed to a very aspirational target of reducing carbon emissions in our operations and across the whole Borough by 2030.	<p>These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024.</p> <p>No change to the policy document needed.</p>
22	Charges	As a minimum you should be providing the following financial information as you should be monitoring it and it would not be commercially sensitive. You are a geographic monopoly after all! It is:	The figures for on-street parking are broken down and shown on our website as per the transparency guidelines Performance and	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		<ul style="list-style-type: none"> • the past 3 years total costs associated with running the Swale parking operation (separated between direct and contractor costs) • the income generated in total by Swale, then split by permits, parking charges and penalties • how much of the income goes outside Swale to contractors, consultants and advisors • how much of the income is retained by Swale and the profit you believe you are making • the forecast financial benefits of the changes you are proposing for Swale, plus the changes to contractors income. Then show the direct costs of the changes and charges to the community 	<p>Transparency - Transparency (swale.gov.uk).</p> <p>As mentioned before once the costs of operation are taken away from car park income, the balance is used to generate funds for providing other services.</p>	<p>Committee on 6 March 2024.</p> <p>No change to the policy document needed.</p>
23	Charges	Parking charges should be withdrawn for all locations around the town centre and congestion seen as a sign of a healthy economy. We want towns to be popular!	Closing off all parking operations would not be sensible. Even with enforcement we all regularly see the infringements that take place. Abandoned vehicles, people living in vehicles, loss of capacity through inappropriate parking would lead to a very unsightly position.	<p>These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024.</p> <p>No change to the policy document needed.</p>

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
24	Charges	It is interesting that pricing of parking is totally omitted. Do you not want the public to have a say in that area? Again, if you want to change parking prices that should be a consultation to the public or even a simple referendum. The Swiss seem to have a very good system.	The proposed parking charges were included in the Budget Consultation rather than the Parking Policy Consultation.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
25	Charges	Charging for on street parking should be minimised wherever possible as it is too easy for Councils to get hooked on the income. A 3 yearly review should be carried out to see which streets would benefit from the removal of on street charges. Penalties for the public parking on public roads and spaces should be a last resort for flagrant violation and not seen as an opportunity to scalp the public for economic gain.	On-street charging is governed by very strict rules/legislation. Councils are not allowed to simply make a profit. Therefore every year we calculate the costs of running the on-street parking service and then measure the income. Swale has NO on-street pay and display parking bays for that reason. We have also kept the resident parking charge the same for over 5 years as we have delivered a surplus over that period. Surplus funds are put into a ring fenced fund that MUST be used for expenditure on traffic infrastructure so there is no benefit in us increasing on-street parking charges.	These were fed into the PPMWG and have led to the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
26	Charges	In order to support economic growth, Swale should be looking to encourage travel to all our centres of commerce and remove parking charges wherever	The evidence shows that people do pay for a parking service during major events. Therefore we do not believe	These were fed into the PPMWG and have led to the recommendations made in the covering

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		possible as they are killing our High Streets and small businesses. If charges are necessary at a very few select occasions then they should be removed when major events are on. Swale should be looking to its towns to be major congestion centres showing that people wish to visit them and spend money.	that charging during events is a barrier.	report going to Community Committee on 6 March 2024. No change to the policy document needed.
27	Charging periods	In terms of maximum parking. When I've been to the cinema, then for a meal I exceed the maximum time I can park. I've had to leave the cinema early before the film has finished to move my car. If you insist on charging, please increase the time you can park. 4 hours is not enough.	There is the option of parking in long-stay car parks which are within walking distance of the cinemas in Sittingbourne and Faversham. The new proposal resolves the 4 hour maximum stay in a short stay car park during the evenings.	No change to the policy document needed.
28	Coach parking	It is good to see you wish to encourage coach parking and there are plenty of suitable locations near town centres and one solution is to do deals with commercial premises in the location. Coaches can then drop off in centre on bus routes and then withdraw to commercial sites until pick up time.	Comment noted. The Council continues to look for suitable locations.	No change to the policy document needed.
29	Consultation process	Can you provide a list of any individuals, groups, charities that you sent the consultation directly to for comment? Have any responses been included from any person or organisation that benefits from parking activities or might benefit in the future?	The consultation was publicised using a variety of methods. There were regular posts on social media. Business and voluntary organisations newsletters included items on the consultation and details about how to view and respond. Parish/town council clerks were emailed direct with a link	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
			to the consultation. Partner organisations were also emailed direct. In the early development stage a presentation was given at all four Swale Borough Council (SBC) Area Committees asking for feedback.	
30	Consultation process	Was this consultation drawn up in house or by a consultancy? If a consultancy was used, who are they for transparency and what is the cost of their work? The total sum would not be commercially sensitive and have you bought, as part of the contract, the intellectual property so you can do it without consultants in future.	The consultation was developed in-house. A Member Working Group was set up to decide on the scope of the policy and to work with officers to develop the draft policy. The cost to SBC was the officer time. No external consultancy was used.	No change to the policy document needed.
31	Consultation process	At a time where virtually all councils are complaining about their budgets there is no financial information contained in the consultation. This stops the public deciding whether your proposals are reasonable value for money and robs them of the ability to make an informed decision.	The proposed parking charges were included in the Budget Consultation rather than the Parking Policy Consultation.	No change to the policy document needed.
32	Consultation process	There are no alternative scenarios at all put forward. What if you closed off the whole parking operation. What costs would be saved in the short term and long term? What would be the risks? All potential avenues should be considered.	The Community Committee report has now included alternative proposals. Closing off all parking operations would not be sensible. Even with enforcement we all regularly see the infringements that take place. Abandoned vehicles, people living in vehicles, loss of capacity through	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
			inappropriate parking would lead to a very unsightly position.	
33	Consultation process	I am a member of the public, a business owner and a local Parish Councillor and I nearly missed this consultation. This fact should clearly illustrate how poor the visibility of public consultations are and suggests an intentional lack of transparency in policy making by Swale Council.	The consultation was publicised using a variety of methods. There were regular posts on social media. Business and voluntary organisations newsletters included items on the consultation and details about how to view and respond. Parish/town council clerks were emailed direct with a link to the consultation. Partner organisations were also emailed direct. In the early development stage a presentation was given at all four Swale Borough Council (SBC) Area Committees asking for feedback.	No change to the policy document needed.
34	Controlled parking zones	I agree that it is important to maintain residential car parking zones to ensure that residents are able to park. This is particularly important in the centre of Faversham where the historic make up of our housing stock means that driveways and garaging are rare.	Comment noted, it is important that restriction of usage in certain areas is maintained to support resident use.	No change to the policy document needed.
35	Controlled parking zones	Controlled parking zones should again be subject to review using the three headline criteria. If at least one is met then it can stay but if not they should be removed. If the scheme is to protect resident parking then they should have the final say.	Each individual zone would need to be reviewed. This takes input from residents through informal and formal consultations, through the usual Joint Transportation Board process. Unintended consequences always need to be considered as every piece of regulation/restriction ends up impacting another person.	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
36	Disabled parking	Disabled parking bays are important but there are often too many unused. Their usage should be monitored and re-designated if not well used. They are important to the disabled but we need to remember that a blue badge holder can park anywhere and do.	<p>There is a process for reviewing disabled bays on-street. Any resident can request a review for an on-street bay and they can be removed through resident consultation in the same way one can be installed.</p> <p>We are required by law to have a certain number of fully disabled bays in each car park and we therefore are not looking to reduce the existing numbers.</p>	No change to the policy document needed.
37	Displacement	Parking is particularly problematic at the moment due to the recent decision to extend the payable hours in the central car park to midnight. The residents bays are full as people who would previously have used the central car park for late afternoon and overnight cannot. I live on a road in the centre of Faversham (in residents zone B) with a single yellow line and find that more and more people are parking on these when previously they would have parked in the car park. This is causing traffic chaos in the mornings for school runs, refuse collections etc. I have nearly had an accident on several occasions as it is so hard to see to get out with the volume of parked cars.	<p>Each individual zone would need to be reviewed. This takes input from residents through informal and formal consultations, through the usual Joint Transportation Board process.</p> <p>Enforcement of those parking inappropriately e.g. blocking junctions or roads or in a zone without a permit are dealt with by penalty charge notices.</p>	No change to the policy document needed.
38	Displacement	The car park is mostly empty and the streets crammed with cars. God forbid	Comment noted.	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		someone gets hurt, or worse because the services cannot get through the streets.		
39	Disposal of assets	Disposal of assets. No land should be re-designated without formal consultation with the public. There is a danger that assets are hived off for short term budgetary gain but with long term negative impacts.	The Council has just agreed their Property Asset Management Strategy. This details the process undertaken which culminates in a public decision report going to committee.	No change to the policy document needed.
40	Enforcement	Vigorously enforce against pavement parking, parking on corners and where an obstruction is caused. This will improve the safety of pedestrians on footways and cyclists on roads whilst also improving traffic flow.	Current legislation does not provide powers to Civil Enforcement Officers to deal with highway obstruction or pavement parking where no parking restrictions such as yellow lines are placed. Where parking restrictions are placed, the Council deploys Civil Enforcement Officers across Swale for over 15,000 hours a year through our enforcement contractor. In 22/23 this resulted in 20,444 Penalty Charge notices being issued to improve driver compliance to the regulations.	No change to the policy document needed.
41	Enforcement	Provide further guidance to enforcement officers. (I have had three PCN's recently, all annulled. Two where the ticket was not visible because of rain on the windscreen, one where the PCN yellow ticket was stuck on the screen to obscure the ticket.)	Noted. This is why an appeals process exists to ensure transparency and that errors are rectified.	No change to the policy document needed.
42	Enforcement	With regards to Swale Councils proposed increase in parking charges, what action will be taken to prevent anti-social parking? At present The Avenue of Remembrance has numerous occasions	The Council deploys Civil Enforcement Officers across Swale for over 15,000 hours a year through our enforcement contractor.	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		of people blatantly parking on the double yellow lines knowing that they will get away with it. This will only increase with an increase in fees.	In 22/23 this resulted in 20,444 Penalty Charge notices being issued to improve driver compliance to the regulations.	
43	Enforcement	Yellow lines should only be introduced where there is a risk to traffic flow.	Noted	No change to the policy document needed.
44	Environment	The traffic wardens are using electric vehicles which you quote as carbon neutral. Just because an electric vehicle isn't emitting exhaust gases, you still have to build the thing, charge it, scrap the vehicle and batteries at end of life, plus the fact that an electric vehicle weighs a lot more than a normal car resulting in more tyre degradation as well as dust from the brakes and of course greater wear to the road surface, so this misleading "fact" should be removed from your consultation.	Noted. Policy has been amended to say that CEOs operate on a much lower carbon footprint than normal. This is due to some innovative approaches. The electricity used to charge the vehicles is 100% renewable energy.	The Working Group have agreed the amendment to wording in the Policy.
45	Environment	The so called 'Active Travel and Environmental Issues' section should not feature here. Again, here there is nothing to support the words. No costs, no benefits and no information from schemes already implemented. By now there should have been a study for the 20mph blanket roll out. What is the accident rate; what are the emissions in the area (they go up as does congestion; productivity goes down and there is more wasted time); has actual cycling usage been factually measured before and after as nearly every cycle parking area and cycle path seem to be	The policy is saying what we are doing or want to do so we believe it has a place in the policy. Major operational changes will always go through the Council's decision making process to show the pros and cons of any changes. The 20mph scheme is not led by SBC.	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		empty nearly all the time. Swale air quality is incredibly clean according to the last expensive consultants report. The only areas outside the low limits that have been set appeared to be more about the locations rather than the air itself. (Quality will be lower on lorry routes at junctions on a narrow road with tall buildings close to the road).		
46	EV chargers	On EV chargers there is no data to support them either way. As a minimum you should provide the information as to how much public money went in to their installation; how much income they bring in; whether you own them, lease them or contract them; split of headline monies; reliability etc but there is nothing.	This is a policy document rather than detailed business plan. Installations of EV chargers have been documented in reports to committees to allow contract awards.	No change to the policy document needed.
47	Motorcycle charging	I'd like to object to charging for motorcycle parking. My 16 year old daughter volunteers at the British Heart Foundation on a Saturday. She rides her Moped and parks it in one of the town centre car parks. If she needs to start paying for her parking, she won't be able to continue with her volunteering job. You can only park for 4 hours max and her shift is longer than that. She also sometimes parks in the town when she goes to her 6th form class, as her school don't allow their 16-18 year olds to park on the school site. The streets around Sittingbourne just aren't safe for her to leave her moped. It will get stolen.	Noted. Considered as part of the working group's discussions.	The Member Working group have decided not to go ahead with the proposal to charge for motorcycle parking. The policy document will be updated to reflect this.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		She parks it in the town centre car park as there is an element of safety involved too. Please reconsider charging for motorcycle parking. This will impact young people trying to get ahead in life. It's simply unfair.		
48	Motorcycle charging	Motorcycle Parking. I have a motorcycle, I don't have a smartphone, or apps, on anything like it. You are being prejudiced and discriminating against people like me who don't own or use this type of equipment. It's not my fault that parking tickets are vulnerable to removal by unknown persons. For the very small amount of motorcycles, and the small area they take up in a carpark, surely waiving the fee would be the simplest solution, I mean you can't be losing much revenue by doing this, can you?	Noted. Considered as part of the working group's discussions.	The Member Working group have decided not to go ahead with the proposal to charge for motorcycle parking. The policy document will be updated to reflect this.
49	Motorcycle charging	Motor cycle charges to be introduced in car parks – are residents then able to apply for a residents parking permit? How will this permit be displayed on the vehicle? It is acknowledged that they can pay only by Ringo due to inability to display a ticket. Similarly, how would they display a resident's parking permit? Where will motor cycles be able to park? If the only available parking is in pay and display car parks this is going to be extremely inconvenient and costly,	Noted. Considered as part of the working group's discussions.	The Member Working group have decided not to go ahead with the proposal to charge for motorcycle parking. The policy document will be updated to reflect this.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		particularly if the motor cycle is not used daily.		
50	Motorcycle charging	- It would appear that the anti car lobby has now moved on to powered two wheelers. These are probably the best form of transport. They take up virtually no more space than a bicycle; do not contribute to congestion; journey times are predictable and seldom affected by traffic jams; safer for other road users as they have less kinetic energy in collisions (unlike all the 2 tonne EVs appearing on the road and releasing more particulates); they are more fuel efficient and have lower emissions in real life due to almost never sitting in queues and jams; not limited in range; etc The only method of payment is the RingGo app because a ticket cannot be affixed to a bike?! Then don't do it for the above reasons or people will just use their cars.	Noted. Considered as part of the working group's discussions.	The Member Working group have decided not to go ahead with the proposal to charge for motorcycle parking. The policy document will be updated to reflect this.
51	Motorcycle charging	You only have 15 spaces spread across 46 car parks. Not only is this ridiculous but you now propose to charge for parking a motorcycle!!! You can generally get 2 bikes in a car space and often up to 4 so again congestion is reduced. This was proposed in London and has now been dropped after action by the public. Can you name who put this forward?	Noted. Considered as part of the working group's discussions.	The Member Working group have decided not to go ahead with the proposal to charge for motorcycle parking. The policy document will be updated to reflect this.
52	Motorhomes	Swale should introduce and advertise overnight parking for Motorhomes and	One for consideration in the next year's fees and charges. We could	These were fed into the PPMWG and have led to

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		campervans near town centres and costal areas. Like the French, have simple byelaws that limit the number of days you can stay (normally 2 or 3 nights). Motorhomes tend to be expensive and the owners have disposable income and spend it in the communities they visit. We tend to holiday in France and Germany due to their Aires and Stellplatz respectively. Motorhomes being in car parks at night also tends to stop misuse of the car parks and vandalism. We should be making our towns and holiday locations a pleasure and easy to visit. Allow the parking for free or a token level.	look at advertising certain car parks as suitable for overnight stays. We would need to consider some additional infrastructure and enforcement is always difficult. We will investigate how other local authorities in UK do it.	the recommendations made in the covering report going to Community Committee on 6 March 2024. No change to the policy document needed.
53	Parking Policy Principles	The proposals do not meet your headline 'Parking Policy Principles'. It would take too long to detail them but if interested you can make contact with me but they are pretty obviously against many of them. The service is not efficient; not transparent; unfair to many groups; does nothing for safety as written; irrelevant to congestion except for pushing people to go elsewhere; is a partial restriction on free movement; reduces town centre access etc	Comment noted. This consultation was an opportunity to put forward clear concerns and it is difficult to respond to generic statement. We believe the parking service does offer each of the bullet points.	No change to the policy document needed.
54	Parking Policy Principles	These proposals do not benefit the Swale Community or businesses nor visitors to Swale. In fact quite the opposite as it is likely to further damage our town centres which your actions seem to promote. In	Comment noted.	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		fact, during your local plan consultation, I believe the state of the roads was at the top and the ridiculous cost of parking was also near the top. Both were far higher than 20mph limits and cycle paths.		
55	Payment methods	I agree that it is important to keep cash as a payment method in car parks.	Agreed.	No change to the policy document needed.
56	Payment methods	It is unacceptable to be pushing for electronic payment methods so please continue to accept cash. Please also ensure that machines are working with cash as many seem to have problems, leaving only the cashless option. What is the response standard of service when the cash payment does not work and is it accepted that an attempt to pay has been made. Would the council cancel a penalty notice? You may have noticed that cash usage is increasing as people are rebelling against the push toward digital money and being continuously tracked. Also, as I get older, I and many elderly people increasingly struggle with the app processes and electronic systems, as do the disabled.	<p>The policy is clear that we will look to maintain cash options at sites. The additional of new technology is simply offering a wider choice. As with all technology there are periods where breakdowns occur, or maintenance is needed. This has been vastly improved with the recent replacement of all of our pay machines.</p> <p>We have however seen a reduction in cash usage since the new machines have been installed and expect that to continue increasing.</p> <p>Wherever possible we have multiple machines installed to offer alternative options if a certain machine isn't accepting cash and there are often alternative car parks that can be used if a machine is broken. We still expect customers to pay for a service even if one method of payment is not operational at the time.</p>	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
57	Pedal bikes and e-bikes	Consider incorporating e bike charger points in some cycle bays. This is particularly important for cargo bikes which tend to have a lower range.	Comment noted.	No change to the policy document needed.
58	Pedal cycles and e-bikes	That substantial numbers of secure and covered cycle parking stations are considered. Many cyclists are deterred from using bicycles for shopping or longer stays because of the very high risk of theft of cycles and their components, despite secure locks being used. It is also very unpleasant to cycle on a wet bike, and many e-bikes are subject to damage from rain or water ingress to battery connections.	We have been working to provide additional storage and will continue to do so as funding becomes available.	No change to the policy document needed.
59	Preston Street, displacement	The problem of evening charges forces cars onto local roads. Preston street in Faversham is so congested and permit holders can't find anywhere to park on residential roads.	Noted and under consideration. Local reviews of resident parking schemes can occur when residents raise concerns. We cannot advocate dangerous parking in Preston street and are urging those involved to resolve through further traffic restrictions.	No change to the policy document needed.
60	Preston Street, displacement	It's interesting how by putting up the car parking charges in the evenings - when it used to be a few pounds to park in the evening after 6pm, that it now has caused another issue where people try to park for free up Preston street. This is not only stupid but a danger waiting to happen.	We cannot advocate dangerous parking in Preston street and are urging those involved to resolve through further traffic restrictions.	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
61	Preston Street, displacement	Parking throughout Preston Street on both sides of the road causes a danger to those walking & trying to cross between the parked cars, The narrowness the cars cause is also a danger for any emergency vehicles that may need to get through should they ever need to.	We cannot advocate dangerous parking in Preston street and are urging those involved to resolve through further traffic restrictions.	No change to the policy document needed.
62	Preston Street, displacement	<p>I live in Preston Street in Faversham and I'd just like to add my voice to the many you have probably already heard pointing out the ludicrous consequences of the new parking charges in the town's central car park in the evening. People are avoiding parking in the car park and are either parking on both sides of the road (and on the pavement) the entire way up Preston Street or they are parking on the residential roads around the centre of town.</p> <p>The former is very annoying for pedestrians trying to use the pavements, and dangerous in terms of blocking any emergency vehicles that may need to get up the road. The latter is just highly irritating for those of us who have resident's permits and then can't find anywhere to park because all the parking bays have been taken up by people who would previously have parked in the car park.</p>	We cannot advocate dangerous parking in Preston street and are urging those involved to resolve through further traffic restrictions.	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		Might I suggest that you either reinstate the free parking in the evening or apply a flat rate of £1 for an evening's parking? It is far too expensive at the moment and that is what's causing the problem.		
63	Preston Street, displacement	As far as I am concerned, the car park charging in the central car park in Faversham after 6p.m. Is ridiculous and counter productive. I have seen 2 traffic wardens in the evening “monitoring “ the few cars there, whilst the adjacent streets are chock a block with cars parked on both sides of the road, particularly Preston Street, which is a bus route. I am sure these charges are detrimental to businesses which rely on evening trade.	We cannot advocate dangerous parking in Preston Street and are urging those involved to resolve through further traffic restrictions.	No change to the policy document needed.
64	Ship on Shore car park, Isle of Sheppey	As part of your draft parking policy I believe the current parking policy for the ship on shore car park is not working and in desperate need of review. There are people living in mobile homes and caravans in this car park, it is an eye sore for anyone walking or driving past. It's meant to be a car park not a residential area for anyone.	Agreed. The Ship on Shore car park is to be cleared soon ahead of resurfacing and installation of pay and display parking to ensure it is available for those needing to use it for car parking.	No change to the policy document needed.
65	Station Road, Faversham	I am a resident of Station Road in Faversham. Parking spaces are fiercely competed for here. There is huge demand from residents, people using the town and, particularly, people using the railway. It is often difficult to find a space here.	Residential streets in Faversham were built without the current level of car ownership in mind. Resident parking schemes are designed as best as possible to get a balance between control to protect residents and to provide parking for those using nearby	No change to the policy document needed.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
			facilities. The scheme rules limit the number of permits per property and times of restriction can be reviewed if displacement is causing additional capacity issues. This would need to follow the usual route through Joint Transportation Board.	
66	Station Road, Faversham	Vehicles are able to park on Station Rd for two hours or if they have a valid Resident Permit B. The Residents permit B covers residents from 35 roads and streets in Faversham. This means most of Faversham. Meanwhile Abbey St, Abbey Place, Church St and Vicarage Street have their own zone (FAA).	Each individual zone would need to be reviewed. This takes input from residents through informal and formal consultations, through the usual Joint Transportation Board process. This would be possible for Station Road in isolation however unintended consequences always need to be considered as every piece of regulation/restriction ends up impacting another person.	No change to the policy document needed.
67	Station Road, Faversham	Station Road takes an unfair burden of parking because of its proximity to the railway station. I would ask that the committee considers designating a separate letter/zone to Station Rd.	Each individual zone would need to be reviewed. This takes input from residents through informal and formal consultations, through the usual Joint Transportation Board process. This would be possible for Station Road in isolation however unintended consequences always need to be considered as every piece of regulation/restriction ends up impacting another person.	No change to the policy document needed.
68	Typing error	Typo on page 8 “This process can take up around 12 months.”	Comment noted, the correction will be made.	The correction will be made to the policy document.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
69	Typing error	Typo on page 13 “Appeals Although discretion cannot not be considered by a CEO on the ground upon an observation of illegal parking”	Comment noted, the correction will be made.	The correction will be made to the policy document.
70	Facebook comment	It’s killing local businesses.	Noted	No change to the policy document needed.
71	Facebook comment	Nobody stays in town for any longer than they absolutely need to due to extortionate parking fees, it’s killing off local businesses. The High Street is now half empty! How about doing something to attract footfall and make people want to browse, have a bit of lunch and use the local shops? You have already started trying to ruin business for the new restaurants and cinema in Bourne place and High St pubs by introducing max 4hr parking for over £5 after 6pm when it used to be free! No way you can go for a meal, cinema then a drink in Sittingbourne if you need to drive.	Residents are not restricted to only parking in the Forum car park which is a short stay car park aimed at quick turnover for people making short trips. The MSCP provides options for longer parking and has concessions for the cinema.	No change to the policy document needed.
72	Facebook comment	Motorcycle parking - Motorcycles will now pay a charge which will be determined at the annual fees and charges review. Motorcycles can only use the dedicated bays provided for safe motorcycle parking in some car parks. The only method of payment available for motorcycles is the RingGo parking app due to the fact that tickets cannot be securely fixed to the vehicle.	Noted. Considered as part of the working group’s discussions.	The Member Working group have decided not to go ahead with the proposal to charge for motorcycle parking. The policy document will be updated to reflect this.

DRAFT PARKING POLICY – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Comment no.	Subject	Summary of Representation	Response	Working Group Recommendation
		So what happens if you not got a RingGo?		
73	Facebook comment	Badly like everything else.	Noted.	No change to the policy document needed.
74	Facebook comment	Disappointed that nighttime charging has been applied now, used to be free after 6	Noted.	No change to the policy document needed.
75	Facebook comment	The Pools Arden Theatre and the Royal Cinema and restaurants will suffer - as if things weren't bad enough already.	Noted. We believe we are providing a service for people to park in the same way as those facilities you mentioned providing a service. We have to cover the costs of providing the service.	No change to the policy document needed.
76	Facebook comment	In Rainham every Monday's free parking. Although there aren't as many shops as in Sittingbourne the shopping centre is busy, busy.	Different local authorities offer different incentives. We have trialled free parking in previous year's which evidenced no marked improvement in footfall during the period.	No change to the policy document needed.
77	Facebook comment	There is no need to charge for overnight parking anywhere.	Noted.	No change to the policy document needed.

Draft Parking Policy



Table of Contents

Introduction	3
Parking Policy Principles.....	3
Active Travel and Environmental issues	4
Partnership Working	4
Parking provision	4
Background.....	4
Off-street parking	5
Payment methods.....	5
Short stay car parks.....	5
Long stay car parks.....	5
Free car parks.....	5
Bourne Place multi-storey car park.....	6
Off-street disabled parking.....	6
Electric vehicle charging	6
Motorcycle parking.....	6
Coach parking.....	7
Disposal of assets.....	7
On-street parking	7
Controlled parking zones	8
Disabled parking bays.....	9
Blue Badge parking.....	9
On-Street Limited Waiting Bays.....	9
Loading Bays for Deliveries	10
Taxi Ranks	10
Approach to charging	10
Off-street parking charges	10
Differential car parking charges	11
Season tickets	11
Electric vehicle payments	11
Charging for special events	11
On-street parking charges.....	11
Controlled parking zones and visitor permits	11
Bay suspensions, dispensations and waivers.....	11
Parking enforcement	12
Scope of enforcement.....	12
Penalty Charge Notices (PCNs)	12
PCN charges.....	13
Issuing PCN's	13
Appeals.....	13
Body worn cameras	14
Schools patrols	14
Review period of policy	14
Appendices	14

Introduction

This document sets out our policy for the effective running of parking services across the borough.

The policy covers a range of matters relating to on and off-street parking, including provision of parking spaces, our approach to charging and parking enforcement.

Parking Policy Principles

Our parking operations comply with national guidance and legislation, and the parking policy principles are aimed at tackling congestion and changing travel behaviour by:

- providing an efficient parking service which continually seeks to improve
- being fair, consistent and transparent
- improving safety for road users and assist in the smooth flow of traffic to reduce congestion
- balancing demand and supply for parking spaces across the borough
- encouraging the use of sustainable methods of transport
- safeguarding the needs and requirements of residents, businesses and visitors
- consulting appropriately on any substantial changes to parking permits and prices
- enforcing the Traffic Management Act 2004 fairly and in accordance with the regulations
- improving accessibility to the town centre for all members of the public
- reducing the impact of antisocial parking
- reducing peak time congestion in town centres

We will do this by;

- Regulating the use of vehicles in the busiest and most congested areas.
- Regulating parking, both on street and off street, and provide adequate Pay & Display facilities.
- Encouraging the use of public transport.
- Safeguarding the needs and requirements of local residents, visitors and businesses

The parking service operates under a range of legislation:

- Road Traffic Regulation Act 1984
- The Traffic Signs Regulations and General Directions 2002
- Traffic Management Act 2004
- The Civil Enforcement of Road Traffic Contraventions (Approved Devices, Charging Guidelines and General Provisions) (England) Regulations 2022
- The Civil Enforcement of Road Traffic Contraventions (Representations and Appeals) (England) Regulations 2022

On street parking enforcement is currently delegated from Kent County Council under an agency agreement and parking protocol.

Any change in legislation is closely monitored and any impact managed to ensure consistent and compliant services across Swale.

Active Travel and Environmental issues

Like all council services, our parking service should aim to encourage active transport and reduce carbon emissions.

We seek to do this through measures such as:

- providing suitable space for free cycle parking in our car parks or high footfall locations where possible
- civil enforcement officers have a low carbon footprint
- providing electric vehicle charging points in areas where alternatives are limited
- exploring the feasibility of alternative energy provision through measures such as solar panels or canopies

Partnership Working

We operate a parking partnership with Maidstone Borough Council. This allows each authority to have their own policies and principles, but also benefit from shared staff, joint contracts and sharing innovation. This approach brings additional expertise that may not be possible with individual councils and financial economies of scale.

Parking provision

Background

The council operates 46 car parks across the borough.

Our car parks currently provide:

- 2,588 parking bays
- 138 disabled bays
- 4 family and toddler bays
- 15 motorcycle bays
- 26 electric vehicle charging bays

Currently, 19 of the car parks are free to stay, and 27 are pay and display.

Of the chargeable car parks, 15 are short stay and 12 are long stay.

There are approximately 314 free car parking bays at parks and open spaces locations throughout the borough. These are not controlled by the parking team and not all the bays are marked. A list of locations is included in Appendix II of this policy.

Off-street parking

Payment methods

Pay units accept payments via:

- cash
- card (contactless payments)

Our chargeable car parks also have a cashless payment option through our cashless provider which allows payment via:

- telephone
- text
- app
- web

There is no charge in our car parks for drivers displaying a valid Blue Badge and they have a maximum stay of 8 hours in any surface car park.

Whilst most payments are made using alternative methods, it remains a key principle that where cash is suitable to be accepted, this should continue to be provided as an option.

There are a small number of sites where this is not possible as no cash machines are installed. This is due to either being in vulnerable remote locations, or the car parks are too small to justify the cost of installing a machine. In these locations payment can be made via app, telephone, text or online.

Change is not offered from pay and display machines due to the risk of theft as it requires much larger stock of coins to be left in the machines, and the cost of maintenance. Therefore, pay units that offer change are normally used only in large secure locations such as multi storey car parks.

Short stay car parks

Short stay car parks support local businesses by providing turnover of parking spaces throughout the day to increase footfall and deter all day parking by users such as commuters.

Short stay car parks are located near high footfall areas and offer up to 4 hours of chargeable parking.

Long stay car parks

Long stay car parks provide more time for drivers such as commuters and leisure visitors whose stay may exceed 4 hours.

They are located within a reasonable distance from local destinations such as train stations and leisure attractions.

Free car parks

We provide a number of free car parks which generally are in more remote locations and serve local residents and visitors where there may be a shortage of other on or off-street parking. These are consistently reviewed as user habits change. We may also consider using seasonal charges where a car park is well used at certain times and not at other times of the year.

Bourne Place multi-storey car park

Bourne Place multi-storey car park (MSCP) provides secure, monitored parking 24 hours a day, 7 days a week.

Unlike other car parks, the MSCP has a barrier on entry and exit system, with users paying on return when they leave.

The MSCP was built to service the neighbouring Bourne Place development, and with more spaces than were currently needed, in order to build future capacity for growth or to take the slack where we reduce car parking spaces elsewhere.

Off-street disabled parking

There are 138 disabled spaces in council-operated car parks:

- Sittingbourne – 67
- Faversham – 30
- Sheppey – 41

Whilst there is no legal requirement under the Equalities Act 2010 to provide a specific number of disabled bays, the British Standards Institution provides some clear guidance which recommends disabled bays form at least 5% of the overall car park capacity. We will always strive to meet this guidance.

They are not chargeable for drivers who have and display a valid Blue Badge in the windscreen, apart from the multi-storey car park.

When parking in our car parks the Traffic Regulation Orders state: “The driver of a vehicle displaying a current Disabled Person’s Badge’ in accordance with the provisions of the Regulations of 2000 may wait or park the vehicle, free of charge in a parking place provided that the period of stay does not exceed the 8 hours maximum stay. A driver displaying a current disabled person’s valid badge may also wait or park in a standard bay under the same conditions”.

The Blue Badge is linked to holder rather than a vehicle, so it can be used with any car. This includes taxis and hire cars that the holder is driving or travelling in as a passenger.

Electric vehicle charging

We have installed electric vehicle (EV) chargers in a number of car parks to encourage take up of more sustainable methods of travel and support our ambitious carbon reduction targets.

EV chargers are installed in areas where:

- Data suggests EV drivers use our parking facilities
- access to chargers is limited due to the nature of the built environment such as residential areas where driveway charging is unavailable
- long stay town centre car parks where they can charge all day without impacting on footfall

Our EV Strategy sets out our approach in more detail and can be found [here](#).

Motorcycle parking

There will be no charge for motorcycles to use the dedicated bays in some car parks.

Coach parking

The Council wants to encourage further use of the Borough by coach groups in order to boost local tourism and the wider economy. However, there is a shortage of suitable sites across our current parking assets. We will continue to look at potential opportunities but will also need to work with external organisations to try to develop and promote such sites.

Disposal of assets

There may be occasions where we look to cease use of an area for car parking. Car Park usage is monitored and any that are poorly used, will be reviewed on a case-by-case basis. There may also be other occasions where the land can be used for a better purpose. In both situations the Property Asset Strategy would then be used to determine next steps regarding disposal options for the land.

On-street parking

We manage on-street parking through:

- controlled parking zones
- disabled parking bays
- Blue Badge parking
- on street limited waiting bays
- loading bays for deliveries
- taxi ranks

The income from on-street charging and any penalty charge payments received (whether for on-street or off-street enforcement) must only be used in accordance with section 55 (as amended) of the Road Traffic Regulation Act 1984.

English authorities outside London must keep an account of all income and expenditure in respect of:

- on-street parking places which are not in a civil enforcement area
- on-street parking spaces which are in a civil enforcement area
- their functions as an enforcement authority

Kent districts must send a copy of the account annually to Kent County Council.

If an authority makes a surplus on any its on-street parking charges and on-street-and-off-street enforcement activities, it must use the surplus in accordance with the legislative restrictions in section 55 (as amended) of the Road Traffic Regulation Act 1984.

The council manages on-street parking through:

- Resident parking schemes across the borough (in Sittingbourne, Faversham and Bapchild)
- designated disabled bays
- on street limited waiting bays
- loading bays for deliveries
- taxi ranks

Controlled parking zones

Controlled parking zones (often referred to as resident parking schemes) aim to:

- reduce the effects of antisocial and commuter parking on residents
- maintaining the free flow of traffic on the public highway
- preserve access for emergency and other essential services which use large vehicles

They are generally set up to protect parking in the daytime, but they do not provide a guaranteed space for residents. There are five zones across the Borough.

Each individual zone has its own rules including times of operation which are set out when the traffic regulation order is implemented. During this process residents of the proposed area are consulted widely and therefore can raise support or objections against the proposed times/details of the scheme.

To maximise the amount of available on-street parking the council uses runs of bays rather than individual marked bays.

Householders within the area of a resident parking scheme can apply for up to two annual permits which allows them to park vehicles registered to the address in the zone, during the times the scheme is operating. The charges for these are set by the council to cover the costs of administering and enforcing the scheme.

Residents can request a resident scheme is set up in their area by submitting a petition to the council.

We will then then assess the need for a scheme, and will consider whether:

- off-street parking is not available for the majority of the residents
- the request involves more than one road or small area
- there is no possibility that parking will be displaced unnecessarily to other locations in the borough
- any existing parking problems are not the result of residents parking on the road, as there is no point in introducing permit charges for residents who will then compete for the same number of parking spaces
- the majority of residents support the request

If we believe a resident parking scheme is necessary, it will then apply for the necessary traffic regulation order from Kent County Council to set up the scheme. This process can take around 12 months.

We will consider changing, including removal of an existing scheme if:

- the scheme is not working effectively
- changes within the area, such as new development, make the scheme unworkable
- residents feel the cost of the scheme outweigh the benefits
- there is a majority support from residents to remove the scheme

Disabled parking bays

There are two types of disabled parking bay:

- enforceable which includes signage stating 'Disabled Badge Holders Only'
- advisory which doesn't include signage

Residents can apply for a disabled parking bay by applying to the council with details of their Blue Badge and relevant benefit payments, in accordance with the criteria set by Kent County Council. After receiving an application, we will carry out a three week public consultation which gives other residents an opportunity to provide comments, objections or support.

Applications will be assessed alongside the suitability of existing parking.

Advisory bays are usually installed to begin with. If there are continuous problems with drivers that don't hold a blue badge parking in the bay, it may be changed to an enforceable bay instead.

Changing a disabled parking bay from advisory to enforceable can take up to 12 months, due to the formal Traffic Regulation Order process. Once changed, a sign will be put up that allows enforcement of the bay. Anyone with a blue badge can use a disabled parking bay.

There is no charge for installing a disabled parking bay or removing an existing one.

Disabled bays can be removed by contacting us setting out the location of the bay and the reasons it should be removed.

Requests to move bays will be assessed by the council and a public consultation will take place for up to three weeks.

It can take up to three months to remove an advisory bay and up to 12 months to remove an enforceable one.

Blue Badge parking

For on-street parking, the Blue Badge allows a maximum of 3 hours stay on single or double yellow line restrictions providing there are no loading restrictions identified by kerb markings and that it is safe to do so. The blue badge must be clearly displayed at all times.

On-Street Limited Waiting Bays

Limited waiting bays are generally installed on-street where a high turnover of short-term parking is required. This tends to be adjacent to shops and town centre areas, allowing customers to commercial properties to park for short period of time (usually 30 minutes).

To ensure maximum availability of these spaces, a "no return within" time limit is specified, which is usually 2 hours, to prevent the same vehicles returning to the bays within a short timescale.

To maximise the amount of available on-street parking the council uses runs of bays rather than individual marked bays.

The council also specifies days and times when these restrictions apply, and outside of these times, parking in the bays is unrestricted.

Loading Bays for Deliveries

Loading bays are installed outside of commercial premises to restrict on-street parking areas making it easier for vehicles delivering or collecting goods from the property. The restrictions can apply at all times or can be restricted to certain days and times, depending on the requirements of the premises.

Loading Bays are designated for use by good vehicles only, however areas of the carriageway can also be designated as loading places which limit parking for any vehicle loading or unloading.

Taxi Ranks

On-street taxi ranks are installed in high footfall areas, such as outside railway stations and town centres, to designate certain areas of the carriageway for taxis to wait to collect passengers.

The bays are limited for use by Hackney Carriage vehicles only, and the restrictions can apply at all times, or can be designated on certain days between certain times. If timed restrictions apply, the bays are unrestricted for parking outside of these times.

Approach to charging

We charge for the following parking services:

- off street parking in council car parks
- season tickets
- controlled parking zones (residential parking and visitor permits)
- electric vehicle charging
- bay suspensions
- dispensations and waivers

Parking charges are set annually by councillors within the fees and charges element of the budget-setting process. Any surplus income from off-street car parks forms part of our overall Council income and any surplus generated reduces the budget requirement, and therefore the level of council tax charged, along with supporting the delivery of other key council services.

Off-street parking charges

When considering the charges to levy each year, the Council will consider usage data, compare with other local authority pricing and nearby competition and balance against the increasing costs of operating and maintaining the car parks and of course the nearby areas e.g. street cleansing of the high streets.

We will also monitor government guidance with the aim to provide more dynamic charging systems where appropriate.

We will set time periods for charging and make this clear to customers through clear signage and the set-up of our machines and payment methods.

Daytime charges are currently offered in period bands, but overnight, fixed priced charging can be considered, with times and rates set as part of the council's fees and charges review.

Differential car parking charges

We currently apply the same short stay and long stay tariff to all paid car parks across the borough.

Where deemed appropriate, we may charge a different rate per hour depending on the type and location of the car park.

This approach is used elsewhere to incentivise parking where there is lower demand by charging a premium for the busiest car parks.

Any decision on which car parks this applies to would be undertaken at the annual fees and charges review.

Season tickets

Some car parks provide the option of buying a quarterly season ticket.

These are suited to customers that use our car parks on a regular basis and provide a reduced cost when compared to paying for each day individually.

The locations and charges for these are set as part of the annual fees and charges review.

Electric vehicle payments

The way we charge for electric vehicles is different to standard car parking fees. Electric vehicles wishing to use electricity from our dedicated charging units and bays will need to sign up to the relevant 'app'. This will then describe to customers how to connect to the units and how they will be charged. The current approach is to charge users a price per kilowatt hour used. This amount includes the cost of the electricity, parking fee and ongoing costs of providing the service.

Charging for special events

There needs to be a balance between supporting our local events whilst maintaining adequate parking capacity to support those visiting and not disperse it to local residential streets. Therefore, all requests for use of a car park for something other than car parking will be considered on a case by case basis. Fees and charges will also set out the rates that events may be charged should usage be agreed.

On-street parking charges

There are a couple of different ways we charge for on-street parking.

Controlled parking zones and visitor permits

Eligible residents can purchase up to two permits. They are also able to purchase books of visitor permits that can be used by people visiting them. As stated above, the fees for controlled parking zones are set to cover the costs of operating the scheme. Any surplus made is reinvested back into transport infrastructure. The fee again is set annually by Councillors during the fees and charges process.

Bay suspensions, dispensations and waivers

There may be occasions where residents need to use part of a controlled parking zones for a time limited period – such as to house a skip for building works or to guarantee space for a home removal van.

In these occasions we will levy an administration charge that will be included in our annual fees and charges document.

Parking enforcement

Civil enforcement officers (CEO's) carry out 15,000 hours of patrols every year and more than 70% of the council's enforcement activity is carried out on-street.

This deployment reduces inconsiderate and illegal parking and helps maintain the free flow of traffic, which is essential for the emergency services and some of our own services like refuse and recycling collection.

Officers have the power to issue penalty charge notices (PCNs) to any vehicles observed parked in contravention of an active parking restriction under civil parking enforcement legislation.

All members of staff under this contract are salaried and not in receipt of a commission based rate of pay or any other enforcement performance related incentives.

Through membership of the British Parking Association, we are also committed to the Positive Parking Agenda which promotes the positive outcomes from parking management.

CEOs are fully carbon neutral using either foot patrols, bicycles and fully electric vehicles.

Scope of enforcement

CEOs can legally enforce:

- Single and double yellow lines
- Taxi bays
- Loading restrictions
- Motorcycle bays
- Loading bays
- Disabled bays
- School keep clear markings
- Limited waiting bays
- Resident parking bays
- Crossing zig zag restrictions
- Off-street pay and display car parks

Yellow line restrictions are enforceable from the centre of the road to the nearest property boundary.

Where a vehicle is parked partially or fully blocking the footway and a yellow line restriction is in place, CEOs are able to issue a PCN. This is not against the obstruction but against the yellow line contravention.

Where a vehicle is observed as parked blocking the footway but where no yellow line restrictions apply, CEOs are unable to deal with the obstruction. Kent Police have retained the delegated authority to deal with such offences under highway obstruction powers.

Penalty Charge Notices (PCNs)

Where illegal parking is observed, the CEO on patrol has a responsibility to record the relevant contravention and issue a PCN accordingly.

PCN charges

Legislation states that PCNs can be issued at two different tiers, currently £70.00 or £50.00, depending on the relevant parking contravention. These figures will change as legislation dictates.

The higher-level charge is applicable if parking is observed in places where it is prohibited such as on yellow lines during prescribed hours of enforcement or in a disabled bay without displaying a valid blue badge.

The lower-level charge would be applicable where parking is permitted but a less serious contravention has occurred such as failing to display a valid pay & display ticket or parked outside the remit of a marked bay.

PCNs are reduced by 50% if paid within 14 days of issue.

Issuing PCN's

A CEO will serve a PCN by either attaching it to the vehicle or placing it under the windscreen wiper, should the notice be issued during inclement weather.

The PCN will specify the contravention that has been observed, amount payable and the methods available for the recipient to informally challenge the notice.

Where loading or unloading needs to be established, the CEO will observe the vehicle for a period to determine activity and record any observation period in the case notes before PCN issue.

Appeals

Although discretion cannot be considered by a CEO upon an observation of illegal parking, any mitigating circumstances relevant to the motorist at the time of receiving a PCN, remain a consideration of the Parking Services appeals officer as part of the statutory appeals process.

Information on the appeals process and all applicable parking contraventions can be viewed at www.patrol-uk.info

Every appeal is exceptional and has no bearing on the outcome of any other cases. Appeals are considered on statutory ground and in accordance with the mitigation submitted as part of the legal process.

Cases appealed through the statutory legal process include the opportunity for a case review at an independent Traffic Penalty Tribunal when the local authority and the appellant fail to reach an agreed outcome.

More information can be found at www.trafficpenaltytribunal.gov.uk

Body worn cameras

Body-worn cameras ensure the health and safety of the officers by acting as a deterrent to verbally and physically abusive members of the public, as well as providing sufficient evidence to prosecute when required. They also allow officers to detect and identify crime and antisocial behaviour.

The cameras record for a full shift (all officer deployed hours) in 720p HD image quality with full colour and audio recording. All cameras are tamperproof by the officer.

Cameras are also used to investigate complaints made by members of the public, providing an impartial 'third witness'. However, footage cannot be used as supporting evidence when challenging a PCN.

Schools patrols

CEOs undertake schools patrols every weekday during term time.

The main aim of the visits is to keep the traffic moving and improve safety around the schools to protect children.

Our CEO's cannot be at every school at every drop-off and pick up as problems persist at many locations at the same time each day.

Patrols are deployed to priority school locations and rotated to ensure that inconsiderate parking is reduced and that drivers comply to the regulations that are in place to ensure the safety of others

Review period of policy

This Parking Policy will be reviewed as changes are required.

Appendices

Appendix I – Resident Parking schemes

Appendix II – List of car Parks in Swale

Appendix I

Implementation Dates for Residential Permit Zones

Zone	Area	Implementation Date
FAA	Abbey Street, Faversham	Pre 1992
FAA	Abbey Place, Faversham	Pre 1992
FAA	Church Street, Faversham	Pre 2000
FAA	Vicarage Street, Faversham	Pre 2000
B	Aldred Road, Faversham	Pre 2002
B	Athelstan Road, Faversham (odd numbers up to 55, even numbers up to 48)	Pre 2002
B	Beaumont Terrace, Faversham	Pre 2002
B	Beckett Street, Faversham	Pre 1994
B	Briton Road, Faversham	Pre 2002
B	Caslocke Street, Faversham	Pre 1994
B	Chapel Street, Faversham	Pre 2002
B	Church Road, Faversham	Pre 2002
B	Court Street, Faversham	Pre 2002
B	Davington Hill, Faversham	Pre 2002
B	Edith Road, Faversham	2 nd September 2022
B	Fielding Street, Faversham	Pre 1994
B	Flood Lane, Faversham	Pre 2002
B	Garfield Place, Faversham	Pre 2002
B	Hatch Street, Faversham	Pre 1994
B	Mendfield Street, Faversham	Pre 1994
B	Napleton Road, Faversham	Pre 1994
B	Newton Road, Faversham	Pre 2002
B	Norman Road, Faversham	Pre 2002
B	Orchard Place, Faversham	Pre 2002
B	Park Road, Faversham	Pre 2002
B	Preston Street, Faversham	Pre 2002
B	Roman Road, Faversham	Pre 2002
B	Saxon Road, Faversham	Pre 2002
B	School Road, Faversham	3 rd April 2018
B	St John's Road, Faversham	Pre 2002
B	St Mary's Road, Faversham	Pre 2002
B	Station Road, Faversham	Pre 2002
B	Stone Street, Faversham	Pre 2002
B	Tanners Street, Faversham	Pre 1994
B	The Mall, Faversham	Pre 2002
B	Union Street, Faversham	Pre 2002
B	Victoria Street, Faversham	Pre 2002
B	West Street, Faversham	Pre 1994
B	William Street, Faversham	Pre 2002
SA	Arthur Street, Sittingbourne	Pre 2010

Zone	Area	Implementation Date
SA	Barker Court, Sittingbourne	Pre 2010
SA	Chalkwell Road, Sittingbourne (Nos.133-195 & 128-144)	Pre 2010
SA	Frederick Street, Sittingbourne	Pre 2010
SA	Gibson Street, Sittingbourne	Pre 2010
SA	Hawthorn Road, Sittingbourne	Pre 2010
SA	Laburnum Place, Sittingbourne	Pre 2010
SB	Addington Road, Sittingbourne	Pre 2010
SB	Albany Road, Sittingbourne (Nos.3-45 & 2-98)	Pre 2010
SB	Anselm Close, Sittingbourne	Pre 2010
SB	Belmont Road, Sittingbourne	Pre 2010
SB	Burley Road, Sittingbourne	Pre 2010
SB	Connaught Road, Sittingbourne	Pre 2010
SB	Epps Road, Sittingbourne	Pre 2010
SB	Park Road, Sittingbourne (Nos.5-165 & 2-176)	Pre 2010
SB	Rock Road, Sittingbourne	Pre 2010
SB	Ufton Lane, Sittingbourne (Even Nos. To 62, Odd Nos. To 155)	Pre 2010
SB	Unity Street, Sittingbourne	Pre 2010
SB	Valenciennes Road, Sittingbourne	Pre 2010
SB	William Street	Pre 2010
BA	Fox Hill, Bapchild (Nos.19 to 51 Odd)	14 th June 2021

Appendix II

List of Car Parks in Swale

SITTINGBOURNE Pay & Display	SPACES (inc EV bays)	Mini Bus bay	DISABLED	M/C	TOTAL	BICYCLE	Height Restriction	Term stay	P&D units	Card	CCTV	RingGo	EV Points
Albany Road	97	0	5	1	103	4	No	Short	2	Yes	Yes	YES	6
Bell Road	22	0	2	0	24	0	No	Long	1	Yes	No	YES	No
Central Avenue	59	0	5	1	65	4	No	Short	2	Yes	Yes	YES	No
Cockleshell Walk	69	0	8	0	77	0	No	Long	1	Yes	No	YES	No
Crown Quay Lane	39	0	3	1	43	1	No	Short	2	Yes	No	YES	No
Milton High Street	10	0	0	0	10	2	No	Short	1	Yes	Yes	YES	No
Spring Street	86	0	5	1	92	0	No	Long	1	Yes	Yes	YES	No
Swale House	59	0	1	0	60	0	No	*Short	1	Yes	No	YES	2
The Forum	84	0	6	1	91	0	No	Short	3	Yes	No	YES	No
The Swallows	124	2	6	0	132	20	No	Short	3	Yes	Yes	YES	2
East Street	16	0	0	0	16	0	0	Short	0	Yes	No	YES Only	No
Albany Road (Service Area)	16	0	0	0	16	0	0	Short	0	Yes	No	YES Only	No
Multi-storey car park	282	0	22	0	304	10	Yes	Long	3	Yes	Yes	No	4
Total:	963	2	63	5	1033	41			20				14
Free Car Parks	SPACES	Mini Bus bay	DISABLED	M/C	TOTAL	BICYCLE	Height Restriction	Term stay	P&D units	Card	CCTV	EV points	
Grafton Road	10	0	4	0	14	0	No	Long	0		No	No	
Shortlands Road	NO BAY MARKINGS	0	0	0	0	0	No	Long	0		No	No	
Total:	10	0	4	0	14	0			0				

Faversham Pay & Display	SPACES (inc EV bays)	Mini Bus bay	DISABLED	M/C	TOTAL	BICYCLE	Height Restriction	Term stay	P&D units	Card	CCTV	RingGo	EV Points
Central	205	3	16	1	225	7	No	Short	3	Yes	Yes	YES	4
Institute Road	36	0	3	1	40	3	No	Short	1	Yes	No	YES	No
Partridge Lane	48	0	3	1	52	0	No	Long	2	Yes	No	YES	No
Queenshall	128	0	8	1	137	1	No	Long	2	Yes	Yes	YES	3
Total:	417	3	30	4	454	11			8				7
Free Car Parks	SPACES	Mini Bus bay	DISABLED	M/C	TOTAL	BICYCLE	Height Restriction	Term stay	P&D units	Card	CCTV	EV Points	
Front Brents	14	0	0	0	14	0	No	Long	0		No	No	
Ospringe	30	0	0	0	30	0	No	Long	0		No	No	
Park Road	NO BAY MARKINGS	0	0	0	0	0	No	Long	0		No	No	
Total:	44	0	0	0	44	0			0				

Sheppey Pay & Display	SPACES (inc EV bays)	Mini Bus bay	DISABLED	M/C	TOTAL	BICYCLE	Height Restriction	Term stay	P&D units	Card	CCTV	RingGo	EV Points
Beachfields	62	0	2	0	64	12	NO	Short	2	Yes	Yes	YES	No
Rose street	153	0	6	3	162	2	NO	Short	2	Yes	Yes	YES	5
Hope street	8	0	1	0	9	0	NO	Short	1	Yes	No	YES	No
Trinity Place	51	0	5	1	57	1	NO	Short	2	Yes	No	YES	No
Bridge Road	47	0	0	0	47	0	NO	Long	1	Yes	Yes	YES	No
Beach Street	92	0	2	0	94	1	NO	Long	1	Yes	Yes	YES	No
Cross Street	76	0	5	1	82	1	NO	Long	2	Yes	yes	YES	No
Trinity Road	59	2	2	1	64	0	NO	Long	1	Yes	No	YES	No
Albion Place	14	0	2	0	16	0	NO	Long	1	Yes	Yes	YES	No
Leysdown Promenade	246	0	7	0	253	0	NO	Long	2	Yes	No	YES	No
Ship on Shore	No bay markings	0	0	0	0	0	NO	Long	1	No	No	YES	No
Total:	808	2	32	6	848	17			16				5

Sheppey Free Car Parks	SPACES	Mini Bus bay	DISABLED	M/C	TOTAL	BICYCLE	Height Restriction	Term stay	P&D units	Card	CCTV	EV Points
Shellness	NO BAY MARKINGS	0	0	0	0	0	Yes	Long	0	No	No	No
Halfway	41	0	0	0	41	0	NO	Long	0	No	No	No
Beachfields (Disabled only)	5	0	5	0	10	0	NO	Long	0	No	No	No
Library, Queenborough*	41	0	2	0	43	0	NO	Long	0	No	No	No
Guildhall, Queenborough	10	0	0	0	10	0	NO	Long	0	No	No	No
Park Road, Queenborough*	25	0	0	0	25	0	NO	Long	0	No	No	No
Old House at Home, Queenborough	8	0	0	0	8	0	NO	Long	0	No	No	No
Little Oyster*	30	0	2	0	32	0	NO	Long	0	No	No	No
Seathorpe Avenue	20	0	0	0	20	0	NO	Long	0	No	No	No
Abbey	NO BAY MARKINGS	0	0	0	0	0	NO	Long	0	No	No	No
Cliff Drive, Warden	NO BAY MARKINGS	0	0	0	0	0	NO	Long	0	No	No	No
Jetty Neptune Terrace	6	0	0	0	6	0	NO	Long	0	No	No	No
Leysdown Coastal	NO BAY MARKINGS	0	0	0	0	0	Yes	Long	0	No	No	No
Total:	186	0	9	0	195	0			0			

* these car parks are proposed to be pay and display car parks from 1st April 2024.

Pay & Display totals for Borough	M/C	Free of charge	DISABLED	BICYCLE	P&D MACHINE S	EV Points
2195	15	240	138	69	44	26

TOTAL BAYS FOR BOROUGH:
2588

Open spaces parking (not controlled by the Parking Team)	Estimated number of spaces (not all marked)
Barton's Point Coastal Park	42
Dicksons Field, Eastchurch	6
Thistle Hill Community Woodland (Thistle Way)	16
Kingsborough Manor Community Woodland (Plough Road)	13
Scrapsgate Road Field	12
Perry Wood Main Car Park (Beeches Road)	25
Perry Wood (Rear of Rose & Crown PH)	4
Oare Gunpowder Works Country Park (off Bysingwood Road)	18
King George's Playing Field (The Mount), Faversham	18
Milton Creek Country Park	55
Milton Recreation Ground (Vicarage Road)	42
Grove Park (Sanford Road)	28
King George's Playing Field Sittingbourne	35

Contacting Swale Borough Council

The customer Service Centre deals with all enquiries across the Council, it should be your first stop when contacting us.

Call 01795 417850.

Copies of this report are available on the council website.

Equality Impact Assessment

Lead officer:	Janet Dart – Policy & Engagement Officer
Decision maker:	Community Committee
People involved:	Emma Wiggins – Director of Regeneration & Neighbourhoods Martyn Cassell – Head of Environment & Leisure Phil Sutcliffe – Communications & Policy Manager Jeff Kitson – Parking Services Manager
Decision: <ul style="list-style-type: none"> Policy, project, service, contract Review, change, new, stop 	<ul style="list-style-type: none"> Parking Policy. This is a new policy.
Date of decision: The date when the final decision is made. The EIA must be complete before this point and inform the final decision.	The draft Parking Policy will be going to Community Committee on 6 March 2024 following an 8-week public consultation.
Summary of the decision: <ul style="list-style-type: none"> Aims and objectives Key actions Expected outcomes Who will be affected and how? How many people will be affected? 	<ul style="list-style-type: none"> The aim and objective is to develop a Parking Policy, pulling together all procedures and processes so that residents, members, officers and visitors to the borough have clarity on the Swale Borough Council (SBC) parking service. It will also ensure the free flow of traffic and to maintain highway safety for both drivers and pedestrians. To carry out a review in line with the agreed scope agreed by the Community Committee. There will be a policy document that provides clarity on all aspects of the SBC parking service. Potentially all vehicle users residing or visiting the borough will be affected as they will need to either park overnight and/or move about the borough on their day-to-day business.
Information and research: <ul style="list-style-type: none"> Outline the information and research that has informed the decision. Include sources and key findings. Include information on how the decision will affect people with different protected characteristics. 	<p>A great deal of information was already available within the Parking Service Team via various systems including Imperial, PowerBi, Metric, Podpoint, RingGo and APCOA. Data is input into these systems and they can produce detailed reports which were used to inform the Parking Policy Working Groups decisions.</p> <p>Data from other local authorities in Kent were obtained on charges and charging periods as this was a useful reference for fair decision making.</p> <p>People with different characteristics were considered during the review and development of the policy, in particular:</p> <p>Disability – parking is made available at most car parks for the disabled, there are also various methods of payment available.</p> <p>Pregnancy and maternity – there are parent/toddler bays available as the multi-storey car park.</p> <p>Age – the preference for a variety of methods of payments is acknowledged and made available in car parks.</p>

<p>Consultation:</p> <ul style="list-style-type: none"> • Has there been specific consultation on this decision? • What were the results of the consultation? • Did the consultation analysis reveal any difference in views across the protected characteristics? • Can any conclusions be drawn from the analysis on how the decision will affect people with different protected characteristics? 	<p>For the draft Parking Policy, Area Committees were consulted during September 2023. Borough Council Members, Town and Parish Councillors and members of the public were able to provide early input into the development of the Policy before it was drafted and put out to public consultation.</p> <p>The Parking Policy Member Working Group had conversations with their political groups to seek views on the following options:</p> <ul style="list-style-type: none"> • Evening charges • Motorcycle charging • Differential charging • Links to climate emergency <p>The draft Parking Policy went out to an 8-week public consultation which closed on 2 January 2024.</p>
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Is the decision relevant to the aims of the equality duty?	
Guidance on the aims can be found in the EHRC's PSED Technical Guidance - https://www.equalityhumanrights.com/en/advice-and-guidance/equality-act-technical-guidance	
Aim	Yes/No
1) Eliminate discrimination, harassment and victimisation	Yes
2) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it	Yes
3) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it	Yes

Assess the relevance of the decision to people with different protected characteristics and assess the impact of the decision on people with different protected characteristics.		
When assessing relevance and impact, make it clear who the assessment applies to within the protected characteristic category. For example, a decision may have high relevance for young people but low relevance for older people; it may have a positive impact on women but a neutral impact on men.		
Characteristic	Relevance to decision High/Medium/Low/None	Impact of decision Positive/Negative/Neutral
Age	Medium	Positive
Disability	Medium	Positive
Gender reassignment	Low	Positive
Marriage and civil partnership	Low	Positive
Pregnancy and maternity	Medium	Positive
Ethnicity	Low	Positive
Religion or belief	Low	Positive
Sex	Low	Positive
Sexual orientation	Low	Positive
Other socially excluded groups ¹	Low	Positive

<p>Conclusion:</p> <ul style="list-style-type: none"> • Consider how due regard has been had to the equality duty, from start to finish. • There should be no unlawful discrimination arising from the decision. 	<p>Consideration has been given to the impact the new Policy may have on people with different protected characteristics.</p> <p>There are a variety of payment types available to use in car parks which are of benefit to people with disabilities and all age groups. There are also dedicated bays for the disabled and parents with toddlers.</p>
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¹ Other socially excluded groups could include those with literacy issues, people living in poverty or on low incomes or people who are geographically isolated from services

<p>Advise on the overall equality implications that should be taken into account in the final decision, considering relevance and impact.</p>	<p>The impact of the introduction of the new Parking Policy on the aims of the equality duty is considered to be low and nothing requiring the mitigation of adverse impacts has been identified.</p> <p>It is believed that the proposal involves no unlawful discrimination.</p>
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Communities Committee Meeting	
Meeting Date	Wednesday 6 th March 2024
Report Title	Household Support Fund (HSF) delivery update
EMT Lead	Emma Wiggins, Director of Regeneration & Neighbourhoods
Head of Service	Charlotte Hudson, Head of Housing and Community
Lead Officer	Sarah-Jane Radley, Community & Partnerships Manager
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. The committee is asked to note the contents of the report. 2. The committee is asked to provide a steer for minimising impact and next steps post March 31st 2024.

1 Purpose of Report and Executive Summary

- 1.1 Provide an update on the outcomes of Household Support Fund delivery to date and implications of the fund ending on 31st March 2024.

2 Background

- 2.1 Household Support Fund has provided vital Government funding to deliver critical services to the residents of Swale who are impacted by the current Cost of Living Crisis and energy prices. Over the four rounds (Oct 2021 – Jan 2024), we have developed support packages by working with local voluntary and community sector organisations (VCS) and have delivered support to the most vulnerable through a network of frontline delivery.

Funding Allocations

Household Support Fund is a Department for Work & Pensions (DWP) provision which is funded to Kent County Council and then we receive local allocations dependant on a variety of measures including poverty levels.

- Round 1 (6th October 2021-31st March 2022) – £244,416.22
- Round 2 (1st April 2022-30th September 2022) – £558,940.00 (In-house voucher scheme delivered & pensioner payments)
- Round 3 (1st October 2022-31st March 2023) – £279,923.87
- Round 4 (1st April 2023-31st March 2024) – £505,445.00

Current funding position

The current round of funding will end on 31st March 2024, and we have not received any updates from Government or Kent County Council that there will be a further round of funding, this will have significant impact on Swale residents, Swale Borough Council and Swales VCS.

Delivery model

In rounds 1 & 2 (Oct 2021-Sep22) we developed a service offer that consisted of a combination of funding VCS partners and delivery of a voucher scheme by officers in-house. This formed the basis of the service offer that we have been delivering ever since by using the evidence from the first rounds to show resident need and how we could respond with the staff resources and funds available to us.

As the scheme developed, we stopped delivering in-house and moved to funding all services through Swale's VCS to bolster existing service provision and creating a new voucher scheme working in collaboration with Children & Families.

The VCS organisations delivering the scheme were able to increase their volumes of support and develop their existing service offers to respond to the immediate crisis. New and innovative support offers were developed through working with the VCS, of which as a Local Authority we were unable to deliver due to a lack of resources and delivery mechanisms.

The current delivery model consists of the following service offers being delivered Swales VCS:

Organisation	Service offer
Age UK (Faversham & Sittingbourne)	Hot meals & food shopping
Age UK (Sheppey)	Hot meals & food shopping
Children & Families	Emergency food parcels
Children & Families	£100 Mastercard (Billed fuel support)
Citizens Advice Swale	Fuel advice (and other advice services)
Diversity House	Emergency food parcels (Multicultural)
Fuel & Water Advice Service (Children & Families)	Fuel and energy advice (inc. fuel vouchers)
Swale Foodbank	Emergency food parcels
Swale Foodbank	White goods
West Faversham Community Association	Hot meals (children)

Partnerships

The Fuel and Water Advisor service was created in 2019 through SBC Special Projects Fund after we declared a Climate and Ecological Emergency. The development of this contract included providing support to residents to tackle fuel and water poverty in the borough.

Children & Families delivered this successful project over a period of 3 years, and we were able to fund the extension of this much needed service through HSF until the end of March 2024. The District Councils Network are promoting this as a stand out service model and we are proud of the work this project has done to support many residents to improve the energy efficiency of their homes and access to emergency fuel support and advice. Due to the proven track record of

this project and the continued need for a service of this kind, Children & Families have been successful in gaining a further year's funding through local energy provider schemes.

In addition, development of HSF in conjunction with the local VCS has allowed us to strengthen the relationship we have as an authority with the VCS and wider statutory partners. There is a collaborative voice through the Cost of Living Partnership Group and working closely with frontline partners helps us to get a true picture of the issues and experiences our residents are facing at this time as well as engaging local MPs with the group.

Data

The following data has been collected over the lifespan of HSF and shows the numbers of households that the scheme has assisted.

Although the service delivery differs the data collection has remained the same for reporting. The number of households differs from the volume of support provided as we have provided multiple support to the same household in some instances.

Final data for Round 4 (Apr23-Mar24) is still being collated, although we expect to have supported over 30,000 households across the entire year.

Round 1							
Time Period	Food Support <i>(Vouchers, Food Parcels, Food Shopping, Hot Meals)</i>	Energy and Water <i>(fuel vouchers, essentials linked to energy/water ie. warm packs, hygro meters)</i>	Wider Essentials <i>(white goods)</i>	Advice Services	Housing Costs <i>(rent arrears)</i>	Total Volume	Total Households
6 months							
06/10/21-31/03/22	443	155	258	0	0	856	683
Round 2							
	Food Support <i>(Vouchers, Food Parcels, Food Shopping, Hot Meals)</i>	Energy and Water <i>(fuel vouchers, essentials linked to energy/water ie. warm packs, hygro meters)</i>	Wider Essentials <i>(white goods)</i>	Advice Services	Housing Costs <i>(rent arrears)</i>	Total Volume	Total Households
6 months							
01/04/22-30/09/22	1753	3982	0	0	0	5735	1773
Round 3							
	Food Support <i>(Vouchers, Food Parcels, Food Shopping, Hot Meals)</i>	Energy and Water <i>(fuel vouchers, essentials linked to energy/water ie. warm packs, hygro meters)</i>	Wider Essentials <i>(white goods)</i>	Advice Services	Housing Costs <i>(rent arrears)</i>	Total Volume	Total Households
6 months							
01/10/22-30/03/23	6380	2313	33	0	4	8730	5861
Round 4							
	Food Support <i>(Vouchers, Food Parcels, Food Shopping, Hot Meals)</i>	Energy and Water <i>(fuel vouchers, essentials linked to energy/water ie. warm packs, hygro meters)</i>	Wider Essentials <i>(white goods)</i>	Advice Services	Housing Costs <i>(rent arrears)</i>	Total Volume	Total Households
1 year Apr23-Mar24							
01/04/23-31/12/23	15,055	1149	76	338	3	16,621	15,960
Overall Total	23,631	7599	367	338	7	31,942	24,277

The fund has provided **2,710** £100 digital Mastercard's to households to enable them to decrease their fuel bills or support their families with fuel or food supplies.

The fund has provided **11,614** emergency food parcels to households who would have otherwise gone without essential food supplies.

Through the Fuel & Water Advisor service **4444** households have been provided with essentials to reduce fuel consumption such as, as water hippos, radiator reflector panels, draft excluders, and hygrometers to help reduce damp. As well as advice on energy/water bills and fuel vouchers for those on pre-paid meters.

In exceptional circumstances the fund has contributed to rent arrears for families who are not entitled to any other form of additional funding support, and they have shown that they are valid cases to receive the support to avoid homelessness or transition from temporary accommodation.

3 Proposals

- 3.1 Request member input on options for next steps and suggestions on how to minimise impact and suggested lobbying tactics.
- 3.2 The Community & Partnerships Team will continue to link in with the VCS and support any opportunities for funding outside of HSF as well as develop ideas with Swale Voluntary Alliance.

4 Alternative Options Considered and Rejected

- 4.1 We have consulted with other funders such as Medway & Swale Health & Care Partnership, National Lottery, and other smaller funds however none of these are suitable due to the criteria of the funding, they are either specifically targeted to a project theme and/or they are not funds that cannot be used to directly support residents in the way that HSF does.

5 Consultation Undertaken or Proposed

- 5.1 Voluntary and Community Sector impact

Through the development of HSF, we have been able to improve and build on the relationship that we have with Swales VCS. Covid significantly impacted the sector as they saw increasing numbers of residents turning to them for support because of the pandemic. In addition, the impact of the fuel crisis as well as the Cost-of-Living crisis have all played a part in putting incredible strain on their services.

We acknowledge that residents trust the VCS in Swale and are turning to them more and more, and so collectively we agreed to design a scheme that would benefit residents first and foremost but also allow the VCS to tackle some of the issues they are facing and reduce pressure to our own frontline services. Without HSF these organisations will without doubt no longer be able to deliver the level of service offer they have been, and many residents will start to feel the effects of a reduced service.

We have spoken to the core delivery partners from Swales VCS and captured their comments and feedback – see attached **Appendix I**.

6 Implications

Issue	Implications
Corporate Plan	Currently awaiting the new plan to be adopted, however the Community and Partnerships Team will continue to develop a response in conjunction with partners to the Cost of Living Crisis.

Financial, Resource and Property	HSF currently provides funding to multiple partner agencies to assist them in supporting the most vulnerable households in the borough through a variety of functions that SBC does not deliver. The funding currently helps to reduce the pressure on SBC frontline services by providing residents with access to emergency support, without this service residents will look to SBC for support, of which is limited. We could see an increase in demand in several areas including, Safeguarding, contacts to Housing services, increase in non payment of Council Tax and other community facing services.
Legal, Statutory and Procurement	None identified at this stage
Crime and Disorder	There is a potential to see an increase in theft in the borough due to lack of access to food.
Environment and Climate/Ecological Emergency	None identified at this stage
Health and Wellbeing	There are multiple health implications for Swale residents should HSF funding no longer be available, these include an increase in mental health issues, increase in hunger, families unable to heat their homes or cook hot meals due to lack of fuel. Waiting lists for access to services may become longer which will increase stress and worry for families.
Safeguarding of Children, Young People and Vulnerable Adults	Potential increase in Safeguarding cases due to lack of services and increased pressures on families to feed and heat their homes. Potential increase suicide rates and increase in mental health issues.
Risk Management and Health and Safety	Potential risks to the VCS include closure of services due to lack of funding and a reduction in donations as well as a reduction in volunteers to support delivery of services. There is a potential that the VCS will be unable to meet the demand put upon them and therefore having to turn people away or refer them back to SBC. VCS consists of smaller organisations and charities, mostly made up from volunteers, the increase in pressure to provide services and deal with ever increasingly frustrated residents could cause mental health issues and the potential to lose more volunteers.
Equality and Diversity	None identified at this stage
Privacy and Data Protection	None identified at this stage

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: HSF.doc

8 Background Papers

For national guidance and information on Household Support Fund visit:
<https://www.gov.uk/government/publications/household-support-fund-guidance-for-local-councils>

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Appendix I

Household Support Fund (HSF)

Voluntary and Community Sector Statements to support Household Support Fund Review Paper January 2024.

Children & Families – Ian Townsend-Blazier

Emergency food parcels and £100 digital Mastercard's

The HSF has enabled us to support thousands of the most vulnerable members of our community across Swale. Through this work we are able to support those on prepayment meters, billed support and food support. As a local charity the funding has helped support the sustainability of these much needed services. If children/families are unable to meet their basic needs (food, clothes, shelter, warmth) they are unable thrive, concentrate, learn, etc. which impacts their life chances and creates costly interventions later on in life. We are currently in a period where the energy cap has re-risen, food costs and fuel costs are still high and are unlikely to see any deflation.

The services we provide are not just about sort fixes, but long term sustainable changes.

The support team that provides our emergency support are now regulated by Ofgem who undertake 3rd party Quality assurance reviews. Below is a quote provided by one resident to Explain on the 22nd Dec 2023 regarding the difference HSF makes to peoples lives from the support we provide.

“I'm not disappointed in anything. I've not got one bad thing to say, she saved my life. She's done things I never thought was possible. I've gone through so much, I nearly took my own life. She's just listened to me, she has done so many other little things and helped me out with my housing, bills and my health, I've lost my wife. She made me realise that I've got something worth living for. Rebecca has been for me ten all the way. I didn't expect half the help I got from Rebecca. It was very good for me, I have been in a dark place and she pulled me out financially and mentally and helped me get on track. It's been a huge help, she dropped my bills down and support me with emergency credit when in need so I could heat my home and eat. The people who helped me got it down to a 000 kind of thing, especially around Christmas it's been useful. They were awesome, Rebecca, she something else. She is phenomenal, she saved my life. She has this calmness about her, it's not something you can learn. She's got it like she's every man's wife. People should know what good people have. It's only good things can come out of it.”

Citizens Advice Swale – Fiona Spall and Jude Lee

Fuel (and other) advice services

The HSF fund has been instrumental in helping CAS to support residents through the COL crisis. The fund has contributed significantly to salary costs and enabled us to meet increasing demand. The wrap around service offered by CAS means that residents are provided with more than just a fuel or food voucher. We provide a holistic service, which includes comprehensive energy advice, income maximisation, benefit checks and support with debt and finances. In the calendar year we made an income gain of **£167,804.12** through HSF alone in addition to helping clients repay over **£37,000** in financial liabilities. In

the last three months alone we've supported 122 clients through funding from HSF. The majority of these clients presented with multiple complex issues requiring ongoing casework or specialist referrals

The impact on residents should funding be pulled would be extremely detrimental to the community and leave a gap in support where demand is growing. Energy prices rose again in January and many of clients are struggling to heat or eat due to the cost of living. The HSF project allows us to make contact with households that are hardest hit and to increasing their income, and helping them to better manage their finances, this in turn relieves the pressures on statutory services and improves mental health and wellbeing

This recent client story demonstrates the difference we can make through HSF:

Our client contacted us following his move to a very rural and isolated location. He has carpet and curtains in just one room and the Community Support worker has been helping him. Our client described his day to day life as full of pain and despair, he is very lonely and isolated.

He was provided with food from the foodbank but this is mostly canned and he can't use a can opener due to dexterity problems with his hands so it's still sitting in his cupboards. He doesn't have the basic utensils required for serving food.

Our client has no family support and multiple health conditions which makes it very difficult for him to get out and about. He's unable to read or write and has no digital awareness, having just a basic phone for making calls. On top of this he has a basic income from Universal Credit and can't afford bus fares to get into town.

He suffers from depression and has recently had some suicidal thoughts due to his living conditions and ability to see a way forward. He's been turned down three times for Personal Independence Payments, but we're now helping him with an appeal.

After several phone calls we've been able to make progress in trying to secure a better quality of life for him through the HSF scheme

So far we've managed to secure a £50 cash donation to buy the small items he needs for his kitchen and submitted an application for fuel support

Vincent De Paul charity is going to carry out a home visit to see if they can help with white goods, curtains, floor coverings etc.

A referral has been made to the Community Practitioner who'll carry out a home visit to see what help and assistance he needs to manage his day to day affairs

Age UK is going to contact him about their Community Shopping service (a shop to the value of £45 for him at no cost to him and deliver the food).

A referral was also made to Age UK for its Befriending service.

Our client was also under the impression that he had to wait another two years before he could retire, but our adviser was able to reassure him that his retirement date was in 2024. At this point his financial situation will improve as he'll be able to access other benefits to assist him.

During the follow-up phone call when all of the above was explained to the client, he was more positive and said he wasn't feeling as hopeless as he had been since his move. Speaking to him on the phone there was a definite lift in his demeanour; he appeared much more relaxed.

Swale Food Bank (Trussell Trust) – Esther Hurwood

Emergency food support & white goods

Due to Universal Credit payments being too low to afford the essentials, including food, combined with the Cost of Living Crisis, we are currently needing to support many more clients than we ever have before. We are spending around £1000 per week to ensure enough food & supplies goes to those most in need. The Housing Support Foundation has enabled us to support these families and individuals which have been sadly let down by statutory services and a welfare system that is not fit for purpose. Removing this support from ourselves and many of our professional partners at a time when the whole nation is in crisis financially is a blow to the many we are trying to support.

One family we have supported over the last year is a single mum of 4 children. As the Cost of Living crisis hit, her landlord had no choice but to increase her rent by £300. Housing Benefit agreed to cover this for her, but then Universal Credit decreased her payments by £300, meaning she is now minus £300 per month. This incredible woman is attending college to learn new skills in the hope that she will be able to work a full-time job in the future and come off of benefits completely. If, in addition, we now have to remove food support from this family as a result of losing the HSF, we don't know how she will cope. It is almost certain that she would need to leave her college course to try and get lower paid work, in order that her family can continue to eat.

Having helped 6436 people with emergency food last year, and with a predicted 49% increase in households requiring our support this year, we ask that the Housing Support Fund is not discontinued at the end of this financial year. Far too many households require this support in order to provide food for their children for it to be withdrawn.

Age UK (Sheppey) – Louise Johnson

Hot meals and food shopping

We are a charitable organisation that relies on funding, grants, fundraising or charging for our services to be able to be sustainable. Due to the cost-of-living crisis many in our community have been struggling to pay for extra services so have been socialising less or not eating properly. We have been able to offer free two course meal delivery or food packages to those most in need due to the funding from SBC. Without this funding we would not be offering this service so those that are really struggling and vulnerable would find themselves in an even more vulnerable situation. If funding was to stop unfortunately, we would be able to continue the service without charging for it.

Over the months we have had people writing into us to tell us how the service has helped them. Here are some quotes.

“Just a short letter to let you know how much my weekly food parcels have helped out and how grateful I am to have received them. I can’t tell you how much it means to get that extra help”

“I just wanted to say a huge Thank you for our food parcel over the past few weeks. It is so sad really that at 70 years of age I’ve had to turn to a charity to help feed my husband and I but without the help of Age UK I really don’t think we would have managed. The quality and variety of foods we have had through Age UK have been impressive. It has given me the opportunity to prepare and cook some of the nicest, tastiest meals we’ve had for some time. I have always loved cooking and I have to say I have been able to immerse myself in making so many delicious meals from roast dinners, to soups, pastas, jacket potatoes, quiches, pies, puddings and snacks that have not only filled our bellies but also helped my mental wellbeing as I suffer from anxiety and depression, often not being able to step outside the door. Not having the worry of how I was going to feed us as we are really struggling financially to cover our basic needs at present, whilst being busy cooking had made such a difference to me emotionally too so I cannot thank Age UK enough”

“Having my food parcel every week for 4 weeks has helped me so much, just having food that helps with everyday meals makes all the difference. I have been struggling with food shopping and paying bills, sometimes leaving shopping overpaying my bills so thank you so much”

“I have been very fortunate to have received 4 wonderful food parcels via Age UK, which I understand was due to funding from the council. These have been a lifeline for me, as it enabled me with the money saved to pay off a couple of outstanding bills, which I am so grateful for, plus the parcels enabled me to have a little extra money to be able to buy my grandchildren a small token gift to Christmas. I hope that the council will fund these parcels again so as to help more people. I will be forever grateful”

West Faversham Community Association – Louise Asekokhai

Hot meals – young people

I just wanted to put forward a few words from West Faversham regarding the difference the HSF grant makes to our service users.

We provide hot, free meals for young people. The grant allows us to cook a variety of tasty meals for the young people that use our clubs, we often get the children arriving early asking what's for dinner, which means that the meal we are providing is likely to be the only proper hot meal they are being offered. Some of the young people have started to bring their siblings along for food, and often visit the community fridge to take other food home for the rest of the family.

I believe from the feedback we receive that we are ensuring many forgotten about young people, some which do not attend fulltime school are getting a decent meal a few times a week which they would not have from anywhere else. Without the grant money we are going to struggle to provide the quality, variety and quantity we offer, and young people will miss out on being fed properly.

Young people need good quality, healthy food to grow and develop, and if they are left hungry they are more likely to shoplift food and start on the wrong path.

It may not seem a lot to many people, but we know that many of the young people we see on a regular basis rely on the meals we offer.

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Community Committee	
Meeting Date	6 March 2024
Report Title	Built Facilities Strategy (BFS)
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment and Leisure
Lead Officer	Jay Jenkins, Leisure & Technical Services Manager
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. This report recommends that the Committee adopt the Built Facilities Strategy 2024 – 2038 as drafted in Appendix I. 2. That delegated authority is given to the Head of Environment & Leisure in consultation with the Chair of Community Committee to make minor amendments, should Sport England recommend any final changes.

1 Purpose of Report and Executive Summary

- 1.1 The Council has developed a Built Facilities Strategy for 2024 – 2038 (**Appendix I**) which analyses the Borough’s indoor sports facilities in terms of quantity, quality and accessibility. It considers facilities that are available for public use provided by the Council and other organisations. The Strategy sets out the Council’s intended approach and priorities for ensuring there is sufficient provision to meet current and future demand.
- 1.2 This report seeks Committee approval for the new Built Facilities Strategy (BFS) for a period in line with the Local Plan. This Strategy focuses on the built sports infrastructure and is complemented by a separate Playing Pitch Strategy.
- 1.3 The Strategy was undertaken by independent consultants (Strategic Leisure) and uses the research, consultation, site assessments, data analysis and mapping that underpins the study to set direction and determine priorities for future provision.

2 Background

- 2.1 The existing Swale BFS expired in 2023. The Council has developed a Built facilities Strategy for 2024 – 2038 (**Appendix I**) which analyses the Borough’s built facilities in terms of quantity, quality and accessibility. The Strategy sets out the Council’s intended approach and priorities for ensuring there is sufficient provision to meet current and future demand.

- 2.2 The Strategy provides guidance to assist with determining what provision of built facilities is required to respond to large scale infrastructure requirements for new community housing developments and also provides an evidence-based strategy that maximises the opportunity to take advantage of external funding opportunities.
- 2.3 The Strategy provides an evidence base that will allow Swale to plan, prioritise and schedule future-built facility improvement projects. The Strategy is primarily to aid the Local Plan process to enable SBC to advise and direct potential developers to ensure they deliver the right leisure facilities for the borough.
- 2.4 The Strategy follows Sport England guidance and is supported by National Governing Bodies of Sport. This helps to provide robust evidence for supporting the Swale Local Plan process. The strategy has been sent to Sport England but at the time of reporting no comments had been received. Members will be updated on the night if this comes before the meeting however the recommendation asks for delegation for minor changes to avoid coming back to committee.
- 2.5 It is important to stress that this BFS study focusses on facility provision in the context of health and wellbeing. Facility investment priorities will reflect locally identified needs to deliver opportunities for the local community to be more active.
- 2.6 Other future facility provision, linked particularly to long term population growth and housing development, is the development of new and improved walking, jogging and cycling routes, to encourage active travel, and provide an environment in which physical activity can be easily integrated into daily life.
- 2.7 It is clear from the strategy analysis that there is a need for some capital investment in Swale to address future needs. Whilst some of this investment relates to additional facility provision (more water space by 2038), there is also a need to start planning now for the refurbishment of Swallows Leisure Centre, Sheppey Pool (the sports hall and fitness provision at Sheppey Leisure Complex is being refurbished as part of a Levelling Up Funded project) and Faversham Pools. Investment is also required in some of the voluntary sector and education facilities.
- 2.8 The supply and demand analysis and priority for future provision within the borough clearly identifies 3 key needs:
- Redevelop and extend water provision at Sheppey Pool from 6 lanes to 8 lanes.
 - Retaining existing levels of community accessible (including pay and play) sports halls, swimming pools, and fitness stations as a minimum; and
 - Consider how best to facilitate enhanced and dedicated gymnastics facilities and explore feasibility of increasing indoor bowls provision.

2.9 Retaining and improving the quality of provision is important in Swale to ensure that participation levels are retained and wherever possible increased. Active Lives (Source: April 2023, data November 21/22) highlights that 28% of the Swale community is not active enough to have any health benefit.

3 Proposals - Findings

3.1 This report recommends that the Committee adopt the Built Facilities Strategy as attached in Appendix I.

3.2 That delegated authority is given to the Head of Environment & Leisure in consultation with the Chair of Community Committee to make minor amendments, should Sport England recommend any final changes.

4 Alternative Options Considered and Rejected

4.1 Failure to adopt a Built Facilities Strategy would severely limit the ability of the Council to gain developer contributions and national funding to support the development and delivery of new built facilities, and so is not recommended.

5 Consultation Undertaken or Proposed

5.1 Consultation has been undertaken with key stakeholders, leisure operators, Sport England, town and parish councils and health organisations.

6 Implications

Issue	Implications
Corporate Plan	The new Corporate Plan 2024 – 2027 is has been developed. The Built Facilities Strategy sits within the ‘Community’ priority. Enabling our residents to live, work and enjoy their leisure time safely in our borough and to support community resilience.
Financial, Resource and Property	It is clear from the draft strategy analysis that there is a need for some capital investment in Swale to address future needs. Whilst some of this investment relates to additional facility provision (more water space by 2038), there is also a need to start planning now for the refurbishment of Swallows Leisure Centre, Sheppey Pool (the sports hall and fitness provision at Sheppey Leisure Complex is being refurbished as part of a Levelling Up Funded project) and Faversham Pools. Each of these individual projects will need to be considered via the usual budget setting processes. This strategy will help to secure external investment to support these needs. Investment is also required in some of the voluntary sector and education facilities.

Legal, Statutory and Procurement	None identified.
Crime and Disorder	None identified.
Environment and Climate/Ecological Emergency	None identified.
Health and Wellbeing	By providing and supporting a broad range of quality facilities across Swale, there will be greater opportunities for people to participate in healthy activities. Where possible, partnerships will be sought with appropriate health partners to encourage participation and maximise funding opportunities.
Safeguarding of Children, Young People and Vulnerable Adults	None identified.
Risk Management and Health and Safety	None identified.
Equality and Diversity	None identified.
Privacy and Data Protection	None identified.

7 Appendices

7.1 Built Facilities Strategy 2024 - 2038

8 Background Papers

9.1 [31 October 2023 Community Committee Minutes](#)

Swale Borough Council

Built Facility Assessment and Strategy
2024-2038

Page 81



*A report by
Strategic Leisure Limited
February 2024*

Table of Contents

1. Executive Summary	1
Aims	1
Other Priorities and Needs	4
Capital Investment	4
Continued Local Partnership Working with Education Sites	4
Tackling Inactivity	5
Recommendations	5
Sports Halls, Swimming Pools and Fitness Facilities	5
Sports Halls	6
Swimming Pools	8
Other Physical Activity and Sports Facilities	9
Stage A - Introduction and Scope	12
Introduction	12
Purpose and Objectives in Developing a Built Facilities Study (BFS)	12
Study Structure	13
Sports and Geographical Scope	14
Proportionate Approach	15
3. Local Level – Swale Borough Strategic Context	16
Physical activity participation – children and young people	22
Demographic Profile	25
Swale Health and Economic Profile	31
Socio-Economic Profile: Employment	32
Future Development in the Borough	34
Growth and Development in Swale	34
Community Infrastructure Levy (CIL) Charge	35
4. National Strategic Policy and Context	37
Introduction	37
National Planning Policy Framework (NPPF)	37
Sport England Definitions	38
Department for Culture, Media and Sport Get Active: A strategy for the future of sport and physical activity August 2023	39

Swale Borough Council

Built Facility Assessment and Strategy

Health Strategies	43
Physical Activity and Participation	50
The Intrinsic Value of Participation	50
The Contribution of Sport and Physical Activity	50
Additional barriers and issues for participation in physical activity	52
5. Stage B - Existing Facility Provision	54
Introduction	54
Demand for Built sports facilities	54
Consultation	56
Schools	56
Parish Councils	56
Clubs	56
Neighbouring Local Authorities	57
Catchment Areas	58
Supply of Built Sport Facilities in Swale	58
Operational Management of Swale Borough Council Leisure Facilities	60
Assessment of Individual Facility Types	60
Quality Audits	61
Sports Halls and Activity Halls	62
Summary - Supply and Demand Analysis (excluding Newhouse Sports & Youth Centre)	62
Future Demand	62
Sports Halls	65
Quantity	65
Activity Halls	70
Quality	73
Accessibility	76
Availability	80
National Governing Bodies (NGBs)	85
Sports Halls - Sport England Facility Planning Model (FPM) Sport England April 2022	86
Future Demand	88

Swale Borough Council

Built Facility Assessment and Strategy

Swimming Pools	89
Summary Supply and Demand Analysis	89
Current Demand	89
Future Demand	90
Quantity	91
Quality	95
Accessibility	96
Availability	101
National Governing Body	101
Swimming Pools - Sport England Facility Planning Model (FPM)	102
Health and Fitness Facilities	104
Supply and Demand Analysis – Health and fitness (facilities & studios)	104
Supply and Demand Analysis	104
Current and Future Supply and Demand	104
Quantity	105
Quality	111
Accessibility	112
Availability	114
Fitness Studios	114
Quantity	114
Quality	117
Accessibility	118
Availability	120
Squash	121
Indoor Bowls	126
Indoor Tennis	129
Gymnastics Centres	130
6. Penultimate Stage – Applying the Assessment Analysis	133
Overview	133
Vision	133
Aims	134
Principles for Future Provision	135
Facility Specific Analysis	135

Swale Borough Council

Built Facility Assessment and Strategy

Capital Investment	142
Partnership Working with Education Sites	142
Recommendations and Action Plan	144
Recommendations	144
Action Plan	150
Disclaimer	158

Table Listings

Table 1: Summary of Facility Priorities	3
Table 2: Swale Strategic Policies and Strategies	16
Table 3: Population estimates for all persons for 2021 and 2040 for Kent	26
Table 4: Comparison of the Swale population make up from 2021 census estimates to 2040 census estimates	28
Table 5: Swale Population Projections	29
Table 6: Projected population to 2040 for calculation of future leisure facility provision in Swale	29
Table 7: Swale Ethnic Profile	30
Table 8: Ethnicity Data Comparison	30
Table 9: Swale Ethnicity	31
Table 10: Deprivation in Swale	33
Table 11: Summary of Key Actions:	41
Table 12: Feedback from neighbouring Local Authorities	57
Table 13: Existing Indoor sports facilities – Swale	58
Table 14: Sports Facilities in Swale	59
Table 15: Quality Audit Scoring System	61
Table 16: Overall supply and demand analysis for sports hall and activity halls in Swale	62
Table 17: Supply of Sports Halls in Swale	67
Table 18: Badminton court availability	69
Table 19: Supply of Activity Halls in Swale	71
Table 20: Summary of the Quality Assessment of Swale Sports Halls and Activity Halls	73
Table 21: Summary Analysis – Swimming Pool Supply and Demand	89
Table 22: Swimming Pools in Swale	93
Table 23: Analysis of Swimming Pool Supply in Swale	95
Table 24: Summary Qualitative Assessments- Swimming Pools	95
Table 25: Summary Analysis – Health and Fitness Supply and Demand	104

Swale Borough Council

Built Facility Assessment and Strategy

Table 26: Fitness Facilities (Fitness Suites) in Swale	107
Table 27: Analysis of overall Fitness Suite Provision in Swale	108
Table 28: Summary of Fitness Suite Size	109
Table 29: Summary Qualitative Assessments - Health and Fitness Facilities (fitness suites and studios)	111
Table 30: Fitness Studios in Swale	116
Table 31: Analysis of overall Studio Supply – Swale	117
Table 32: Summary of Quality Assessments Studios in Swale	118
Table 33: Summary Analysis – Squash Courts Supply and Demand	121
Table 34: Squash Courts in Swale	123
Table 35: Summary of Quality Assessments Squash Courts in Swale	123
Table 36: Summary Analysis – Indoor Bowling Supply and Demand	126
Table 37: Summary Analysis – Indoor Tennis Supply and Demand	129
Table 38: Summary of Gymnastics Clubs	131
Table 39: Key Issues, Impacts and Implications by Facility Type	137
Table 40: Summary of Facility Investment Priorities	140
Table 41: Strategy Action Plan	151

86 Maps

Map 1: Sports Halls and Activity Halls in Swale	66
Map 2: Sports Halls in Swale by access type	77
Map 3: Activity Halls in Swale by access type	78
Map 4: Sports Halls with pay and play community access catchments in Swale (20 min drivetime)	81
Map 5: Catchment areas (20-minute drivetime) for Sports Halls in Swale with pay and play access and those only providing for sports club/community group access catchments	82
Map 6: Catchment areas (20-minute drivetime) for Activity Halls in Swale with pay and play access and those only providing for sports club/community group access catchments	84
Map 7: Swimming pools by type in Swale	92
Map 8: Swimming Pools in Swale by access type	98
Map 9: Pay and Play Swimming Pools in Swale	99
Map 10: Pay and Play access swimming pools in Swale with a 20-minute drivetime catchment area	100
Map 11: Health and Fitness Facilities in Swale	106
Map 12: Health and Fitness Facilities in Swale by access type	110
Map 13: Community access Fitness Suites within a 20-minute drive time catchment area	113
Map 14: Community access studio facilities in Swale	115

Swale Borough Council
Built Facility Assessment and Strategy

Map 15: Pay and Play Community Use Studios with a 20-minute drivetime catchment	119
Map 16: Squash Courts by access type in Swale	122
Map 17: Pay and Play Community Use Squash courts with a 20-minute drivetime catchment	125
Map 18: Indoor Bowls by access type in Swale	128

Figure Listings

Figure 1: ANOG Stages	13
Figure 2: Benefits of regular physical activity	45

Glossary of Terms

Terms	Explanation
Assessing Needs and Opportunities Guidance (ANOG)	The Sport England guidance on preparing and developing needs assessments for built sports facilities, which provides the evidence to support a Local Plan.
Community Use	A facility has community use if it is open for use by sports clubs/community groups and pay and play use (use by individuals in the community).
Community Use Agreement (CUA)	A CUA is a formal agreement between an education facility and a Local Authority (and sometimes also Sport England) for community use of a sports facility on an education site out of school hours.
Affordable Fitness Facilities	These are fitness facilities which may be in the public, private or voluntary sectors, which offer similar prices as those operated by Swale Borough Council; these facilities are therefore considered to be accessible, and potentially comparatively affordable, providing for at least some of the community, in a way that membership only facilities may not.
Facility Planning Model (FPM)	The FPM is a facility modelling toolkit, developed by Sport England to inform the current and future need for provision of sports halls and swimming pools
Swale, Swale Borough or Swale Borough Council	Reference to Swale or Swale Borough, means the entirety of the geographic area for which Swale Borough Council is responsible.
Sheppey	Reference to Sheppey means the settlements within the Isle of Sheppey
National Planning Policy Framework (NPPF)	The NPPF sets out the Government's planning policies and how they are expected to be applied. It covers both plan -making and development management.
Pay and Play	Sports facilities which are available for use by the general public; facilities can be booked by individuals or groups, without membership necessarily being required.
School Lettings	A school open for lettings provides community access but these tend to just be for clubs/groups i.e., pre-organised groups as opposed to individual pay and play use.
Sports Facility Calculator (SFC)	The SFC is a facility modelling toolkit, developed by Sport England to calculate the future need for provision of sports halls, swimming pools and indoor bowls, based on a specified population increase in an identified location.
Strategic Size	Strategic size refers to either a sports hall of minimum 3 badminton courts, or a pool of a minimum 160 sqm. These are definitions used by Sport England in the FPM. Any sports hall less than 3 badminton court size is likely to be excluded from the FPM unless it is on an education site, where, if a main hall provides for community use, the smaller hall will be included in FPM modelling. SLL take account all halls in our supply and demand assessments.
vpwpp	Visits per week in the peak period

1. Executive Summary

1.1. The Vision for future provision of sport and leisure in Swale is:

“That the residents of Swale are encouraged, motivated, informed and have the opportunity to be more active and healthier. Enabling them to live life to the full, be happy and well, reaching their full potential, by:

- 1) Providing the right activities in the right places to the right people; and
- 2) Providing accessible, affordable and good quality facilities and places to participate in sport and physical activity’.

1.2. Sustainable, high quality, and accessible facility provision has a critical role to play in delivering these opportunities. Swale Borough Council (SBC) needs to plan for the investment requirements of its existing facilities, to ensure its health and well-being priorities can be delivered, and work in partnership with other providers and stakeholders to address the other priorities identified through this Strategy.

Aims

1.3. The aims of providing sufficient high quality, fit for purpose and accessible provision, places and spaces are to:

- Increase the proportion of the population that is physically active; the level of activity undertaken will support efforts to further reduce health inequalities;
- Develop additional facility provision where need is evidenced e.g. as a result of population growth;
- Design in flexibility; future facility provision may need to be more multi-purpose in nature, reflecting changing participation trends and opportunities;
- Encourage new participants to start taking part in physical activity;
- Enable opportunities for participation to be provided in a wider range of places and spaces, and particularly at a very local level, using e.g. community centres/halls;
- Facilitate the continued development of healthier lifestyles across Swale’s communities;

- Contribute to a reduction in health inequalities, and specifically obesity, reduced inactivity, across Swale; and
- Create active environments where the opportunity to be more physically active is an integral part of everyday life.

1.4. As the Built Facility Strategy (BFS) is part of the evidence base for the Local Plan it is important that Swale Borough Council (SBC) should aim for its facilities to contribute to meeting future demand, taking into account population/housing growth.

1.5. It is important to stress that this BFS study focusses on facility provision in the context of health and wellbeing. Facility investment priorities will reflect locally identified needs to deliver opportunities for the local community to be more active.

1.6. Based on the facility supply and demand analysis and priority for future provision summarised in Table 1, there is clearly a need to:

- Seek to redevelop and extend swimming pool provision at Sheppey Pool from 6 lanes to 8 lanes
- Retaining existing levels and quality of community accessible (including pay and play) sports halls, swimming pools, and fitness stations as a minimum; and
- Consider how best to facilitate enhanced and dedicated gymnastics facilities and explore feasibility of increasing indoor bowls provision.

1.7. Retaining and improving the quality of provision is important in Swale to ensure that participation levels are retained and wherever possible increased. Active Lives¹ highlights that 28% of the Swale community is not active enough to have any health benefit.

1.8. The provision of good quality, local community facilities, accessible and affordable to meet identified need, is key to facilitating participation growth, and contributing to a reduction in the health inequalities in the Borough. This reflects Public Health and Swale Borough Council's health and well-being priorities, to facilitate sustained behaviour change to reduce obesity, improve health, contribute to addressing mental health issues and increase participation.

1.9. Based on the quality audits and assessments, and the supply and demand analysis, the priorities for future investment in facility provision are:

¹ Source: April 2023, data November 21/22

Table 1: Summary of Facility Priorities

Facility Type	Priority for Future Provision	Location
Sports Halls	Retain provision of existing levels of community accessible and affordable sports hall facilities as a minimum	Boroughwide
	Community access to an additional 9.5 badminton courts by 2038 (sport specific needs to address include: badminton, boccia, hockey, netball and table tennis)	Boroughwide Education sites and SBC facilities (Sheppey dryside is being re-developed as part of the Levelling Up project) e.g. Fulston Manor School, Oasis Academy, Queen Elizabeth's Academy and The Abbey School.
	Refurbish/redevelopment of existing ageing facilities	
	It may also be possible to secure additional access for community pay and play at existing education facilities. Potential to use planning obligations from housing developments to improve facilities. Link to formal community use agreements.	
Swimming Pools	Retain provision of existing levels and quality of community accessible and affordable swimming facilities as a minimum	Boroughwide
	Seek to redevelop and extend water provision at Sheppey Pool from 6 lanes to 8 lanes (under-supply of water space of 188.49 sq. m by 2038)	Sheppey Pool
	Consideration should also be given to reviewing the current pool programmes at the public pay and play pool facilities in Swale to ensure that the majority of hours are given to the most popular activities.	Sheerness/Sheppey and Faversham Pools
Health and Fitness	Maintain provision of pay and play accessible health and fitness provision space, at Sheppey Sports Complex and Swallows Leisure Centre	Sheerness and Sittingbourne
	Look at opportunities to expand this level of provision on site as part of any future redevelopment (21 stations)	Faversham Pools, Sheppey Leisure Complex
Squash	Retain existing levels of provision within the borough.	Boroughwide
Indoor Bowls	Retain provision of existing indoor bowling rinks at Milton Recreation Ground	Sittingbourne
	Explore increasing indoor bowls provision	

Facility Type	Priority for Future Provision	Location
Gymnastics and Trampolining	Potential for club-led development of additional dedicated gymnastics facilities	Boroughwide
Boxing	Potential for club-led development of dedicated boxing facilities	
Activity Halls	Develop use of community centres for informal sport and physical activity.	Boroughwide
General Provision	Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes	Boroughwide

- 1.10. Other future facility provision, linked particularly to long term population growth and housing development, is the development of new and improved walking, jogging and cycling routes/connectivity, to encourage active travel, and provide an environment in which physical activity can be easily integrated into daily life.

Other Priorities and Needs

Capital Investment

- 1.11. It is clear from the strategy analysis that there is a need for some capital investment in Swale to address future needs. Whilst some of this investment relates to additional facility provision (more water space by 2038), there is also a need to start planning now for the refurbishment of Swallows Leisure Centre, Sheppey Pool (the sports hall and fitness provision at Sheppey Leisure Complex is being refurbished as part of a Levelling Up Funded project) and Faversham Pools. Investment is also required in some of the voluntary sector and education facilities.
- 1.12. It is also clear that delivery of the levels of investment required will only result from a local partnership approach, that provides facilities that the inactive will use. The development of improved sports facilities, and physical activity environments, will facilitate increased participation, which in turn will benefit individual and community health. The challenge is that the greatest health benefit will be gained by encouraging the inactive, to become active.

Continued Local Partnership Working with Education Sites

- 1.13. In order to deliver the identified Strategy needs, and the key outcome of increased participation to address health inequalities, plus meet demands from increased population, there is an opportunity for some changes in approach to delivery. The development of new/replacement facilities, increasing and optimising the available capacity in existing education facilities, provides a mechanism to deliver these outcomes.
- 1.14. The key issue to address initially is that of future partnership with education sites, to retain community access for clubs and groups as a minimum, and where possible agree Community Use Agreements (CUAs) which provide balanced access for the community on a pay and play basis. Increasing

capacity to offer and deliver increased participative opportunities, particularly for those who are currently inactive, could contribute significantly to a reduction in health inequalities in the Borough.

Tackling Inactivity

- 1.15. Clearly investing in good quality and accessible leisure facilities provides an infrastructure where people can be physically active. It is important that facilities are both accessible in physical terms and available for people to use; this includes those with a disability or life-limiting condition. Across Swale there are improvements that could be made to facilities to address this.
- 1.16. Of equal importance is the need to enable those who are inactive to be physically active. They may not be comfortable in a leisure facility, so it is crucial to provide the appropriate activities, programmes and opportunities either outside or in more informal settings e.g. community/church halls to facilitate increased levels of activity. Focussing on getting more people active is important in Swale where nearly a third of the adult population is inactive. Swale Borough Council's leisure services have a vital role to play in engaging with those who are active and supporting them into activity. This is where most impact will be delivered in terms of health and well-being.

Recommendations

Sports Halls, Swimming Pools and Fitness Facilities

Recommendation 1 (R1)

The existing levels of community accessible (including pay and play) sports hall, swimming pool and fitness provision in the Borough are retained as a minimum, but these need not necessarily be the same facilities as at present.

(PROTECT)

Recommendation 2 (R2)

Discuss the options for all leisure facilities i.e., new build or refurbishment and explore the options for location of future community accessible (including pay and play) sports hall, swimming pool and fitness provision.

(PROVIDE)

Recommendation 3 (R3)

Accessibility to be considered and factored in to ensure all facilities are as inclusive as possible.

(PROVIDE AND ENHANCE)

Recommendation 4 (R4)

Explore the potential for integrated operational leisure management across both Sheppey Leisure Complex and Swallows Leisure Centre and Faversham Pools to identify economies of scale.

(PROVIDE)

Sports Halls

Recommendation 5 (R5)

Re-furbish the Sheppey sports hall and remodel to include activities more conducive to getting more of this specific community more active throughout their lives.

(PROVIDE)

Recommendation 6 (R6)

Swale Borough Council (through Planning policy) seek to develop appropriate formal access arrangements i.e. Community Use Arrangements (CUA) with any new education sports halls to align with the new Kent and Medway Sports Strategy. Any planning applications for new sports halls on education sites should be considered by SBC Planning Services for formal Community Use Agreements (CUA).

(PROVIDE)

Recommendation 7 (R7)

Open dialogue with all education sites where there is access for clubs/groups but not the wider community on a pay and play basis to try and increase access to physical activity facilities.

(PROTECT AND PROVIDE)

Recommendation 8 (R8)

Work with partners to replace/refurbish ageing sports halls in the borough, particularly those on education sites where there is potential to develop a formal Community Use Arrangement (CUA).

(PROVIDE AND ENHANCE)

Swimming Pools

Recommendation 9 (R9)

Explore the options available to Swale Borough Council to address the supply of water space in the Borough to meet the future need. Swale Borough Council to work with funding and delivery partners to identify medium to longer term investment opportunities for additional swimming pool provision.

(PROVIDE AND ENHANCE)

Recommendation 10 (R10)

Prioritise the replacement of Sheppey Pool and if possible, extend the scale of water provision to reduce the borough's overall future under-supply. Replacement of this facility could be linked to the redevelopment of the Sheppey dryside facilities.

(PROVIDE AND ENHANCE)

Recommendation 11 (R11)

Continue to invest in/refurbish the swimming pool at Swallows Leisure Centre to retain its quality as the facility continues to age.

(PROVIDE AND ENHANCE)

Recommendation 12 (R12)

Continue to invest in/refurbish the facilities at Faversham Pools to retain its quality as the facility continues to age

(PROVIDE AND ENHANCE)

Other Physical Activity and Sports Facilities

Recommendation 13 (R13)

Working in partnership, consider the potential for investment in new fitness facilities at Faversham Pools to broaden the offer for the county.

(PROVIDE)

Recommendation 14 (R14)

Establish dialogue with England Hockey to the work with partners to identify an indoor sports hall space that could be adapted for use by hockey for indoor training.

(PROVIDE AND ENHANCE)

Recommendation 15 (R15)

Dialogue is established with England Gymnastics, Faversham Gymnastics Club and Bourne Gymnastics & Trampoline Club to further explore the potential of facilitating club-led development of additional gymnastics facilities i.e. new additional provision.

(PROVIDE AND ENHANCE)

Recommendation 16 (R16)

Dialogue is established with England Indoor Bowls Association and local clubs to monitor the need for increased provision of indoor bowling rinks in the borough.

(PROVIDE AND ENHANCE)

Recommendation 17 (R17)

Dialogue is established with Schools and England Badminton to review whether the schools want to sub-lease their sports hall facilities directly to the badminton clubs to enhance the provision of badminton courts in the borough.

(PROVIDE AND ENHANCE)

Recommendation 18 (R18)

Invest in the development of additional/replacement facilities to address identified gaps in consultation with Active Kent and Medway. Developer contributions/funding as set out in national planning policy guidance (National Infrastructure Levy – NIL), towards the development of new/improved facilities should be collected on an ongoing basis wherever possible, to contribute to capital investment for physical activity and leisure.

(PROVIDE AND ENHANCE)

Recommendation 19 (R19)

Where appropriate, Swale Borough Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development/refurbishment of strategic facilities, additional and safe walking, running, and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active.

(PROVIDE AND PROTECT)

Recommendation 20 (R20)

Swale Borough Council and all its partners identify the level of capital funding required to address the identified investment needs for sports facilities, and investigate all available sources for capital funding, on a partnership basis. To support this process, it is recommended to involve Active Kent and Medway (Kent Sports Partnership).

(PROVIDE)

Recommendation 21 (R21)

Swale Borough Council and its partners prioritise investment in the development of high-quality community sports facilities/spaces, with local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to improved health and wellbeing, increased participation and better community cohesion.

(PROVIDE AND ENHANCE)

Recommendation 22 (R22)

There should be on-going monitoring of this Strategy through its implementation, but as a minimum, progress should be reviewed and refreshed every five years. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.

(PROTECT)

2. Stage A - Introduction and Scope

Introduction

2.1 This Built Facility Strategy (BFS) provides an assessment of the need for built Sports Facilities in the borough of Swale. The BFS informs and guides future provision of built sports facilities to serve existing and new communities in Swale alongside the 2024 Playing Pitch Strategy (PPS) which is being developed at the same time. The BFS focusses on facility provision in the context of health and wellbeing, reflecting locally identified needs.

2.2 Swale Borough Council (SBC) is in the process of reviewing the adopted Swale Local Plan 'Bearing Fruits 2017'. At present the Local Plan consultation timetable has been paused whilst the Council awaits detail on the Government intentions towards planning making through the Levelling Up and Regeneration Act and accompanying changes to the NPPF. The Local Plan review will set out the planning framework for the period to 2038.

The SBC Corporate Plan and the adopted Local Plan priorities are implemented through a wide range of Council activities across the Council's service areas. The BFS reflects this approach. In addition, the BFS will support the Swale Health and Wellbeing Improvement Plan 2020-2023 Strategy's key priorities of building healthier communities and supporting healthier lifestyles.

SBC's Towards an Active Swale vision is:

"the residents of Swale are encouraged, motivated, informed and have the opportunity to be more active and healthier, enabling them to live life to the full, be happy and well, reaching their full potential". Further, the strategy aims to raise the profile and recognition of sport and physical activity in contributing to wider outcomes.

2.5 The BFS will also contribute to delivery of this vision.

Purpose and Objectives in Developing a Built Facilities Study (BFS)

2.6 This study has been undertaken in accordance with the requirements of the National Planning Policy Framework (NPPF), Planning Policy Guidance (PPG) and Sport England's Assessing Needs and Opportunities Guidance (ANOG) throughout; it provides an updated evidence base for the Local Plan to 2038 and underpins future priorities for provision. The BFS covers the geographical area over which SBC has planning jurisdiction but also references areas outside the boundaries of Swale as appropriate. It also reflects the diversity of sport and recreational needs across Swale. The BFS will enable the Council to plan in the longer term, by ensuring future provision of sustainable sport and leisure facilities across the borough.

2.7 Having up-to-date strategies and strong supporting evidence aligned to planning policy, (the Council's Local Plan period is from 2023-2038), will help to secure the continued provision of the appropriate level of valuable community assets, to meet increasing population levels.

2.8 The purpose of this BFS is to:

- **Review**
 - Review the current supply and demand for indoor sports and recreation facilities in Swale.
- **Demand**
 - Model the demand to assess the current and projected over/under supply of facilities using a recognised modelling technique that satisfies the requirements of Sport England e.g., Facilities Planning Model (FPM).
- **Provide**
 - Provide conclusions and recommendations on policy and proposed developments.

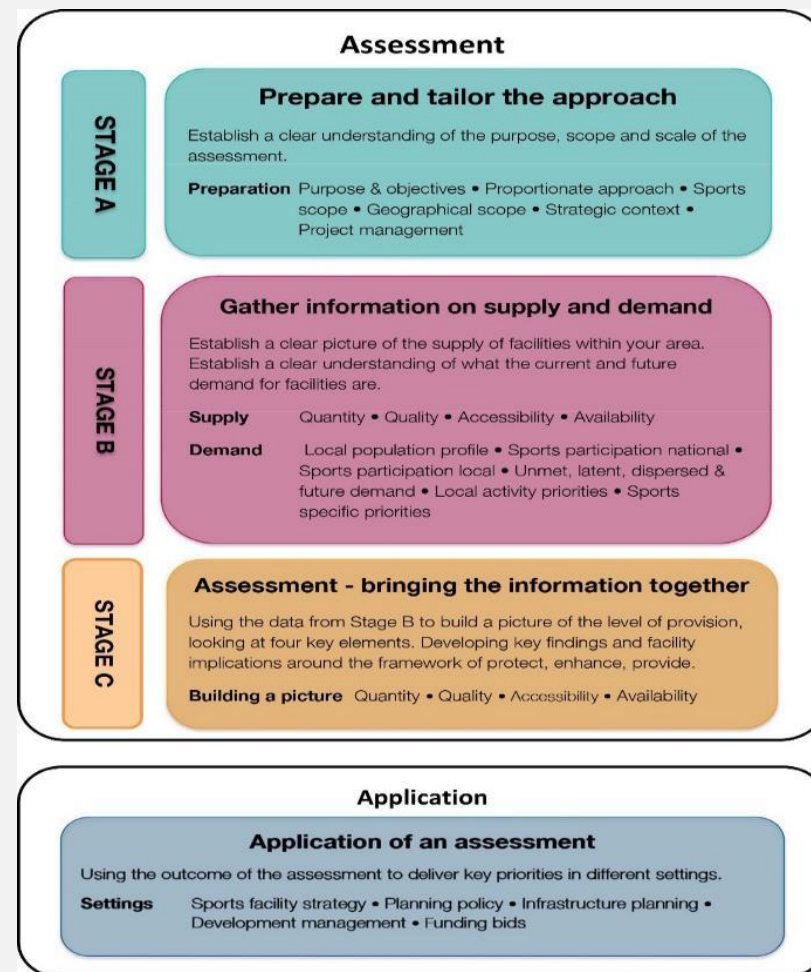
Study Structure

The BFS Study has been developed using the **Sport England Assessing Needs and Opportunities guidance (ANOG), published in 2014.**

The Evidence Base (essentially Stages A-C) – is based on the ANOG approach, as set out in Figure 1.

The subsequent Strategy (Section 6) sets out the proposed response to the issues identified in the Evidence Base (Sections 2 -5).

Figure 1: ANOG Stages



Sports and Geographical Scope

2.24 The scope of the work includes:

- Building on existing material to comprehensively audit all pre-defined sports facilities/facility networks across Swale Borough;
- Assessing the impact of forecast population growth on the future planning for sports facility provision within Swale Borough;
- Assessing the impact that sports facility provision in neighboring Local Authorities has on future provision and planning for sports facility provision within Swale Borough; and
- Assess the requirements to demonstrate the impact of investing in existing and new facility stock across Swale Borough in terms of economic, social and health outcomes.

2.25 The scope of this BFS includes analysis of the following facility types across Swale, in line with the geographical area covered by the Local Plan. Facilities owned by the public (including education), private and third sectors are included:

- **Facilities:** Sports halls, swimming pools, studios, fitness suites, squash courts, indoor tennis, martial arts/boxing facilities, indoor cricket nets, indoor bowls rink, gymnastics facilities
- **Sports:** Badminton, basketball, swimming, netball, tennis, indoor cricket, squash, fitness, group exercise, indoor bowls, gymnastics, volleyball, table tennis, martial arts/boxing.

2.26 The Strategy assesses and identifies the provision of all strategic scale indoor recreation facilities i.e. 3 court sports halls, 20m pools or larger, focussing on key providers such as:

- SBC;
- Education (School and Higher Education Based); and
- Voluntary and Private Sectors.

2.27 This BFS comprises:

- A Strategy and Action Plan, which sets out the full range of findings supported by the evidence, which is fully NPPF compliant.
- Technical evidence which sets out the results of the supply and demand assessment for identified built sports facilities.
- Location plans of all sites using a GIS mapping system.
- Identification of proposals for generic Borough wide issues, sport specific issues and area specific issues.
- A list of priority projects for improvements to sport and leisure facilities over the Local Plan period, with information on indicative costs, phasing and proposed delivery mechanisms, where possible; and
- Recommendations for policy, local standards, and guidelines.

2.28 In addition to purpose-built facilities, consideration is given to the role of education facilities in meeting local needs.

2.29 Outdoor sports facilities and pitches are covered in the updated 2024 Playing Pitch Strategy (PPS).

Proportionate Approach

2.30 The brief developed by SBC identifies the key objectives of the BFS as being to:

- **Provide**
 - Provide a viable and deliverable model of sports facility stock (type/mix) that meets existing and anticipated future demand.
- **Understanding**
 - Provide a clear understanding of the overall surpluses and deficiencies across the Borough and any specific geographical and/or individual facility needs.
- **Establish**
 - Establish the principles to help inform where future resources should be focused and help inform the policy direction of the emerging Local Plan; and
- **Produce**
 - Produce an evidence-based needs assessment for Swale which is compliant with Sport England guidance and complements the Active Swale strategy.

2.31 In addition, the BFS identifies:

1. Objectives and actions to address identified local needs, current and future.
2. Recommendations to help ensure that existing and future sports needs are met across the Borough. It identifies opportunities for improving the quantity, quality, accessibility, availability, maintenance and operational management of existing facilities as relevant, recommends how any under-supply and future need should be addressed and where new facilities should be located;
3. Recommendations for securing developer contributions towards the delivery of sports and physical activity across Swale based on appropriate available evidence; and

2.32 An implementation plan for securing investment and delivering projects, including but not limited to the developer contribution system.

3. Local Level – Swale Borough Strategic Context

Table 2: Swale Strategic Policies and Strategies

Policy/ Strategy/ Other	Relevant Factors
<p>Locality Description</p> <p>Swale is the bridging point between north and east Kent, named after the narrow channel of tidal water between mainland Kent and the Isle of Sheppey. The borough is home to about 151,000 people, who primarily reside in its three main towns: Sittingbourne, Faversham, and Sheerness.</p> <p>Swale boasts strong communication links, as it is situated in proximity to London, mainland Europe, and the national motorway network. The M2 runs east-west across the Borough, providing access to destinations between the Channel Ports and London. The A249 provides alternative access along the M20, while high-speed rail services allow for travel to London in just over an hour. As a coastal borough, the Port of Sheerness offers access to the largest ships in the world, with its imports distributed throughout the UK. Swale is also within easy reach of other major Kent centres, including Canterbury, Ashford, Maidstone, and the Medway towns.</p> <p>Sittingbourne (population 52,900) is the main town, acting as a population, employment and service centre for the Borough. The town's character has its roots in past travellers and pilgrims, as well as the industries that settled there, owing to its location on the London-Dover Road and at the head of an inlet of the Swale, Milton Creek.</p> <p>A unique feature within Kent is the Isle of Sheppey, separated from the mainland by the Swale. Its main town is Sheerness with a population of 12,500.</p> <p>It owes much of its distinctiveness to its role as a traditional seaside town and the past and present industries that were established there. This includes the former naval dockyard and the current port facility. The town centre functions as the main shopping and service centre for the island's residents and visitors.</p> <p>Faversham, a historic small market town with a population of 20,900 located in the centre of a rich farming hinterland, is known for its history of brewing and food. The town's industrial and maritime heritage, along with its outstanding range of historic buildings, streets, and waterways, give it its present-day character.</p> <p>Swale's extensive rural areas stretch from Hartlip in the west to Dunkirk in the east, Sheldwich in the south to Shellness in the north. These areas encompass an enormous diversity of settlements and landscapes.</p>	<div data-bbox="1265 470 2116 1141"> <p>Key</p> <ul style="list-style-type: none"> Principal Natural Asset (DM24, 28) Management of Recreational Impacts (CP7) Creation of Strategic Green Corridors (CP7) Areas of High Landscape Value (DM24) Protection of wider countryside (ST3) Strategy area boundary - High Growth (ST2-ST4, ST5-ST6) Strategy area boundary - Lower (conservation) Growth (ST2-ST4, ST7) Main Borough Urban Centre (ST3 Primary Growth Focus) Other Borough Centres (ST3 Secondary, constrained growth focus) Other Urban Local Centres (ST3 Supporting growth focus) The West Sheppey Triangle (ST3 Main Sheppey growth focus) Rural Local Service Centres (ST3 Main focus in rural areas) Other Villages (ST3 Minor focus for development) Coastal Change Management Area (DM23) Housing locations greater than 100 dwellings (ST4) Main proposed employment locations (ST4) Regeneration Areas (Ragen 1 - 4) Existing Strategic Employment Site (CP1) Proposed transport improvement Proposed secondary school <p>Development targets to 2031</p> <ul style="list-style-type: none"> 130,000 sq m of industrial/office 13,192 homes (776 per annum) </div>

Policy/ Strategy/ Other	Relevant Factors
	<p>The larger villages along the main transport routes, such as Newington, Teynham, and Boughton, have a range of local facilities and services. However, smaller, more isolated settlements and hamlets like Conyer, Warden, and Throwley Forstal can be found away from the main routes.</p> <p>Over the last 20 years most of the villages and towns in Swale have experienced growth, with growth in the towns the most rapid. In the past 60 years, Kent has seen a rapid growth in its population. Now, Swale has the third largest district population in Kent and built development has similarly physically grown - in the last 10 years more employment floorspace has been built than anywhere else in the county and Swale has the fourth highest level of dwelling completions over the 10 years to 2014.</p>
<p>Working Together for a Better Borough: Corporate Plan 2020 – 2023</p> <p>N.B. The new Corporate Plan is being developed and is currently in draft form.</p>	<p>The corporate plan is the overarching statement of the council’s strategic priorities for the period April 2020 to March 2023. It comprises 20 medium-term objectives categorized into four broad priorities that reflect the political aspirations and community needs of the Borough of Swale.</p> <p>Additionally, the plan takes into account the anticipated changes to the policy and fiscal context within which the council operates.</p> <p>The primary aim of the document is to ensure that the organization's resources are efficiently utilized in support of the agreed-upon priorities.</p> <p>The objectives stated therein will significantly influence the council's focus for the next few years. The plan provides a broad direction of travel rather than a detailed list of actions, with emphasis on areas of change and development instead of continuity.</p> <p>The four broad priorities and their respective objectives are as follows:</p> <p>Priority 1: Building the right homes in the right places and supporting quality jobs for all</p> <ul style="list-style-type: none"> • Use the local plan review to ensure that future housing delivery is more closely aligned to the borough’s ability and capacity to provide for genuine sustainable housing needs, in terms of location, type and tenure, and that the impact of housing growth is offset through improved physical, environmental, social and health infrastructure. • Work with registered providers, developers, and community-led housing groups to pursue all viable opportunities for increasing the supply of affordable and social housing across the borough and ensure that standards in the private rented sector are robustly enforced. • Encourage the development and innovation of high-quality sustainable housing on brownfield old land in urban centres, with an appropriate range of tenure options, improving the appearance, biodiversity, and economic and environmental sustainability of our towns. • Develop a new economic improvement strategy to diversify the borough’s economy, expand the range of employment opportunities, and boost wages so that payment of the UK living wage becomes the norm. • Support residents and businesses to improve the borough’s vocational skill levels, and vigorously pursue all opportunities to enhance the provision and accessibility of further and higher education for Swale residents at all stages of their careers. • Implement the visitor economy framework to increase investment, address new visitor demands and grow the value of the sector to the Swale economy. <p>Priority 2: Investing in our environment and responding positively to global challenges</p> <ul style="list-style-type: none"> • Develop a coherent strategy to address climate and ecological emergencies, aiming for carbon neutrality in the council's own operations by 2025 and in the whole borough by 2030, and pursue all opportunities to enhance biodiversity across the borough. • Encourage active travel and reduced car use, including through the permeability of new developments, and work with partners to address air quality issues.

Policy/ Strategy/ Other	Relevant Factors
	<ul style="list-style-type: none"> • Establish a special projects fund to provide much-needed investment in the borough’s public realm and open spaces. • Recognise and support our local heritage to give people pride in the place they live and boost the local tourism industry. • Work towards a cleaner borough where recycling remains a focus and ensure that the council acts as an exemplar environmental steward, making space for nature wherever possible. <p>Priority 3: Tackling deprivation and creating equal opportunities for everyone</p> <ul style="list-style-type: none"> • Undertake targeted interventions to identify our most disadvantaged families and communities, improve our understanding of the issues they face, and develop new ways of working to reduce social exclusion and enhance opportunities and quality of life. • Reduce health inequality by developing more productive relationships with local health partners and making health and wellbeing a central consideration in all relevant council decision-making, recognising especially the link between housing and health. • Develop a communitarian approach to partnership working based on shared objectives with like-minded agencies in the voluntary and community sectors. • Ensure that the council plays a proactive role in reducing crime and antisocial behaviour, including through the modernisation of CCTV provision. • Promote wellbeing and enjoyment of life by signposting and encouraging a wide range of sporting, cultural and other leisure activities appropriate and accessible to each age group. <p>Priority 4: Renewing local democracy and making the council fit for the future</p> <ul style="list-style-type: none"> • Review the council’s constitution to diffuse decision-making power more widely among elected members and improve the transparency, responsiveness and public accountability of that decision-making. • Ensure that all elected members are appropriately supported to lead and improve the council’s engagement with its disparate geographical and demographic communities and encourage especially the participation of underrepresented groups in the democratic process. • Develop a cross-departmental corporate ethos focused on the priorities in this plan and embed the Swale Manager programme to ensure a consistent understanding of the council’s expectations of all managers. • Continue to reduce dependence on government-controlled funding sources and support staff to find innovative ways to ensure other objectives can be met in the context of diminished resources.
<p>Bearing Fruits Swale Local Plan – 2031 (adopted July 2017)</p>	<p>The Vision for Swale</p> <p><i>“It is 2031 and Swale is known by the fruits of its endeavours. We have harnessed our assets – a strategic location, diverse communities and an outstanding natural environment – and are a sustainable, flourishing place in which to live and do business, with: Sittingbourne transformed into an attractive, competitive and prosperous town, with a thriving centre that residents across the Borough are proud to use; Sheerness and Queenborough as beacons of coastal rejuvenation leading the way to success for all communities on the Isle of Sheppey; Faversham, a thriving market town and heritage destination that has grown organically; and Successful rural communities across the downs, farming plains and coast as places of innovation; nurturing enterprise, local produce and increased self-reliance.”</i></p> <p>Our core objectives are:</p> <ol style="list-style-type: none"> 1. Adapt to climate change with innovation, reduced use of resources, managed risk to our communities and opportunities for biodiversity to thrive. 2. Use our coastal assets to support a strong economy and a sustainable environment.

Policy/ Strategy/ Other	Relevant Factors
	<ol style="list-style-type: none"> 3. Support economic success and improve community wellbeing with a network of maintained, protected and improved natural assets in town and country. 4. Conserve and enhance our historic and natural assets as a means to drive regeneration, tourism, and environmental quality and to reverse declines in their condition. 5. Strive for high quality design to bring a better quality of life, opportunities for healthy living and self-confidence to our communities. 6. Be flexible, provide choice and support sectors that can build on our strengths, diversify our economy, promote investment in skills, and develop distinct opportunities. This is in pursuit of greener and pioneering technologies. 7. Bring economic growth, regeneration and community development, especially to our most deprived communities. 8. Support our farming and food sectors so that they are at the forefront of increasing food security, reducing food miles and increasing local food consumption. 9. Build stronger, greener communities by providing the right housing to support demographic change. 10. Develop tourism and culture to support regeneration, employment growth, communities and environmental management. 11. Improve prosperity and environmental quality with efficient and sustainable transport networks. 12. Ensure timely delivery of the services and infrastructure to support strong communities. <p>Our place-based objectives:</p> <ol style="list-style-type: none"> 1. Re-establish Sittingbourne as the principal town with investment in retail, leisure, culture and community services and further education, within new and improved green spaces and streets. 2. Reinforce Sheppey's uniqueness by ensuring change: support Sheerness as its commercial and service focus; strengthen and integrate communities at Rushenden and Queenborough and Minster and Halfway; manage coastal and heritage assets; modernise leisure and tourism industries; and support isolated communities. 3. Sustain Faversham's role and character as an historic market town serving residents, visitors and a wider area with a range of businesses and services that increase diversity and interest. 4. Address identified needs in our rural communities so that they are sustained in ways that also respect their scale and character.
<p>Swale Green and Blue Infrastructure Draft Strategy August 2020</p>	<p>Green and Blue Infrastructure Strategy for Swale</p> <p>The "Green and Blue Infrastructure Strategy for Swale" aims to identify and recommend measures to promote a greener, healthier, more biodiverse, and prosperous Swale. The strategy also intends to provide guidance for developing policies for local planning, including strategic, site-specific, and development management purposes.</p> <p>The vision of the strategy is to create a multifunctional GBI network that is biodiverse, resilient, and contributes to making Swale an attractive place to live, work, invest, and visit while also responding to the climate emergency.</p> <p>The report highlights the following seven priority themes:</p> <ol style="list-style-type: none"> 1. Wildlife and biodiversity 2. Recreation and active travel 3. Water resources 4. Trees and woodlands 5. Landscape character

Policy/ Strategy/ Other	Relevant Factors
	<ul style="list-style-type: none"> 6. Health and wellbeing 7. Growing the visitor economy
<p>Active Lives Framework 2017 – 2022 Towards an Active Swale</p>	<p>Sport and Physical Activity</p> <ul style="list-style-type: none"> • Active Lives survey (Jan 2017) classifies 23.9% of adults in Swale as ‘Inactive’ doing less than 30 minutes in a week; this is above the national average of 22%. • Active Lives survey (Jan 2017) classifies 14.7% of adults in Swale as ‘Insufficiently Active’ taking part in 30-149 mins of activity compared to 12.6% Nationally; 61.4% are classified as ‘Active’ taking part in 150+ of activity compared nationally with 65.4%. • Low cost, subsidised activities and family-friendly activities are the most popularly cited when asking for views on how to get more people active. <p>Health and well being</p> <ul style="list-style-type: none"> • Significant health inequalities exist, with a 11.7-year difference in life expectancy between the two ends of the deprivation scale. • In 2014 the adult obesity rates in Swale CCG (Sheppey and Sittingbourne) was 30.9% with Canterbury and Coastal Kent CCG (which incorporates Faversham) at 24.1%, with the England figure at 24.1%. The worst figure for a CCG area in England was 30.9% • 69% adults have excess weight, worse than the national average of 64.8%. • 17.1% of children are obese, which is slightly better than the national average of 19.1%. • Barriers to participation include lack of information of what is available, time constraints, cost, access, travel constraints, childcare requirements, ill health, and a lack of motivation. • Local sport profile identifies that associated Health cost of physical inactivity is over £2m.
<p>Move Together May 2023</p> <p>Active Kent and Medway</p>	<p>One in four adults are currently inactive across Kent and Medway, according to Sport England's latest Active Lives Survey, and almost one in three children and young people are not achieving the recommended 60 minutes of activity per day.</p> <p>In response to these stark figures, Active Kent & Medway launches 'Move Together', the new four-year countywide strategy for sport and physical activity.</p> <p>The strategy sets out how we can all work together to support those who are already active, as well as tackling the inequalities that currently prevent some of us from enjoying the benefits that moving more in our everyday lives can bring to our physical and mental wellbeing.</p> <p>As highlighted in the latest Active Lives reports, activity levels for both adults and children have bounced back to pre-pandemic levels. However, there is still more to be done in ensuring the barriers that certain groups face to being active are significantly reduced, if not removed, so that everyone can enjoy the benefits of sport and being active.</p> <p>The Move Together strategy recognises that physical activity is crucial for overall wellbeing, and it aims to make it easier for everyone to lead a more active lifestyle. It seeks to create an environment that encourages and supports sport and physical activity, regardless of a person's age, background, or ability.</p> <p>Though coordinated by Active Kent & Medway, the new four-year strategy has been developed following consultation and collaboration between community members and partners from across the county who have contributed their expertise and experience, including local authorities, public health organisations, sports clubs, leisure providers, schools, and community groups.</p>

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<p>Sport England: Active Lives Local Picture – Kent Sport 2020-2021 October 2021</p> <p>In Kent and Medway, 61.2% are active while 27.3% are inactive. Further, the Kent Active Partnership reported that the total number of inactive people was 409,700, while the population count of active people was 917,000.</p> <p>To assess changes in behaviour, Sport England has developed the Active Lives Survey, which provides detailed insight into the physical activity habits of Kent residents. The Active Lives Survey measures a broad range of activities, including walking, cycling for travel, dance, and fitness activities over a twelve-month period.</p> <p>The Active Lives Survey data can vary on a year-on-year basis (such as the unprecedented vagaries in participation as noted during the global pandemic) but ideally seeing a direction of travel that shows trends towards increasing the percentage of Active people and reducing the percentage of Inactive people overall is positive. The definition of each is:</p> <ul style="list-style-type: none"> • Active: at least 150 minutes a week • Fairly active: 30 – 149 minutes per week • Inactive: less than 30 minutes a week (by percentage) <p>According to the Sport England Active Lives adult survey, 61.2% of the population in Kent and Medway are active, with the highest percentage (70.5%) found in Tunbridge Wells and the lowest percentage (17.9%) found in Swale. The Active Lives Survey results for 2020-2021 in Kent and districts show that 62.2% (74,700 people) of Swale's residents were active, while 29.9% (35,900) were defined as inactive. Comparing these figures with the baseline data from 2015/16 shows a marginally worsening trend in the number of inactive people (an increase of 1%) but a positive increase in the number of active people by 5%.</p>	<p>This study aimed to measure activity levels among individuals aged 16 and above in England. The results revealed that 60% of the population engages in physical activity for at least 2.5 hours per week, while 27.5% of the population does not exercise for more than 30 minutes per week.</p>	<p>Sport England's Active Lives Adult survey measures the activity levels of adults aged 16+ in England. Nationally, 60.9% of the population take part in physical activity for at least 150 minutes per week (at a moderate intensity), with 27.5% doing less than 30 minutes activity per week. In Kent and Medway, 61.2% of the population are active (highest 70.5% - Tunbridge Wells, lowest 56.2% - Dartford), while 27.3% are inactive (highest 32.4% - Thanet , lowest 17.9% - Tunbridge Wells).</p> <table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">Activity Levels</th> <th colspan="2">Population</th> </tr> <tr> <th>Inactive < 30 mins per week</th> <th>Fairly active 30-149 mins per week</th> <th>Active 150+ mins per week</th> <th>Inactive</th> <th>Active</th> </tr> </thead> <tbody> <tr> <td>Kent</td> <td>27.3% (25.7%)</td> <td>10.9% (12.9%)</td> <td>61.8% (61.4%)</td> <td>348,700 (316,500)</td> <td>790,900 (755,800)</td> </tr> <tr> <td>Ashford</td> <td>27.2% (27.2%)</td> <td>13.2% (10.1%)</td> <td>59.7% (62.7%)</td> <td>28,300 (26,900)</td> <td>62,100 (61,900)</td> </tr> <tr> <td>Canterbury</td> <td>23.2% (25.8%)</td> <td>10.2% (12.2%)</td> <td>66.5% (62.0%)</td> <td>32,600 (34,700)</td> <td>93,300 (83,400)</td> </tr> <tr> <td>Dartford</td> <td>28.4% (27.1%)</td> <td>15.4% (12.5%)</td> <td>56.2% (60.4%)</td> <td>25,00 (22,300)</td> <td>49,400 (49,600)</td> </tr> <tr> <td>Dover</td> <td>28.0% (24.3%)</td> <td>8.7% (13.8%)</td> <td>63.3% (61.9%)</td> <td>27,300 (22,700)</td> <td>61,800 (57,700)</td> </tr> <tr> <td>Gravesham</td> <td>31.1% (25.0%)</td> <td>11.2% (15.2%)</td> <td>57.7% (59.9%)</td> <td>26,100 (21,100)</td> <td>48,400 (50,500)</td> </tr> <tr> <td>Maidstone</td> <td>29.8% (25.8%)</td> <td>10.5% (12.6%)</td> <td>59.8% (61.6%)</td> <td>41,200 (34,300)</td> <td>82,700 (81,800)</td> </tr> <tr> <td>Medway</td> <td>27.7% (27.8%)</td> <td>15.1% (12.6%)</td> <td>57.3% (59.7%)</td> <td>60,900 (61,200)</td> <td>126,200 (131,600)</td> </tr> <tr> <td>Sevenoaks</td> <td>27.1% (18.7%)</td> <td>12.0% (18.4%)</td> <td>60.9% (62.9%)</td> <td>26,300 (17,800)</td> <td>58,900 (59,800)</td> </tr> <tr> <td>Folkestone & Hythe</td> <td>29.5% (29.8%)</td> <td>12.2% (10.8%)</td> <td>58.3% (59.4%)</td> <td>27,800 (27,200)</td> <td>55,000 (54,200)</td> </tr> <tr> <td>Swale</td> <td>29.9% (28.9%)</td> <td>7.9% (13.9%)</td> <td>62.2% (57.3%)</td> <td>35,900 (32,900)</td> <td>74,700 (65,400)</td> </tr> <tr> <td>Thanet</td> <td>32.4% (32.7%)</td> <td>9.2% (10.3%)</td> <td>58.4% (57.0%)</td> <td>37,100 (37,100)</td> <td>67,100 (64,700)</td> </tr> <tr> <td>Tonbridge & Malling</td> <td>22.9% (20.8%)</td> <td>10.6% (12.9%)</td> <td>66.6% (66.3%)</td> <td>24,100 (20,900)</td> <td>70,200 (66,400)</td> </tr> <tr> <td>Tunbridge Wells</td> <td>17.9% (20.3%)</td> <td>11.7% (13.6%)</td> <td>70.5% (66.1%)</td> <td>17,000 (18,900)</td> <td>66,900 (61,400)</td> </tr> </tbody> </table> <p>*Figures in brackets indicate 2015/16 baseline levels</p>		Activity Levels			Population		Inactive < 30 mins per week	Fairly active 30-149 mins per week	Active 150+ mins per week	Inactive	Active	Kent	27.3% (25.7%)	10.9% (12.9%)	61.8% (61.4%)	348,700 (316,500)	790,900 (755,800)	Ashford	27.2% (27.2%)	13.2% (10.1%)	59.7% (62.7%)	28,300 (26,900)	62,100 (61,900)	Canterbury	23.2% (25.8%)	10.2% (12.2%)	66.5% (62.0%)	32,600 (34,700)	93,300 (83,400)	Dartford	28.4% (27.1%)	15.4% (12.5%)	56.2% (60.4%)	25,00 (22,300)	49,400 (49,600)	Dover	28.0% (24.3%)	8.7% (13.8%)	63.3% (61.9%)	27,300 (22,700)	61,800 (57,700)	Gravesham	31.1% (25.0%)	11.2% (15.2%)	57.7% (59.9%)	26,100 (21,100)	48,400 (50,500)	Maidstone	29.8% (25.8%)	10.5% (12.6%)	59.8% (61.6%)	41,200 (34,300)	82,700 (81,800)	Medway	27.7% (27.8%)	15.1% (12.6%)	57.3% (59.7%)	60,900 (61,200)	126,200 (131,600)	Sevenoaks	27.1% (18.7%)	12.0% (18.4%)	60.9% (62.9%)	26,300 (17,800)	58,900 (59,800)	Folkestone & Hythe	29.5% (29.8%)	12.2% (10.8%)	58.3% (59.4%)	27,800 (27,200)	55,000 (54,200)	Swale	29.9% (28.9%)	7.9% (13.9%)	62.2% (57.3%)	35,900 (32,900)	74,700 (65,400)	Thanet	32.4% (32.7%)	9.2% (10.3%)	58.4% (57.0%)	37,100 (37,100)	67,100 (64,700)	Tonbridge & Malling	22.9% (20.8%)	10.6% (12.9%)	66.6% (66.3%)	24,100 (20,900)	70,200 (66,400)	Tunbridge Wells	17.9% (20.3%)	11.7% (13.6%)	70.5% (66.1%)	17,000 (18,900)	66,900 (61,400)
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Folkestone & Hythe	29.5% (29.8%)	12.2% (10.8%)	58.3% (59.4%)	27,800 (27,200)	55,000 (54,200)																																																																																												
Swale	29.9% (28.9%)	7.9% (13.9%)	62.2% (57.3%)	35,900 (32,900)	74,700 (65,400)																																																																																												
Thanet	32.4% (32.7%)	9.2% (10.3%)	58.4% (57.0%)	37,100 (37,100)	67,100 (64,700)																																																																																												
Tonbridge & Malling	22.9% (20.8%)	10.6% (12.9%)	66.6% (66.3%)	24,100 (20,900)	70,200 (66,400)																																																																																												
Tunbridge Wells	17.9% (20.3%)	11.7% (13.6%)	70.5% (66.1%)	17,000 (18,900)	66,900 (61,400)																																																																																												

Policy/ Strategy/ Other	Relevant Factors																			
Sports England Active Lives Data Nov 21 – Nov 22	Swale Physical Activity Levels Adult Data																			
		Active (more than 150 mins per week) %	Fairly Active (30 – 149 Mins per week) %	Inactive (less than 30 mins per week) %																
	Swale	58.1	14.1	27.8																
	Kent	63.8	12.0	24.2																
	England	63.1	11.1	25.8																
	<p>Adult inactivity levels in Swale are higher than both the region and England average. There are also fewer adults in Swale who participate in more than 150 minutes of physical activity per week, compared to both the region and England average.</p> <p>Physical activity participation – children and young people</p> <p>Swale Physical Activity Levels: Children²</p> <table border="1"> <thead> <tr> <th></th> <th>Active (60+ mins activity a day)</th> <th>Fairly Active (30 – 59 mins activity per day)</th> <th>Inactive (less than 30 mins activity a day)</th> </tr> </thead> <tbody> <tr> <td>Swale</td> <td>39.5%</td> <td>23.8%</td> <td>36.8%</td> </tr> <tr> <td>Kent</td> <td>42.1%</td> <td>24.8%</td> <td>33.2%</td> </tr> <tr> <td>England</td> <td>33.2%</td> <td>23.0%</td> <td>32.4%</td> </tr> </tbody> </table> <p>Indoors participation rates for children and young people in Swale are higher when compared regionally and nationally according to the Active Lives data Academic Year 2021. Inactivity levels are 1.9% lower than the national average. It should be noted that no data for Swale was available for the academic year 2021 – 2022. No child data available for Swale.</p>					Active (60+ mins activity a day)	Fairly Active (30 – 59 mins activity per day)	Inactive (less than 30 mins activity a day)	Swale	39.5%	23.8%	36.8%	Kent	42.1%	24.8%	33.2%	England	33.2%	23.0%	32.4%
	Active (60+ mins activity a day)	Fairly Active (30 – 59 mins activity per day)	Inactive (less than 30 mins activity a day)																	
Swale	39.5%	23.8%	36.8%																	
Kent	42.1%	24.8%	33.2%																	
England	33.2%	23.0%	32.4%																	
Swale Health and Wellbeing Improvement Plan 2020 – 2023	<p>Our goal is to offer efficient and effective member services that provide value for money. Additionally, we aim to enhance the quality of life in Kent by supporting our member councils in planning, transport, health and wellbeing, and partnership working. These efforts contribute to sustainability and promote the vital role local councils play in their communities.</p> <p>The focus remains on Place, Prosperity, People, and Performance</p> <ul style="list-style-type: none"> • Place – Continued focus on our vision to help enable all our member councils to deliver quality services to Kent’s communities and contribute to a high quality of life. • Prosperity – To promote the growing and important role that local councils provide to their communities across Kent. • People – To provide the best support, legal advice, guidance and training to help our member councils develop their knowledge to deliver quality services to their communities. 																			

² Source: Sport England Active Lives Data2020 - 2021

Policy/ Strategy/ Other	Relevant Factors
	<ul style="list-style-type: none"> Performance – To continue to deliver effective and efficient services to our member councils. <p>Community health and wellbeing grant</p> <ul style="list-style-type: none"> To promote community health and wellbeing, Swale Borough Council has established a grant fund of £20,000, with a maximum individual grant of £1,000. This fund aims to support community projects and organizations and contribute to the overall achievement of our objectives. <p>Kent partners compact</p> <p>The Kent Partners Compact is an agreement that outlines:</p> <ul style="list-style-type: none"> A set of values, principles and commitments that helps to work together to achieve the most effective results. Aims to improve relations, planning and services, by drawing on the expertise of local groups and commissioning them to deliver public services. This is based on trust and mutual goodwill.
<p>Kent Joint Strategic Needs Assessment – 2022</p>	<p>This report outlines some of the key health and wellbeing issues in Kent, with a focus on three different groups:</p> <p>Starting well – children & families</p> <p>This section highlights the critical issues affecting the health and wellbeing of children and families in Kent. These include the following:</p> <ul style="list-style-type: none"> Population Children in care Attainment Child poverty Teenage pregnancy Overweight & obesity Smoking in pregnancy <p>Living well – working age</p> <p>The next section of the report focuses on the working-age population and identifies some key concerns that affect their health and wellbeing. These include the following:</p> <ul style="list-style-type: none"> Population (20-64) Physical activity Sexual Health Mental health Smoking Long-term conditions Overweight & obesity Alcohol

Policy/ Strategy/ Other	Relevant Factors
	<p>Ageing Well – Older People</p> <p>The report covers health and wellbeing issues related to the ageing population. These include the following:</p> <ul style="list-style-type: none"> • Population (65+) • Excess winter deaths • Falls and fractures • Multi-morbidity • Heart disease/stroke • Dementia • End of life care • Carers
<p>Kent Joint Health and Well-Being Strategy 2021</p>	<p>Our Vision</p> <p>To improve health and wellbeing outcomes, deliver better coordinated quality care improve the public’s experience of integrated health and social care services and ensure that the individual is involved and at the heart of everything we do.</p> <p>Outcomes</p> <p>Informed by the Joint Strategic Needs Assessment, we aim to achieve several outcomes:</p> <ul style="list-style-type: none"> • Every child has the best start in life • Effective prevention of ill health by people taking greater responsibility for their health and wellbeing • The quality of life for people with long term conditions is enhanced and they have access to good quality care and support • People with mental health issues are supported to ‘live well’ • People with dementia are assessed and treated earlier, and are supported to ‘live well’ <p>The information below shows how we will apply our approaches and priorities to each of these outcome areas.</p> <p>To achieve these outcomes, we will focus on our priorities within each area while adhering to our three approaches, including person-centred care, joined-up care, and joint commissioning where appropriate. The strategy uses tri approach delivery:</p> <ul style="list-style-type: none"> • Integrated Commissioning • Integrated Provision • Person Centred <p>The key priorities enlisted in this strategy are as follows:</p> <ul style="list-style-type: none"> • Tackle key health issues where Kent is performing worse than the England average • Tackle health inequalities • Tackle the gaps in provision

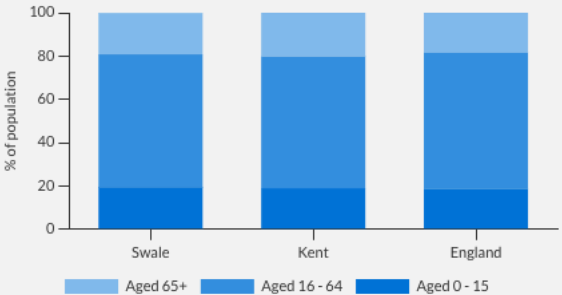
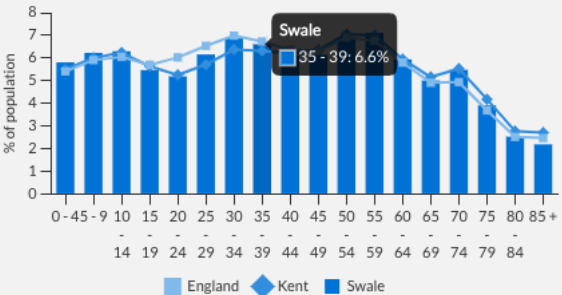
Policy/ Strategy/ Other	Relevant Factors
	<ul style="list-style-type: none"> Transform services to improve outcomes, patient experience and value for money
Swale Cycling and Walking Action Plan 2018 - 2022	<p>The aim of the associated action plan is to allow the council to support Kent County Council, Local Town and Parish Councils to respond to funding opportunities. The council will also go over improvements to the cycling and walking network.</p> <p>Other Council strategies:</p> <ul style="list-style-type: none"> Air quality action plan Climate and Ecological - Emergency Action Plan Draft Swale Transportation strategy Swale green and blue infrastructure strategy The adopted local plan and work undertaken during the current local plan review <p>Faversham Local Cycling and Walking Infrastructure Plan:</p> <p>In Feb 2021 funding will be available of up to £30,000 from the special projects fund to commission.</p>
Swale Climate and Ecological Emergency Action Plan Draft Published 20 August 2020	<p>The council aims to achieve to be carbon neutral by 2025 and extend it to the borough by 2030, focusing on various aspects such as transportation, air quality, buildings, ecology and biodiversity, resource consumption, and waste management. The approval of this comprehensive plan will provide the council with a definite framework to persuade the government to grant them the necessary powers and funding.</p>

Demographic Profile

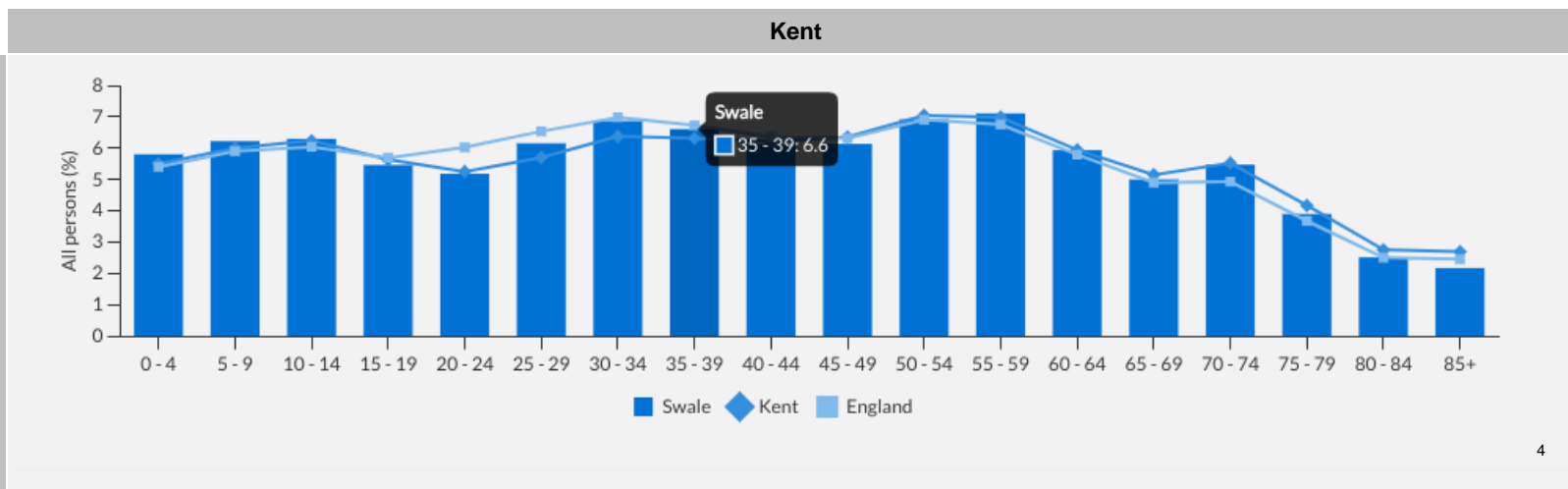
- 3.9 Swale is the bridging point between north and east Kent, named after the narrow channel of tidal water between mainland Kent and the Isle of Sheppey. It is a local government district with borough status in Kent, England and is bounded by Medway to the west, Canterbury to the east, Ashford to the south and Maidstone to the southwest. Swale is predominantly a rural district.
- 3.10 The current and future population profile of Swale and the locations of growth are important to understand in relation to planning for the future provision of sport and physical activity.
- 3.11 According to the Office for National Statistics (ONS) mid-year estimates for 2021, the estimated population of Swale is around 151,965 people.
- 3.12 Swale is the 26th least densely populated of the South East's local authority areas with around 3 people living on each football pitch-sized area of land. This compares with Tower Hamlets in London, which has the most densely populated area with the equivalent of 112 people per pitch. At the other end of the scale, the amount of land in Eden, Cumbria works out at around 5 pitches per person.

3.13 49.7% of the population in Swale is male and 50.3% is female. Table 4 shows the population estimates for all persons in Kent by 5-year age groups for 2021 and 2040.

Table 3: Population estimates for all persons for 2021 and 2040 for Kent

	Kent			
	2021	2040	Increase no.	Increase %
Population Total	1,609,182	1,788,261	179,079	10%
Population Profile Sport England Area Report Swale	<p>Population estimates are produced using a variety of data sources and statistical models, including some statistical disclosure control methods. These estimates do not refer to specific individuals, and precautions are taken to ensure privacy. The estimated resident population of an area includes all those people who usually live there, regardless of nationality. International migrants who stay in the UK for at least a year are included in the usually resident population, while emigrants who stay outside the UK for at least a year are excluded. Armed forces deployed outside the UK are not counted, whereas students are considered to be usually resident at their term-time address.</p> <p>152,223 Total population estimate (2021)</p> <p>75,552 (49.6%) Male population estimate (2021)</p> <p>76,670 (50.4%) Female population estimate (2021)</p> <p>Estimates by broad age group, all persons</p>  <p>Estimates by 5-year age group, all persons</p> 			

³ Date 2021 Source ONS Population estimates for all persons by 5-year age group 2021



In terms of age distribution, Swale has a relatively balanced demographic profile. According to the ONS, the age breakdown of Swale is as follows:

- 0-17 years: 20.9%
- 18-64 years: 61.3%
- 65+ years: 17.8%

3.15 Between the last two censuses (held in 2011 and 2021), the population of Swale increased by 11.7%, from around 135,800 in 2011 to approximately 151,965 in 2021. Nearby areas like Maidstone and Ashford have seen their populations increase by around 13.3% and 12.5%, respectively, while others such as Medway saw an increase of 6.0% and Canterbury saw smaller growth (4.1%).

3.16 Over the last 20 years most of the villages and towns in Swale have experienced growth, with growth in the towns the most rapid. Over the last 60 years population growth has been amongst the most rapid in Kent. Now, Swale has the third largest district population in Kent and built development has similarly physically grown - in the last 10 years more employment floorspace has been built than anywhere else in the county.

3.17 The Swale Local Plan includes housing allocations and estimated population growth of 44,629 from 151,965 in 2021 to a projected 196,594 in 2038.

3.18 The population in Swale is expected to increase overall by 12.1% between 2021 and 2040 with significant increases in over 65 years age and age band 45-49 years.

⁴ Date: 2020 Source: ONS

Table 4: Comparison of the Swale population make up from 2021 census estimates to 2040 census estimates⁵

Age Group	2021 census numbers	2040 predicted numbers	Difference in Number	Difference in Percentage
00-04	8,955	9,678	723	7.5%
05-09	10,053	9,799	-254	-2.5%
10-14	10,130	9,977	-153	-1.5%
15-19	8,441	9,708	1,267	13.1%
20-24	7,968	8,908	940	10.6%
25-29	9,280	10,238	958	9.4%
30-34	9,635	10,316	681	6.6%
35-39	9,667	9,693	26	0.3%
40-44	9,245	10,638	1,393	13.1%
45-49	9,304	11,458	2,154	18.8%
50-54	10,767	11,654	887	7.6%
55-59	11,015	11,299	284	2.5%
60-64	9,255	10,218	963	9.4%
65-69	7,914	10,011	2,097	21%
70-74	8,457	10,142	1,685	16.6%
75-79	6,147	8,737	2,590	29.6%
80-84	3,934	6,103	2,169	35.5%
85-89	2,217	3,697	1,480	40.0%
90+	1,212	2,505	1,293	51.6%
Total	153,596	174,778	21,182	12.1%

⁵ONS census 2021

Table 5: Swale Population Projections⁶

Year	Swale
2021	151,965
2026	160,551
2031	166,075
2036	170,964
2040	174,777

Table 6: Projected population to 2040 for calculation of future leisure facility provision in Swale

Modelled scenarios	Population ONS 2021	Predicted population 2040 (ONS)	Total increase
Population	151,965	174,777	23,177

⁶ Source: ONS Census 2021 nomisweb.co.uk

Ethnicity

3.19 Table 7 shows the ethnicity make up of Swale based on the 2021 Census

Table 7: Swale Ethnic Profile

Ethnicity:

The ethnicity of the population is also reported, with 96.6% UK nationals and 4.1% non-UK nationals in the area. In comparison to the percentages for Kent (93.5% UK nationals and 6.5% non-UK nationals) and England (90.3% UK nationals and 9.7% non-UK nationals), Swale has a relatively lower percentage of non-UK nationals.

Population by nationality – UK and non-UK

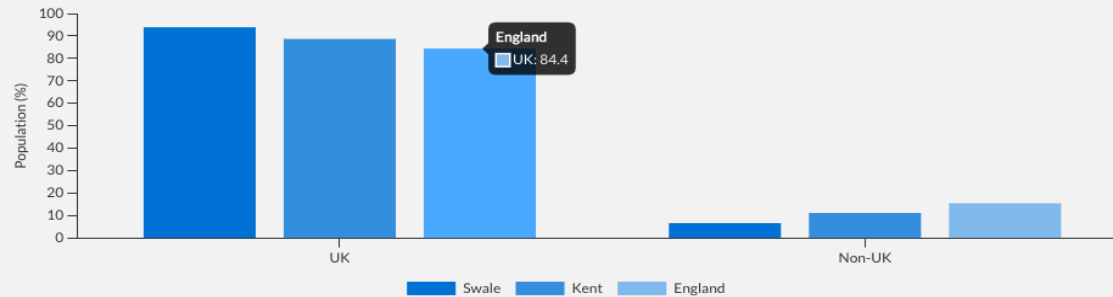


Table 8: Ethnicity Data Comparison

Population	Swale		Kent		England
	Count	%	Count	%	Count
UK Nationals	143,000	96.6%	1,463,000	93.5%	50,450,000
Non-UK Nationals	6,000	4.1%	101,000	6.5%	5,422,000

Table 9: Swale Ethnicity ⁷

	Swale %
Asian, Asian British or Asian Welsh	1.5%
Black, Black British, Black Welsh, Caribbean or African	2.3%
Mixed or Multiple ethnic groups	1.8%
Other ethnic group	0.5%
White British	93.8%

Swale Health and Economic Profile

- 3.20 The health of people living in Swale Borough is influenced by various factors, including lifestyle, socio-economic status, access to healthcare, and environmental factors.
- 3.21 The health of people in Swale is varied compared with the England average. About 21% (5,700) of children live in low-income families. Life expectancy for both men and women are lower than the England average.
- 3.22 Life expectancy is 9.4 years lower for men and 4.4 years lower for women in the most deprived areas of Swale than in the least deprived areas.
- 3.23 According to ONS 2021 – Census, the data showed 5.7% people’s health to be bad (4.4%) or very bad (1.3%).
- 3.24 The same data also indicated 8.4% residents to be disabled under the Equality Act with day-to-day activities limited to a lot while 11.2% residents to be disabled yet day-to-day activities limited a little and 7.3% residents having long-term physical or mental health condition, but day-to-day activities not limited.
- #### Child health
- 3.25 In Year 6, 19.8% (305) of children are classified as obese. The rate of alcohol-specific hospital stays among those under 18 is 39*. This represents 13 stays per year. Levels of teenage pregnancy, GCSE attainment, breastfeeding initiation and smoking at time of delivery are worse than the England average.

⁷ Source: ONS 2021

Adult health

- 3.26 The rate of alcohol-related harm hospital stays is 492*, better than the average for England. This represents 692 stays per year. The rate of self-harm hospital stays is 134*, better than the average for England. This represents 188 stays per year. Estimated levels of adult excess weight are worse than the England average. The rate of hip fractures is worse than average. Rates of sexually transmitted infections and TB are better than average. Rates of statutory homelessness and violent crime are worse than average.
- 3.27 According to Public Health England's (PHE) 2021 Health Profile for Swale, some of the key health indicators for the area include:
- **Life expectancy:** The life expectancy for both males and females in Swale is slightly lower than the national average, with males having a life expectancy of 79 years and females having a life expectancy of 83 years.
 - **Mortality rates:** The mortality rate in Swale is higher than the national average, with a higher-than-average rate of deaths from circulatory diseases, respiratory diseases, and cancer.
 - **Obesity:** The prevalence of obesity among adults in Swale is higher than the national average, with approximately 66% of adults classified as overweight or obese.
 - **Smoking:** The rate of smoking in Swale is higher than the national average, with approximately 18% of adults smoking.
 - **Alcohol:** The rate of alcohol-related hospital admissions in Swale is higher than the national average, with approximately 430 alcohol-related admissions per 100,000 population.
- 3.28 It is important to note that these health indicators are influenced by a variety of factors, including lifestyle, socio-economic status, and access to healthcare, and are not representative of the entire population of Swale. The local council and health organizations are working to address these health issues through various public health initiatives, including smoking cessation programs, healthy eating campaigns, and physical activity programs.

Socio-Economic Profile: Employment

- 3.29 The socio-economic profile of SBC is diverse, with a range of different socio-economic groups living in the district. According to the Indices of Multiple Deprivation (IMD) 2019, which measures the level of deprivation across various domains in England, Swale is ranked 94th out of 317 districts in England in terms of deprivation, with a score of 24.19 out of 100 (where a higher score indicates a higher level of deprivation).
- 3.30 The IMD 2019 report shows that SBC has pockets of deprivation in certain areas, particularly in parts of Sheerness and Sittingbourne. In terms of income deprivation, Swale is ranked 82nd out of 317 districts in England, with a score of 23.27 out of 100. The IMD also shows that Swale has a higher-than-average percentage of people who are unemployed, with 4.9% of the population claiming Jobseeker's Allowance in 2020.
- 3.31 In terms of education, the IMD 2019 report shows that Swale has a slightly lower than average percentage of people with higher education qualifications (NVQ level 4 and above), with 24.6% of the population holding these qualifications, compared to the national average of 27.8%.

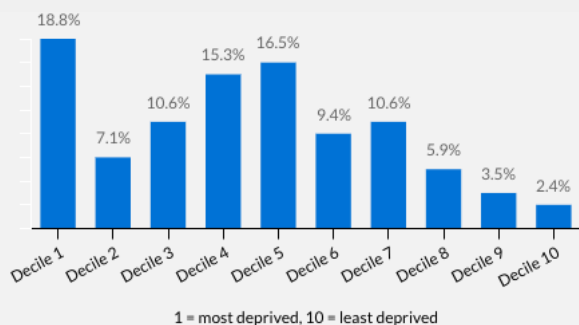
3.32 The ONS – 2021 Census indicates that in Swale, 58.5% of the residents aged 16 years or older are economically active as against the national average of 78.4%. Of the 40.1% economically inactive, 22.5% are retired, 3.5% are students, 5.5% are looking after home or family, 4.5% are long-term sick or disabled while 4% belongs to others.⁸

Table 10: Deprivation in Swale

Index of Multiple Deprivation – Swale 2019

The Index of Multiple Deprivation (IMD) 2019 is the official measure of relative deprivation for small areas (or neighbourhoods) in England. The IMD ranks every small area (Lower Super Output Area) in England from 1 (most deprived) to 32,844 (least deprived). When assessing larger areas, we can determine the proportion of LSOAs within each decile, where decile 1 corresponds to the most deprived 10% of LSOAs and decile 10 represents the least deprived 10% of LSOAs.

Index of Multiple Deprivation



9

There are 901 Lower Super Output Areas (LSOAs) in Kent. A total of 555 remained within the same decile for IMD 2019 as they were in IMD 2015. This accounts for 62% of all Kent LSOAs.

Swale has the second highest number of LSOAs to remain within the 10% most deprived LSOAs for the IMD 2019 with 14. This accounts for 16% of all LSOAs in Swale.

Swale is ranked as the second most deprived local authority in Kent across all summary measures. The area along the coast near Beach Road, Sheerness is the most deprived area of Kent. It is also the 48th most deprived area in England.

The key issues for Swale outlined in the indices of multiple deprivation (2019) show:

Swale is ranked as the second most deprived local authority in Kent across all summary measures with 31% within the top 10% most deprived.

⁸ [2021 Census Profile for areas in England and Wales - Nomis \(nomisweb.co.uk\)](https://www.nomisweb.co.uk)

⁹Source: 2019 Sport England

Index of Multiple Deprivation – Swale 2019

Swale has the second highest number of LSOAs to remain within the 10% most deprived LSOAs for the IMD 2015 and the IMD 2019 with 14. This accounts for 16% of all LSOAs in Swale.

The majority of these areas are on the Isle of Sheppey, though there is a different pattern of deprivation in the Eastern part of the island compared to the West (Sheerness, Queenborough, Rushenden). There is also some deprivation in the town of Sittingbourne.

Of the 41 Kent LSOAs that remained in the 10% most deprived LSOAs for the IMD 2015 and the IMD 2019 the majority are in Thanet and Swale.

Four local authorities have experienced an increase in the number of LSOAs within the most deprived decile including Swale with 2.

Swale is ranked as the second most deprived local authority in Kent across all summary measures. Sevenoaks and Tunbridge Wells rank as the two least deprived local authorities.

The most deprived LSOAs by IMD 2019 in Kent:

- **Swale 001A - Sheerness ranks number 1 out of 902 LSOAs in Kent and ranks 48 nationally out of 32,844 LSOAs.**
- **Swale 006A – Sheppey East ranks number 6 out of 902 LSOAs in Kent and ranks 322 nationally out of 32,844 LSOAs.**
- **Swale 010C – Murston ranks number 7 out of 902 LSOAs in Kent and ranks 337 nationally out of 32,844 LSOAs.**

Future Development in the Borough

- 3.33 Future development within the borough will depend on what and where housing developments are built. The provision of leisure facilities will need to meet the demands of any increase in population.

Growth and Development in Swale

- 3.34 As per the Office for National Statistics Census 2021 data, the future population growth in Swale is as follows:

- 2011-21 15,900 persons (135,800 to 151,700, 11.7% increase in total higher than the national average of 6.6%, 1,590 people per annum)¹⁰

¹⁰ [Swale population change, Census 2021 – ONS](#)

3.35 SNPP 2018 shows Swale's future population growth as follows:

- 2023-40 18,151 persons (156,626 to 174,777, 10.3% increase in total, 1067 persons p.a.)
- 2019-40 24,492 persons (150,285 to 174,777, 14% increase in total, 1166 persons p.a.)

3.36 The SBC Emerging Local Plan estimates a housing need of dwellings per annum for the period 2021 through to 2038. This equates to a population growth of 44,629, based on there being 2.3 occupants per dwelling.

Community Infrastructure Levy (CIL) Charge

3.37 CIL was introduced by the Planning Act 2008 as a tool which local authorities can choose to charge on new development within its area, when it is viable to do so. The money raised by the levy helps to provide funds to assist in the delivery of a wide range of infrastructure and support development through financial contributions from certain viable types of development. Although CIL can make a contribution to bridging the infrastructure funding gap, other funding sources are still necessary.

3.38 The CIL charge is based on a calculation related to £'s per m² of net additional floorspace and is payable on 'buildings that people normally go into'. The charge applies to development of 100 m² or more, or the creation of a single dwelling, even if under 100 m². There are a number of exemptions to this; including affordable housing, self-build housing and Starter Homes.

3.39 Councils wanting to use CIL will have to prepare a charging schedule which is then examined by the Government prior to its adoption by the Council. Developers will continue to make payments called Section 106 agreements, but councils won't be able to pool the contributions of more than five agreements to fund a single project.

3.40 Policy CP 1: Building a strong, competitive economy supports the use of development funding through the use of CIL. SBC supports the use of development funding through the use of the Community Infrastructure Levy (CIL) or S106. SBC will seek to plug significant gaps in transport infrastructure funding through the use of the Community Infrastructure Levy or S106. At present the Council has not implemented CIL and it is not being considered as part of the Local Plan Review at this time.

3.41 Across significant areas of the Borough, the current viability situation indicates financial limits to the amount of CIL (and Section 106 Agreements) that can be charged, and this means some prioritising of infrastructure provision. For CIL, such priorities can be reflected in what is called a Regulation 123 list. This can help ensure provision in a timely manner and assist in leveraging in other sources of funding.

- 3.42 Ahead of the publication of the Regulation 123 list, in cases where Bearing Fruits 2031: The Swale Borough Local Plan 2017 Section S103 Core planning policies 5 abnormal costs or other issues significantly challenge the ability of development to contribute to these matters via Section 106 Agreements, the implementation and delivery plan in Chapter 8 indicates the priorities for developer contributions for the first five years of the Local Plan.
- 3.43 They include:
- Transport - given those matters needed to unlock growth for the remaining period of the Local Plan.
 - Education - given the forecast need for Sittingbourne, Queenborough-Rushenden and Faversham.
 - Social care - given the forecast rising proportion of older persons and demands arising from forecast increases in those with specialist needs. These issues have additional concerns for Swale given that parts of the Borough are among the most deprived in England; and
 - Primary health care - given the forecast need for increased capacity in the Borough.

4. National Strategic Policy and Context

Introduction

- 4.1 There are a number of key National and Local strategies and policies which inform and influence the development of this BFS. The majority of the national documents are summarised in Appendix 1, Sport, and Physical Activity National Context, but the main ones are highlighted below. These national policies inform the approach to current and future provision of sports facilities, linked to health improvement, increased participation, and the appropriate levels of provision of facilities to meet Local needs. From a planning perspective, the national agenda makes the link between national planning policy, a Local Plan and population growth at local level, and the need to plan for increased demands for infrastructure and provision, linked to Sport England’s priorities of Protect, Enhance and Provide.

National Planning Policy Framework (NPPF)

- 4.2 The National Planning Policy Framework (NPPF) sets out the Government’s planning policies for England. An updated version was published in September 2023 (replacing the previous July 2021 version). The NPPF provides the framework that must be considered in the preparation of local plans and is a material consideration in determining planning decisions. The NPPF highlights the purpose of the planning system in terms of contributing to the achievement of “sustainable development”, and defines the three dimensions of this – economic, social and environmental – which are interdependent and need to be pursued in mutually supportive ways.
- 4.3 The Revised NPPF retains the broad policy approach of the previous version, albeit with a stronger emphasis upon housing delivery. The policy wording for sport and recreation is largely unchanged. Paragraph 98 of the NPPF states that planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities and opportunities for new provision.
- 4.4 Paragraph 99 of the NPPF specifies that:

Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

1. An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
2. 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
3. The development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

- 4.5 The revised NPPF has increased emphasis in relation to health and wellbeing. For example, the increased importance of planning policies and decisions to aim to achieve healthy, inclusive and safe places (para. 93 – in particular 93c) and NPPF para. 93a – planning positively for provision and use of community facilities (including sports venues) and 93b – take into account local strategies to improve health, social and cultural wellbeing for all sections of the community.
- 4.6 Sport England is a statutory consultee on all planning applications affecting playing fields used in the last 5 years, and a consultee on other applications: it looks to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unsatisfied demand. Sport England requires local authorities to have an up-to date assessment of sports facility needs and an associated strategy including a recommendation that the evidence base is regularly reviewed to keep it up to date and renewed at least every five years.
- 4.7 The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide sports facilities, as follows:
- **Protect**
 - To provide evidence to inform policy and specifically to support Site Allocations and Development Management Policies which will protect sports facilities and their use by the community, irrespective of ownership;
 - **Enhance**
 - To ensure that sports facilities are effectively managed and maintained and that best uses are made of existing resources - whether facilities, expertise and/or personnel to improve and enhance existing provision – particularly in the light of pressure on Local authority budgets; and
 - **Provide**
 - To provide evidence to help secure external funding for new facilities and enhancements (if on the Infrastructure List) and Section 106 agreements. Sport England and the Local authority can then use the strategies developed and the guidance provided in making key planning decisions regarding facility developments in the area.

Sport England Definitions

- **Protect:**
 - Existing provision should be protected unless an assessment has demonstrated there is an excess of the provision and the specific buildings or land are surplus to requirements, or equivalent or better provision will be provided as replacement;
- **Enhance:**
 - The use of existing **provision** should be optimised, for example through quality, access and management improvements supported by appropriate ancillary facilities; and
- **Provide:**
 - Appropriate new **provision** that meets needs and encourages people to play sport and be active should be provided by adapting existing places and through new development.

Department for Culture, Media and Sport Get Active: A strategy for the future of sport and physical activity August 2023

- 4.8 Our vision is to make sport, play and physical activity accessible, resilient, fun, and fair, for now and the years to come – for the benefit of individuals and the country. The government wants to help build a healthier nation by tackling high levels of inactivity, and by making sure that the sport and physical activity sector thrives for future generations.
- 4.9 This strategy sets out how the government will work with the sector to achieve these aims by ensuring that everyone can be active. Central to this will be a focus on establishing a lifetime habit of being physically active amongst children and young people, including playing sport, supporting the sector to be welcoming to all, and ensuring the sector is prepared for both future challenges and opportunities.
- 4.10 The government wants to help build a healthier nation by tackling high levels of inactivity, and by making sure that the sport and physical activity sector thrives for future generations. Whoever you are, or wherever you live there should be good facilities, a strong network of sports clubs that are open to you, great sport and physical activity opportunities in schools, and confidence in sport and the sector. This strategy sets out a blueprint to make that a reality.
- 4.11 The government cannot deliver the changes needed alone, so we will work alongside the sector to deliver this vision. This doesn't just include traditional sports clubs, schools, and other public sector organisations but also private sector businesses, the outdoor activity sector, and organisations with a core objective of getting the nation more active.
- 4.12 The importance of sport and physical activity on health is recognised by the strategy throughout, noting the potential savings of £7.1 billion to the NHS through prevention because of exercise. There is recognition there needs to be further joining up of physical activity provision and community health.
- 4.13 **The 3 core priorities of this strategy, and what it means for the country, are:**
- 1. Being unapologetically ambitious in making the nation more active, whether in government or in the sport sector:**
 - Ensuring everyone is focused on increasing physical activity, meaning fewer inactive children, and narrowing the gap on inactivity where groups are not being reached, with visible progress across the country by 2030.
 - Focusing on evidence, data, and metrics
 - Setting the future direction for facilities and spaces where people can be active.
 - 2. Making sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in sport.**
 - Helping the sector to be welcoming to all.
 - Improving how issues and concerns are dealt with in the sector.

3. Moving towards a more sustainable sector that is more financially resilient and robust.

- Supporting the sector to access additional, alternative forms of investment.
- Working towards a more environmentally sustainable sector.

4.14 Delivering against these priorities will help create a more active nation and a more sustainable sport sector. These aims are complementary; greater participation, stronger governance and confidence in the sector will help to drive investment, which in turn helps to attract new audiences.

4.15 **The Government has committed to the following targets to achieve by 2030:**

- **Population wide:**

- Over 2.5 million more active adults as defined through the Chief Medical Officers' guidelines on physical activity.
- Over 1 million more children meeting the Chief Medical Officers' guidelines on physical activity targets to reduce disparities in participation rates.

- **Targets to reduce disparities in participation rates:**

- 1.4 million more active adults from those in NS-SEC 6-8
- 0.7 million more active people who identify as having 1 or more disabilities.
- 1.5 million more active adults aged 55+.
- 1.25 million more active women
- 0.19 million more active Asian adults, particularly people from Indian, Pakistani, and Bangladeshi ethnic groups.
- 0.09 million more active black adults

- **To achieve this, the Government has committed to the following measures:**

- A new cross-government approach for activity for all, with clear metrics and targets for the sector, held to account by a joint government and sector National Physical Activity Taskforce.
- More investment in the sector is targeted at inactive groups, and a more strategic approach to facilities to ensure communities have access to the facilities they need.
- A focus on all children to meet the activity levels recommended by the UK's Chief Medical Officers, supported by a new campaign aimed at children and young people.

4.16 To accurately measure the impact of the Strategy, the Government has identified the importance of data and metrics from across the sector, as well as delivering investment where it is most needed. It has committed £300 million in investment by 2025, although this is inclusive of previously announced funding.

Table 11: Summary of Key Actions:

Participation	Tackling disparities in activity	Introduce a cross-government ambition for all children to meet the Chief Medical Officers' guidelines on physical activity.
		Create a new cross-government National Physical Activity Taskforce to ensure that physical activity is prioritised across government.
		Sport England to set an evidence-based measure of success in Uniting the Movement around tackling disparities in sport and activity.
		Support Sport England to introduce a new partner evaluation framework which tracks the impact of sector partners and provides six-monthly reports evidencing spend and impact.
		Undertake discrete monitoring and evaluation of government funded facilities programmes, including the multi-sport grassroots facilities investment programme.
		Work with the sector to build the evidence base on potential mechanisms that could be introduced to enable the further growth of the private sector
	Children and young people	Introduce a cross-government ambition for all children to meet the Chief Medical Officers' guidelines on physical activity.
		Work with arm's length bodies and commercial partners to explore what marketing interventions, including a potential new campaign, could be deployed to encourage children and young people to get children active.
		Introduce a new kitemark that measures schools' parity of provision.
		Launch a review of the sport offer in schools outside of curriculum PE.
		Continue to support active travel to and from school and Bikeability delivery in the school day.
	Active Spaces and Facilities	Deliver the investment in multi-use grassroots facilities, with over £300 million to be invested UK-wide by 2025.
		Deliver £21.9 million investment in park tennis courts by 2024.
		Develop a national vision for facilities before the end of 2023.
		Sport England to work with priority places to deliver an enhanced place-based working process.
Integrity	Elite	Continue our support of Olympic and Paralympic sport through funding of UK Sport.
	Diversity	Support efforts to tackle discrimination across the sector and holding organisations to account for failings in this area.
		Use opportunities presented through our support of hosting major sporting events, encouraging the sector to focus on the diversity of talent pathways.

	Governance	Alongside UK Sport and Sport England, we will continue to monitor the impact of the revised Governance Code on the sector, particularly in terms of the effectiveness of Diversity and Inclusion Action Plans in increasing accessibility and equality of opportunity across the sector and at all levels of sport.
	Doping and corruption	Ensure UK Anti-Doping continues to have the appropriate framework to carry out effective investigations, in line with evolving challenges. The UK will ratify the Macolin Convention on the Manipulation of Sports Competitions.
	Complaint Handling and Dispute Resolution	Launch a call for evidence to understand current experiences, and work with the sector to decide how the prevention and handling of integrity issues could be strengthened
Sustainability	Economic Sustainability	Support organisations to develop long-term financial sustainability by signposting to resources for building stronger governance models and sharing best practice across the sector.
		Work with the Department for Business and Trade to highlight best practice and opportunities for inward investment into the domestic sport sector, including in women’s sport.
		Deliver a new economic snapshot that articulates the economic value and growth opportunities that exist within sport in the UK.
		Continue to bid and successfully host major sporting events that deliver significant socio-economic benefit across the UK – to maintain our world-leading track record in this area – and commission additional analysis of the economic value of these events.
	Technology, data and Innovation	Work with both the technology and the sport sectors to help identify innovative, inclusive digital solutions which help increase participation and activity.
		Support organisations to make use of existing technology and data to drive investment to the sector.
	Environmental Sustainability	Champion the importance of environmental sustainability within sport, including at major events, and encourage all levels of the sector to prioritise development of their own sustainability initiatives.
		Convene a forum of government departments, experts, and organisations across the sports and physical activity sector to share expertise, guidance, and support, which will help the sector to implement and deliver on its ambition to become more environmentally sustainable.
		Work with UK Sport, Sport England and wider stakeholders to: Assess the current provision of sustainability initiatives across the sector, from elite to community sport. Identify the support needed to help the sector adapt in the long-term. Support NGBs with their sustainability ambitions. Ensure resources, information, and best practice is freely available within the sector, to enable all organisations to know how best to start and continue their sustainability journey. <ul style="list-style-type: none"> Work towards embedding environmental sustainability as a pillar of funding agreements.

Health Strategies

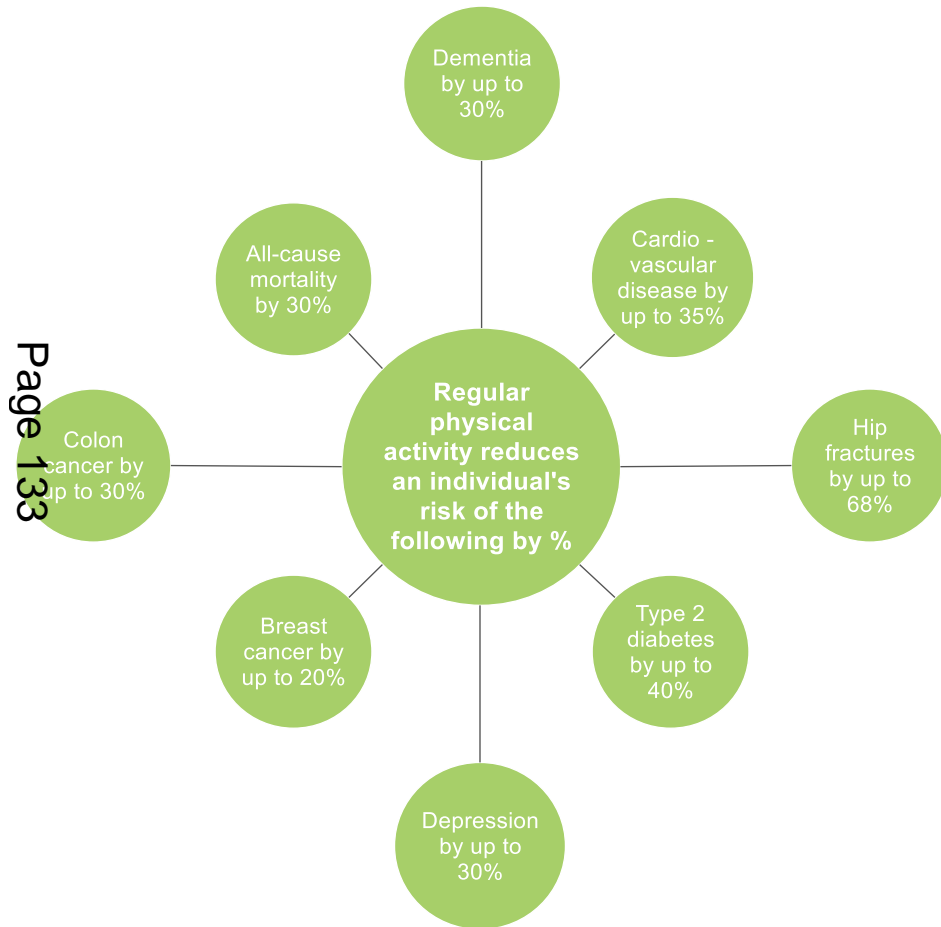
- 4.17 In July 2011 (updated January 2020) the four UK Chief Medical Officers (CMOs) published physical activity guidelines in a joint CMO report 'StartActive, Stay Active' ([UK Chief Medical Officers' Physical Activity Guidelines \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/431222/uk-cmo-physical-activity-guidelines-2011.pdf)) covering early years, children and young people, adults and older adults. These guidelines emphasise that physical activity does not refer in its entirety just to sport; it is wholly inclusive of all forms of activity for example play, gardening, and walking. Early experiences often shape feelings, which can discourage activity, resulting in little or no interest to participate at any stage in life.
- 4.18 They draw on global evidence for the health benefits people can achieve by taking regular physical activity throughout their lives. Physical activity has an important role to play in promoting mental health and well-being by helping to address mental health problems and improving the quality of life of those experiencing mental health problems and illnesses. The benefits of physical activity can deliver cost savings for health and social care services. However, the benefits of physical activity extend further to improved productivity in the workplace, reduced congestion and pollution through active travel, and healthy development of children and young people.
- 4.19 This presents a huge challenge to educate and promote the benefits of leading an active lifestyle which can improve our mental and physical wellbeing, confidence, interpersonal skills and sense of achievement. In Swale, it is important that we promote and educate individuals and communities about this message, creating awareness of these benefits.
- 4.20 Public Health England's Everybody Active Every Day (EAED 2014) (and the review of the implementation of this strategy, March 2018 Everybody active, every day: framework for physical activity - GOV.UK (www.gov.uk)) sets out the context in which long term health conditions associated with inactivity such as diabetes and cardiovascular disease contribute not only to NHS costs, but cause a greater dependency on homes, residential and nursing care.
- 4.21 The EAED campaign was launched by Public Health England to encourage people to be more physically active as a means of improving their health and well-being. The campaign aimed to make physical activity a normal part of daily life for everyone, regardless of age, ability, or background. The framework centres around 3 agendas:
- Making physical activity the social norm;
 - Making environments accessible for all; and
 - Making physical activity inclusive for everyone
- 4.22 The EAED campaign focused on four key themes: awareness, motivation, capability, and the environment. It encouraged individuals to be more aware of the benefits of physical activity, motivated to be more active, capable of incorporating physical activity into their daily routine, and provided with environments that support physical activity.

4.23 It recommends action in 4 areas:

1. **Creating a social movement towards an active society**, this message is that being active should not be a choice, needs to be a linking thread that unites the public sector with the voice of charities, local residents and community leaders. It is a message that should be woven into the policies, commissioning and planning decisions made every day across the country.
2. **Activating a network of moving professionals**, this is about encouraging and supporting the hundreds of thousands of professionals and volunteers who work directly with the public every day to do what's best to make physical activity the social norm.
3. **Creating the right spaces in active environments**, shaping the built and natural environment so that being active becomes the preferred choice.
4. **Scaling up working interventions that make us active**, understanding what works using evidence-based approaches and such interventions to achieve large impact.

Benefits of regular physical activity ¹¹

Figure 2: Benefits of regular physical activity



4.24 The 2018 review of the Public Health Strategy recognised these specific challenges:

1. Tacking inequalities
2. Creating and active society
3. Creating active environment

¹¹ Public Health England's Everybody Active Every Day (EAED 2014)

Sport England Strategy – ‘Uniting the Movement’ 2021

4.25 Sport England have three key objectives in the new 10-year strategy. They are as follows:

1. Advocating for Movement, Sport and Physical Activity
2. Joining Forces on Five Big Issues
3. Creating the Catalysts for Change

4.26 Sport England’s vision is that everyone in England feels able to take part in sport or physical activity, regardless of age, background or ability; key priorities of the 2021 Sport England Strategy are:

1. Recover and reinvent
2. An active and healthier life
3. Fairer access to physical activity
4. Strengthen communities
5. Active environments

Page 134

A Decade of Decline: The Future of Swimming Pools in England Report 2021 – Swim England

4.27 This report highlights the value of swimming in supporting physical and mental wellbeing, individual, social and community development and volunteering. However, for everyone to enjoy the benefits of swimming, it is vital that there are sufficient number and type of facilities in the right locations. There was a huge growth in pools being built from the 1960’s onwards. As the average lifespan of a pool is 38 years, many of these pools are now reaching the end of their life or have closed, and it is clear that the number of pools in England is in decline. This, coupled with an increasing population means that there is an urgent need to invest in new facilities or refurbish existing.

4.28 Based on current pool build trends, the report estimates that the number of available pools could decrease by more than 40% by the end of the decade; this equates to 2,000 pools. This would mean that 3.86 million people would be unable to participate in the swim activities they enjoy.

4.29 The Covid pandemic has exacerbated this issue. Since the Covid pandemic began, 206 pools have closed, either permanently or temporarily, including 68 public pools. Local authorities are one of the biggest investors in leisure facilities in England and they have faced huge budget pressures in recent years, which has only increased as a result of the pandemic.

4.30 Currently, the nation’s pools are not evenly distributed with some regions facing a much greater shortage of available pools.

4.31 The report recommends the following solutions:

- £1 billion of Government investment and support into public leisure facilities to develop the next generation of pools. This should include funding to build/refurbish pool and funding to support local authorities to undertake a strategic needs assessment.
- Local authorities that are short of water space as identified through a strategic needs assessment, should include new pool(s) in any Levelling Up Funding application they make.

Securing the Future of Public Sport and Leisure Services September 2021 – APSE, the LGA and CLOA

4.32 The report highlights that Councils have supported their leisure providers throughout the Covid pandemic, whilst providers have had to make full use of their financial reserves. However, because many providers operate on low profit margins or are constituted as trusts or charities, they have been unable to secure Government support beyond the Job Retention Scheme (JRS) and the National Leisure Recovery Fund (NLRF), resulting in a projected revenue loss of £411 million for district councils alone, rising to £600 million when unitary and metropolitan councils are included. These acute challenges have led to a renewed recognition of the vital contribution that public sport and leisure services make to communities, bringing communities together, promoting healthy lifestyles, addressing inequalities, and contributing towards a wealth of social value e.g. reducing crime, improving educational attainment.

4.33 The world is also facing a climate emergency and since leisure facilities produce between 10 – 40 per cent of district and unitary councils' direct carbon emissions it is vital that the leisure estate be upgraded to achieve net zero targets.

4.34 Nearly two thirds of the leisure estate is ageing and in need of replacement and there is therefore an opportunity to rethink about what our communities will need from our facilities and services in the future and design new, more efficient solutions to help communities be active and stay healthier longer. In addition, the public provision of swimming facilities is essential for ensuring that primary school children, particularly in more deprived areas, can achieve the necessary levels of swimming attainment in the national curriculum.

4.35 The report highlights the opportunity to transform the way leisure services and facilities are designed, provided and delivered. It talks about better integration with the health system (e.g. Integrated Care Systems (ICS) and public health teams), connecting them to active travel routes and '20 - minute communities', and creating community hubs by co-locating with wider wellbeing services such as GP surgeries.

4.36 Key recommendations from the report include:

- The new Office for Health Improvement and Disparities (OHID) should take responsibility for embedding the strategic role of public sport and leisure services within health systems and pathways, coordinating with DCMS, MHCLG and local government within England. All nations should consider how best to coordinate public sport and leisure provision across differing departments of Government.

- A £1 billion capital investment into the leisure estate based on established design plans would help to create hundreds of construction jobs, improve efficiency, reduce climate emissions and boost usage. Longer term, it would create new job opportunities and apprenticeships in areas of the sport and leisure industry typically taken by young people.
- The DfE should work with Government departments and councils to map the provision of swimming facilities, and levels of curriculum attainment, investing to address gaps or future gaps in the system and making targeted support available to enable schools to invest in learn to swim and swim safety where the system is currently failing.
- Councils should consider what social value outcomes they want to achieve through public sport and leisure services and design provision, accordingly, including activities such as outreach work to support those who are most vulnerable. These objectives must also be fully embedded into procurement activity and contract management processes.

A Decade of Change for Public Sector Leisure Report (July 2001) – UKactive

This paper sets out a vision for the future of Public Sector Leisure (PSL). It is based on a comprehensive consultation with PSL members and provides a roadmap for progress that will enable the survival, recovery, and redevelopment of this part of the sector.

Page 136

- 4.37
- 4.38 The report highlights the importance of PSL and its role in delivering community based physical activity, but also emphasises the fragility of its infrastructure and how the Covid pandemic has accentuated this. Due to the severe financial pressures on Local Authorities and its non-statutory status, PSL delivery has become increasingly focused on driving commercial income, often to the detriment of services that put customers, communities, and outcomes at the heart of their approach.
- 4.39 The consultation highlighted a number of opportunities including, developing a national strategy for PSL, defining PSL role in a whole systems approach to physical activity, reviewing current contract arrangements and approaches, introducing a National Infrastructure Strategy, adopting a more co-ordinated approach to demonstrating social value, collaborating, and developing a long-term workforce plan.
- 4.40 Key areas of focus include:
- **Data and Insight** – the need to have strong evidence to support what the industry does e.g. Moving Communities
 - **Standards and Improvement** – setting high unified standards. Sport England and UKactive are developing a set of standards and a new framework for improvement that all parts of the sector can adopt, called The Active Standard.
 - **Procurement:** Public Leisure generates £3.3 billion in social value on account of improved health, life satisfaction, educational attainment, and engaging vulnerable groups. The ability of public leisure providers to support health and wellbeing is however, hampered by procurement

processes driven by procedure rather than needs. Given the impact on local government finances, there is the danger that the emphasis on commercially driven procurement will increase, to the detriment of targeted community services. Sport England's Leisure Services Delivery Guidance (LSDG) together with the Strategic Outcomes Planning Guidance (SOPG) will help ensure that social value is at the heart of what public sport and leisure does.

- **Tackling Health Inequalities** – need to take a whole systems approach to support particular groups ensuring the services offered meet their social, physical, and emotional needs. Integrate the PLS with national and local health systems.

4.41 The reports calls for further financial aid to support PLS as part of a process of long-term transformation. The report outlines a roadmap for transformation.

Future of Public Sector Leisure Report (December 2021) – UKactive

4.42 This report has been developed as the result of insight gathered from leisure providers on the challenges and opportunities in the delivery of public sector leisure. The purpose of Public Sector Leisure Report is identified as:

'The delivery of social, economic and health outcomes on both a local and national level whilst also providing affordable, accessible leisure services and facilities to local communities.'

4.43 The report highlights the need to transform PLS and the following opportunities were raised:

- Lobby for PSL to be an essential service
- Develop a National Strategy for PLS
- Define PSL role in a Whole Systems approach to physical activity
- Review current contracting arrangements and approaches – moving away from a transactional contractual approach to a more formal relational contract.
- Build Back Better – a National Public Leisure Infrastructure strategy supporting investment, rationalisation and consolidation of leisure stock.
- More co-ordinated approach to demonstrating Social Value
- Enhance the image and profile of the sector
- Long Term workforce Planning
- Together we are stronger – collaboration and removal of silo working.

Physical Activity and Participation

The Intrinsic Value of Participation

- 4.44 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be underestimated. This is true for both younger and older people; participation in sport and physical activity delivers:
- Opportunities for physical activity, and therefore more ‘active living’;
 - Health benefits – cardiovascular, stronger bones, mobility;
 - Health improvement;
 - Mental health benefits; and
 - Social benefits – socialisation, communication, inter-action, regular contact, stimulation.
- 4.45 In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a ‘disciplined’ environment in which participants can ‘grow’ and develop.
- 4.46 The benefits of regular and active participation in sport and physical activity will be important to promote in relation to future sport, leisure and physical activity in Swale.
- 4.47 There is an existing audience in the borough, which already recognises the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in the district can support the delivery of the desired outcomes across a number of Swale Strategic priorities and objectives.

The Contribution of Sport and Physical Activity

- 4.48 There is now a national focus on physical activity and health and wellbeing, particularly through the Health Promotion Office (announced in March 2021); this focus will need be a national drive to achieve pre Covid 19 physical activity participation rates and to build on this to ensure those who are inactive are provided with opportunities to become active. Chair of UKactive, Baroness Tanni Grey-Thompson said in January 2021: “the sport and physical activity sector must be able to survive, recover, and develop to play its fullest role in society”.
- 4.49 Developing a strategic framework to support and promote collaboration in terms of physical activity provision will strengthen the Swale offer and support the targeting of those communities who will most benefit by being more active.

- 4.50 Nationally a more active population is not only healthier, but also impacts positively on the current costs of social care, mental health, dementia and it is estimated reduces GP visits nationally by 30 million a year. The 2019 study by Sheffield Hallam University for Sport England showed that for every £1 invested in sport, £4 of value is returned. Community sport and physical activity is worth £85.5 billion annually; £42 billion of this figure is social value, including improved work productivity, reduced crime, stronger communities, educational attainment, and of course healthier people.
- 4.51 Swale recognises the value and importance of physical activity. Swale has well-established and respected independent leisure providers in Swale including Swale Community Leisure (SCL), Faversham Pools Trust, and Serco. It also has a supportive and proactive Active Partnership in Active Kent and Medway, private sector provision, high quality outside environments, and a network of sports clubs.
- 4.52 There is a growing acknowledgment within government, national organisations, and services about the benefits of becoming and staying active and there is a willingness to work collaboratively.
- 4.53 There is a real understanding of the need to focus on increasing activity in those least likely to participate and embedding active living (i.e. embedding activity into everyday lives), into communities in an inclusive way.

Physical inactivity is one of the leading risk factors for global mortality. According to the World Health Organization (WHO), physical inactivity is the fourth leading risk factor for global mortality, accounting for approximately 6% of deaths worldwide.

Physical inactivity is associated with an increased risk of many chronic diseases, including heart disease, stroke, diabetes, and certain cancers. Regular physical activity can help to prevent or manage these diseases, as well as improve overall health and well-being.

The WHO recommends that adults engage in at least 150 minutes of moderate-intensity aerobic physical activity or at least 75 minutes of vigorous-intensity aerobic physical activity per week, or an equivalent combination of both. Additionally, muscle-strengthening activities should be done at least twice per week. By meeting these recommendations, individuals can reduce their risk of chronic diseases and mortality associated with physical inactivity.

People who have a physically active lifestyle have a 20% to 35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle. Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon and breast cancer and with improved mental health. In older adults, physical activity is associated with increased functional capacities. The estimated cost of physical inactivity to the National Health Service (NHS) in the UK is substantial. According to a report by the Academy of Medical Royal Colleges, the cost of physical inactivity to the NHS in England alone is estimated to be around £1.2 billion per year.¹²

¹² Source: Public Health England

Additional barriers and issues for participation in physical activity

- 4.54 There are several barriers and issues for participation in physical activity in Swale, which may vary depending on individual circumstances and personal preferences. Here are some common barriers that may prevent people from engaging in physical activity in Swale:
- Lack of access to facilities: Some individuals may not have access to appropriate facilities or equipment, such as gyms or sports fields, which can make it difficult to engage in physical activity.
 - Financial barriers: The cost of gym memberships, sports equipment, or classes may be a barrier for some individuals, particularly those on low incomes.
 - Time constraints: Many people have busy schedules, making it difficult to find time to engage in physical activity. This can be especially challenging for those with caring responsibilities or demanding work schedules.
 - Social support: Lack of social support, such as not having a workout partner or a group to exercise with, may make it difficult for some individuals to start and maintain an exercise routine.
 - Fear of judgment or self-consciousness: Some individuals may feel self-conscious about their fitness levels, body shape, or ability to exercise in public, which can prevent them from participating in physical activity.
 - Health conditions or injuries: Certain health conditions or injuries may limit the types of physical activity that individuals can participate in or may require modifications to their exercise routines.
- 4.55 Addressing these barriers requires a multifaceted approach, including improving access to facilities and equipment, providing financial support for those who need it, offering flexible scheduling options, providing social support through group exercise classes and peer support programs, and promoting body positivity and acceptance. By addressing these barriers, more individuals in Swale can engage in physical activity, leading to better health outcomes and overall well-being.
- 4.56 Given the diverse nature of Swale and its main towns location, there is a mix of travel modes to and from the leisure facilities. Generally, good transport links are available and affordable which are a key influence on whether people can access facilities. There is a notable difference in travel patterns of those people living on the Isle of Sheppey compared to those living in the more rural areas surrounding Faversham and Sittingbourne. Over 70% of visits to indoor sports facilities in Swale are by car (FPM info), and the percentage of the population without access to a car is higher than the regional average but lower than the national average. In order to encourage those who are currently inactive, improved transport links would be important.
- 4.57 During the Covid-19 pandemic many people who were previously users at leisure centres and facilities have accessed online classes. It will be useful to consider future usage patterns for current users of the facilities when planning for future provision. The network of village halls and physical activity in community settings can be invaluable for those lacking confidence or feeling uncomfortable using larger bespoke facilities.

Sports Facilities: Swale has a number of sports facilities, but membership of a sports club or commercial provider is required in order to access the majority of these.

78 sports facilities in Swale at 34 sites

Access Type	Ownership Type
28% - Sports Club/Community Association	40% Education
21% - Private Use	26% Local Authority
16% - Registered Member Use	3% Sports Club
35% - Pay and Play	24% Commercial
	7% Community Organisation

5. Stage B - Existing Facility Provision

Introduction

5.1. This section sets out the Stage B information required by the ANOG process. It provides a detailed picture of existing facilities in Swale:

- Quantity: how many of each type there are?
- Quality: their age and condition
- Accessibility: who owns and operates the facilities, facility location and catchment areas?
- Availability: whether the facilities are available to all residents, and whether there is pay and play access

Given the inter-related nature of these four key areas, Section 5 covers each facility type in turn, and assesses it in terms of the above, then pulls together all the data collected to provide an overall summary of each facility type, current and future provision i.e. supply and demand analysis.

The operational management of existing facilities is also referenced, as is the overall consultation undertaken to inform the supply and demand analysis (set out in detail in appendices 7,8, 9, 10 and 11).

5.4. Analysis of the provision to understand and identify gaps in, and need for, built leisure provision in Swale is then summarised. The recommendations to be implemented through the Action Plan, to address these identified needs and gaps is set out in Section 6.

Demand for Built sports facilities

5.5. There are two main tools used to inform the assessment of supply and demand, as well as the facility audit (Appendix 13) taken directly from Active Places and used as the baseline data to be checked and challenged through the site visits), quality site visits (Appendix 3 (3a – 3p)), and the demand information gathered through the consultation. These tools are:

5.6. The Sport England Facility Planning Model (FPM) – this is only used for sports halls of 3 court size and above and swimming pools larger than 160 m².

The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with sportscotland and Sport England since the 1980's.

The model is a tool to help to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls, swimming pools, indoor bowls centres and artificial grass pitches.

Use of FPM

Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

- 1. assessing requirements for different types of community sports facilities on a local, regional or national scale;**
- 2. helping local authorities to determine an adequate level of sports facility provision to meet their local needs;**
- 3. helping to identify strategic gaps in the provision of sports facilities; and**
- 4. comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating and closing facilities, and the likely impact of population changes on the needs for sports facilities.**

Its current use is limited to those sports' facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, indoor bowls and artificial grass pitches.

The report sets out the findings under seven headings and includes data tables and maps. The headings are defined at the start and include total supply; total demand; supply and demand balance; satisfied/met demand; unmet demand; used capacity (how full the pools are); and local share of pools. Each heading is followed by a commentary on the findings.

The purpose of the report is to provide SBC with an updated evidence base for sports halls and swimming pools, which the Council can use to inform its strategic planning for the future provision of these facility types. The full FPM reports and appendices are set out in Appendix 6.

The Sports Facility Calculator (SFC)

The Sports Facility Calculator (SFC) provides a quantitative estimate of future need, but unlike the FPM the SFC model analysis does not identify specific locations for future provision. That needs to be informed by the nature and location of future housing development (where locations are known), local geography and accessibility, and, critically, the location of existing facilities.

This is because future demand may have the potential to be addressed through facility extension, or refurbishment, as well as new locations. However, in the absence of any other future demand calculator, the SFC provides an indicator of the level of future provision needed. The SFC can be applied to the same facilities as those modelled in the FPM.

- 5.7. The demand (current and future) for facilities other than sports halls and swimming pools is assessed using National Governing Body (NGB) standards if they are available, plus a combination of local factors e.g., how many existing facilities there are, what is the identified demand from schools, clubs, the community etc, what is available immediately outside the authority boundaries to which people may find it easier to travel.

Consultation

The ANOG methodology requires consultation with schools, clubs, parish/town councils, neighbouring boroughs, National Governing Bodies (NGBs) and key stakeholders. Schools, clubs and parish councils were consulted via separate online surveys. Clubs' needs are also identified via consultation with NGBs. NGBs were all contacted by email and asked a series of questions to identify the information required. The consultation responses are set out in detail in Appendices 7,8, 9, 10 and 11.

Schools

- 5.9. Responses from 11 different schools responded to the invitation to complete the online survey – see Appendix 8.

Parish Councils

- 5.10. Four Parish Councils responded to the survey - see Appendix 9. All 4 cited playing pitches or sports facilities as their main priorities – Dunkirk, Bredgar, Borden and Hartlip. Halls and other community facilities are important locally as a place to deliver a whole range of activities. For example, Bredgar Cricket Club are planning a new pavilion at Bredgar Recreation Ground. All outdoor facilities are covered in the 2023 Swale PPS.

Clubs

- 5.11. A total of 15 different clubs responded to the invitation to complete the online survey – see Appendix 10. The Swale Combined Athletics Club would like its own venue for athletes to practice high jump, pole vault, hurdles etc. Additional training has to be accessed at Ashford with athletes often leaving Swale as a consequence.
- 5.12. Table tennis was represented by a spokesperson for the Invicta league who expressed concern about the closure New House Sports and Youth Club which was home to 11 table tennis teams.

Swale Borough Council

Built Facility Assessment and Strategy

- 5.13. A new venue was needed to support the introduction and development of juniors to the sport. Beachfield Swim Squad needs Sheerness Pool for scheduled training sessions and galas.
- 5.14. All clubs were adversely affected during covid and there has been mixed success with members returning to many of the clubs since the restrictions have been lifted.

Neighbouring Local Authorities

- 5.15. In determining the nature, level and location of sports facility provision required for the future in Swale, it is also important to be aware of how neighbouring local authorities are planning for the future. Given that communities use sports facilities in areas other than where they live, the development of new or improved provision can impact significantly on both participation levels and capacity cross-boundary. Consultation with neighbouring local authorities is summarised in Appendix 11.
- 5.16. Information was obtained from neighbouring authorities including Maidstone Borough Council, Ashford Borough Council, Canterbury City Council and Medway Council, as well as using SLL's own knowledge from recent work in these areas.

Table 12: Feedback from neighbouring Local Authorities

Neighbouring Local Authority	Comments
Maidstone Borough Council	Will continue its planning and feasibility options work for the future of Maidstone Leisure Centre.
Ashford Borough Council	Has refurbished the Stour Centre and Tenterden Leisure Centre over the past 2 years and will continue to invest as new housing demands. Chilmington Green is the major housing development with 5,200 units.
Canterbury City Council	Is working with its partners Active Life (Fusion is part of this set up) and is looking to refurbish Kingsmead, Whitstable Swimming Pool and Herons in Herne Bay. Canterbury College has a new sports centre as part of a wider £9m Capital spend and it is thought Canterbury Christchurch University has a new sports centre, all dryside, as part of its new capital development outside the city walls.
Medway Council	New Splashes Leisure Pools currently being built. Any housing development in the Gillingham area contributions will be put into investing in Medway Park Sports Centre (previously known as Black Lion LC). Any developments on Hoo Peninsula that would mean investment in Hoo Swimming Pool probably a new facility and Strood Sports Centre neither would impact on Swale (too far away but would probably have more impact on Gravesend).

Catchment Areas

- 5.17. Catchment areas for different types of facilities provide a means of identifying areas currently not served by existing indoor sports facilities. It is however, recognised that catchment areas vary from person to person, day to day, hour to hour, and are also very different in rural and urban areas. This problem is overcome by accepting the concept of ‘effective catchment’, defined as the distance travelled by around 75-80% of users. The maps in Section 5 demonstrate catchment areas for facility provision in Swale based on this approach, which uses a 20-minute drive time as a catchment area for sports facilities (the industry guidance from Sport England is a 20 min drive time (car), or a 10-minute walk time).
- 5.18. Given the diverse nature of Swale and its main towns location, there is a mix of travel modes to and from the leisure facilities. Generally, good transport links are available and affordable which are both key as to whether people can access facilities. There is a notable difference in travel patterns of those people living on the Isle of Sheppey compared to those living in the more rural areas surrounding Faversham and Sittingbourne. Over 70% of visits to indoor sports facilities in Swale are by car (FPM info), and the percentage of the population without access to a car is higher than the regional average but lower than the national average. In order to encourage those who are currently inactive, improved transport links would be important.
- 5.19. During the Covid-19 pandemic many people who were previously users at leisure centres and facilities have accessed online classes. It will be useful to consider future usage patterns for current users of the facilities when planning for future provision. The network of village halls and physical activity in community settings can be invaluable for those lacking confidence or feeling uncomfortable using larger bespoke facilities.

Page 146

Supply of Built Sport Facilities in Swale

- 5.20. The following table summarises the existing indoor sports facilities across Swale.

Table 13: Existing Indoor sports facilities – Swale

Facilities	Swale
Sports Hall (3+ Courts)	11
Activity Halls	18
Swimming Pools (Main, Learner & Leisure)	12
Health and Fitness Suites	13
Studios	12
Squash Courts	8
Indoor Bowls Hall	1

Table 14: Sports Facilities in Swale

Sports Facilities: Swale has a number of sports facilities, but membership of a sports club or commercial provider is required in order to access the majority of these.

78 sports facilities in Swale at 34 sites

Access Type	Ownership Type
28% - Sports Club/Community Association	40% Education
21% - Private Use	26% Local Authority
16% - Registered Member Use	3% Sports Club
35% - Pay and Play	24% Commercial
	7% Community Organisation

Page 147

- 21. It is important to highlight from the outset that this strategy is not just about formal sports facility provision, but also looks at opportunities for increased use of informal places and spaces. Community halls can be used for sport and physical activity even if they are not purpose designed nor marked for such use and can often provide an introductory experience of sport and physical activity, or a more accessible option for those who are older, have no access to private transport, or who have commitments which make it hard for them to travel to formal facilities.
- 5.22. Increased use of the outdoors, open spaces, parks, recreation grounds, and community halls also has significant potential to contribute to increasing levels of participation in physical activity at a very local level, and to addressing rising levels of obesity and other health inequalities.
- 5.23. Based on the Active Places database, the Sport England Facility Planning Model (FPM), the local sports profile data (Sport England), and the audit undertaken to inform this strategy, the maps used in the following facility assessments show the extent of existing built sport and leisure facility provision in Swale.
- 5.24. Users of sport and recreation facilities do not recognise administrative boundaries and will use facilities that are convenient and/or provide a quality/value for money experience. Ownership and management are, in this context, a minor consideration for most users.
- 5.25. The availability of facilities in neighbouring districts can and does influence sports facility usage patterns, as does access to private transport and availability of public transport. Good public transport means that accessing facilities is easier than in other boroughs.

Operational Management of Swale Borough Council Leisure Facilities

- 5.26. Swallows Leisure Centre opened in 1989 and Sheppey Leisure Complex opened 1980. Both facilities are managed on a contract which started in 2004 with revisions made in 2009 and 2015. The current contract was due to expire in 2019 but has now been extended to 31 March 2025.
- 5.27. Swallows Leisure Centre, Sittingbourne and Sheppey Leisure Complex are managed by Swale Community Leisure Trust (SCLT); the Trust has commissioned Serco Leisure Ltd to deliver the operational management requirements of the leisure contract.
- 5.28. Faversham Pools were opened in 1993 and are managed by an independent charitable trust incorporated as a company limited by guarantee.
- 5.29. Faversham Pools Trust is keen to foster a strong working relationship with SBC recognising that that both parties have limited resources available for investment. Collaborative working is recognised and required as the way forward to sustain the future of the pools. The Trust is keen to enter strategic engagement with SBC to find innovative solutions around funding the future needs of the pools.
- 5.30. Warden Bay Community Centre on the Isle of Sheppey is owned by SBC and operated inhouse.
- 5.31. Newhouse Sports and Youth Centre in Sittingbourne is owned by Kent County Council. Newhouse closed during the first covid lockdown in March 2020 and has not reopened. It is unclear what KCC plans to do with the latter, and the facility still remains closed at the time that this report was written.

Assessment of Individual Facility Types

- 5.32. The built facility types assessed include:
- Sports Halls (including schools and community buildings), and covering indoor sports hall sports such as, badminton, martial arts, indoor cricket basketball, indoor hockey, netball, table tennis and volleyball
 - Health & Fitness facilities (including dance/aerobic studios)
 - Squash Courts
 - Swimming Pools
 - Indoor Bowls Halls
- 5.33. In addition to the above, reference is also made to the various community halls in the area (although these halls did not form part of the brief for the Built Facility Strategy), which provide informal space for a wide range of physical activity and recreational activities. It is important to highlight that community use, and specifically pay and play access is the focus of the facility assessment. Community use applies to clubs, the public and community associations / groups; pay and play community access refers to the public.

- 5.34. The latter is really important because those who are inactive are highly unlikely to join a club to use a facility; therefore, it is only by ensuring there is sufficient pay and play community access to formal and informal facilities, that participation is likely to increase, and particularly amongst those who are currently inactive. Community use provided for clubs is also very important, given that club members are also part of the overall community, but these individuals are more likely to be active already.
- 5.35. Given the range of facilities in Swale, each type is summarised below and assessed separately, to provide a more detailed picture of the current supply and demand, and critically future need.

Quality Audits

- 5.36. The quality audits comprise an independent visual assessment of the quality and condition of the facilities; results are recorded on the ANOG assessment sheet, developed by Sport England, and scored, based on the Sport England system set out in Table 15. Details of the individual audits undertaken are included in Appendix 3 (3a – 3p).
- 5.37. The audit scores are based on a numerical value, detailed on each assessment sheet, as follows:

Table 15: Quality Audit Scoring System

Key	Rating
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

- 5.38. A facility scoring highly in terms of visual quality and condition (good – excellent) is likely to require less investment than one which in a poorer visual condition (average – very poor). The combination of the scores, results in the facility rating, and identification of investment need (significant, moderate etc.).
- 5.39. It is important to highlight that in undertaking the quality assessments, each element of the facility e.g., sports hall, pool etc is given a qualitative assessment, and the overall facility is also given an overall qualitative mark. Therefore, a sports hall can be of poor quality, but the overall facility score could be good.

Sports Halls and Activity Halls

Summary - Supply and Demand Analysis (excluding Newhouse Sports & Youth Centre)

5.40. Table 16 summarises the overall supply and demand analysis for sports halls and activity halls in Swale.

Table 16: Overall supply and demand analysis for sports hall and activity halls in Swale

Facility Type	Assessment Findings
Sports Halls	
Quantity	<p>There are:</p> <ul style="list-style-type: none"> • A total of 11 (all strategic size i.e., 3+ courts) sports halls across nine sites • A total of 46 badminton courts across 11 sports halls • Four pay and play sports halls (1 on an education site – Abbey School, providing a total of 17 badminton courts • Five sports halls on education sites available for sports club/community association use • Two sports halls (1 on an education site – Abbey School) which provide for sports club/community association use, and some pay and play use • One sports hall (Newhouse) that is closed • Two private sports halls – Sittingbourne School and Westlands School • There are 18 activity halls across 13 sites • There are nine community accessible activity halls available for sports club/community association use • There are seven activity halls available for private use only. • There are two pay and play access activity halls (Abbey School) <p>N.B Some activity halls do not have a marked badminton court so are counted as 0 courts, hence the numbers in Table</p> <p>Future Demand</p> <p>Housing development and population growth in Swale will increase demand for sports hall provision. Using the SFC it is possible to estimate overall future demand for provision of sports halls, based on different population growth scenarios.</p>

Swale Borough Council

Built Facility Assessment and Strategy

Facility Type	Assessment Findings					
Sports Halls						
	Population 2020 (estimate ONS Subnational Population Projections)	Local Plan 2013 – 2038 Housing still due to be completed	Total number of additional new dwellings for period 2020 – 2038	New Local Plan 2020 – 2038 Revised number of new dwellings	Additional dwellings x 2.3 (national average population per dwelling)	Total Population by 2038
	151,965	13	19,404	18,864 (1,078 (number of dwellings per annum) x 18 years	44,629	196,594
<i>Local Plan 2020 - 2038 totals 19,404 new dwellings within Swale administrative boundaries and a population growth of 44,629 to an overall total of 196,594</i>						
	(A) Current over-supply of Badminton Courts	(B) Unmet demand for Badminton Courts	(C) Future Demand for Additional Badminton Courts by 2038	(D) Total under-supply (-) of Badminton Courts by 2038		
	+2	3.5 (FPM*)	12 (SFC)	9.5*		
*Unmet demand will be higher if Newhouse Y&CC remains closed						
N.B. Calculation uses 2020 population of 151,965 for Swale as used by Sport England in their Facility Planning Model for sports halls. This ensures that future demand/supply calculations directly correlate to the baseline calculations for current supply/demand and population figure used for these.						
The calculation shows that there will be need for an additional +9.5 badminton courts by 2038. In the FPM (which <u>includes</u> Newhouse Y&CC as part of the available supply), unmet demand as a percentage of total demand is 8.3% (equivalent of 3.5 badminton courts) with 435 weekly visits in the peak period not being met across the Swale district. 85.4% of this unmet demand is due to people living outside the catchment of a facility as opposed to there being a lack of capacity at existing sports halls.						
11.4% of this is forecast as being from people who do not have a car. However, approximately 14.6% is forecast to be as a result of lack of capacity at current facilities which is relatively high compared to neighbouring authorities and the SE/Kent regional figure.						
Swallows Leisure Centre sports halls is operating at 100% capacity peak time and Sheppey Leisure Centre 87% capacity. There are much lower used capacity figures across the other sports hall sites.						
On the basis that there is existing sports club and community association use in place across those sites operating at peak time capacity, it is important that as a minimum, these community access arrangements are maintained. SBC should seek to engage with those organisations currently operating with much smaller used capacity figures to encourage greater access to their sports halls during peak hours, securing this use where possible, through a Community Use Agreement (CUA) e.g. Fulston Manor School, Oasis Academy, Queen Elizabeth's Academy and The Abbey School.						

¹³ There has been a delay any formal consultation on the Local Plan Review until the Levelling Up and Regeneration Bill obtains Royal Assent and revisions made to the NPPF that will provide clarity on the Government's intentions towards Local Plan making.

Swale Borough Council
Built Facility Assessment and Strategy

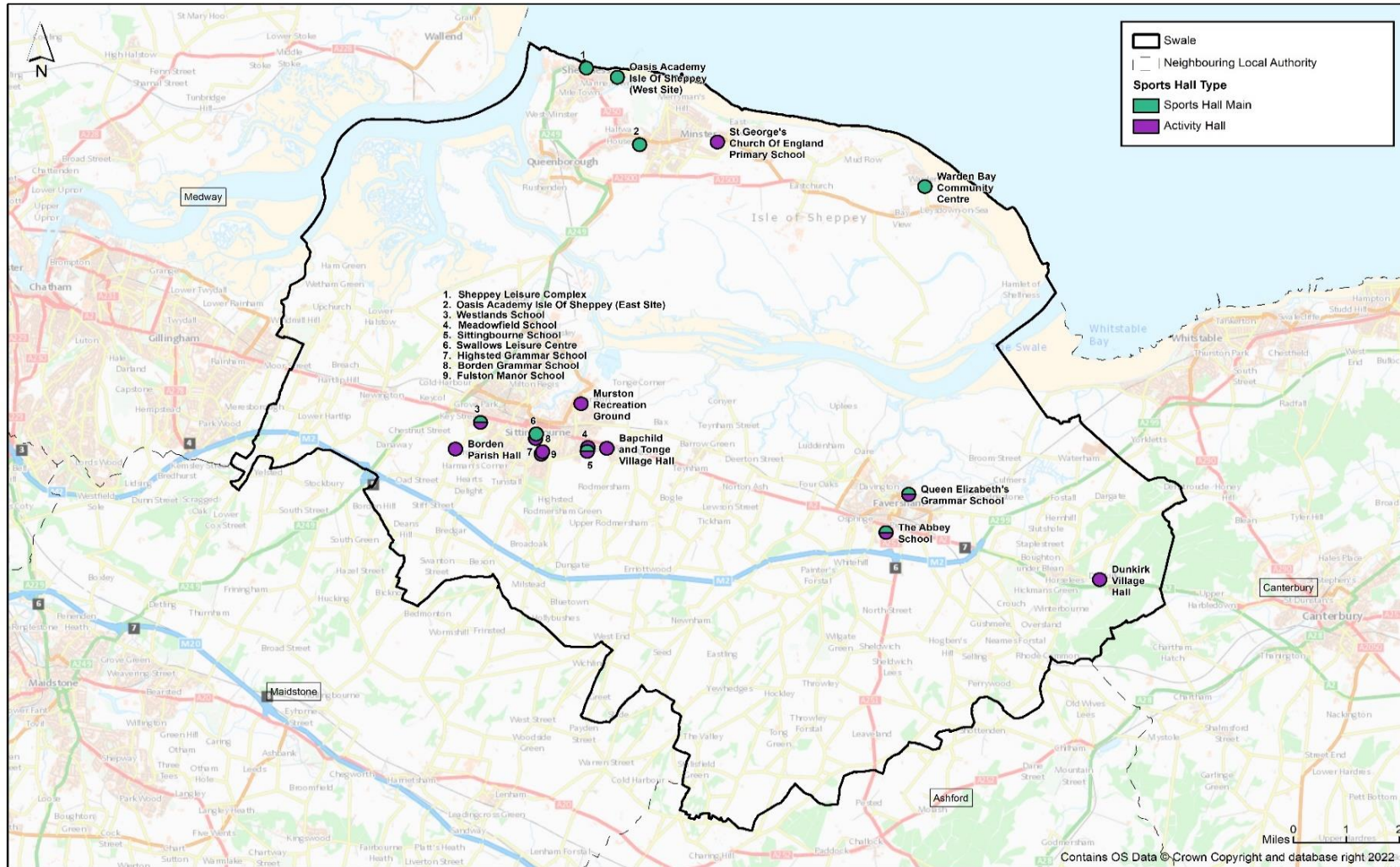
Facility Type	Assessment Findings
Sports Halls	
	<p>Any new sports halls developed on education sites should provide community access via a planning condition, allowing for access to both individuals and clubs/groups. The three most recent planning permissions given for new sports halls in the borough (total of 12 badminton courts) do not have a CUA as part of planning conditions.</p> <p>NGBs and local sports clubs highlight:</p> <ul style="list-style-type: none"> • Badminton England – need for more peak time hours available for badminton use. There are a below average number of sites and courts and not surprisingly very low participation rates despite two clubs i.e., lack of pay and play badminton. • Boxing – sustainable premises required for two of the clubs on Isle of Sheppey • Gymnastics – support clubs moving into dedicated facilities to increase membership and diversify range of activities available including working with the community to increase physical activity opportunities. • Netball – there are three clubs in Swale (one with a junior section – Comets). The current priority is to rebuild netball participation including back to netball, walking netball, netball now and bee netball. Also, to support local leagues and clubs and grow the base of volunteers and coaches. Finally, it has been highlighted that introductions to new partners within Swale were needed to 'grow the movement' and create aligned plans to reach common goals. • Table Tennis – would like to play table tennis at Newhouse Youth & Sports Centre
Quality	There are a high proportion of sports halls in schools and colleges in Swale. The average age of the sports halls is 27 years. The quality of the current provision is varied with both Council-owned sports halls in need of refurbishment/investment over the next 5 years. There is an ageing stock of sports halls across the borough.
Accessibility	<p>There are areas to the east of the borough, around the Swale estuary, which are outside of a 20-minute drive catchment of a community accessible sports hall. There are large areas of the Isle of Sheppey that are outside a 20-minute drive catchment of an accessible activity hall.</p> <p>In the FPM (which includes Newhouse Y&CC as part of the available supply), unmet demand is 8.3% (3.5 badminton courts) and is in line with regional and national figures. 85.4% of this unmet demand is caused by people living outside the catchment area of a facility with 11.4% of this forecast as being from people who do not have access to a car. However, approximately 14.6% of unmet demand is as a result of a lack of capacity at current facilities which is comparatively high when compared to neighbouring authorities and the SE/Kent regional figure.</p>
Availability	There is a high level of sports hall and activity hall provision in Swale. However, the majority of sports halls are on education sites, providing for sports club/association use (usually outside school hours). Sheppey Leisure Centre and Swallows Leisure Centre have strategic size sports halls offering pay and play access. Of the 11 strategic size sports halls, only three sports halls are available for weekday daytime use. Swallows Leisure Centre is operating at 100% used capacity during the weekly peak periods (weekday evenings and weekend days). 100% is where the facility is theoretically totally full at all peak times. Sheppey Leisure Centre (87%) is also busy. This reflects the number of sports halls on education sites and the limited hours available for community use. Other sports hall sites included in the analysis have much smaller used capacity figures and there may be an opportunity to re-distribute some usage and unmet demand to these facilities.

Sports Halls

Quantity

- 5.41. Sports halls are identified as three court badminton halls and above and provide facilities for team sports such as netball, volleyball, basketball etc. Activity halls are smaller, normally of one badminton court size but may not be marked out for badminton but cater for some sports and physical activity. The supply analysis identifies that Swale has a total of 11 sports halls (strategic size 3+ courts) (refer to Map 1). The sports halls are provided across nine sites. Table 17 details the supply of sports halls in Swale taken from Active Places database (Sport England 2022). Newhouse Sports and Youth Centre is highlighted in red in Table 17 and analysis; this facility remains closed. It was closed at the start of the first Covid lockdown in March 2020 in England and has not re-opened since. This facility was managed by Kent County Council.

Map 1: Sports Halls and Activity Halls in Swale



Sports Halls by type in Swale



Swale Borough Council
Built Facility Assessment and Strategy

Table 17: Supply of Sports Halls in Swale

Site Name	Post Code	Facility Type	Facility Sub Type	Number Badminton Courts	Access Type	Ownership Type	Management Type	Pay and Play Access	Year Built	Year Refurbished
Hulston Manor School	ME10 4EG	Sports Hall	Main	4	Sports Club/Community Association	Academies	School/college/university		1977	N/A
Hulston Manor School	ME10 4EG	Sports Hall	Main	3	Sports Club/Community Association	Academies	School/college/university		1999	N/A
* Newhouse Sports & Youth Centre	ME10 2LP	Sports Hall	Main	4	Sports Club / Community Association	Local Authority (KCC)	Commercial Management		1988	2011
Oasis Academy Isle of Sheppey (East)	ME12 3JQ	Sports Hall	Main	6	Sports Club/community association	Academies	School/college/university		2013	N/A
Oasis Academy Isle of Sheppey (West)	ME12 2BE	Sports Hall	Main	4	Sports Club/Community Association	Academies	School/college/university		2013	N/A
Queen Elizabeth Grammar School	ME13 7BQ	Sports Hall	Main	4	Sports Club/Community Association	Foundation School	School/college/university		1978	N/A
Sheppey Leisure complex	ME12 1HH	Sports Hall	Main	4	Pay and Play	Local Authority	Commercial Management	√	1980	2002

Swale Borough Council

Built Facility Assessment and Strategy

Page 156

Site Name	Post Code	Facility Type	Facility Sub Type	Number Badminton Courts	Access Type	Ownership Type	Management Type	Pay and Play Access	Year Built	Year Refurbished
Hittingbourne School	ME10 4NL	Sports Hall	Main	4	Private	Community School	School/college/university		1974	2015
Swallows Leisure Centre	ME10 4NT	Sports Hall	Main	6	Pay and Play	Local Authority	Commercial Management	√	1989	2005
The Abbey School	ME13 8RZ	Sports Hall	Main	4	Sports Club/Community Association/ Pay and Play also available	Academy Convertors	School/college/university	√	2006	2010
Warden Bay Community Centre	ME12 4NB	Sports Hall	Main	3	Sports Club/Community Association/Pay and Play also available	Local Authority	Local Authority (in house)	√	2003	N/A
Westlands School	ME10 1PF	Sports Hall	Main	4	Private	Academy Convertors	School/college/university		2008	N/A
Total (minus closed courts)				46						

Key: * Closed March 2020 and not reopened since

Swale Borough Council

Built Facility Assessment and Strategy

5.43. There are:

- A total of 11 (all strategic size i.e., 3+ courts) sports halls across nine sites
- A total of 46 badminton courts across 11 sports halls
- Four pay and play sports halls (1 on an education site – Abbey School, providing a total of 17 badminton courts
- Five sports halls on education sites available for sports club/community association use
- Two sports halls (1 on an education site – Abbey School) which provide for sports club/community association use, and some pay and play use
- One sports hall (Newhouse) that is closed
- Two private sports halls – Sittingbourne School and Westlands School
- There are 18 activity halls across 13 sites
- There are nine community accessible activity halls available for sports club/community association use
- There are seven activity halls available for private use only.
- There are two pay and play access activity halls (Abbey School)

N.B Some activity halls do not have a marked badminton court so are counted as 0 courts, hence the numbers in Table 18

In terms of badminton court availability this means:

Table 18: Badminton court availability

Facility Type	Pay and Play	Sports clubs/community associations	Total Community Use (Pay and Play and Sports clubs/community associations)	Private	Closed	Total number of courts (excluding 4 that are closed (Newhouse))
Sports hall -badminton courts	17	21	38	8	4	46
Activity Hall Badminton courts	1 (plus 1 hall with no badminton courts marked)	4 (plus 5 halls with no badminton courts marked)	5	7 (includes 3 halls with no badminton courts marked)	N/A	5
TOTAL						51

N.B. Two sports halls – Abbey School and Warden Bay Community Centre provide for both pay and play and sports club/community association use)

- 5.45. The existing sports halls are operated and managed by a mix of schools, academies, commercial management, and SBC. Eight of the strategic sports halls are on education sites and offer community bookings for sports clubs and community associations; one of these (Abbey School) offers sports club/community association and pay and play use. Three of the sports halls are available for pay and play community use; two are managed by Swale Community Leisure on behalf of Swale Borough Council. The remaining strategic size sports hall is at Warden Bay Community Centre (also known as Warden Bay Village Hall) and is available for community sports club/association use and pay and play. The oldest sports hall facility is at Fulston Manor School and was built in 1977. Strategic size sports halls are listed in Table 15. There is an ageing stock of sports halls across the borough.
- 5.46. Sports halls on education sites will have different hours of access for community use, outside of education use. Some schools and colleges proactively manage venues for wider community use, predominantly by sports clubs and community groups. Other schools and colleges let their sports halls on a responsive basis to sports clubs or community groups, for a term or even shorter lettings.

Activity Halls

- 5.47. Table 19 and Map 1 identify those activity halls included in the Sport England Active Places database, accessed 2022. There are two pay and play community accessible activity halls in Swale. Those providing community sports club/association use are also shown in Table 19.
- 5.48. There are 18 activity halls in Swale located across 13 sites with Westlands School, The Abbey School and Meadowfield School all having two activity halls and Sittingbourne School having three activity halls. Westlands School, Meadowfield School and Sittingbourne School are all private facilities. 14 of the activity halls are located on education sites with the remaining four activity halls situated in standalone village/community halls. These are available for community use sessions, usually for groups, associations, and privately run classes, but provide more than sport and physical activity. Typically, community and village halls will also be hired for dance classes, arts/crafts, events and programmes, meetings, and social gatherings.

Swale Borough Council

Built Facility Assessment and Strategy

Table 19: Supply of Activity Halls in Swale

Site Name	Post Code	Facility Type	Facility Sub Type	Number Badminton Courts	Access Type	Ownership Type	Management Type	Pay and Play Access	Year Built	Year Refurbished
Bapchild and Tone Village Hall	ME9 9NL	Sports Hall	Activity Hall	0	Sports Club/Community Association	Community Organisation	Community Organisation		1988	2016
Borden Grammar School	ME10 4DB	Sports Hall	Activity Hall	0	Sports Club/Community Association	Academies	School/College/University		1980	2007
Borden Parish Hall	ME9 8JS	Sports Hall	Activity Hall	1	Sports Club/Community Association	Local Authority	Community Organisation		1980	N/A
Bunkirk village Hall	ME13 9LF	Sports Hall	Activity Hall	0	Sports Club/Community Association	Local Authority	Community Organisation		2011	N/A
Fulston Manor School	ME10 4EG	Sports Hall	Activity Hall	1	Sports Club/Community Association	Academies	School/College/University	√	1977	N/A
Highsted Grammar School	ME10 4PT	Sports Hall	Activity Hall	1	Private	Academies	School/College/University		1904	N/A
Meadowfield School	ME10 4NL	Sports Hall	Activity Hall	0	Private	Community Special School	School/College/University		1999	N/A
Meadowfield School	ME10 4NL	Sports Hall	Activity Hall	0	Private	Community Special School	School/College/University		2020	N/A
Murston Recreation Ground	ME10 3RT	Sports Hall	Activity Hall	0	Sports Club/Community Association	Local Authority	Sports Club		1970	N/A

Swale Borough Council

Built Facility Assessment and Strategy

Site Name	Post Code	Facility Type	Facility Sub Type	Number Badminton Courts	Access Type	Ownership Type	Management Type	Pay and Play Access	Year Built	Year Refurbished
Queen Elizabeth's Grammar School	ME13 7BQ	Sports Hall	Activity Hall	1	Sports Club/Community Association	Foundation School	School/College/University		1978	N/A
Sittingbourne School	ME10 4NL	Sports Hall	Activity Hall	1	Private	Community School	School/College/University		1974	N/A
Sittingbourne School	ME10 4NL	Sports Hall	Activity Hall	1	Private	Community School	School/College/University		1974	N/A
Sittingbourne School	ME10 4NL	Sports Hall	Activity Hall	1	Private	Community School	School/College/University		1974	N/A
At George's C of E Primary School	ME12 3QU	Sports Hall	Activity Hall	0	Private	Voluntary Aided School	School/College/University		1990	2010
The Abbey School	ME13 8RZ	Sports Hall	Activity Hall	1	Sports Club/Community Association	Academy Convertors	School/College/University	√	1954	2004
The Abbey School	ME13 8RZ	Sports Hall	Activity Hall	0	Sports Club/Community Association	Academy Convertors	School/College/University	√	1954	N/A
Westlands School	ME10 1PF	Sports Hall	Activity Hall	2	Private	Academy Convertors	School/College/University		1960	2006
Westlands School	ME10 1PF	Sports Hall	Activity Hall	1	Private	Academy Convertors	School/College/University		1960	N/A
Total badminton courts				11						

Swale Borough Council

Built Facility Assessment and Strategy

- 5.49. Three of the activity halls are located on a site where there is also a sports hall offering community access; these are all education sites. Sittingbourne School and Westlands school have both sports halls and activity halls. However, these facilities, which are governed by the Swale Academies Trust, are not available for community use. However, the outdoor pitches and courts at Sittingbourne School are available for community use.
- 5.50. Map 2 shows the distribution of activity halls across the borough and shows that there are no community accessible activity halls in the north of the borough, on the Isle of Sheppey. St George's Church of England Primary School offers the only activity hall in the north of the borough and this facility is for private use only.
- 5.51. The overall range of provision within the borough means that activities/sports can be separated. Big space sports such as badminton and basketball can be accommodated in the main halls. The smaller activity halls can accommodate small space activities such as Pilates, yoga and martial arts.

Quality

- 5.52. Detailed quality assessments were undertaken of the following indoor sports facilities within Swale borough (March 2022) by way of site visits and/or visual assessments of the facilities. These are provided in Appendix 3 and are summarised in Table 20.

Table 20: Summary of the Quality Assessment of Swale Sports Halls and Activity Halls

Facility Name	Quality Score	Commentary
Bapchild and Tonge Village Hall	Good	20 x 10m main hall suitable for functions (no markings for badminton and ceiling too low). Good parking with ancillary facilities set in pleasant grounds. Prefer block bookings or special event hire especially for local people.
Borden Grammar School	Good	There is no community use available. There are plans to build a 3-court sports hall adjacent to the school buildings, with lots of development potential. Planning approved 14/9/21. There is some levels of car parking and full disability access and served by public transport.
Borden Parish Hall	Good	Main hall suitable for functions (floor markings for single badminton although ceiling was quite low). Good parking with ancillary facilities set in pleasant grounds. Prefer block bookings or special event hire especially for local people.
Dunkirk Village Hall Does not meet APP criteria	Good	Small activity hall. Village hall shared with Bees Knees Playgroup Toilets inc disabled toilet. Very modern/new building. Limited scope for activities possibly martial arts, yoga, etc

Swale Borough Council

Built Facility Assessment and Strategy

Page 162

Facility Name	Quality Score	Commentary
Fulston Manor School	Good	Two multi-purpose sports halls and separate single badminton court size halls for community hire evenings and weekends.
Highsted Grammar School	Unable to access	Private Use only no community hire of the activity hall. Planning application approved 30/10/20 for new 4 court sports hall with changing rooms with a link to existing PE Hall.
Meadowfield School	Unable to access	Private use. No community hire of the minimal facilities onsite. Special needs school, specialising in autism.
Murston Recreation Ground	Average	Built in 1970s. A function hall was located at Murston Recreation Ground and used for table tennis, dancing, and fitness classes. Some block bookings and hire.
* Newhouse Sports & Youth Centre	See earlier note re: closure	Built in 1988 and has had problems with flood damage, structural failure and expensive rook repairs. Since Covid-19 has not reopened despite popular venue especially for table tennis.
Oasis Academy (East and West sites)	Excellent	The college has one 6 court sports hall and another (east site) 4-court sports hall (west site) which it hires out to local sports clubs and community organisations. The sports halls are in excellent condition and benefits from full disability access and good public transport links. There is some car parking available. There is no development potential for the site due to current layout/design. All facilities are let out for community use – clubs and groups. Facilities on east campus have good access; those on the west campus have to be accessed through the school which appeared a gated community.
Queen Elizabeth Grammar School	Very Poor	Community bookings available but realistically only used by very recreational badminton players. School site – very tired looking changing rooms. Some outdoor facilities including a MUGA. Other facilities: small 4 x station gym in a store cupboard (with roller shutter door) Sports hall was built in the 1970s and was an old cowshed (terrible condition). There may be some opportunities for development. Planning application approved 19/7/22 for demolition of existing and build a new 4 court sports hall.
Sheppey Leisure Complex	Average (Sports hall – Poor)	Built by Swale Borough Council in 1980s. Facilities include a 4-court sports hall, 45 station gym, studios and tired external facilities. A 25m x 5 lane swimming pool and changing facility is in a standalone building on the opposite side of the car park. There are also 2 outdoor courts. The sports hall is used by several clubs. The building is shared with Sheppey Healthy Living Centre who operate a public health service from the upper floor. The facilities are in poor condition and in need of refurbishment. There are good transport links train and bus routes close-by. There is lots of potential for development.
Sittingbourne School	Good	Used to be a dual-use site, operated by Swale Borough Council. The community use agreement changed when the school became an Academy. Only let out outdoor facilities now - pitches, 3G, Astro and courts Private Use

Swale Borough Council
Built Facility Assessment and Strategy

Facility Name	Quality Score	Commentary
St George's CofE Primary School	Unable to gain access. Information taken from website (accessed 17.8.22)	Well-equipped hall with climbing apparatus. Private use
Total	Good (Sports hall – average)	Swallows LC was opened in 1989 and is in town centre location. Facilities include a 100+ station gym, 6 court sports hall, clip and climb, soft play, and studios. Capital investment including a £1m refurbishment to the plant was expended in 2019/20. The facilities are in good overall condition for the age of the building, although the changing village is tired. (Health suite area is decommissioned and now utilised).
The Abbey School	Average	Community bookings available after 5/30pm - 9. /30pm weekdays, Saturday afternoons 1pm - 9pm and Sundays 9am - 7pm. Sports hall: recently refurbished semi-sprung beech floor. Activity hall: wood floor, painted brick walls - basic but functional There was a gym however that closed in March 2020 (covid and has not reopened) Although dated the centre was well maintained Evidence of disability sessions were pre-programmed. There is a small amount of parking on site and some signposting. There is development potential onsite.
Warden Bay Community Centre	Average	Large function area (no badminton markings). Low ceiling with upstairs used for boxing. Community bookings available No badminton court markings Other facilities include C/R and toilets inc disabled Built 2003 Buses do not operate in the evenings Managed by Village Hall Committee Site prone to flooding (flood defence and sluice gates installed) Originally planning was to locate site away from flood plain Centre should have been built on stilts but did not happen Nursery and playgroup high the hall during weekday daytime
Westlands School	Good	Same academy as Sittingbourne School. Good 4-badminton court sports hall and 2 gyms with wall bars. Private use The condition was good and moderately maintained. There is no community use. The school is served by public transport. There is some parking. Well maintained. Full disability access throughout with some signposting to the facility. Possibly some development potential.

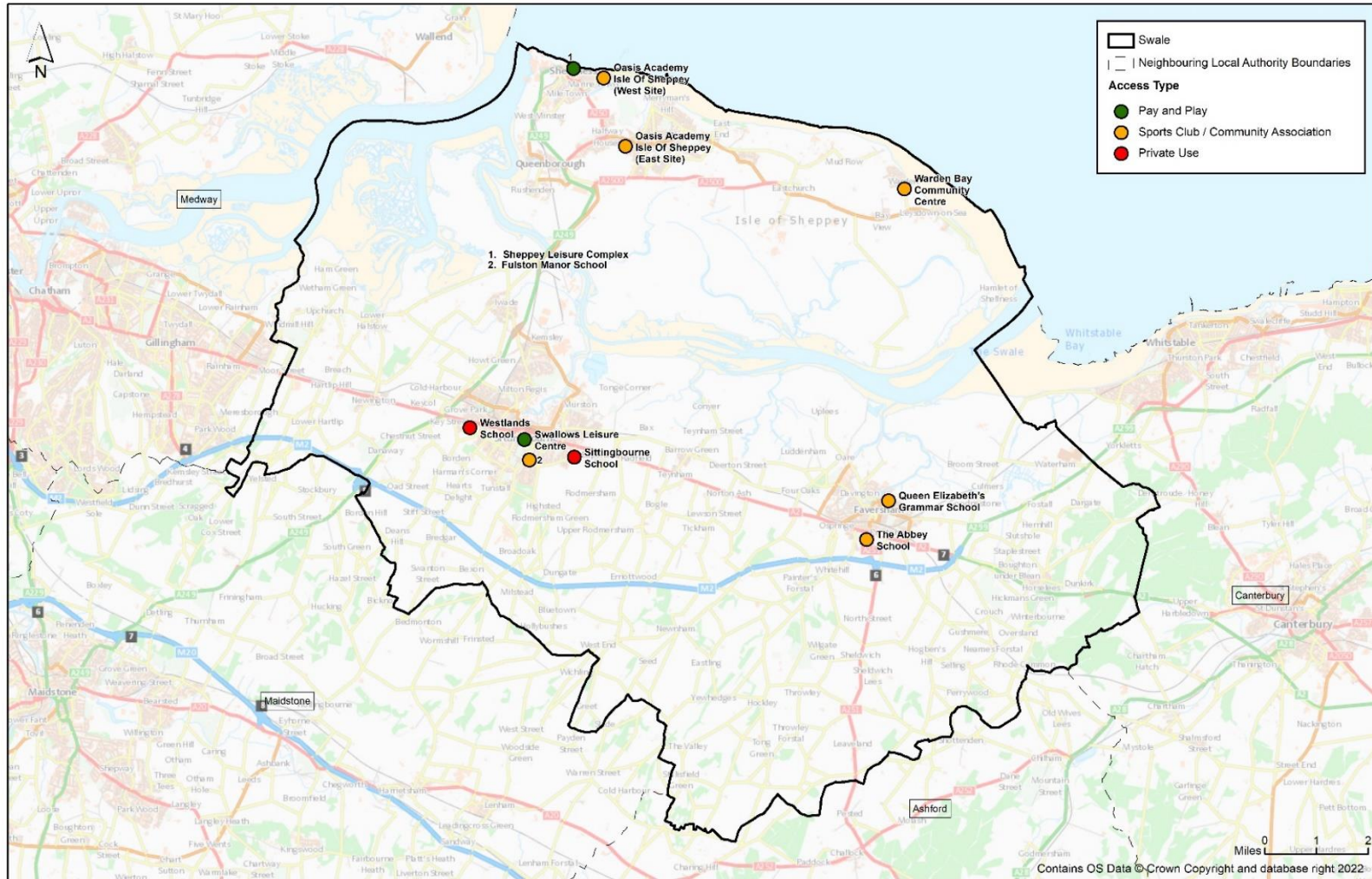
Key: * closed March 2020 and not reopened

- 5.53. The majority of sports halls and activity halls were assessed as either good or average. The public pay and play sports halls at both the Sheppey Leisure Complex and Swallows Leisure Centre were assessed as poor and average respectively and are in need of investment.
- 5.54. The two pay and play sports halls at Sheppey Leisure Centre and Swallows were built in 1980 and 1989 respectively (42 and 33 years old). Whilst there has been investment in these facilities over the years, both sports halls look tired. The average life span of a public sports hall is normally 35 – 40 years.
- 5.55. The activity halls across the borough also vary in age. The oldest activity hall is located at Highsted Grammar School which was built in 1904! The most recent activity hall was built in 2020 and is located at Meadowfield School. Apart from just two, the rest of the activity halls were built in the last century. This again reflects an ageing stock of facilities. Furthermore, it is worth noting that 14 out of the 18 activity halls are not marked out for badminton. However, this overall range of provision in the borough means that the activities/sports can be separated. Big space sports such as badminton, basketball, and trampolining can be accommodated in the main halls. The smaller activity halls can accommodate small space sports and activities such as pilates, yoga and martial arts.

Accessibility

- 5.56. Map 2 shows the geographic distribution of the strategic size pay and play community access sports halls in Swale, with a catchment area for each of 20 minutes' drive time. (20-minute drivetime (private car)). The catchment areas of the existing pay and play community accessible sports halls cover the Swale area and beyond into neighbouring local authority areas. The catchment areas overlap in some places as they are within the same 20 minute or 30-minute drive time. The geographical spread of sports hall sites within Swale and neighbouring areas also highlights that there are potentially parts of the local authority, that have limited access to a sports hall at the current time. The 20-minute drive time catchment area of the existing pay and play community sports halls does not cover the whole Swale Borough area and therefore areas of Swale are not serviced by an accessible sports hall.
- 5.57. Map 2 shows that there is a fairly even geographical distribution of community accessible sports halls in Swale, when factoring in the Swale estuary which separates the Isle of Sheppey from the rest of the borough. The real issue is that overall, there are very few community accessible sports and activity halls, and particularly those offering pay and play access because so many are on education sites.

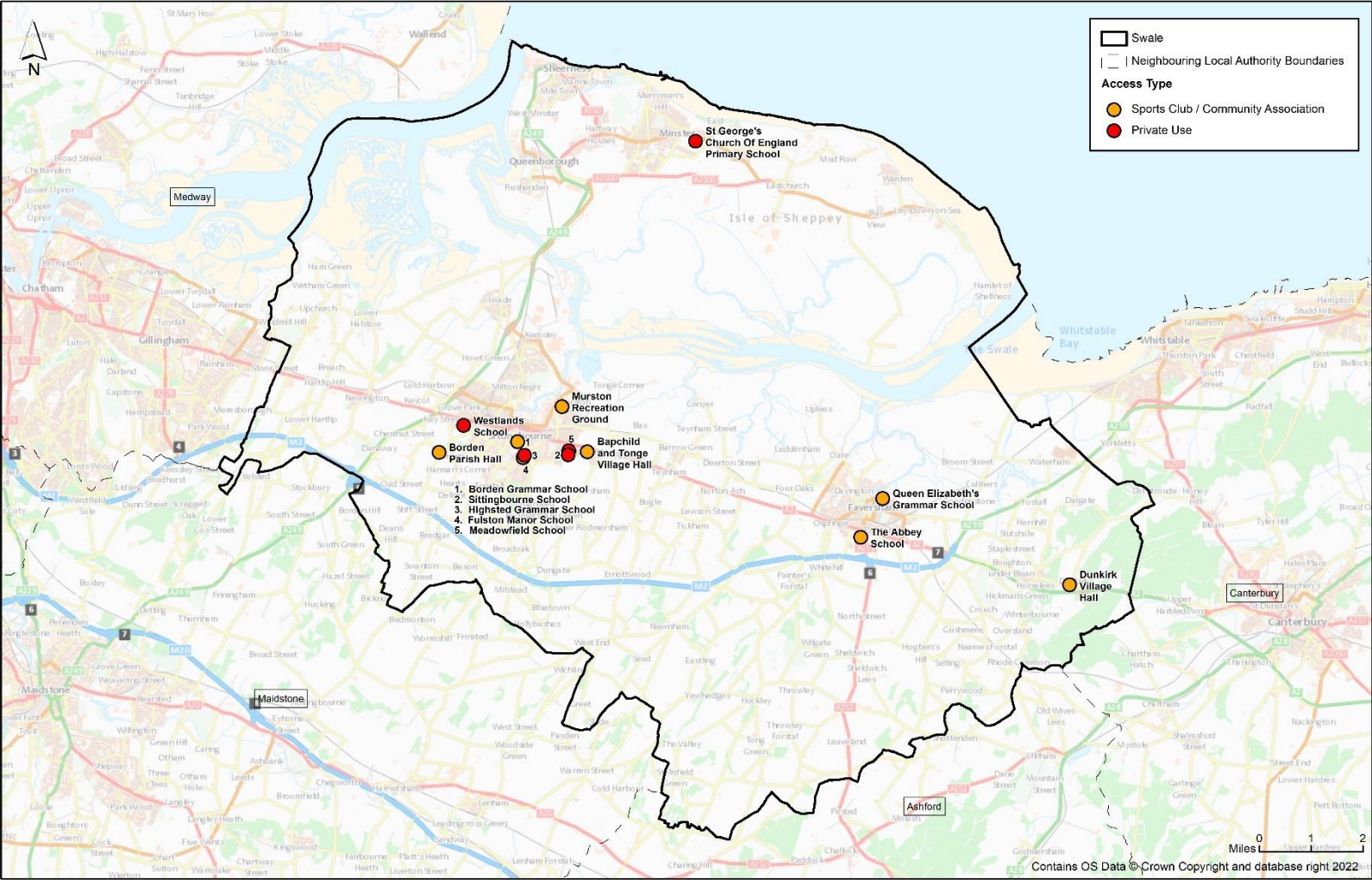
Map 2: Sports Halls in Swale by access type



Sports Halls by access type in Swale



Map 3: Activity Halls in Swale by access type



Activity Halls by access type in Swale

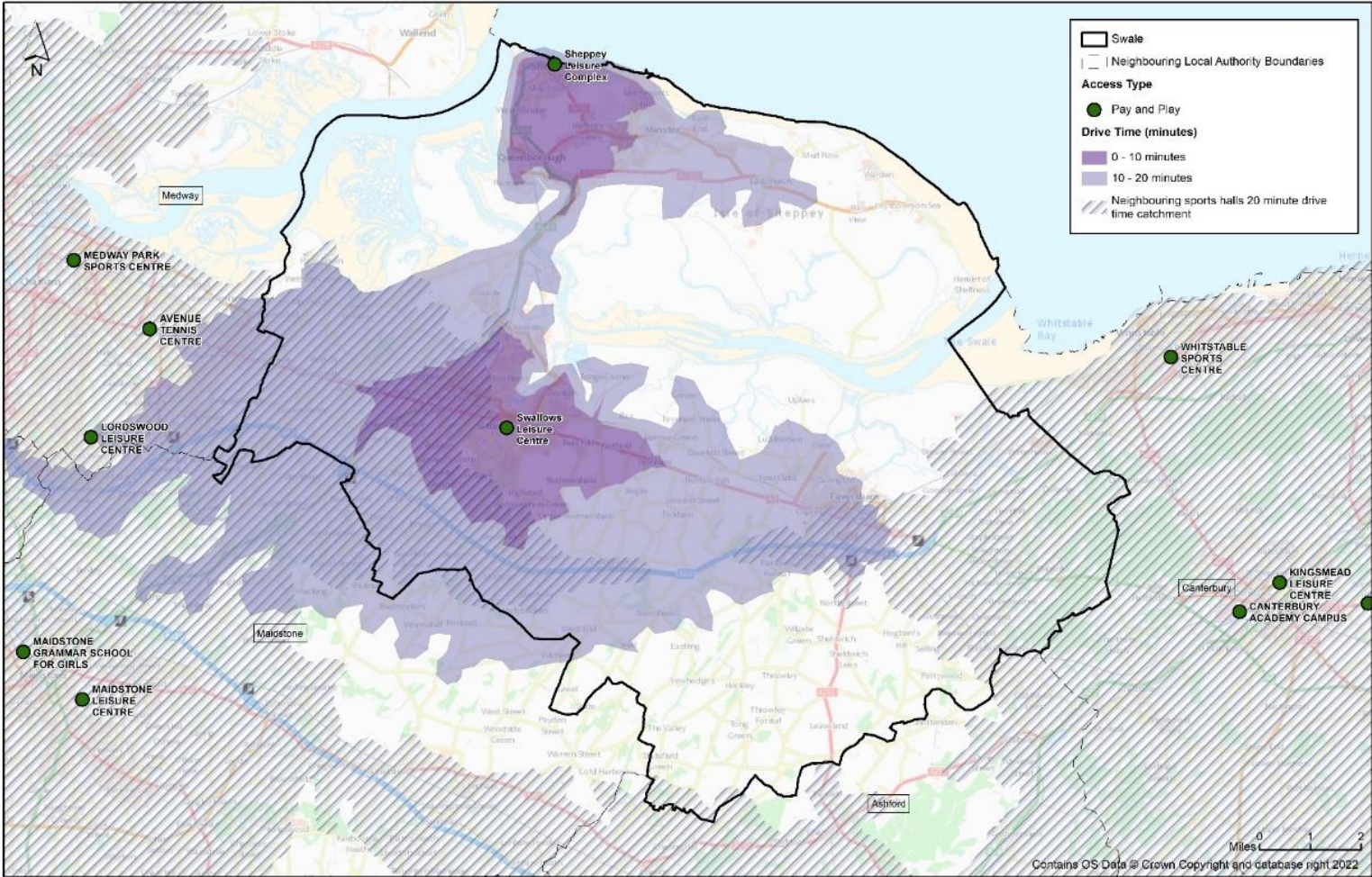


- 5.58. Existing transport links within the borough are variable. The M2 motorway, A2 and the A249 trunk roads are busy routes within Swale. The only arterial road to the Isle of Sheppey is the A249 over the Sheppey Crossing Bridge. The island is also served by the railway from Sittingbourne (via Queenborough) to Sheerness. Access to the east of the island towards Minster, Eastchurch and Leysdown-on-sea is limited although it is on a bus route.
- 5.59. The two routes over the Swale estuary provide limited access on and off the island from the rest of the borough.
- 5.60. Bus services through Swale are quite limited and can be quite lengthy due to the nature (business) of the roads in the area. The traffic around Sittingbourne can get very congested.
- 5.61. In Swale, 19.4% of the population does not have access to a car which is higher than the regional (17.6%) figures. The percentage of the population without access to a car is important because it influences travel patterns to sports halls and other leisure facilities. If there is a higher percentage of the population without a car, then a network of local accessible sports halls for residents who either walk or use public transport to travel to a sports hall becomes much more important.
- 5.62. Accessibility to sports halls for the population living in the more deprived areas to the east of the Isle of Sheppey is more limited than those living in and around Faversham and Sittingbourne.
- 5.63. The town centre location of Swallows Leisure Centre in Sittingbourne and Sheppey Sports Centre in Sheerness provide pay and display car parks owned by the council.
- 5.64. The findings for Swale from Sport England's Facility Planning Model are that 82% of visits to sports halls are by car which is higher than the national figures (74%) and marginally higher than the regional figure (80%). This means that only 18% are travelling by foot or using public transport, both of which are below national and regional levels. Map 6 above shows the geographical distribution of the pay and play community accessible activity halls in Swale with a 20 minute and 30-minute drive catchment.
- 5.65. It is therefore important to ensure that access is available to sports halls by foot and public transport. As so few sports halls provide community use in the daytime, it is important that those that do provide good access are open for long hours and are affordable to optimise opportunities for participation in sport and physical activity.
- 5.66. Accessibility to activity halls varies across Swale, given their locations. Activity halls attract far more local use, given that many of them are used for a wide range of activities, including sport and physical activity, arts, community, meetings, lunches, playgroups, events. Many are not marked out as badminton courts so provide informal multi-purpose space which can be used for a wide range of community activities.

Availability

- 5.67. Tables 17 and 19, together with Maps 3 and 4 highlight that there is not a high level of accessible sports hall and activity hall provision in Swale. The majority of strategic size sports halls are on education sites and only provide for sports club/association use. Whilst a community accessible sports hall would typically be open from 7am – 10pm weekdays and 9am – 6pm weekends, a facility on an education site, if open to community use will be open from 5pm – 9pm weekdays and 9am – 5pm weekends.
- 5.68. Opening hours for village/community halls vary significantly depending on how they are operated but they would typically not be open for as many hours as a community accessible sports hall.

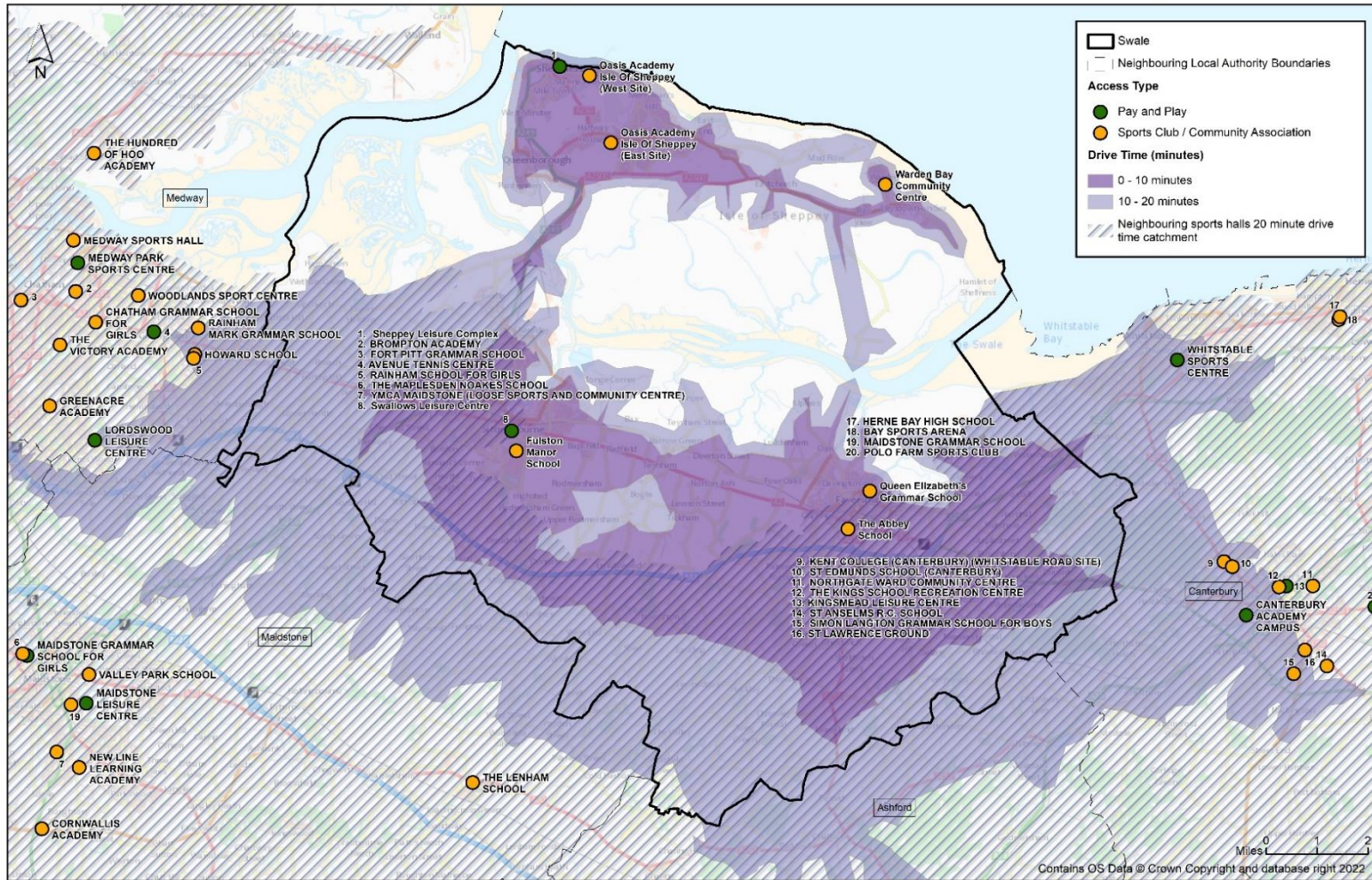
Map 4: Sports Halls with pay and play community access catchments in Swale (20 min drivetime)



Pay and Play Sports Halls catchment areas in Swale (up to 20 minute drive time)



Map 5: Catchment areas (20-minute drivetime) for Sports Halls in Swale with pay and play access and those only providing for sports club/community group access catchments

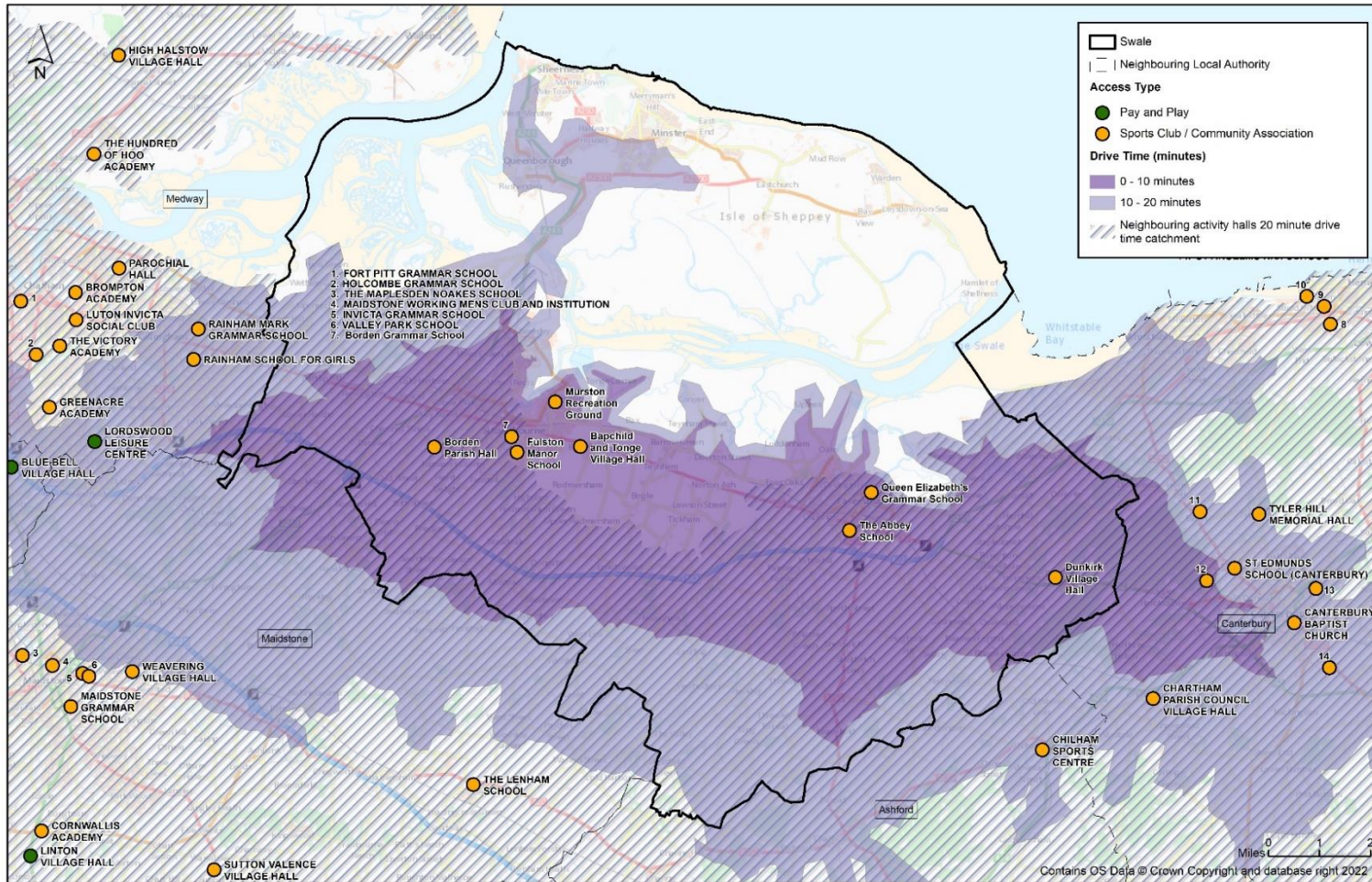


Pay and Play and Sports Club access Sports Halls catchment areas in Swale (up to 20 minute drive time)



- 5.69. Of the 11 strategic size sports halls only three provide all day pay and play accessible daytime use. The rest of the centres do not offer access during the day, because these sports halls are on education sites. Maps 4 and 5 illustrate the catchment areas for those sports halls (Map 4) and activity halls (Map 6) that offer pay and play access. Map 5 illustrates those sports halls and activity halls that offer pay and play access, and those that offer sports clubs/community association access, with a 20 -minute drivetime catchment area.
- 5.70. Overall, although there are several sports halls in Swale, access is limited because most sports halls are on education sites without formal community use arrangements. Most of the sports halls in Swale are located on school sites, or sites not wholly owned by SBC. Unlocking community use agreements would provide a good supply of sports hall space and badminton court provision especially considering the new proposed builds that have received planning permission within the last three years.
- 5.71. A further aspect of accessibility is programming, opening hours and whether facilities offer community pay and play access. Most of the education sites offer community access on a play and pay basis, the remaining schools allow for sports clubs and associations only.
- 5.72. Not everyone is, can be, or wants to be a member of a sports club, so this type of access does not actually provide for the whole community, and is unlikely to address the needs of the most inactive, or those from the areas of highest deprivation, who are also likely to be those experiencing significant health inequalities.
- 5.73. Access to informal community centre halls is important to ensure access to physical activity opportunities when there are fewer formal facilities available.

Map 6: Catchment areas (20-minute drivetime) for Activity Halls in Swale with pay and play access and those only providing for sports club/community group access catchments



Pay and Play and Sports Club access Activity Halls catchment areas in Swale (up to 20 minute drive time)



5.74. There is therefore an important role for the existing community centre informal hall space across Swale, in providing physical activity opportunities for specific communities and those who may choose not to access formal sports facilities. There is also potential to increase capacity for community access pay play usage of existing education-based facilities, which provide for sports clubs and associations.

National Governing Bodies (NGBs)

5.75. Consultation was undertaken with National Governing Bodies (NGBs) to identify their views on the need for sports hall provision in Swale. The views of NGB's (representing sports hall sports) who responded are included in Appendix 3. Unfortunately, there was no response was received from basketball, volleyball, or judo.

5.76. The key issues are:

- **Badminton England** – the ANOG from the Badminton England highlights a below average number of sports halls available and therefore below number of courts. There is an above average percentage of the population with disabilities and Swale is in the top 30% of most deprived areas and Badminton England has a target to tackle inequalities. More badminton courts are needed to service current and latent demand.
- **England Boxing** – there are six affiliated clubs in Swale with four located on Sheppey. There is a need for sustainable, long-term premises for two of the clubs (Minster and Sheerness).
- **British Gymnastics** – there are four gymnastic clubs in Swale (two in Sittingbourne, one in Faversham and one in Sheppey)
- **England Indoor Bowls Association** – there is one indoor bowls centre in Swale located at Sittingbourne. The NGB is committed to grow the popularity of bowls. Short mat bowls could be used as a feeder to attract more people to play bowls.
- **England Netball** – there are three clubs in Swale (one with a junior section – Comets). The current priority is to rebuild netball participation including back to netball, walking netball, netball now and bee netball. Also, to support local leagues and clubs and grow the base of volunteers and coaches. Finally, it has been highlighted that introductions to new partners within Swale were needed to 'grow the movement' and create aligned plans to reach common goals. Opportunities to work in partnership on external funding bids to increase participation was highlighted by England Netball NGB.
- **Boccia England** – encouraging sites to mark boccia courts in sports halls is a focus of Boccia England.
- **England Hockey** – the three hockey clubs in Swale have stated that whilst they would like to play indoor hockey in the winter months, the sports halls are not suitable (the issue is that the sports hall doors are not flush to the rebound walls and lack of provision of hockey goals).

- **Football Association** – from a County Football Association (CFA) perspective futsal for both girls and boys will be targeted and developed over the next few seasons and the CFA would like a facility, or facilities, in Swale with markings on the sports hall floor for futsal.
- **England and Wales Cricket Board** – the EWCB has identified that any new provision or refurbishment of sports halls must provide facilities for indoor cricket. Indoor cricket facilities must meet the ECB guidance document (ECB TS3) that provides detailed information on the specific requirements on lighting, flooring and netting that are required for indoor cricket. The Council should work in partnership with Kent County Cricket and the ECB to find a sustainable solution to provide indoor cricket facilities in Swale.
- **Table Tennis (Colin Wiles Hon Sec Sittingbourne & District TT Association)** - a brief synopsis of competitive table tennis in Swale is as follows: 120 players from seven clubs, playing at six venues most of which have no capacity to field more teams as they have no more table slots free. Before the pandemic there were 154 players from nine clubs – three of which played at Newhouse Y&CC. An excellent venue for table tennis where the Table Tennis Association for Swale would play up to ten tables. Clubs played league matches on a Friday Night, however on Saturday morning a FREE coaching session of two hours was run for juniors which could attract 25 youngsters, many of whom would go on to join clubs for competitive matches. With the advent of Covid KCC shut Newhouse Y&CC and the Table Tennis Association still hasn't been able to get back to playing table tennis there because of wrangling over terms. It's not just Table Tennis that has lost out; there were other sporting activities including events for disabled. The closure was, and still is, devastating for the Table Tennis Association.

Sports Halls - Sport England Facility Planning Model (FPM) Sport England April 2022 ¹⁴

- 5.77. Strategic Leisure was provided with Sport England's Facilities Planning Model National Run Report (dated March 2022, based on Sport England 2020 National Run data see Appendix 4) for sports hall provision in Swale. The Sport England FPM report sets out an assessment of the current situation regarding sports hall supply, based on 13 sports halls located on eight sites and includes strategic size (3+ badminton courts) and one badminton court sports halls (activity halls) that are on the same site. There are three local authority leisure centre sports halls and five educational sites. The FPM report (April 2022) included one other site - the Kent County Council owned Newhouse Y&CC in Sittingbourne - which has a Main Sports Hall of 690 sq.m. This site experienced flood damage and was closed in 2020.
- 5.78. The FPM analysis excludes halls that are deemed to be for private use, too small, closed or where there is lack of information, particularly relating to hours of use. However, it is important to note that the FPM and the SLL supply and demand analysis differ slightly insofar as the supply and demand analysis excludes Newhouse Y&CC from calculations due to the current closure of Newhouse, whereas it is included in the FPM calculations.

¹⁴ *Please note that no national run data was made available in 2021 due to Covid restrictions

For the purposes of the FPM, the population of Swale is calculated at 151,965 (2018-based subnational population projections for local authorities and this population generates a sports hall demand of 12,259 visits in the weekly peak period. The peak period is weekday evenings (up to 5 hours per day) and weekend days (up to 7 hours per weekend day). The demand in the weekly peak period including a 'comfort' factor equates to 42.1 badminton courts. This compares to a supply of 36.4 badminton courts which are available for community use in the same weekly peak period. Therefore, based on the FPM, in Swale demand exceeds supply by 5.7 badminton courts. This supply/demand balance is low when compared to neighbouring authorities. The actual total supply in the borough is 49.8 courts (FPM).

Most of the sites with halls excluded from the FPM supply are Activity Halls with no main sports hall on the site (e.g., village halls and primary school halls). A further site with a main hall - Warden Bay Community Centre / Village Hall - does not meet the FPM criteria for inclusion as the ceiling height prohibits the playing of many sports hall sports including badminton, other than at recreational level.

Two school sports halls are excluded on the grounds that they are only available for private use:

- The Westlands School - a main sports hall and two activity halls
- Sittingbourne School - a main sports hall and three activity halls

Both schools are in the main town of Sittingbourne and governed by the Swale Academies Trust. Whilst the outdoor pitches and courts at Sittingbourne School are available for hire to community clubs and groups, neither of the sports hall facilities at both schools are available for hire.

The FPM report (April 2022) includes one other site - the Kent County Council owned Newhouse Y&CC in Sittingbourne - which has a main sports hall of 690 sq.m. This site experienced flood damage and was closed in 2020.

Based on the dimensions of the halls, the FPM calculates this supply is the equivalent of just under 50 badminton courts (scaled to 36 courts based on hours of availability in the peak period) with a total site capacity (visits per week in the peak period- vpwpp) of 13,232 visits.

The total supply estimate of 50 badminton courts (scaled to 36 in the peak period) with an operational capacity figure of 11,824 visits per week excludes a number of other sports halls in the borough. These are listed in the FPM report (Appendix 1) as either for private use, too small, closed or a lack of information, particularly relating to hours of use.

The key findings from the Sport England FPM report is that current demand, based on a resident population of 151,965 (ONS 2018 estimate), the age and gender profile of this population and national research data on the frequency of participation in sports hall activities by each age group and gender, calculates total demand for sports halls in Swale as 12,259 visits per week in the peak period, the equivalent of 42 courts (with an 80% 'comfort factor').

The 2022 FPM states that there is a supply/demand balance for sports halls.

5.79. Based on SLL's 2022 site visits and analysis the current supply and demand analysis is:

- Total 51 badminton courts (reflecting closure of Newhouse Y&CC).
- This includes 3 badminton courts excluded from the FPM analysis (Warden Bay Community Centre) - these courts are available at all times.
- Based on current demand being for 42.1 badminton courts at peak time, there is an actual supply of 51 badminton courts at peak times for all types of community use. There are 17 pay and play accessible badminton courts, the majority of which are available at all times. All the rest of the badminton courts are on education sites with access out of school hours i.e., evenings, weekends and holidays. These courts include those in activity halls, also available out of school hours i.e., evenings, weekends and holidays.

5.80. Although it would appear that there could be as much as a +9-badminton court supply this is actually unlikely given limited access hours on education sites. In reality it is more likely to be 2-3 badminton courts.

5.81. The analysis therefore demonstrates:

- A circa 2 badminton court over-supply
- A significance reliance on access to badminton courts on education sites
- Lack of formal community use agreements, and therefore ongoing access to education sports halls, even for limited times is unprotected moving forwards
- Overall, an ageing stock of sports halls across the borough

Future Demand

5.82. The Swale Local Plan 2020 - 2038 includes housing allocations totalling 19,404 new dwellings and a population growth of 44,629 giving a best estimate total population by 2038 of 196,594. Using Sport England's Sports Facilities Calculator (SFC) for sports halls estimates that this level of new population, if delivered, will create an additional demand for approximately 12 courts equivalent to three 4 badminton court sports halls providing a capacity in the peak period of approximately 3,700 visits. (At Q2 2020 build costs, this would entail investment of £8.7million.)

5.83. Planning permission has already been given for three new 4 court sports halls on education sites in Swale. The critical element to ensure is negotiation over formal community access to these facilities.

5.84. The SFC provides a quantitative estimate of future demand, but unlike the FPM the SFC model analysis does not identify specific locations for future provision. That needs to be informed by the nature and location of future housing development (where locations are known), local geography and accessibility, and, critically, the location of existing facilities.

5.85. This is because future demand may have the potential to be addressed through facility extension, or refurbishment, as well as new locations. However,

in the absence of any other future demand calculator, the SFC provides an indicator of the level of future provision needed.

- 5.86. The SFC can be applied to the same facilities as those modelled in the FPM, but it is important to highlight that the SFC does not identify need, which can only be established by applying the information regarding demand from new housing to the findings and recommendations of the evidence in a Built Facility Strategy (BFS).
- 5.87. The full and detailed FPM Sports Hall report is included at Appendix 5.

Swimming Pools

Summary Supply and Demand Analysis

- 5.88. Table 21 summarises the overall supply and demand analysis for swimming pools in Swale.

Table 21: Summary Analysis – Swimming Pool Supply and Demand

Facility Type	Assessment Findings
Swimming Pools	
Quantity	<p>There are 12 swimming pools in Swale over 7 sites. There is one outdoor swimming pool (lido) at Faversham Swimming Pools which are not included in the 2022 Sport England Facility Planning Model (FPM) because of the restricted and/or available hours of use. Similarly, there are two small pools on primary school sites (Davington and Westlands); one learner pool at Reynolds Spa and the main pool at HMP Stanford Hill all of which are also not included in the FPM model due to their size (less than 160 sq. metres) or private use on the prison site.</p> <p>The public pools at Sheppey Leisure Complex (Sheerness) Swallows Leisure Centre (Sittingbourne) and Faversham Pools provide pay and play community access to swimming pool provision in Swale 7 days a week.</p> <p>The estimated used capacity of the pools within the borough is 63% of pool capacity used in the weekly peak period which is just below the Sport England benchmark of pools being comfortably full, at 70% of pool capacity used in the weekly peak period.</p> <p>Current Demand</p> <p>Based on a Swale population of 151,965, demand has been calculated at 9,400 visits in the weekly peak period of weekday mornings (1 hour), lunchtimes (1 hour), weekday evenings (up to 5.5 hours per day) and weekend days (up to 7.5 hours per weekend day). This gives a total of 52.5 hours per week. This equates to a total demand for 1,560 sq. metres of water (with a 70% comfort factor). (For context, a 25m x 4 lane pool is between 210 – 250 sqm of water, depending on individual lane width). The supply of water space during the peak period is 1,569 sqm, and therefore supply exceeds demand by 9 sqm.</p>

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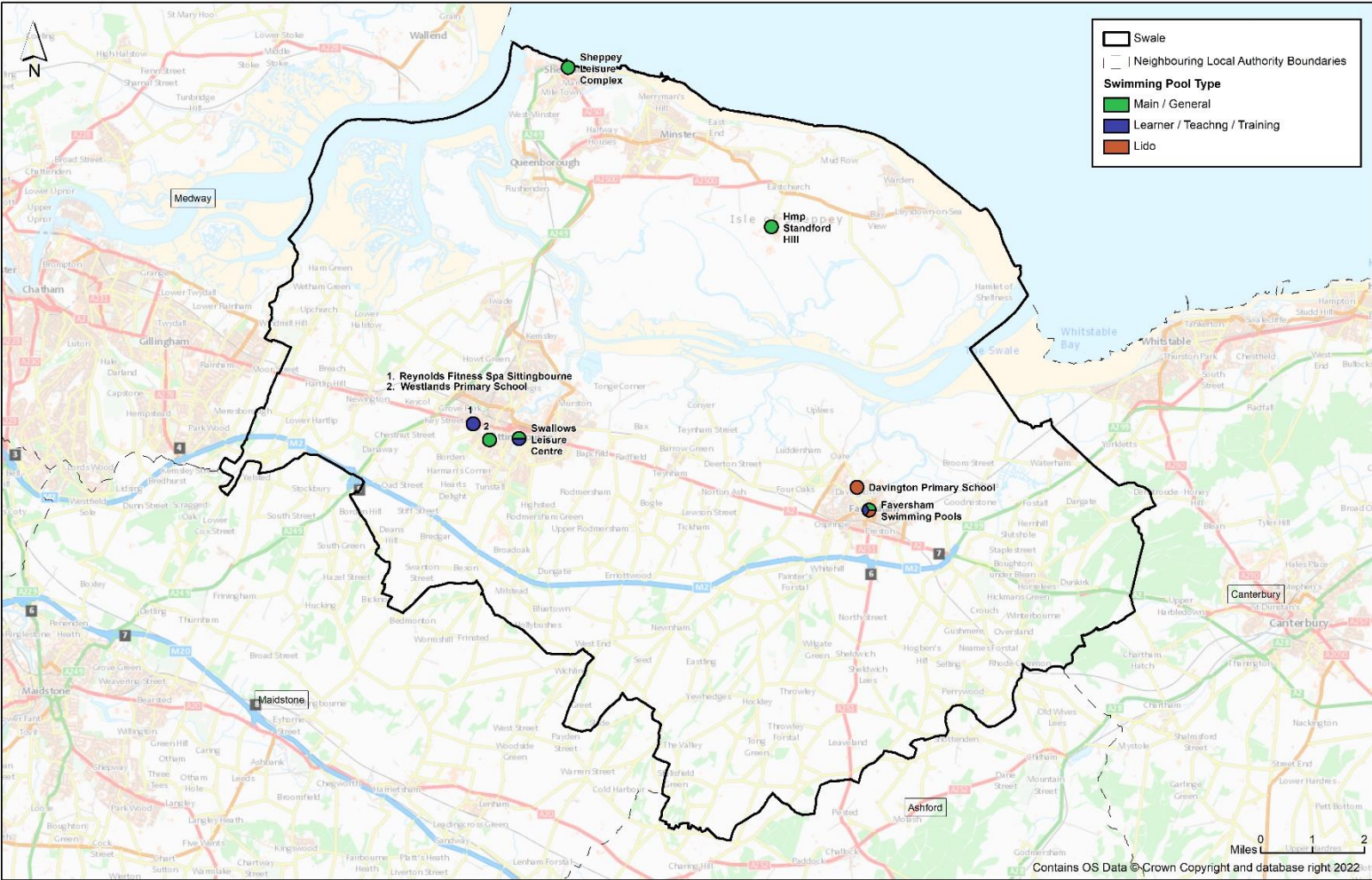
Facility Type	Assessment Findings																						
Swimming Pools	<p>Future Demand</p> <p>The following scenario has been developed to identify increased demand for swimming as a result of increased population from new housing developments in Swale borough:</p> <table border="1"> <thead> <tr> <th>Modelled scenarios</th> <th>Pop ONS 2018</th> <th>Total housing estimates New Local Plan</th> <th>Total population estimate x dwellings by 2.3</th> <th>TOTAL POPN</th> </tr> </thead> <tbody> <tr> <td>Scenario 1</td> <td>151,965</td> <td>19,404</td> <td>44,629</td> <td>196,594</td> </tr> </tbody> </table> <p>Housing development and population growth in Swale will increase demand for swimming pool provision. As an indication (using the Sports Facility Calculator (SFC), it is possible to estimate overall future demand for provision of swimming pools, based on this population increase.</p> <table border="1"> <thead> <tr> <th>Scenario</th> <th>Current Supply of Water Space 2020</th> <th>Over Water Space</th> <th>Unmet Demand for Water Space 2020</th> <th>Future Demand for Additional Water Space by 2038 (SFC) Population Growth</th> <th>Total Under-Supply and unmet demand of Water Space by 2038</th> </tr> </thead> <tbody> <tr> <td>Population increase to 196,594</td> <td>9 sqm</td> <td></td> <td></td> <td>-496.49 sqm</td> <td>-488.49 sqm</td> </tr> </tbody> </table> <p><i>Local Plan 2020 - 2038 estimates 19,404 new dwellings within Swale administrative boundaries and a population growth (x 2.3) of 44,629 to an overall total of 196,594</i></p> <p>225 sqm is equivalent to a 4-lane x 25m pool.</p> <p>Scenario 1 –Under supply in 2038 of -488.49 sq.m of water space which is equivalent to 9.2 lanes or 2.3 pools with 2,971 visits per week at peak time (vpwpp) at a cost of £9,594,400</p> <p>The unmet demand identified in the FPM may not be significant if the water space at Faversham lidos is included in the overall pool supply (not included in FPM). In this scenario the undersupply of water space for future demand becomes considerably less i.e., a reduction of 300 sq. m (main 6 lane x 25m Lido at Faversham) so that under-supply becomes 188.49 sq. m.</p>	Modelled scenarios	Pop ONS 2018	Total housing estimates New Local Plan	Total population estimate x dwellings by 2.3	TOTAL POPN	Scenario 1	151,965	19,404	44,629	196,594	Scenario	Current Supply of Water Space 2020	Over Water Space	Unmet Demand for Water Space 2020	Future Demand for Additional Water Space by 2038 (SFC) Population Growth	Total Under-Supply and unmet demand of Water Space by 2038	Population increase to 196,594	9 sqm			-496.49 sqm	-488.49 sqm
Modelled scenarios	Pop ONS 2018	Total housing estimates New Local Plan	Total population estimate x dwellings by 2.3	TOTAL POPN																			
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Population increase to 196,594	9 sqm			-496.49 sqm	-488.49 sqm																		
Quality	SBC's swimming pool sites are of reasonable quality. However, Faversham Pools may require significant investment to replace the roof over the main pool and provide improved changing facilities to meet safeguarding requirements. There is also a need to invest in pool plant at both Sheppey Leisure Centre and Swallows Leisure Centre. The borough has an ageing stock of pools; Swallows and Sheppey were last refurbished in 2005.																						
Accessibility	79% of all visits to pools are by car, with 15% of visits by walking and 6% of visits by public transport (all rounded and actuals in the satisfied demand table). Therefore, the majority of visits to pools are by car, but with 21%, or, one in five visits to a swimming pool, by a combination of walking and public transport; given the diversity within the borough these findings on travel patterns to swimming pool sites in Swale by walking and public transport are therefore not surprising.																						

Facility Type	Assessment Findings
Swimming Pools	
	On the Isle of Sheppey, there is limited public transport to the swimming pool site in Sheerness, hence a greater reliance to travel to the pool site by car.
Availability	The swimming pool sites in Swale provide pay and play community access 7 days a week. All three swimming sites can accommodate the full range of swimming activities of learn to swim, public recreational swimming, lane swimming and fitness swimming activities, and swimming development through clubs.

Quantity

- 5.89. The supply analysis identifies that Swale has an overall total of 12 swimming pools in Swale over seven sites. These pools are shown in Map 7 and Table 22.
- 5.90. There is a total of 8 community pay and play swimming pools in Swale. These are:
- Faversham Swimming Pools (x 4) – 25m x 6 lane main pool, learner pool, 33m x 6 lane lido, and outdoor toddler pool
 - Sheppey Leisure Complex (x 2) – 25m x 6 lane main pool and 20m x 8.5m training pool
 - Swallows Leisure Centre (x 2) – 25m x 6 lane main pool and 13m learner pool
- 5.91. Strategic size pools are those of 160 square metres+. There are six strategic size pools in Swale. Two of these pools are located at Faversham Swimming Pool, one of which is an outdoor lido; one is a private pool at HMP Stanford Hill, and the remaining three pools are pay and play facilities at Sheppey Leisure Complex and Swallows Leisure Centre.
- 5.92. Sheppey Leisure Complex and Swallows Leisure Centre are owned by Swale Borough Council and managed under contract by Swale Community Leisure who subcontract to Serco Leisure. Faversham Swimming Pools is managed by Faversham Pools Trust. The charity owns the greater part of the site including part of the indoor pool building. Swale Borough Council owns the freehold of the remainder of the building which is subject to a lease granted to the charity.
- 5.93. A total of two pools are for private use only. These are located at MHP Stanford Hill and Davington Primary School (lido). There is also one pool located on a health club site for registered membership use only and a small indoor pool located at Westlands Primary School, available for community sports club/association use.

Map 7: Swimming pools by type in Swale



Swimming Pools by type in Swale



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Table 22: Swimming Pools in Swale

Site name	Post Code	Facility Type	Lanes	Length	Access Type	Ownership Type	Management Type	Pay and Play	Year Built	Year Refurbished
Davington Primary School	ME13 7EQ	Lido	0		Private	Community School	School/College/University		1999	N/A
Faversham Swimming Pools	ME13 8PW	Main Pool	6	25m x 13m	Pay and Play	Community Organisation	Trust	✓	1993	N/A
Faversham Swimming Pools	ME13 8PW	Teaching/Learner	0	9m x 9m	Pay and Play	Community Organisation	Trust	✓	1993	N/A
Faversham Swimming Pools	ME13 8PW	Lido	6		Pay and Play	Community Organisation	Trust	✓	1993	1995
HMP Standford Hill	ME12 4AA	Main Pool	0		Private	Other	Commercial Management		1986	N/A
Reynolds Fitness Spa Sittingbourne	ME10 1PA	Teaching/Learner	0		Registered Membership Use	Commercial	Commercial Management		2008	N/A
Sheppey Leisure Complex (Sheerness)	ME12 1HH	Main Pool	6	25m x 13m	Pay and Play	Local Authority	Commercial Management	✓	1980	2005

Swale Borough Council
Built Facility Assessment and Strategy

Site name	Post Code	Facility Type	Lanes	Length	Access Type	Ownership Type	Management Type	Pay and Play	Year Built	Year Refurbished
Sheppey Leisure Complex (Sheerness)	ME12 1HH	Learner Pool	0	20m x 8.5m	Pay and Play	Local Authority	Commercial Management	✓	1980	2005
Swallows Leisure Centre	ME10 4NT	Leisure Pool	6	25m + fun	Pay and Play	Local Authority	Commercial Management	✓	1989	2005
Swallows Leisure Centre	ME10 4NT	Learner Pool	0	13m x 6m	Pay and Play	Local Authority	Commercial Management	✓	1989	2005
Westlands Primary School	ME10 1XN	Main Pool	0		Sports Club/Community Association	Academies	School/College/University		2010	N/A

Swale Borough Council

Built Facility Assessment and Strategy

5.94. The analysis of the overall swimming pool supply in Swale is as follows:

Table 23: Analysis of Swimming Pool Supply in Swale

	No of Pools	No of sites
Total Number of Pools	12	7
Community Use Swimming Pools (pay and play and sports clubs/community associations)	9	4
Main Pools	4	4
Learner Pools	4	4
Diving Pools	0	0
Leisure pools ¹⁵	1	1
Education Sector (Sports Clubs and Associations)	1	1
Private Sector/Other	2	2
Lidos	2	1

Quality

5.95. Detailed quality assessments have been undertaken on all pools in the borough; these are summarised in Appendix 3 (3a – 3p) and Table 24.

Table 24: Summary Qualitative Assessments- Swimming Pools

Facility	Overall Quantitative Score for Facility %	Qualitative Score for Swimming Pool	Need for Investment- Overall Facility
Davington Primary School	46%	Average	Moderate
Faversham Swimming Pool	63%	Indoor – Good Outdoor - Average	Significant; there is a need to potentially replace the roof over the pool; there is also a need to invest in improved changing facilities meeting safeguarding requirements.
HMP Standford	Unable to gain access	Unable to gain access	Unable to gain access
Reynolds Spa	91%	Good	Minimal

¹⁵ Swallows is a leisure pool with a 25m lengths incorporated within

Swale Borough Council

Built Facility Assessment and Strategy

Facility	Overall Quantitative Score for Facility %	Qualitative Score for Swimming Pool	Need for Investment- Overall Facility
Sheppey Leisure Complex	45%	Poor	Significant; this includes the need to invest in/replace pool plant and drainage, the latter which has caused recent facility closures.
Swallows Leisure Centre	71%	Average	Moderate; there is, however, a need to invest in pool plant.
Westlands Primary School	71%	Unable to gain access to swimming pool	Moderate

- 5.96. The average age of the swimming pool sites in 2020 is 33 years. Two sites were modernised in 2005: Sheppey Leisure Complex (which opened in 1980) and Swallows Leisure Centre (which opened in 1989). The newest swimming pool site is at Faversham which opened in 1993. The outdoor pool (lido) opened in 1963. A condition survey may show there is a business case for further modernisation, or possibly replacement of the swimming pool.
- 5.97. Swale Borough's swimming pools are of reasonable quality scoring good or average, although further investment will be required to modernise changing rooms the pool environment and the pool plant at Sheppey Leisure Complex. If Sheppey Leisure Complex was to be replaced, it would make sense to extend the water space available to address future under-supply in provision. It would also make sense to replace the pool as part of wider investment in physical activity in Sheppey – the existing sports hall and fitness facilities are being modernised through a Levelling Up Fund bid.
- 5.98. Faversham Pools also requires further investment to modernise the changing room cubicles and upgrade the ageing pool plant.
- 5.99. In addition to the swimming pool facilities described above, there are some small and outdoor pools located at Holiday Parks, particularly on the Isle of Sheppey. There are 2 indoor pools at Harts Holiday Park, one of which is 25m x 4 lane, but this is only open for between 9-12 months of the year. There are small outdoor pools at Warden Springs, Seaviwe, Golden Lane and Plough Leisure Holiday Parks. In the main these are heated, but they are only available for use by guests staying on the respective parks.
- 5.100. Whilst the pools on the holiday parks are assets to the area, they cannot be fully considered to provide for local residents for three main reasons:
- they are too small to accommodate all forms of aquatic activity
 - they are not open year round
 - they are not all accessible for community use

Accessibility

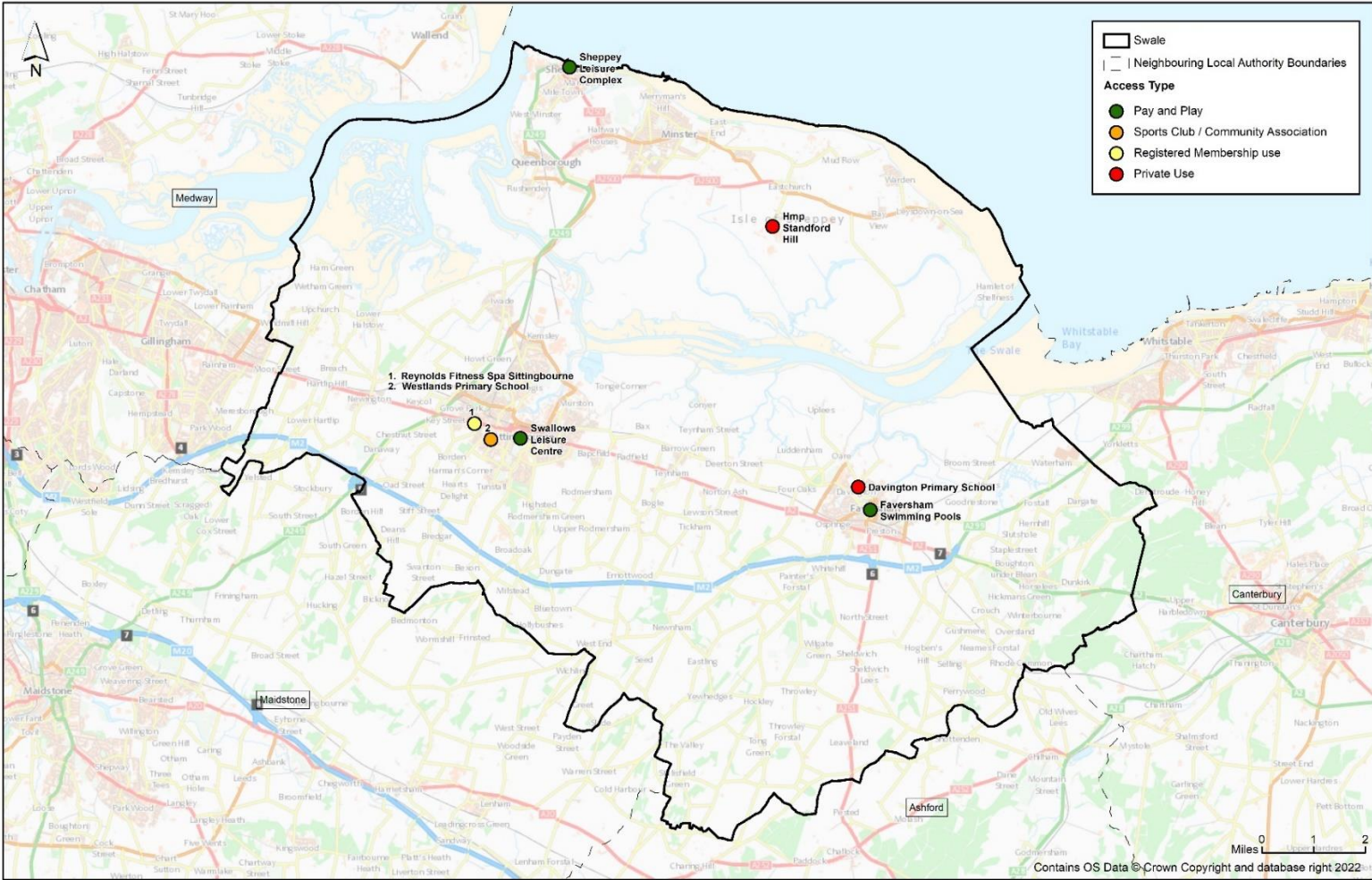
- 5.101. 19.4% of the population of Swale is without access to a car, higher than the regional average. The percentage of the population without access to a car influences travel patterns.

- 5.102. There are swimming pools in each of the three main settlements (Sheerness, Sittingbourne, and Faversham) which are accessible to those who do not travel out of the main towns. In fact, it was reported that many locals to the Isle of Sheppey tend not to leave the island. In this instance, it may not be so important for people to have access to a car, but it is important to ensure that pools are as accessible as possible to those walking or using public transport. As a guide, Sport England recommend that catchment areas should be 10-minute walk time, and/or a 20-minute drivetime (private car). Clearly it is not possible to provide a swimming pool within 10 minutes' walk time of all residents.

Swale Borough Council

Built Facility Assessment and Strategy

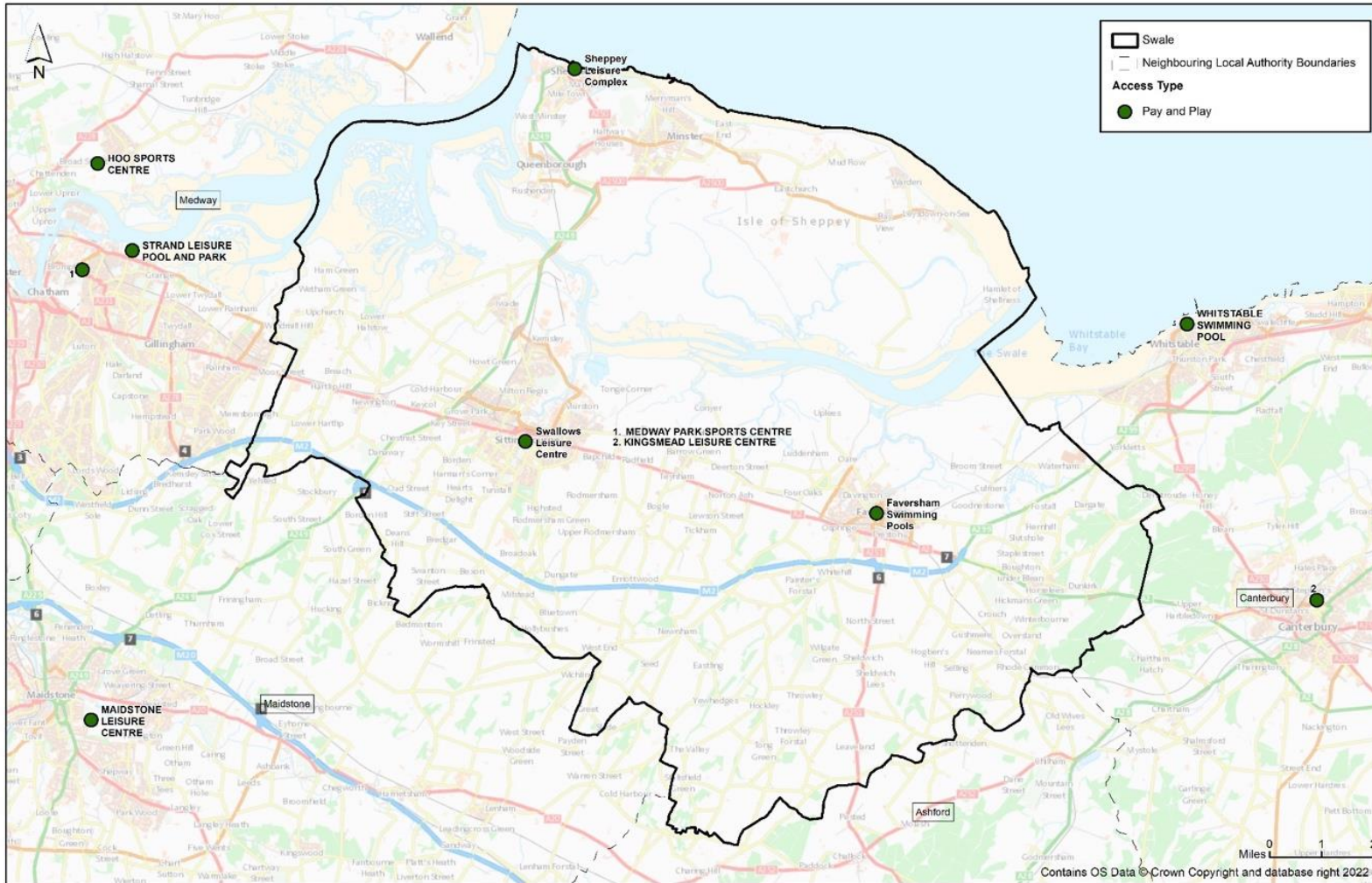
Map 8: Swimming Pools in Swale by access type



Swimming Pools by access type in Swale



Map 9: Pay and Play Swimming Pools in Swale

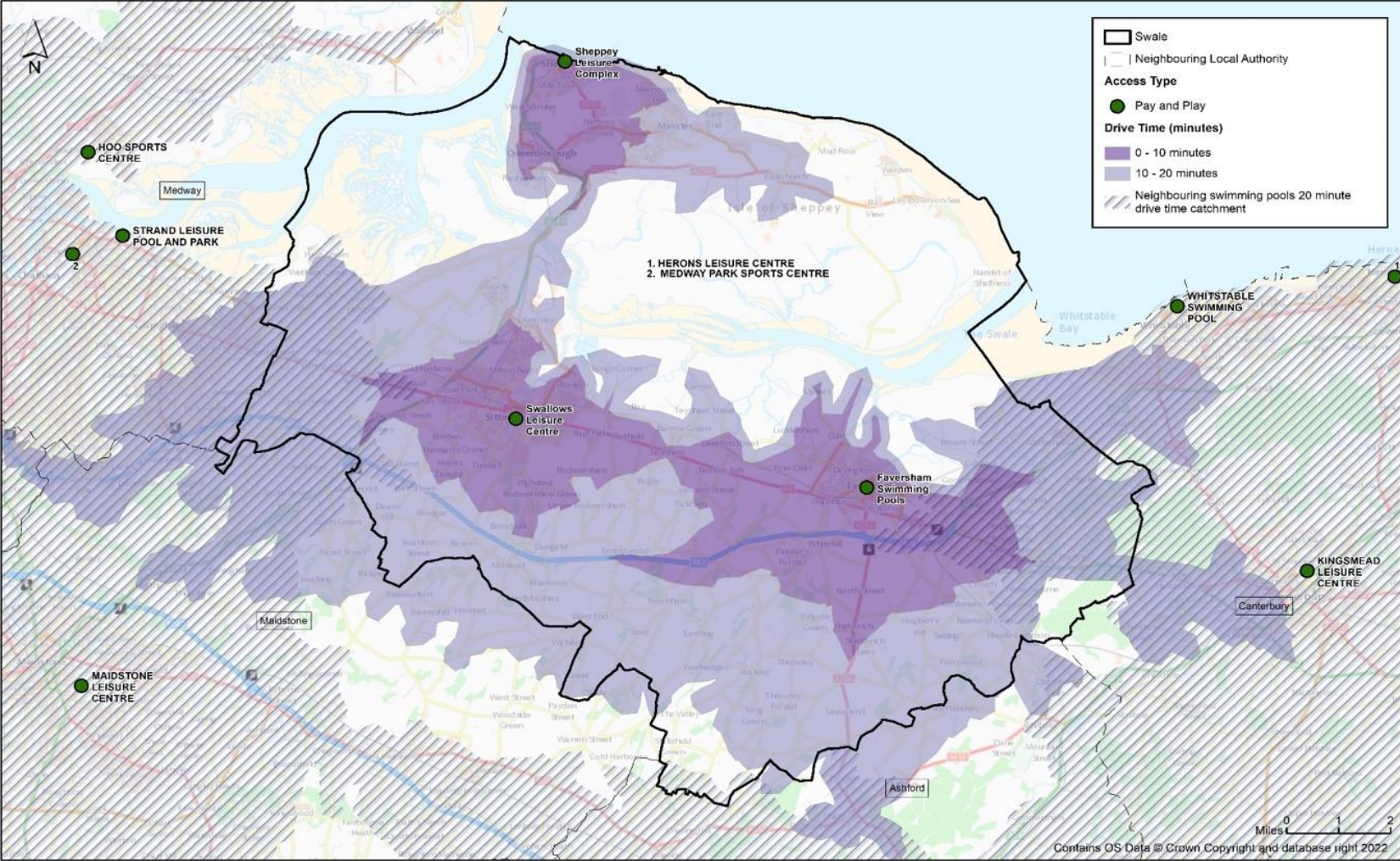


Swimming Pools by access type in Swale



N.B Surrounding pools shown but may not all be open all year e.g. The Strand may only be open in the summer months.

Map 10: Pay and Play access swimming pools in Swale with a 20-minute drivetime catchment area



Pay and Play Swimming Pools catchment areas in Swale (up to 20 minute drive time)



- 5.103. The findings for Swale are that 79% of all visits to pools are by car, with 15% of visits by walking and 6% of visits by public transport. Therefore, most visits to the pools are by car, with 21%, or, one in five, visits to a swimming pool, by a combination of walking and public transport.
- 5.104. The Borough is separated by the Swale estuary that is very much shaped north-west to south-east; the findings on travel patterns to the Sheerness Pool at the Sheppey Leisure Complex by walking and public transport are therefore not surprising. There is a clear relationship between the pool site location and public transport routes, including the lack of proximity to the railway stations hence a greater reliance on travelling to the pool site by car.
- 5.105. Accessibility to the existing pay and play pools is challenging for those who live on the east side of the Isle of Sheppey, i.e., around the Eastchurch, Leysdown and Warden Bay areas unless one has access to a private car. Public transport is minimal; there is limited bus service to and from the east to Sheerness. There are therefore time, cost, and travel barriers for many living in the more remote parts of the island in terms of access to swimming. Given swimming is a life skill, and areas along the coast such as Minster and Leysdown are surrounded by both coastal and inland water, learning to swim is important.

Availability

- 5.106. In terms of increasing community access to pools in Swale, there is limited scope for improvement. All three swimming complexes provide the full range of swimming activities of learn to swim, public recreational swimming, lane swimming and fitness swimming activities, and swimming development through clubs.
- 5.107. The Faversham Swimming Pools now offers all-year round swimming in its 33m outdoor pool to cater for the increase in popularity of lidos and open-air swimming.

National Governing Body

- 5.108. Consultation was undertaken with Swim England, to identify their views on the need for swimming pool provision in Swale. The views of Swim England (and the other NGBs) are provided in Appendix 3, and summarised below:
- To ensure that the future provision of water space is fit for purpose and able to meet the demand of the community. It is likely that significant investment will be needed in the future to provide sustainable aquatic facilities. Currently the stock of swimming pools meets the overall demand, but they are aged and are approaching the life span of a swimming pool. Condition reports would need completing to assess whether refurbishment works could maintain a sustainable operation, or if a redevelopment would be the best option of investment.
 - The key clubs in Swale using the facilities are Faversham Swimming Club (Swimming, Water Polo, Masters, Artistic), East Invicta excel (Swimming), Sheerness SC & Lifeguard (Swimming and Masters), Beachfield Swim Squad, Sittingbourne and Milton SC. Faversham Water Polo are currently looking for more pool time and might start to use the Swimming pool at Kingsmead in Canterbury.

- Swim England confirmed that the redevelopment of all three facilities (owing to site reports confirming the current conditions and operational costs), to ensure the future provision is fit for purpose and able to operate to the best standards possible. The NGB also recognised the need to see further water provision in the long term, if large housing developments are introduced and with the natural population growth. Currently the largest unmet demand is placed toward the east of the district, meaning a heavy reliance on Swallows LC to continue a large amount of water space.
- Swim England would support investment in provision of an energy efficient, modern swimming pool to replace the existing that would support the development of swimming across the county and in particular Swale BC residents. Swim England will work with facility operators and within all sectors of the facility from Learn to Swim to School Swimming creating strong pathways to Club swimming. There is also an opportunity to grow other aquatic disciplines within the sport; Water polo and Artistic swimming (Synchronised Swimming), creating additional opportunities for Swale residents.

Swimming Pools - Sport England Facility Planning Model (FPM)

Strategic Leisure was provided with Sport England's Facilities Planning Model National Run Report (March 2020) for swimming pool provision in Swale. The FPM describes the swimming offer in Swale as extensive as all three public leisure centre sites have a main pool and teaching/learner pool.

The borough has an extensive swim offer, with a swimming pool located in each of the three main settlements – Sheerness on Isle of Sheppey, Sittingbourne, and Faversham. These towns are where most of the population live.

The supply analysis identifies that there are six strategic sized swimming pools in Swale at the three public leisure facilities which have a total of 1,599 sq.m of water. The average age of the three swimming pool sites in 2020 is 33 years old. The pool sites at Sheppey Leisure Complex and at Swallows Leisure Centre were modernised in 2005.

The public swimming offer at all three sites can provide for all the swimming activities of: learn to swim; casual recreational swimming; lane and aqua aerobics fitness swimming activities; and swimming development through clubs; and these activities can take place in dedicated pools. Furthermore, the leisure pool at Swallows Leisure Centre provides for developing confidence in shallow water and fun/family-based activities. The outdoor pools at Faversham now provide an all-year round outdoor swim alternative although the FPM does not include lidos within the FPM run

Across the five local authorities in the Kent area, which includes Swale Borough, there are 30 swimming pool sites and 49 individual swimming pools. Medway has the highest provision with 9 swimming pool sites and 15 individual swimming pools. Canterbury, Ashford, and Maidstone have a similar supply each averaging 9 pools at 6 sites.

Based on a Swale population of 151,965, demand has been calculated at 9,400 visits in the weekly peak period of weekday mornings (1 hour), lunchtimes (1 hour), weekday evenings (up to 5.5 hours per day) and weekend days (up to 7.5 hours per weekend day). This gives a total of 52.5 hours per week.

This equates to a total demand for 1,560 sq. metres of water (with a 70% comfort factor). (For context, a 25m x 4 lane pool is between 210 – 250 sqm of water, depending on individual lane width). The supply of water space during the peak period is 1,569 sqm, and therefore supply exceeds demand by 9 sqm.

90% of the total demand for swimming from Swale Borough residents is satisfied/met. This is the level of the total demand for swimming, located inside the catchment area of a swimming pool which is accessible to Swale Borough residents, based on where Swale residents live, and the 20-minute drive time catchment area of the pool locations outside the Borough.

In 2020, 10% of the demand from Swale residents is not met. This represents 912 visits in the weekly period and is the equivalent of 151 sq.m of water.

Unmet demand due to lack of facility capacity is less than 1% of unmet demand, 99% is because swimming pools are too far away from where residents live. The location with the highest level of reachable unmet demand is in Danaway, close to Junction 5 on the M2, where unmet demand of 70.5 sq.m of water could be met.

There is insufficient reachable demand in any one location to support provision of a swimming pool to increase access for residents. For context the minimum amount of water space required to justify a new pool would 160 sq.m, which is a 20m x 8m four-lane pool.

The overall estimated used capacity of the swimming pools in the borough is 63% of pool capacity used in the weekly peak period which is just below the Sport England benchmark of pools being comfortably full, at 70% of pool capacity used in the weekly peak period. The FPM findings are that Faversham Pool is available 45.5 hours (main pool) and 51.5 hours (teaching pool) which is six hours and one hour respectively short of the maximum 52.5 hours given for a weekly peak period.

Health and Fitness Facilities

Supply and Demand Analysis – Health and fitness (facilities & studios)

5.109. A summary of the supply and demand analysis is summarised in Table 25.

Table 25: Summary Analysis – Health and Fitness Supply and Demand

Facility Type	Assessment Findings
Health and Fitness (Fitness Suites and Studios)	
Quantity	<p>There are 12 fitness suites in Swale, with a total of 596 fitness stations. Two facilities are owned by SBC and managed by Serco Leisure on its behalf; these provide 102 of the 596 fitness stations in Swale. There are 12 studios in Swale, five of which have pay and play community access.</p> <p>Supply and Demand Analysis</p> <p>The existing commercial sector fitness suite provision in Swale is used by residents. The commercial fitness suites vary in type, but none are considered high end fitness companies; a lot of membership costs are comparable with community facilities. On this basis, the assessment of the current and future need for fitness facilities reflects the fact that Swale residents are likely to use those facilities which offer provision and a membership rate often comparable to public sector facilities. The assessment of need includes the commercial facilities, as ‘community access’ on the basis of ‘affordability’ and includes all audited fitness facilities.</p> <p>Current and Future Supply and Demand</p> <p>There are currently 12 fitness centres with 11 fitness suites providing 20 or more fitness stations. There are 596 fitness stations in total in the borough and a calculated demand for 527 stations. There is therefore a current over-supply of +54 fitness stations. (See Appendix 12). By 2038, demand increases to 602 fitness stations which results in a small under-supply of -21 fitness stations.</p> <p>There is therefore a need to maintain the current level of provision as a minimum and ideally look to increase the number of fitness stations as part of any future redevelopment of leisure facilities in the borough. Faversham Pools and Sheppey Leisure Complex would be the priority locations for additional fitness stations.</p>
Quality	<p>The quality of the commercial fitness facilities is average in general. All have up to date fitness stations, are well-designed and planned facilities, with good quality changing facilities. None of the facilities that were audited were excellent and the majority are average with moderate/significant investment needed to raise the quality of the facilities to meet public expectations.</p>
Availability	<p>The commercial sector provides 479 of the 596 fitness stations in the borough (80%). However, the existing commercial in Swale is not comprised of high-end fitness companies with higher cost memberships. There is therefore a wide range of affordable provision which provides competition to the Council’s fitness offer.</p>

Swale Borough Council

Built Facility Assessment and Strategy

Facility Type	Assessment Findings
Accessibility	<p>Most areas of the borough are within a 20-minute drive time catchment of a community accessible fitness suite. 19.4% of the Swale population does not have access to a car¹⁶. It is therefore important to ensure that fitness suites are as accessible as possible to those walking or using public transport.</p> <p>Existing community access fitness facilities are well-located in Swale to the population. Commercial fitness facilities are driven by, and rely on, market demand.</p>

Quantity

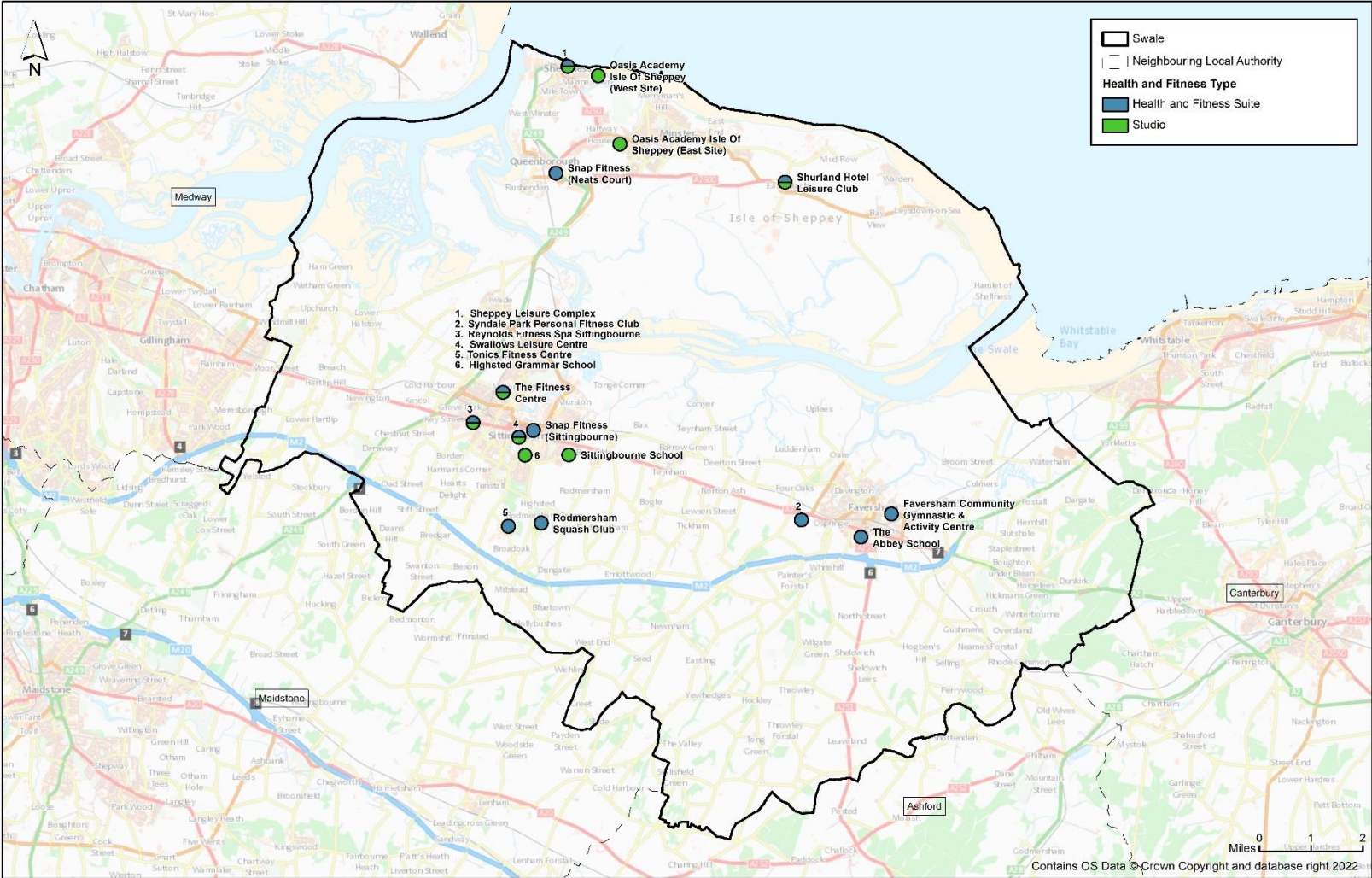
- 5.110. A station is a piece of static fitness equipment; health and fitness centres, with over 20 stations, are generally able to make a more attractive offer to both members and pay and play users.
- 5.111. The 2022 state of UK Industry report reveals that the membership penetration rate is 14.6%, so approximately one in every seven people over the age of 16 in the UK is a member of a gym.
- 5.112. There is a reasonable amount of fitness suite provision in Swale borough. The supply analysis identifies that overall, there are 12 health and fitness facilities located at 11 sites in Swale. In total, the fitness suites provide 596 fitness stations. All fitness suite facilities require some form of payment/membership payment before use, and an induction is required.
- 5.113. Two are owned by SBC and managed and operated by Serco (Sheppey Leisure Complex and Swallows Leisure Centre), nine are private gyms (Reynolds Fitness Spa, Rodersham Squash Club, Shurland Hotel Leisure Club, Snap Fitness - Neats Court, Snap Fitness – Sittingbourne, Syndale Park Personal Fitness Club (Appear to be two fitness suites) , The Fitness Centre and Tonics Fitness Centre and one is managed by an independent Trust (Faversham Community Gymnastics & Activity Centre).
- 5.114. In Swale the pay and play facilities are Sheppey Leisure Complex, Swallows Leisure Centre, Rodersham Squash Club, Shurland Hotel and The Fitness Centre in Vicarage Road. These facilities also offer memberships.
- 5.115. All fitness suite facilities in the borough are shown in Table 26 and illustrated in Map 11.

¹⁶ Source: 2011 Census

Swale Borough Council

Built Facility Assessment and Strategy

Map 11: Health and Fitness Facilities in Swale



Health and Fitness facilities type in Swale



Table 26: Fitness Facilities (Fitness Suites) in Swale

Site Name	Post Code	Facility Type	Number of Stations	Access Type	Ownership Type	Management Type	Pay and Play Community Access facilities	Year Built	Year Refurbished
Faversham Community Gymnastics & Activity Centre	ME13 8BF	Health and Fitness Suite	15	Club Members	Other	Trust		2003	2012
Reynolds Fitness Spa	ME10 1PA	Health and Fitness Suite	35	Club Members	Commercial	Commercial		2008	n/a
Rodersham Squash Club	ME9 0RA	Health and Fitness Suite	28	Pay and Play	Commercial	Commercial		1985	2019
Sheppey Leisure Complex	ME12 1HH	Health and Fitness Suite	32	Pay and Play	Local Authority	Commercial Contractor	✓	1980	2016
Shurland Hotel	ME12 4EH	Health and Fitness Suite	43	Pay and Play	Commercial	Commercial		1994	2012
Snap Fitness (Neats Court)	ME11 5AR	Health and Fitness Suite	100	Club Members	Commercial	Commercial		2019	n/a
Snap Fitness (Sittingbourne)	ME10 4NT	Health and Fitness Suite	60	Club Members	Commercial	Commercial		2012	n/a
Swallows Leisure Centre	ME10 4NT	Health and Fitness Suite	70	Pay and Play	Local Authority	Commercial Contractor	✓	1989	2014

Site Name	Post Code	Facility Type	Number of Stations	Access Type	Ownership Type	Management Type	Pay and Play Community Access facilities	Year Built	Year Refurbished
Syndale Park Personal Fitness Club	ME13 0RH	Health and Fitness Suite	50	Club Members	Commercial	Commercial		1996	2012
Syndale Park Personal Fitness Club	ME13 0RH	Health and Fitness Suite	20	Club Members	Commercial	Commercial		2018	n/a
The Fitness Centre	ME10 2BJ	Health and Fitness Suite	53	Pay and Play	Commercial	Commercial		1987	2000
Tonics Fitness Centre	ME9 8AQ	Health and Fitness Suite	90	Club Members	Commercial	Commercial		2000	2012

5.116. SBC provides 17% (102) of the overall supply of 596 fitness stations in the Swale borough area. There are six fitness suites with 50 stations or more. Commercially operated fitness suites require registered membership and operate pre-registered, pre-paid/DD membership schemes. The local authority fitness facilities also operate on this basis in Swale.

5.117. Analysis of the overall supply of fitness suites is summarised in Table 27:

Table 27: Analysis of overall Fitness Suite Provision in Swale

Total Fitness Suites	12
Total Fitness Stations	596
Pay and Play Fitness Suites	5
Pay and Play / No. of Fitness Stations	226
Registered Membership Fitness Suites	5

Registered Membership no. of Fitness Stations	355
Private use Fitness Suites	0
Private use no. of Fitness Stations	n/a
Sports club Fitness Suites	1
Sports Club no. of Fitness Stations	15

Table 28: Summary of Fitness Suite Size

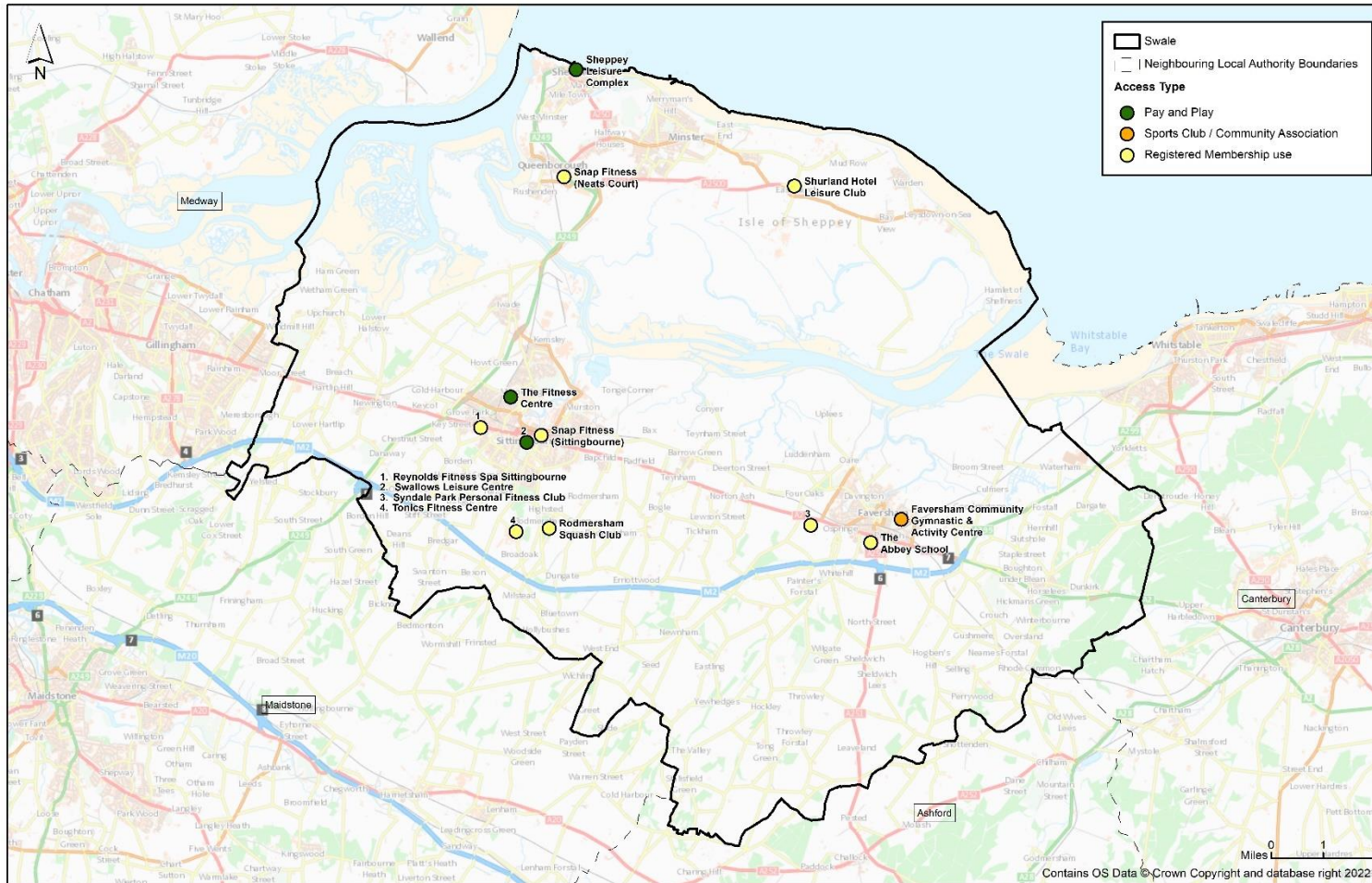
Number of Fitness Stations	No. Fitness Suites
150+	0
100 - 149	1
50 - 99	5
30 - 49	3
29 or less	3

Swale Borough Council

Built Facility Assessment and Strategy

5.118. Health and fitness facilities by access type are shown on Map 12.

Map 12: Health and Fitness Facilities in Swale by access type



Health and Fitness Suites by access type in Swale



Quality

- 5.119. Detailed quality assessments have been undertaken at the health and fitness facilities where access was possible. The quality audits are summarised in Appendix 3 (3a – 3p) and Table 29. It was not possible to undertake detailed quality audits on all existing facilities, as commercial operators often do not want these to be undertaken. Therefore, a visual check of these has been undertaken online.
- 5.120. The visual check highlights that overall, the quality of the commercial facilities is average as is generally the case. All have up to date fitness stations, are well-designed and planned facilities, with good quality changing facilities. None of the facilities that were audited were excellent and the majority are average with moderate/significant investment needed to raise the quality of the facilities to meet public expectations.

Table 29: Summary Qualitative Assessments - Health and Fitness Facilities (fitness suites and studios)

	Overall Quantitative Score for Facility %	Qualitative Score for Health and Fitness Suite	Need for Investment- Overall Facility
Faversham Community Gymnastics & Activity Centre	69% Good	Poor	Moderate
Reynolds Fitness Spa	91% Excellent	Excellent	Minimal
Rodmersham Squash Club	71% Good	Good	Moderate
Sheppey Leisure Complex	44% Average	Poor	Significant
Shurland Hotel	54% Average	Average	Moderate
Snap Fitness (Neats Court)	68% Good	Good	Minimal
Snap Fitness (Sittingbourne)	68% Good	Good	Minimal
Swallows Leisure Centre	71% Good	Good	Minimal
Syndale Park Fitness Club	57% Average	Average	Minimal
The Fitness Centre	59% Average	Average	Moderate
Tonics Fitness Centre	75% Good	Good	Moderate

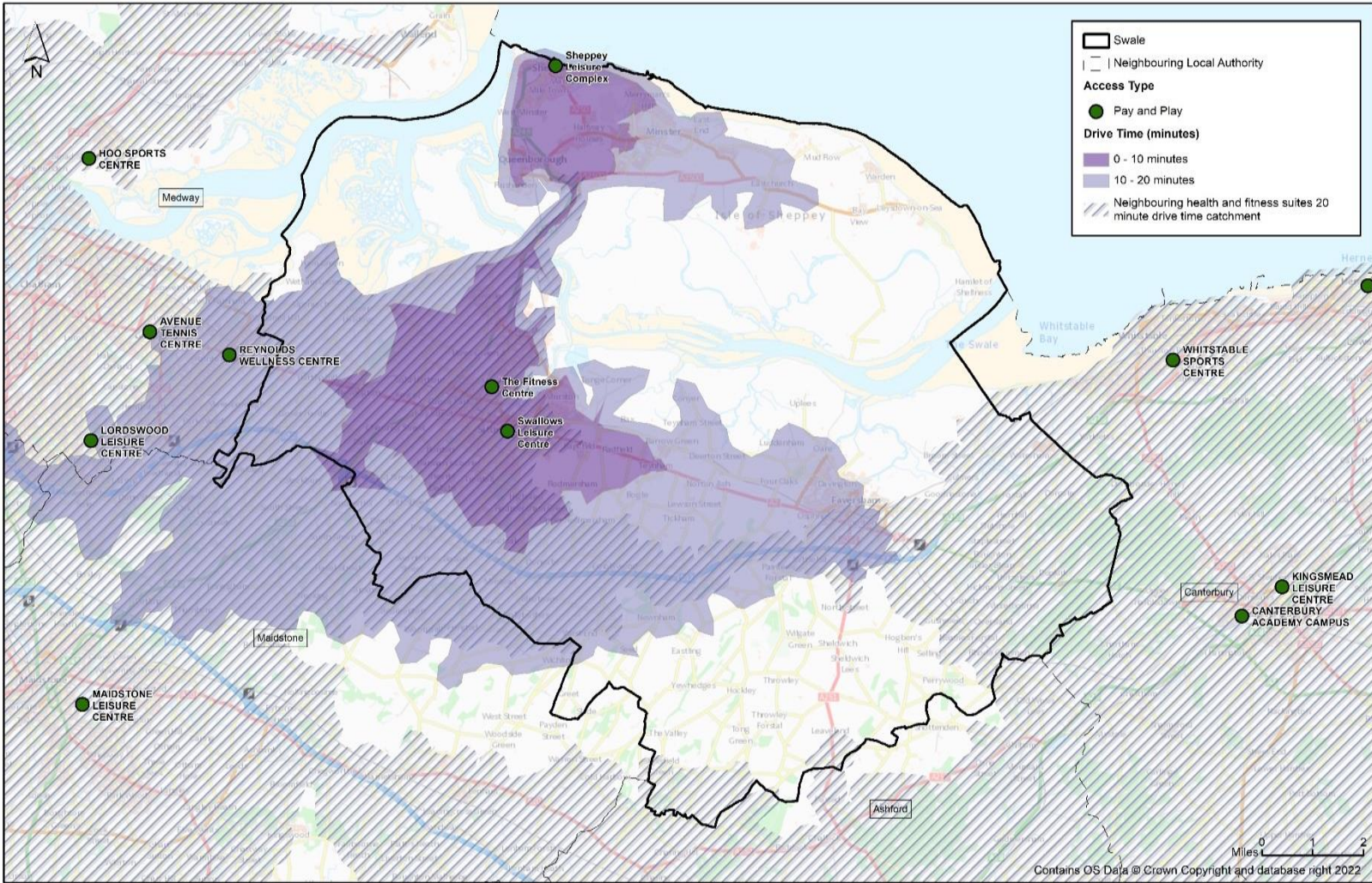
- 5.121. The quality of the community access health and fitness facilities (those offering access over and above membership) ranges from poor to good.

Accessibility

- 5.122. It is clear from Map 13 that most areas of the borough are within a 20-minute drive time catchment of a community accessible fitness suite. 19.4% of the Swale population does not have access to a car¹⁷. It is therefore important to ensure that fitness suites are as accessible as possible to those walking or using public transport.
- 5.123. Existing community access fitness facilities are well-located to the population in Swale. Membership of commercial fitness facilities are driven by, and rely on, market demand.

¹⁷ Source: 2011 Census

Map 13: Community access Fitness Suites within a 20-minute drive time catchment area



Pay and Play Health and Fitness Suites catchment areas in Swale (up to 20 minute drive time)



Availability

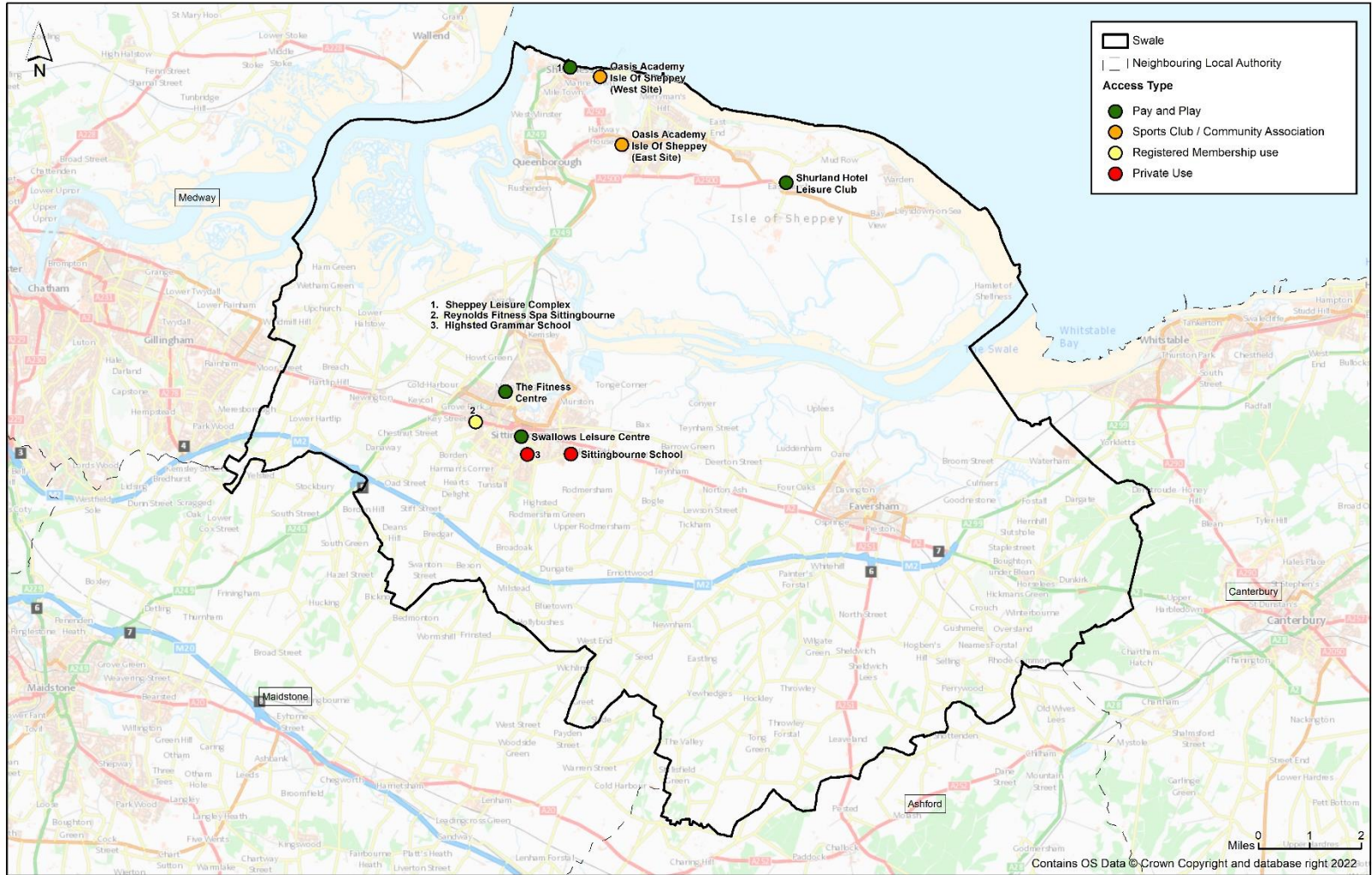
- 5.124. Of the existing fitness provision in Swale the commercial sector (private and registered membership) provides 479 of the 596 stations (80%); only 15 of the stations (3%) are provided by the sports club sector, and 102 (17%) by SBC (managed by Serco).
- 5.125. It is important to highlight that the existing commercial sector fitness suite provision in Swale is not comprised of high-end fitness companies with higher cost memberships and therefore these remain reasonably accessible. The commercial provision, and particularly the lower cost end of the market, therefore, presents a level of competition to the SBC facilities. On this basis, the assessment of the current and future need for fitness facilities reflects the fact that many Swale borough residents are likely to use those facilities which offer provision and a membership rate comparable to public sector facilities, because they are more affordable. The analysis of need for additional fitness stations (Appendix 12) includes all the community accessible fitness suites in Swale offering 20 or more fitness stations.

Fitness Studios

Quantity

- 5.126. There are 12 studios in Swale, as identified through Sport England Active Places. These are provided as part of a health and fitness offer within facilities. Studios provide a space in which a range of aerobic, fitness and dance classes plus activities such as yoga and Pilates, can take place as well as martial arts, and boxing. Although requiring some specialist equipment for martial arts and boxing, it is also possible to do a form of these activities in an informal space such as a community hall. Informal halls can also accommodate a range of fitness and dance classes. Informal halls are discussed in the Sports Hall and Activity Hall section of this assessment.
- 5.127. The studios assessed in this report are multi-purpose studios (no specific size), not those with fixed equipment, or only one use e.g.: spinning.
- 5.128. Many community hall facilities are used by dance schools, and the smaller halls often available on education sites have significant potential to be used for fitness classes as do village halls.
- 5.129. The overall provision of studios in Swale is summarised in Table 30.
- 5.130. Map 11 shows studios as part of the overall health and fitness offer in Swale. Map 14 shows the locations of individual community accessible studios.

Map 14: Community access studio facilities in Swale



Studios by access type in Swale



Swale Borough Council
Built Facility Assessment and Strategy

Table 30: Fitness Studios in Swale

Site Name	Post Code	Facility Type	Number of Studios	Access Type	Ownership Type	Management Type	Pay and Play	Year Built	Year Refurbished
Highsted Grammar	ME10 4PT	Studio	1	Private Use	Academy	School/College		2009	n/a
Oasis Academy (East Site)	ME12 3JQ	Studio	1	Sports Club / Community Association	Academy	School/College		2013	n/a
Oasis Academy (West Site)	ME12 2BE	Studio	1	Sports Club / Community Association	Academy	School/College		2013	n/a
Reynolds Fitness Spa	ME10 1PA	Studio	1	Registered Membership use	Commercial	Commercial Management		2008	2009
Sheppey Leisure Complex	ME12 1HH	Studio	2	Pay and Play	Local Authority	Commercial Management	✓	1980/1991	2019/2003
Shurland Hotel Leisure Club	ME12 4EH	Studio	1	Pay and Play	Commercial	Commercial Management	✓	1994	n/a
Sittingbourne School	ME10 4NL	Studio	1	Private Use	Community School	School/College		2006	n/a
Swallows Leisure Centre	ME10 4NT	Studio	3	Pay and Play	Local Authority	Commercial Management	✓	2005/2002	2019

Swale Borough Council
Built Facility Assessment and Strategy

Site Name	Post Code	Facility Type	Number of Studios	Access Type	Ownership Type	Management Type	Pay and Play	Year Built	Year Refurbished
The Fitness Centre	ME10 2BJ	Studio	1	Pay and Play	Commercial	Commercial Management	✓	2002	n/a

Page 205

- 5.131. There are 12 studios in total; three studios are provided through commercial facilities, four are on education sites, providing access to community sports clubs through the schools' letting policy and five are owned by SBC and managed by Serco. There are other sites at village halls and smaller venues which are not included as part of this study.
- 5.132. The analysis of the overall studio supply in Swale is as follows:

Table 31: Analysis of overall Studio Supply – Swale

Total Studios	12
Pay and Play Community Access Studios	5
Commercial Sector Studios	3
Education Sector Studios	4

Quality

- 5.133. Detailed quality assessments have been undertaken on all Swale Borough Council sports facilities, plus those facilities shown in Table 34 which have studios i.e., a total of nine facilities. These are summarised in Appendix 3 (3a – 3p) and Table 32.

Table 32: Summary of Quality Assessments Studios in Swale

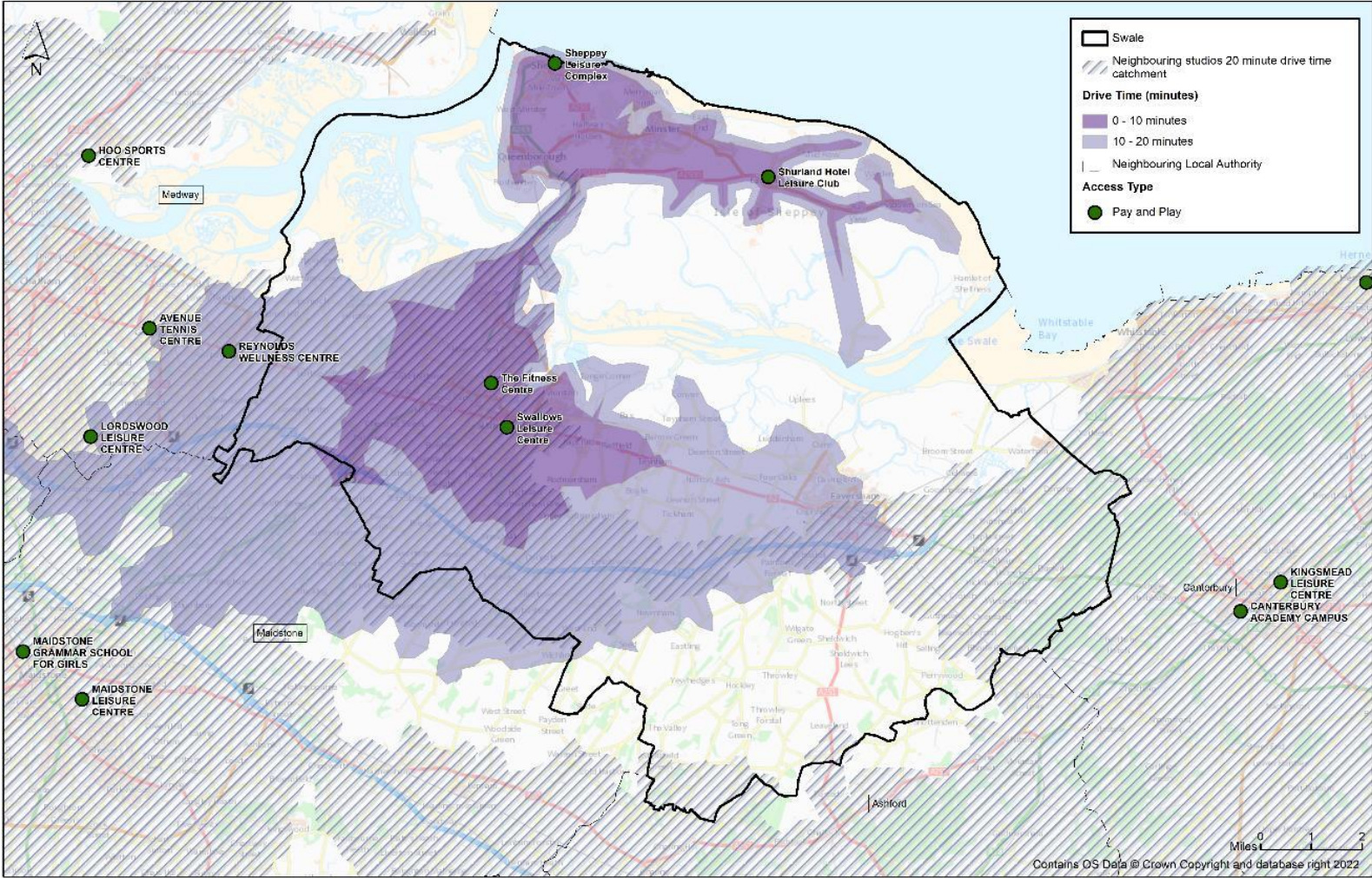
	Overall Quantitative Score for Facility %	Qualitative Score for Health and Fitness Studios	Need for Investment- Overall Facility
Highsted Grammar School	Not accessed	Not Accessed	Not accessed
Oasis Academy (East)	82% Excellent	Excellent	None
Oasis Academy (West)	82% Excellent	Excellent	None
Reynolds Fitness & Spa	91% Excellent	Excellent	Minimal
Sheppey Leisure Complex	44% Average	Average	Moderate
Shurland Hotel Leisure Club	54% Average	Average	Moderate
Sittingbourne School	71% Good	Good	Moderate
Swallows Leisure Centre	71% Good	Good	Minimal
The Fitness Centre	59% Average	Good	Moderate

5.134. The quality of studios is generally good with a number of facilities having been refurbished recently.

Accessibility

5.135. Health and fitness facilities are predominantly located in the three main settlements within the borough. Most studios are part of an overall fitness offer, i.e., fitness suite and studio(s) with only the two SBC facilities offering more than one studio.

Map 15: Pay and Play Community Use Studios with a 20-minute drivetime catchment



Pay and Play Studios catchment areas in Swale (up to 20 minute drive time)



- 5.136. It is clear from Map 15 that all Swale residents currently have access to a studio within a 20-minute drive time catchment.
- 5.137. 19.4% of the Swale population does not have access to a car¹⁸. It is therefore important to ensure that studios are as accessible as possible to those walking or using public transport.
- 5.138. Existing community access fitness facilities are mainly situated in the three main settlements within the borough giving access to these community facilities. In addition to the community access studios, there are other studios (commercial/on education sites) which are also used by residents; overall there is an average stock of provision in Swale, and they are all accessible to most local residents given where they are located.

Availability

- 5.139. A comprehensive programme of fitness classes is available on the nine sites of the studios, and other sporting activities are offered at the community access facilities.
- 5.140. Some commercial operators have membership rates comparable to those at the Swale Borough Council owned leisure centres.
- 5.141. In addition to the purpose-built studio facilities in Swale, there are a number of multi-purpose halls, in community centres/village halls; these are also used for activities which could also take place in a studio e.g. aerobics, dance, pilates, yoga etc. Many personal trainers also use village halls as a venue for exercise.

¹⁸ Source 2011 Census

Squash

Summary of Supply and Demand

5.142. A summary of the supply and demand assessment for squash courts in Swale is set out in Table 33.

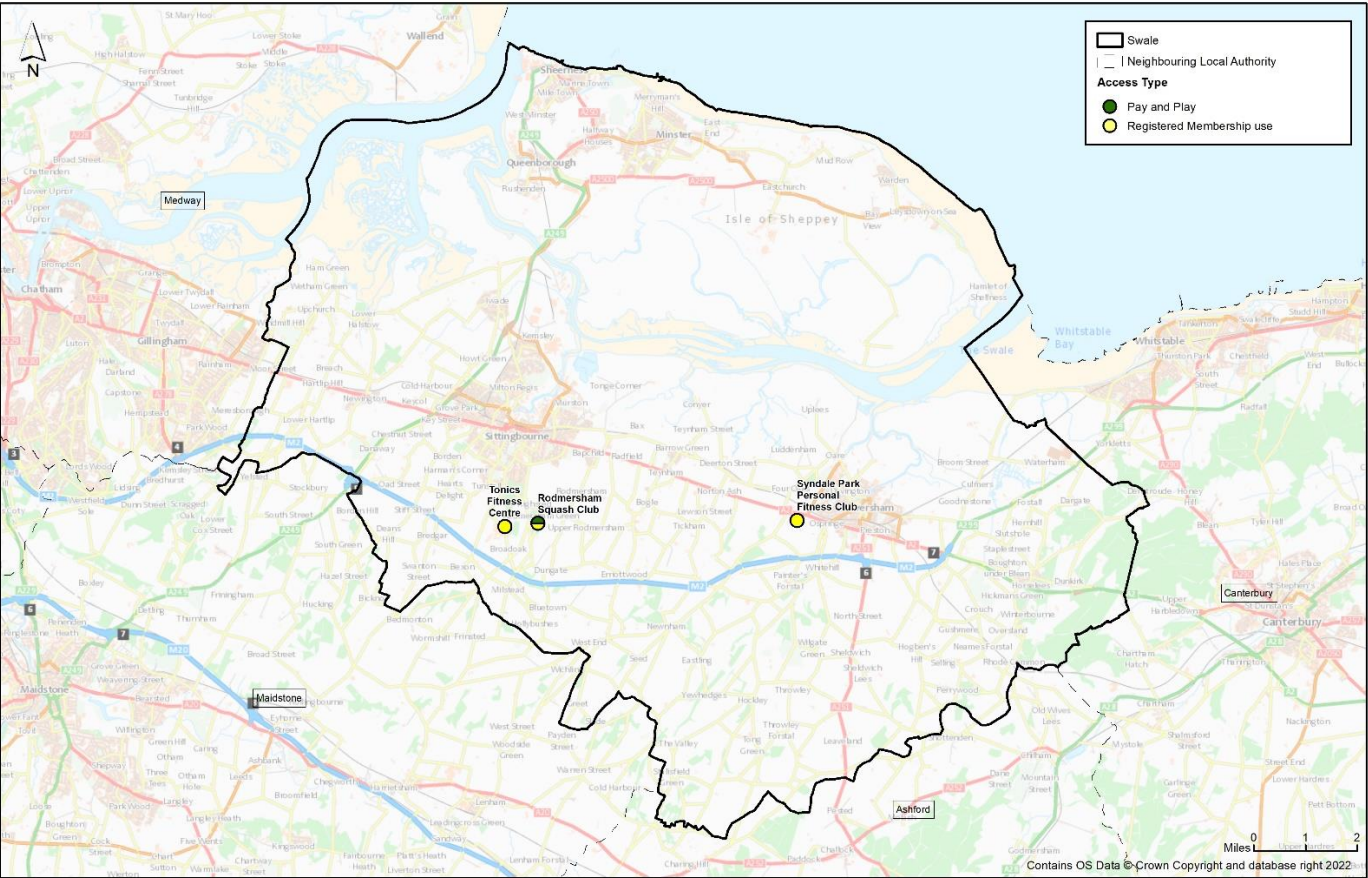
Table 33: Summary Analysis – Squash Courts Supply and Demand

Facility Type	Assessment Findings				
Squash Courts					
Quantity	<p>There is a total of 8 courts in Swale with 2 of these being glass-backed squash courts.</p> <p>Future Demand</p> <p>There is no specific methodology for assessing the current and future need for squash courts. Overall participation in squash is decreasing at national level, and this is now being seen at a local level.</p> <p>Competitive squash across the country is predominantly now played in clubs, within a club facility and this is replicated in Swale; demand for community access squash courts has reduced in recent years. Junior participation is growing but through a club base where juniors can be supported and coached from an early age.</p>				
Quality	The quality of existing squash courts is generally of a good standard with the exception of the court at Syndale Park Personal Fitness Club which needed refurbishing – floor sanding and walls repainted.				
Accessibility	The existing squash courts are provided at Rodmersham Squash Club, Tonics Fitness Club and Syndale Park Personal Fitness Club (limited pay and play access because both facilities operate on a membership basis).				
Availability	6 courts are available for community access at Rodmersham Squash Club where a day membership is charged. The remaining two courts are available for club members at Syndale Park Personal Fitness Club and Tonics Fitness Suite.				
Future Demand	<table border="1"> <thead> <tr> <th>Scenario</th> <th>Future Demand for Additional Squash Courts By 2038</th> </tr> </thead> <tbody> <tr> <td>Estimate population increase to 196,594 by 2038</td> <td>Current under supply of 7 courts. By 2038 this increases to 12 courts (using 1:10,000 i.e., one court per 10,000 head of population)</td> </tr> </tbody> </table>	Scenario	Future Demand for Additional Squash Courts By 2038	Estimate population increase to 196,594 by 2038	Current under supply of 7 courts. By 2038 this increases to 12 courts (using 1:10,000 i.e., one court per 10,000 head of population)
Scenario	Future Demand for Additional Squash Courts By 2038				
Estimate population increase to 196,594 by 2038	Current under supply of 7 courts. By 2038 this increases to 12 courts (using 1:10,000 i.e., one court per 10,000 head of population)				

Quantity

5.143. There is a total of 8 courts in Swale with 2 of these being glass-backed squash courts. These are shown on Map 16.

Map 16: Squash Courts by access type in Swale



Squash Courts by access type in Swale

5.144. The overall supply of squash courts is summarised in Table 34.

Table 34: Squash Courts in Swale

Site Name	Post Code	Court Type	Courts	Access Type	Ownership Type	Management Type	Pay and Play Community Access facilities	Year Built	Year Refurbished
Rodmersham Squash Club	ME9 0PR	Squash Courts (2 glass backed)	6	Registered members and Pay and Play	Commercial	Commercial Management	✓	1960	2006/2017
Syndale Park	ME13 0RH	Squash Courts	1	Registered members	Commercial	Commercial Management		1996	n/a
Tonics Fitness Centre	ME9 8AQ	Squash Courts	1	Registered members	Commercial	Commercial Management		2000	n/a

Quality

5.145. A quality assessment was undertaken on the following facilities:

Table 35: Summary of Quality Assessments Squash Courts in Swale

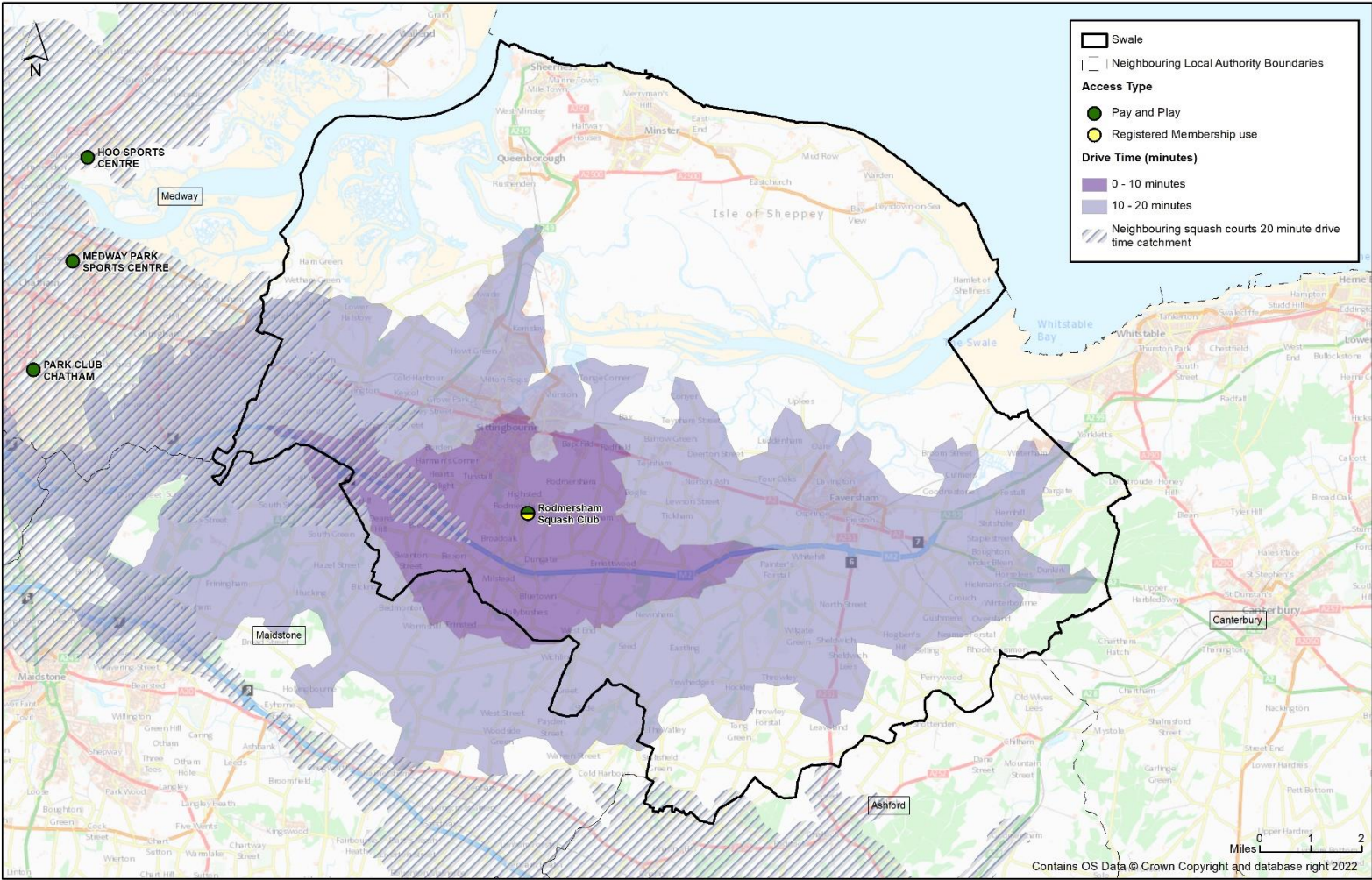
	Overall Quantitative Score for Facility %	Qualitative Score for Squash Courts	Need for Investment- Overall Facility
Rodmersham Squash Club	71% Good	Good	Minimal
Syndale Park	57% Average	Average	Moderate
Tonics Fitness Centre	75% Good	Good	Minimal

- 5.146. The quality of existing squash courts is mixed with moderate investment needed in the court at Syndale Park where if it is to be retained for squash, the walls need painting and floor sanding.

Accessibility

- 5.147. Squash courts are more specialist facilities, so there are generally fewer of them in any one area. The majority of squash courts nationally are now provided through clubs, as opposed to leisure centres.
- 5.148. Geographical distribution of squash courts in Swale is illustrated in Map 17.

Map 17: Pay and Play Community Use Squash courts with a 20-minute drivetime catchment



Pay and Play Squash Courts catchment areas in Swale (up to 20 minute drive time)

Availability

5.149. There are six public pay and play accessible squash courts at Rodersham Squash Club (four normal and two glass back). Rodersham Squash Club offers pay and play access alongside its registered membership. The one court at Syndale Park Personal Fitness Club and the one court at Tonics Fitness Suite are only available to registered members.

NGB Consultation: England Squash

5.150. England Squash was consulted as part of this study. The NGB confirmed it had invested into the local County Association, who in turn works closely with local clubs and leisure centres in the county to deliver bespoke activity based around our participation programmes and campaigns. In comparison to other counties, the investment and impact of the County Association makes Swale a key area for future delivery and squash participation, the sizeable population across the county and specifics of the demographic lend itself to squash participation. Kent is a highly proactive and well-respected county with a pedigree for producing squash players and having a thriving club scene. As such they should be considered as priority in order to develop squash in the area.

5.151. Swale itself has a population of approximately 150k and, with 3 sites and 8 courts in total, this is seven courts less than the NGB guidance of one court per 10,000 people (Currently 1:18,000 people approximately). England Squash said their programmes (Squash 101, Squash Stars, Junior 101, Squash 57 and Squash Girls Can) aim to get more participants engaged in squash and creating thriving squash communities. Together they can be delivered in Swale. England Squash offer support locally through grants and funding to local clubs, facilities and coaches that can deliver these programmes. Therefore, squash facilities are required that provide a positive experience and are well maintained so that people return to play more squash. For these programmes to be delivered the current infrastructure must be maintained, losing any courts would have a detrimental impact on being able to provide these interventions in Swale.

Indoor Bowls

Indoor Bowls: Summary of Supply and Demand

5.152. The summary supply and demand analysis for indoor bowls is set out in Table 36.

Table 36: Summary Analysis – Indoor Bowling Supply and Demand

Facility Type	
Quantity	There is one indoor bowls facility in Swale at Milton Recreation ground which has 6 rinks. There is one club, Swale Indoor Bowling Club which is affiliated to the England Indoor Bowls Association (EIBA).

Swale Borough Council

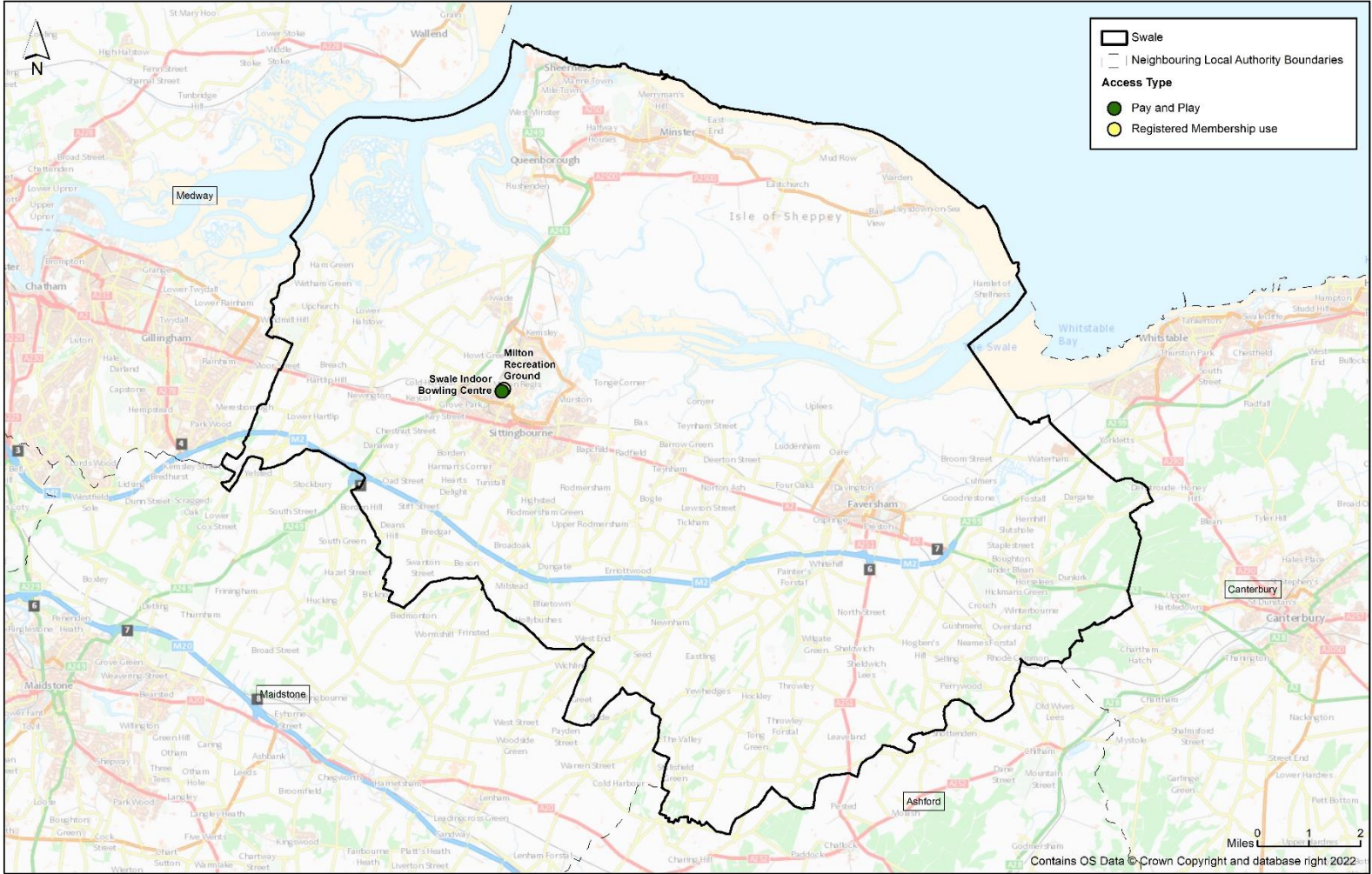
Built Facility Assessment and Strategy

Facility Type					
Quality	Swale IBC was built in 2001 and refurbished in 2006.				
Accessibility	The centre is located in Milton Recreation Ground with good parking facilities and operates pay and play as well as club time.				
Availability	Swale Indoor Bowls Centre is a play and pay facility offering six indoor rinks and is also home to Swale Indoor Bowls Club.				
Future Demand	<table border="1"> <thead> <tr> <th>Scenario</th> <th>Future Demand for Additional Indoor Bowls Rinks By 2038</th> </tr> </thead> <tbody> <tr> <td>Estimate population increase to 196,594 by 2038</td> <td>- 8 (12 – 14 in total)</td> </tr> </tbody> </table>	Scenario	Future Demand for Additional Indoor Bowls Rinks By 2038	Estimate population increase to 196,594 by 2038	- 8 (12 – 14 in total)
	Scenario	Future Demand for Additional Indoor Bowls Rinks By 2038			
	Estimate population increase to 196,594 by 2038	- 8 (12 – 14 in total)			
In reality the number of participants is reducing at Swale IBC, and some of those participating come from outside Swale. The indoor offer at Swale IBC is seasonal but due to the specialist provision, means that the bowling facilities are used for less than 50% of the year. The existing facility is not multi-use and therefore, when not being used for bowling, cannot be utilised for any other activity.					

Quantity

- 5.151. An indoor bowls facility comprises a number of indoor rinks (usually a minimum of 3 rinks). Indoor Bowls is a more specialist sport and tends to be participated in by bowlers who play outside in the summer, to practise and compete during the winter months. Indoor bowls offers participative opportunities to all but is played mostly by an older population and those with disabilities (wheelchair and visually impaired).
- 5.152. There is one indoor bowls facility in Swale which is the Swale Indoor Bowls Centre at Milton Recreation Ground, Sittingbourne; this has 6 rinks. There is one club based at this facility, Swale IBC, which is affiliated to the England Indoor Bowls Association (EIBA).
- 5.153. The Club was opened in 2001 and refurbished in 2006. In addition to providing “recreational bowling” to the local population, they have also provided a number of teams competing in the EIBA affiliated leagues and competitions.
- 5.154. The nearest alternative site within the ‘acceptable’ 30-minute drive time is Deangate Ridge at Hoo in Rochester and another which is a 33-minute drive time away in Oyster IBC at Whitstable.

Map 18: Indoor Bowls by access type in Swale



Indoor Bowls by access type in Swale



- 5.155. As a guide, demand is calculated as one rink per 14,000-17,000 of total population. A 9-11 rink bowling area, therefore, is required for a population of 150k although this will be dependent upon the population profile of the area. The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink¹⁹. With the potential for the older population in Swale to increase and the current supply of indoor bowling in Swale being six rinks, these should be maintained as a minimum. Analysis of future demand suggests that potentially development of an additional 6-8 rinks could be considered if the current facility is retained for bowling.
- 5.156. Although the analysis above indicates the need for a small increase in indoor bowls provision, in reality the number of participants is reducing at Swale IBC, and some of those participating come from outside Swale. The indoor offer at Swale IBC is seasonal but due to the specialist provision, means that the bowling facilities are used for less than 50% of the year. The existing facility is not multi-use and therefore, when not being used for bowling, cannot be utilised for any other activity.

Indoor Tennis

Indoor Tennis: Summary of Supply and Demand

Page 217

57. Table 37 sets out the summary supply and demand analysis for indoor tennis in Swale.

Table 37: Summary Analysis – Indoor Tennis Supply and Demand

Facility Type	Assessment Findings
Quantity	There are currently no indoor tennis courts in Swale. Based on the LTA figure of 12,500 population for 1 indoor court there is a need for 12 indoor courts, this will increase if the population increases. Any provision of indoor tennis courts should be LTA and tennis club led.
Quality	N/A
Accessibility	N/A
Availability	N/A

- 5.158. Indoor tennis courts are considered because they are a completely different facility from outdoor tennis courts, which, unless club courts, tend to be used for recreational tennis. Indoor courts are significantly more expensive to use, and therefore tend to provide for those who are already tennis participants, or who wish to learn to play tennis and can afford private or group coaching.

¹⁹ Source: General Statement from EIBA. Not Swale specific

- 5.159. It is a requirement of the ANOG methodology that indoor tennis courts are covered by an Indoor Facility Strategy to complement the findings of a playing pitch study which assesses needs for outdoor courts.
- 5.160. The Swale Playing Pitch Strategy (PPS) considers all outdoor tennis courts in the borough. There are currently no indoor tennis courts in Swale.
- 5.161. Based on the Lawn Tennis Association (LTA) figure of 12,500 population for one indoor court there is a current need for 12 indoor courts. Any indoor tennis court provision should be led by the LTA and Tennis Club.
- 5.162. There are two main tennis clubs in Swale: Sittingbourne Tennis Club, and Faversham Tennis Club. There are no community venues to play tennis on the Isle of Sheppey and the courts at the Sheppey Leisure Complex are in a very poor state of repair. The LTA would like to have a Padel programme at the Sheppey Leisure Complex.
- 5.163. Outdoor tennis is notionally provided at two park venues in Swale at Milton Recreation Ground and King George's Park.
- 5.164. The LTA has identified a lack of indoor facilities in Swale, and this is identified in the Facility Strategy for the region. Indoor courts would be a priority for strategic loan funding.

Gymnastics Centres

Summary Supply and Demand Analysis - Gymnastics Centres

- 5.165. There are no SBC gymnastics centres in Swale. There are two dedicated gymnastics centres in Swale at Faversham Activity Centre and Bourne Gymnastics club. These are specialist facilities, attracting beginners but also talented gymnasts.

Quantity

- 5.166. There are three British Gymnastics affiliated clubs and one British Gymnastics Trampoline club in Swale:
- Faversham Gymnastics Club is based at Faversham Activity Centre and according to British Gymnastics (BG) in July 2022 there are approximately 374 affiliated members of the club with 150 on a waiting list.
 - Sittingbourne Swifts Gymnastics Club is based at the Swallows Leisure Centre and has approximately 191 affiliated members, with a 151 on a waiting list.
 - Bounce DMT and Trampoline Club is based at Oasis Academy (West site) on the Isle of Sheppey. There are 51 affiliated members.
 - Bourne Gymnastics Club is based on Tribune Drive Sittingbourne. It is a recently formed club from a school site and at time of writing British Gymnastics had no further information.

Table 38: Summary of Gymnastics Clubs

Club Name	Address	About the Club
Faversham Gym Club	Whitstable Road	Dedicated facility.
Sittingbourne Swifts Gym Club	Swallows Leisure Centre	Based at a leisure centre, not a dedicated facility.
Bounce DMT and Trampoline Club	Oasis Academy (West), Sheppey	Based at an academy / school, not a dedicated facility.
Bourne Gym Club	Tribune Drive Sittingbourne	Dedicated facility (unit)

NGB Consultation: British Gymnastics and Trampolining

5.167. Consultation with British Gymnastics is summarised below:

- British Gymnastics Facility Development Priorities (for the period 2022 – 2027) is currently being prepared

5.168. British Gymnastics Strategies are outlined in the [Strategic Framework \(2017 - 2021\)](#) and British Gymnastics Priorities (for the period 2017 - 2021) are:

- Diversify sources of revenue to develop and grow the provision of gymnastics
- Build the capacity and grow the demand in gymnastics
- Raise the profile and increase the appeal of gymnastics

5.169. There is no geographic focus to the British Gymnastics Facility Strategy. Focus is based on need, suitability, and partners' ability to support a project to successful completion.

5.170. Nationally, there is a large demand for more gymnastics opportunities and clubs all report large waiting lists, which is mirrored in Swale. A key part of BG's strategy to increase participation is to support clubs, leisure providers and other partners moving into their own dedicated facilities, offering more time and space for classes.

5.171. British Gymnastics Facility Development Priorities (for the period 2017 - 2021) outlined are:

- Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers
- Guide funding investment through the United Kingdom from British Gymnastics, Home Country Sports Councils, Local Authorities, and other potential funders.
- Maintain and improve the quality of facilities and equipment within existing delivery partners.

- Develop insight, understanding and direction of how Facility Developments can contribute towards other BG Strategic Priorities

- 5.172. The Facilities Strategy highlights the key benefits that BG will work towards to improve facilities for gymnastics particularly by supporting clubs with their plans for improvement of their spaces and to relocate to better and bigger spaces.
- 5.173. Clubs moving into dedicated facilities will be able to increase their membership and diversify their range of activities including to the local community and by working with other organisations offering physical activity opportunities.
- 5.174. Currently approximately 1/3 of clubs operate from their own facility, 1/3 non-dedicated school venues and 1/3 from non-dedicated leisure centres.
- 5.175. British Gymnastics target has been to have 40 clubs per year moving into dedicated spaces.
- 5.176. British Gymnastics has no capital investment monies available; however, the facility development team has offered to support, develop, and guide clubs, leisure providers and other partners to help achieve their facility requirements.

6. Penultimate Stage – Applying the Assessment Analysis

Overview

- 6.1 Swale’s population will grow by approximately 29% based on potential housing growth over the coming years to 2038, so there is a particular need to ensure sufficient provision of accessible, quality and affordable facilities – formal and informal, and multi-purpose spaces to meet local need.
- 6.2 More, and better, access to physical activity at local level is important for residents, particularly those who are currently inactive, and those without access to private transport, to participate, and become physically active. Many of these inactive people will live in the few, but significantly more deprived areas of the Borough; ensuring those who lead challenging lives are able to be more active for health benefits is critical. Linking facility provision, informal and formal, to opportunities for active travel, and informal places will help to facilitate more active lifestyles for more people.
- 6.3 This is very important given the need to retain and continue to grow existing levels of physical activity in the Borough and address the existing health inequalities across the area.
- In Swale, there is insufficient pay and play accessible sports hall, swimming and health and fitness provision to meet demand by 2038. The existing level of indoor bowling provision should be retained; gymnastic and boxing clubs should be supported (strategically) to develop specialist facilities.
- 6.5 It is very important that the potential to utilise community centres/halls, and other informal places and spaces better for sports hall activities, which could provide at a more local level, and therefore facilitate participation by those who are elderly, do not have access to a car, have young children, or have a disability, is fully explored, developed and implemented.

Vision

- 6.6 As a minimum, SBC wishes to have good quality, fit for purpose facilities that are considered to be attractive to users, well maintained and sustainable. This includes community sport and leisure facilities, places and spaces for swimming, fitness and sports hall sports/activities available for all residents. This includes both formal and informal multi-purpose spaces e.g. community halls in which to play sport and be physically active.
- 6.7 Facilitating opportunities to be more physically active, more often is also important, to contribute to a reduction in the health inequalities in and across Swale, to help people to live and age better.
- 6.8 The provision of high quality and accessible facilities, and where appropriate the opening up of other informal places, and spaces, as well as the development of new provision, will contribute to the future overall priority for the development of healthier lifestyles in Swale, across all age groups. This will contribute towards the Vision ‘to enable Swale communities to be healthy and tackle health inequalities’.

6.9 The Vision for future provision of sport and leisure in Swale is:

“That the residents of Swale are encouraged, motivated, informed and have the opportunity to be more active and healthier. Enabling them to live life to the full, be happy and well, reaching their full potential. ”

6.10 Sustainable, high quality, and critically, accessible facility provision has a critical role to play in delivering these opportunities; Swale Borough Council needs to plan for the investment requirements of its existing facilities, and work in partnership with other providers and stakeholders to address the other priorities identified through this Strategy.

Aims

The aim of providing sufficient high quality, fit for purpose and accessible provision, places and spaces is to:

- Increase the proportion of the population that is physically active; the level of activity undertaken will support efforts to further reduce health inequalities;
- Develop additional facility provision where need is evidenced e.g. as a result of population growth;
- Design in flexibility; future facility provision may need to be more multi-purpose in nature, reflecting changing participation trends and opportunities;
- Encourage new participants to start taking part in physical activity;
- Enable opportunities for participation to be provided in a wider range of places and spaces, and particularly at a very local level, using e.g. community centres/halls;
- Facilitate the continued development of healthier lifestyles across Swale’s communities;
- Contribute to a reduction in health inequalities, and specifically obesity, reduced inactivity, across Swale; and
- Create active environments where the opportunity to be more physically active is an integral part of everyday life.

Principles for Future Provision

6.12 The principles that should guide all future sport and leisure facility development in Swale are:

- Ensure residents in all areas of Swale have pay and play access to good quality, local, accessible and affordable provision, whether it is a formal sports hall or a community hall, or other informal provision;
- Aim to ensure that any new, sports facilities on education sites provide a balance of opportunities (through a formal agreement) for community access – both pay and play and club use;
- Replace / refurbish ageing facilities where new provision is needed; all new and refurbished provision should be designed and developed based on Sport England and (National Governing Body) NGB guidance, and guidance be fully inclusive;
- Rationalise existing provision where new fit for purpose facilities can replace/improve existing buildings (but existing levels of provision need to be maintained as a minimum, given some existing facility under-supply going forward);
- Invest in existing formal and informal provision to improve quality; and
- Invest strategically to ensure economic viability and sustainability of provision.

Page 223

Facility Specific Analysis

6.13 Highlighted below are the key factors and issues that need to be taken into account in planning for future facility provision.

- **Population Growth** - Clearly, increased population will result in increased demand for sports facilities;
- **Housing Development**- one of the principal justifications for provision of additional community sports facilities is because additional residents increase demand for sports facilities. There will be a need to ensure good quality community sport and leisure facilities are available to meet existing and future demand. The potential for investment in additional provision of formal sports facilities and community halls, secured through developer contributions should be explored, given the housing growth planned to 2038. However, linked to housing development is the potential for other infrastructure development e.g. schools, health facilities, which could also link into future provision of sports facilities;

- **Reduction in Health Inequalities** – more active lifestyles will continue to benefit both individual and community health and are increasingly significant in post pandemic, given the high levels of deaths recorded, particularly amongst the older population; there are some significant pockets of deprivation in Swale outlined in section 2 of this report and there are some very specific factors to which the provision of quality, affordable and accessible sports facilities can contribute:
 - Maintenance of active lifestyles;
 - Improved mental health;
 - Reduced levels of cardiovascular disease; and
 - Reductions in levels of obesity
- **Maintaining and growing participation levels** in sport and physical activity to contribute to more active lifestyles; facilitating more regular activity for the most inactive 27.8% of the Swale community (Active Lives April 2023, data November 2021 - November 2022) is a priority. Participation rates for adults in Swale are lower than in Kent and nationally.
- **Addressing the future supply of sports halls, swimming pools, gymnastics facilities and indoor bowls rinks, and particularly the need for investment across the portfolio due to the age and condition of the existing assets**
- **The need to retain and grow participation in physical activity for community health benefits;**
- **The need to invest in active environments, where physical activity is the norm;**
- **The need to improve accessibility to provision at local level, particularly for the 19.4% of the population without access to private transport;**
- **There is already some sport and physical activity being delivered in community centres/halls across the borough; there is opportunity to increase awareness of this and to extend it, particularly where there are halls available with pay and play access. This could complement the provision of indoor hall space; and**
- **The opportunity for investment in ‘active’ infrastructure to facilitate increased provision of cycling, jogging and walking routes in the borough, connecting new and existing settlements, education and leisure sites, for example cycling. Active travel should be a consideration in all housing developments across the borough where appropriate.**

6.14 The key issues for future provision of built facilities in Swale are set out in Table 39

Table 39: Key Issues, Impacts and Implications by Facility Type

Facility Type	Key Issue	Impact/Implications
Sports Halls	<p>There are currently 11 sports halls sites in Swale (+3 courts and above) and 18 activity halls (14 are on school sites).</p> <p>Only 3 sports halls offer pay and play access and 7 offer community use for clubs and organisations.</p> <p>Swallows Leisure Centre is operating at 100% capacity and Sheppey Leisure Centre at 87% capacity at peak time. There is a much lower used capacity across the other sites.</p> <p>There is a current over-supply of 2 courts and an identified future demand for +9.5 (SFC) additional badminton courts in the scenario modelled taking into account future housing developments.</p>	<p>It is important that as a minimum, existing community access arrangements are maintained (these are informal at present). SBC should seek to engage with those organisations who are currently operating with much lower used capacity figures to encourage greater access to their sports halls during peak hours and secure this use through formal Community Use Agreements (CUA) where possible, given that the majority of sports hall facilities are on education sites. e.g. Fulston Manor School, Oasis Academy, Queen Elizabeth's Academy and The Abbey School.</p> <p>If any of the schools reduced or withdrew their current community sports hall provision, this would impact on the overall supply of badminton courts and must be taken into account in any future planning decisions.</p> <p>Need to ensure other informal halls provide daytime opportunities for sport and physical activity, to meet needs of e.g. older people not in work, parents looking after young children not in work, shift workers</p> <p>Any new sports halls developed on education sites should provide community access via a planning condition, allowing for access to both individuals and clubs/groups. The three most recent planning permissions given for new sports halls in the borough (total of 12 badminton courts) did not require a CUA.</p> <p>Existing sports halls currently unavailable for community access should be made available, where possible.</p> <p>Need to maintain existing levels of community access sports halls</p> <p>Need to prioritise pay and play use at the SBC sports halls and multi-purpose halls</p> <p>The key issues for the NGBs are set out in Section 5 but essentially relate to the need for:</p> <ul style="list-style-type: none"> • access to additional badminton courts at peak times, • support for sustainable and specialist gymnastics and boxing facilities, access to indoor halls for winter hockey training markings for boccia in sports halls support to grow netball participation regain access to Newhouse Youth and Sports Centre for table tennis

Swale Borough Council

Built Facility Assessment and Strategy

Facility Type	Key Issue	Impact/Implications
	In the FPM (which includes Newhouse Y&CC as part of the available supply), unmet demand as a percentage of total demand is 8.3% (equivalent of 3.5 badminton courts) with 435 weekly visits in the peak period not being met across the Swale district. 85.4% of this unmet demand is due to people living outside the catchment of a facility as opposed to there being a lack of capacity at existing sports halls.	
	The average age of the sports halls in Swale is 27 years old. The Council-owned sports halls at Sheppey Leisure Centre and Swallows are older and were built in 1980 and 1989 respectively (42 and 33 years old).	Consideration should be given to seeking developer contributions for refurbishment/ redevelopment of existing facilities so that the quality of these facilities can be improved, and the stock of facilities maintained. Formal community use agreements (CUA) should be a condition of any planning obligations.
Swimming Pools	<p>The public pools at Sheppey Leisure Complex, Swallows Leisure Centre and Faversham Pools provide pay and play community access to swimming 7 days a week.</p> <p>The estimated used capacity of these pools is 63% which is only just below the Sport England benchmark of pools being comfortably full at 70% of pool capacity.</p> <p>SBC's swimming pool sites are of reasonable quality but with investment required in all 3 sites. The pool at Sheppey Leisure Centre is a priority for investment.</p> <p>The Local Plan 2020 - 2038 estimates 19,404 new dwellings within Swale administrative boundaries and a population growth (x 2.3) of 44,629 to an overall total of 196,594.</p> <p>Based on the future population growth, and consequent increased demand, there is a need to consider provision of additional swimming provision in the Borough.</p>	<p>The overall identified future demand for additional swimming pool provision reflects the growth in the population from housing development across the Local Plan period. Therefore, provision of additional swimming provision does need to be considered.</p> <p>Consideration should be given to extending the number of lanes at Sheppey Pool from 6 lanes to 8 lanes as part of any future development of the site.</p> <p>The remaining additional water space requirements are met by the existing outdoor Faversham Pool, which is a heated facility, open all year round, but has been excluded from the Facility Planning Model analysis.</p> <p>Consideration should also be given to reviewing the current pool programmes at the public pay and play pool facilities in Swale to ensure that the most hours are given to the most popular activities.</p> <p>Using the Sports Facility Calculator, this would result in a demand for 188.49 sqm of additional water space in the borough (including the outdoor pool in Faversham).</p>
Health and Fitness	<p>There is a total of 596 fitness stations within the borough.</p> <p>SBC provides 17% (102) of the overall supply of 596 fitness stations in the Swale borough area. There are 6 fitness suites with 50 or more stations. There are currently 11 fitness centres all providing 20 or more fitness stations</p> <p>An assessment of community accessible and affordable health and fitness suites with 20 or more fitness stations shows that there is a current small over supply of fitness stations in Swale (56 stations). By 2038 there is an</p>	<p>There is a need to retain community access to affordable fitness stations.</p> <p>There are 581 fitness stations in total in the borough and a calculated demand for 527 stations. There is therefore a current over-supply of 54 fitness stations.</p>

Facility Type	Key Issue	Impact/Implications
	under-supply of -21 fitness stations.	(See Appendix 12). By 2038, demand increases to 602 fitness stations which results in a small under-supply of -21 fitness stations. There is therefore a need to maintain the current level of community accessible and affordable provision as a minimum and ideally look to increase the number of fitness stations as part of any future redevelopment of Sheppey Leisure Complex or Swallows Leisure Centre.
Squash Courts	There is a total of 8 squash courts in Swale, 2 of which are glass-back. 6 courts are available for community access. The other 2 courts are available for registered club members at 2 separate sites (Syndale Park and Tonics Fitness Centre).	No need for additional provision
Indoor Bowls	There is one indoor bowls facility in Swale which is the Swale Indoor Bowls Centre at Milton Recreation Ground, Sittingbourne which has 6 rinks.	Demand is calculated as one rink per 14,000-17,000 of total population, therefore with population growth there is a theoretical need for an additional 6-8 rinks. In reality, participation is decreasing at local level. A wider review of provision for indoor bowling could be useful to determine the facilities needed in the future in Swale and neighbouring authorities, to ensure facilities are sustainable.
Gymnastics and Trampolining	There are 4 British Gymnastics affiliated clubs in Swale: 2 in Sittingbourne, 1 in Faversham and 1 in Sheppey. There are no specialist gymnastics facilities in Swale, although there is the Faversham Gymnastics and Fitness Club	Club-led development of an additional dedicated gymnastic facility, dependent on funding would be supported by the NGB, subject to the level of interest expressed by existing clubs in the borough.
Boxing	There are 6 affiliated clubs in Swale with 4 located on Sheppey.	There is a need for sustainable, long-term premises for 2 of the clubs on the Isle of Sheppey (Minster and Sheppey)

6.15 Based on the supply and demand analysis summarised in Table 39, the following facility needs are identified:

- Additional swimming pool provision by 2038; ideally through the redevelopment and extension of the existing Sheppey Pool;
- Retaining as a minimum existing sports hall provision by 2038;
- Extending community access to additional sports hall provision (9.5 badminton courts) by 2038 (this would help address the needs of hockey, netball, badminton and potentially table tennis). Improved floor markings would address the needs of boccea.

- Small increase in affordable fitness provision (21 fitness stations)
- Retaining existing levels of community accessible (including pay and play) sports halls, swimming pools, squash courts, indoor bowls, and fitness stations as a minimum;
- Potential for a club-led development of dedicated gymnastics facilities
- Exploration of the need for additional indoor bowling rinks
- Need for sustainable and specialist boxing facilities

6.16
 Page 228

Retaining and improving the quality of provision is important in Swale to ensure that participation levels are retained and wherever possible increased. Active Lives highlights that 27.8% of the Swale community is inactive enough to have any health benefit.

The provision of good quality, local community facilities, accessible and affordable to meet identified need, is key to facilitating participation growth, and contributing to a reduction in the health inequalities in the Borough. This reflects Public Health and SBC's health and well-being priorities, to facilitate sustained behaviour change to reduce obesity, improve health, contribute to addressing mental health issues and increase participation. Based on the quality audits and assessments, and the supply and demand analysis, the priorities for future investment in facility provision are:

Table 40: Summary of Facility Investment Priorities

Facility Type	Priority for Future Provision	Location
Sports Halls	Retain provision of existing levels of community accessible and affordable sports hall facilities as a minimum	Boroughwide
	Community access to an additional 9.5 badminton courts by 2038 (sport specific needs to address include: badminton, boccia, hockey, netball and table tennis)	Boroughwide Education sites and SBC facilities (Sheppey dryside is being re-developed as part of the Levelling Up project)
	Refurbish/redevelopment of existing ageing facilities	e.g. Fulston Manor School, Oasis Academy, Queen Elizabeth's Academy and The Abbey School.
	It may also be possible to secure additional access for community pay and play at existing education facilities.	
	Potential to use planning obligations from housing developments to improve facilities. Link to formal community use agreements.	

Swale Borough Council

Built Facility Assessment and Strategy

Facility Type	Priority for Future Provision	Location
Swimming Pools	Retain provision of existing levels of community accessible and affordable swimming facilities as a minimum	Boroughwide
	Seek to redevelop and extend water provision at Sheppey Pool from 6 lanes to 8 lanes (under-supply of water space of 188.49 sq. m by 2038)	Sheppey Pool
	Consideration should also be given to reviewing the current pool programmes at the public pay and play pool facilities in Swale to ensure that the majority of hours are given to the most popular activities.	Sheerness/Sheppey and Faversham Pools
Health and Fitness	Maintain provision of pay and play accessible health and fitness provision space, at Sheppey Sports Complex and Swallows Leisure Centre	Sheerness and Sittingbourne
	Look at opportunities to expand this level of provision on site as part of any future redevelopment (21 stations)	Faversham Pools, Sheppey Leisure Complex
Squash	Retain existing levels of provision within the borough.	Boroughwide
Indoor Bowls	Retain provision of existing indoor bowling rinks at Milton Recreation Ground	Sittingbourne
	Explore increasing indoor bowls provision	
Gymnastics and Trampolining	Potential for club-led development of additional dedicated gymnastics facilities	Boroughwide
Boxing	Potential for club-led development of dedicated boxing facilities	
Activity Halls	Develop use of community centres for informal sport and physical activity.	Boroughwide
General Provision	Overall, and specifically through the housing growth agenda, provision of more active environments, reflecting active travel, safe cycle routes to school, the need to link existing and new communities with walking/cycling/jogging routes	Boroughwide

- 6.18 Other future facility provision, linked particularly to long term population growth and housing development, is the development of new and improved walking, jogging and cycling routes/connectivity, to encourage active travel, and provide an environment in which physical activity can be easily integrated into daily life.

Capital Investment

- 6.19 It is clear from the strategy analysis that there is a need for some capital investment in Swale, to address future needs. Whilst some of this investment relates to additional facility provision there is also a need to start planning now for the refurbishment of Sheppey Sports Complex (pools), Swallows Leisure Centre, and Faversham Pools. Investment is also required in some of the voluntary sector and education facilities.
- 6.20 To protect the current accessible supply of sports halls in Swale Borough on education sites from the risk of loss of access for sports clubs and community groups, it is recommended that the Council seeks to secure community use agreements (CUAs) in negotiation with the schools' governing bodies. Typically, CUAs can be negotiated when a school requires either a planning consent (e.g. for extension to its facilities) or external funding support towards the capital cost of refurbishing or extending school sports facilities. In these circumstances, a CUA can be negotiated as a condition of the grant or the planning consent.
- 6.21 To protect the attractiveness of the current supply to the community, it will be necessary to invest in upgrading a number of the existing accessible sports halls and ancillary facilities. The priority refurbishment needs are:
- Sheppey Leisure Centre - 42 years old and last refurbished 20 years ago.
 - Queen Elizabeth Grammar School - 50+ years old and in very poor condition; planning consent in place for a replacement 4 court sports hall. Changing rooms also need upgrading.
 - Swallows Leisure Centre - 33 years old. Refresh of sports hall.
 - Oasis Academy West - consider options to improve physical access to the sports hall for community users.
- 6.22 Highsted Grammar School has planning permission for a 4-court sports hall dated 30/10/20 (20/503768/FULL). Borden Grammar School also has planning permission for a two-storey new standalone teaching block and 3-court sports hall dated 14/9/21 (21/504168/COUNTY). Neither application include community use agreements as pre-requisite to the planning approval. A third application for the demolition and erection of a new 4 badminton court sports hall at Queen Elizabeth's Grammar School was agreed 19/7/22 (22/502791/PAMEET). This also has no requirement for a community use agreement.

Partnership Working with Education Sites

- 6.23 It is also clear that delivery of the levels of investment required will only result from a local partnership approach. The development of improved sports facilities, and physical activity environments, will facilitate increased participation, which in turn will benefit individual and community health. The challenge is that the greatest health benefit will be gained by encouraging the inactive, to become active.

6.24 In order to deliver the identified strategy needs, and the key outcome of increased participation to address health inequalities, plus meet demands from increased population, there is an opportunity for some changes in approach to delivery. The development of new/replacement facilities, increasing and optimising the available capacity in existing education facilities, provides a mechanism to deliver these outcomes.

6.25 The key issue to address initially is that of future partnership with education sites, to retain community access for clubs and groups as a minimum, and where possible agree Community Use Agreements (CUAs) which provide balanced access for the community on a pay and play basis. Increasing capacity to offer and deliver increased participative opportunities, particularly for those who are currently inactive, could contribute significantly to a reduction in health inequalities in the Borough.

6.26 **To address the future under-supply of sports halls accessible to the community in peak period, the following strategic options are identified:**

- To assess the feasibility of repairing and reopening the New House Sports & Youth Centre sports hall in partnership with Kent County Council, Sittingbourne Table Tennis League and other local voluntary sector organisations as appropriate.
- Seek to negotiate with Swale Academies Trust (SAT) access for community groups and clubs to the existing sports halls at Sittingbourne School and The Westlands School. (It is noted that Sittingbourne School was formerly a dual-use sports centre managed by the borough council. Since transfer to SAT, community access has been restricted to the outdoor sports facilities).

To address the future under-supply as a consequence of proposed new housing developments in the borough and forecast population growth, the following strategic options are identified:

- Review the plans with current planning consents at Bordon Grammar School (3 court sports hall) and Highsted Grammar School (4 court sports hall) with the schools' governing bodies with a view to negotiating CUAs. Options may exist to enhance the facilities and community access to the benefit of both the schools and their local communities. Explore the opportunities for S106 funding contributions from proposed housing developments in the vicinity of the schools.
- Ensure that community access is designed into plans for the sports halls and activity halls within any future schools provided as part of the infrastructure to support major new housing developments to 2038, and that CUAs are negotiated as part of the planning conditions.

Recommendations and Action Plan

Recommendations

Sports Halls, Swimming Pools and Fitness Facilities

Recommendation 1 (R1)

The existing levels of community accessible (including pay and play) sports hall, swimming pool and fitness provision in the Borough are retained as a minimum, but these need not necessarily be the same facilities as at present.

(PROTECT)

Recommendation 2 (R2)

Discuss the options for all leisure facilities i.e., new build or refurbishment and explore the options for location of future community accessible (including pay and play) sports hall, swimming pool and fitness provision.

(PROVIDE)

Recommendation 3 (R3)

Accessibility to be considered and factored in to ensure all facilities are as inclusive as possible.

(PROVIDE AND ENHANCE)

Recommendation 4 (R4)

Explore the potential for integrated operational leisure management across both Sheppey Leisure Complex and Swallows Leisure Centre and Faversham Pools to identify economies of scale.

(PROVIDE)

Sports Halls

Recommendation 5 (R5)

Re-furbish the Sheppey sports hall and remodel to include activities more conducive to getting more of this specific community more active throughout their lives.

(PROVIDE)

Recommendation 6 (R6)

Swale Borough Council (through Planning policy) seek to develop appropriate formal access arrangements i.e. Community Use Arrangements (CUA) with any new education sports halls to align with the new Kent and Medway Sports Strategy. Any planning applications for new sports halls on education sites should be considered by SBC Planning Services for formal Community Use Agreements (CUA).

(PROVIDE)

Recommendation 7 (R7)

Open dialogue with all education sites where there is access for clubs/groups but not the wider community on a pay and play basis to try and increase access to physical activity facilities.

(PROTECT AND PROVIDE)

Recommendation 8 (R8)

Work with partners to replace/refurbish ageing sports halls in the borough, particularly those on education sites where there is potential to develop a formal Community Use Arrangement (CUA).

(PROVIDE AND ENHANCE)

Swimming Pools

Recommendation 9 (R9)

Explore the options available to Swale Borough Council to address the supply of water space in the Borough to meet the future need. Swale Borough Council to work with funding and delivery partners to identify medium to longer term investment opportunities for additional swimming pool provision.

(PROVIDE AND ENHANCE)

Recommendation 10 (R10)

Prioritise the replacement of Sheppey Pool and if possible, extend the scale of water provision to reduce the borough's overall under-supply. Replacement of this facility could be linked to the redevelopment of the Sheppey dryside facilities.

(PROVIDE AND ENHANCE)

Recommendation 11 (R11)

Continue to invest in/refurbish the swimming pool at Swallows Leisure Centre to retain its quality as the facility continues to age.

(PROVIDE AND ENHANCE)

Recommendation 12 (R12)

Continue to invest in/refurbish the facilities at Faversham Pools to retain its quality as the facility continues to age.

(PROVIDE AND ENHANCE)

Other Physical Activity and Sports Facilities

Recommendation 13 (R13)

Working in partnership, consider the potential for investment in new fitness facilities at Faversham Pools to broaden the offer for the county.

(PROVIDE)

Recommendation 14 (R14)

Establish dialogue with England Hockey to the work with partners to identify an indoor sports hall space that could be adapted for use by hockey for indoor training.

(PROVIDE AND ENHANCE)

Recommendation 15 (R15)

Dialogue is established with England Gymnastics, Faversham Gymnastics Club and Bourne Gymnastics & Trampoline Club to further explore the potential of facilitating club-led development of additional gymnastics facilities i.e. new additional provision.

(PROVIDE AND ENHANCE)

Recommendation 16 (R16)

Dialogue is established with England Indoor Bowls Association and local clubs to monitor the need for increased provision of indoor bowling rinks in the borough.

(PROVIDE AND ENHANCE)

Recommendation 17 (R17)

Dialogue is established with Schools and England Badminton to review whether the schools want to sub-lease their sports hall facilities directly to the badminton clubs to enhance the provision of badminton courts in the borough.

(PROVIDE AND ENHANCE)

Recommendation 18 (R18)

Invest in the development of additional/replacement facilities to address identified gaps in consultation with Active Kent and Medway. Developer contributions/funding as set out in national planning policy guidance (National Infrastructure Levy – NIL), towards the development of new/improved facilities should be collected on an ongoing basis wherever possible, to contribute to capital investment for physical activity and leisure.

(PROVIDE AND ENHANCE)

Recommendation 19 (R19)

Where appropriate, Swale Borough Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development/refurbishment of strategic facilities, additional and safe walking, running, and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active.

(PROVIDE AND PROTECT)

Recommendation 20 (R20)

Swale Borough Council and all its partners identify the level of capital funding required to address the identified investment needs for sports facilities, and investigate all available sources for capital funding, on a partnership basis. To support this process, it is recommended to involve Active Kent and Medway (Kent Sports Partnership).

(PROVIDE)

Recommendation 21 (R21)

Swale Borough Council and its partners prioritise investment in the development of high-quality community sports facilities/spaces, with local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to improved health and wellbeing, increased participation and better community cohesion.

(PROVIDE AND ENHANCE)

Recommendation 22 (R22)

There should be on-going monitoring of this Strategy through its implementation, but as a minimum, progress should be reviewed and refreshed every five years. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.

(PROTECT)

Action Plan

- 6.28 In order to realise the above Vision and Aims for sport and leisure facility provision in Swale there are key priorities that need to be addressed and implemented. These are set out below in the Action Plan, based on the recommendations for future provision. The investment costs quoted are based on a combination of our knowledge of new build schemes, industry norms, and Sport England cost guidelines. These are based on sq. m construction costs.

Swale Borough Council

Built Facility Assessment and Strategy

Table 41: Strategy Action Plan

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 1 (R1)</p> <p>The existing levels of community accessible (including pay and play) sports hall, swimming pool and fitness provision in the Borough are retained as a minimum, but these need not necessarily be the same facilities as at present.</p> <p>(PROTECT)</p>	<p>Ensure the need for existing levels of pay and play sports hall, swimming pools and fitness provision is reflected in the Local Plan.</p> <p>Review current sports facilities programme and access for pay and play and community use. Monitor club versus casual use.</p>	Swale Borough Council Officers	Ongoing		Swale Borough Council Planning and Leisure Officer time
<p>Recommendation 2 (R2)</p> <p>Discuss the options for all leisure facilities i.e., new build or refurbishment and explore the options for location of future community accessible (including pay and play) sports hall, swimming pool and fitness provision.</p> <p>(PROVIDE)</p>	Produce a strategic plan for facility development and collaborate to look at increasing capacity and / or investment – mutually beneficial	Swale Borough Council Officers (including planners) and representatives from Active Kent and Medway	Short Term		Swale Borough Council Officers (leisure and planners).
<p>Recommendation 3 (R3)</p> <p>Accessibility to be considered and factored in to ensure all facilities are as inclusive as possible.</p> <p>(PROVIDE AND ENHANCE)</p>	Swale Borough Council, and other partners (Boccia England) to improve disability access to leisure facilities, including the consideration of adding in sports hall floor markings for Boccia	Swale Borough Council Officers	Short Term		Swale Borough Council and existing relevant education establishments. England Boccia NGB representative.
<p>Recommendation 4 (R4)</p> <p>Explore the potential for integrated operational leisure management across both Sheppey Leisure Complex and Swallows Leisure Centre and Faversham Pools to identify economies of scale.</p> <p>(PROVIDE)</p>	<p>Review contract for management of leisure facilities with a view to re-procurement; this needs to reflect the proposals for potential new facility at Sheppey and management of Faversham Pools.</p> <p>Meet with Faversham Pools Trust to formulate a joint strategic plan to develop options appraisal for future sustainability of leisure provision in Faversham and across Swale.</p>	Swale Borough Council Officers	Short Term		Swale Borough Council Leisure Officer time. External consultants. Swale Borough Council Leisure Officers time and Chairman/ Board from Faversham Pools Trust.

Swale Borough Council

Built Facility Assessment and Strategy

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
	Consider facility transfer from Faversham Pools Trust to the Council				Swale Borough Council legal department
Recommendation 5 (R5) Re-furbish the Sheppey sports hall and remodel to include activities more conducive to getting more of this specific community more active throughout their lives. (PROVIDE)	Continue to develop and progress the development of the Sheppey Leisure Complex (dryside) refurbishment project	Swale Borough Council Officers	Short Term		Levelling up Fund grant; SBC officers; external consultants
Recommendation 6 (R6) Swale Borough Council (through Planning policy) seek to develop appropriate formal access arrangements i.e., Community Use Arrangements (CUA) with any new education sports halls to align with the new Kent and Medway Sports Strategy. Any planning applications for new sports halls on education sites should be considered by SBC Planning Services for formal Community Use Agreements (CUA). (PROVIDE)	Planning applications for new sports halls on education sites should be considered by Swale Borough Council's Planning Services for formal Community Use Agreements (CUA)	Swale Borough Council Officers (including planners)	Short-Medium Term (and ongoing thereafter)		Swale Borough Council Leisure and Planning Officers time. Principal Head of local Academies and / or Executive Head Teachers of schools. Active Kent and Medway Officer(s).
Recommendation 7 (R7) Open dialogue with all education sites where there is access for clubs/groups but not the wider community on a pay and play basis to try and increase access to physical activity facilities. (PROTECT AND PROVIDE)	Seek to establish dialogue with all relevant education sites about opening up increased access for pay and play use.	Swale Borough Council Officers (including planners)	Short-Medium Term (and ongoing thereafter)		Swale Borough Council Leisure and Planning Officers time. Principal Head of local Academies and / or Executive Head Teachers of schools. Active Kent and Medway Officer(s).

Swale Borough Council

Built Facility Assessment and Strategy

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 8 (R8) Work with partners to replace/refurbish ageing sports halls in the borough, particularly those on education sites where there is potential to develop a formal Community Use Arrangement (CUA).</p> <p>(PROVIDE AND ENHANCE)</p>	<p>Develop a standard CUA for application in any forthcoming planning obligations.</p> <p>Swale Borough Council and its partners work with relevant educational organisations to review, revise and or implement Community Use Agreements, which provide a better balance of pay and play and club use and longer opening hours where appropriate.</p>	<p>Swale Borough Council Officers; consultation with school</p> <p>Swale Borough Council Officers; Education establishments; Sport England</p>	Short – Medium Term		<p>Swale Borough Council leisure officer and planning, consultation time with new school/facility</p> <p>Swale Borough Council and existing relevant education establishments, Sport England.</p> <p>Time costs for developing Community Use Agreements.</p>
<p>Recommendation 9 (R9) Explore the options available to Swale Borough Council to address the supply of water space in the Borough to meet the future need as identified in the FPM.</p> <p>(PROVIDE AND ENHANCE)</p>	<p>Swale Borough Council to work with funding and delivery partners to identify medium to longer term investment opportunities for additional swimming pool provision.</p>	<p>Swale Borough Council Officers</p>	Medium Term		<p>Swale Borough Council officer time;</p>
<p>Recommendation 10 (R10) Prioritise the replacement of Sheppey Pool and if possible, extend the scale of water provision to reduce the Borough's overall under-supply. Replacement of this facility could be linked to the redevelopment of the Sheppey dryside facilities.</p> <p>(PROVIDE AND ENHANCE)</p>	<p>The swimming pools at Sheppey Sports Complex are tired and the only municipal pools on the Isle of Sheppey. It is therefore important that a plan for redeveloping the swimming pools in this part of the Borough is implemented using available grant funding in order to maintain and improve quality of provision.</p>	<p>Swale Borough Council Officers</p>	Short – Medium Term		<p>Swale Borough Council officer time; Sport England and other funding sources</p>

Swale Borough Council

Built Facility Assessment and Strategy

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 11 (R11) Continue to invest in/refurbish the swimming pool at Swallows Leisure Centre to retain its quality as the facility continues to age.</p> <p>(PROVIDE AND ENHANCE)</p>	Undertake a feasibility study to plan for the refurbishment of the pools including pool plant and changing rooms	Swale Borough Council	Short – Medium Term		Swale Borough Council officer time; Sport England and other funding sources
<p>Recommendation 12 (R12) Continue to invest in/refurbish the facilities at Faversham Pools to retain its quality as the facility continues to age</p> <p>(PROVIDE AND ENHANCE)</p>	Undertake a feasibility study in conjunction with Faversham Pools Trust to plan for the refurbishment of the pools (indoors and outdoors) including pool plant, changing rooms and roof support structure (trusses).	Faversham Pools Trust (with Swale Borough Council)	Short Term		Swale Borough Council officer time; Chairman of Faversham Pools Trust; Sport England and other funding sources
<p>Recommendation 13 (R13) Working in partnership, consider the potential for investment in new fitness facilities at Faversham Pools to broaden the offer for the county.</p> <p>(PROVIDE)</p>	Work with the Faversham Pools Trust to explore the potential for development of fitness facilities on site.	Faversham Pools Trust (with Swale Borough Council)	Short – medium Term		Swale Borough Council officer time; Chairman of Faversham Pools Trust; Sport England and other funding sources
<p>Recommendation 14 (R14) Dialogue is established with England Hockey and then to work with partners to identify an indoor sports hall space that could be adapted for use by hockey for indoor training.</p> <p>(PROVIDE AND ENHANCE)</p>	Meet with England Hockey to determine where, and how, indoor hockey can be accommodated within existing sports hall provision within Swale.	Swale Borough Council Officer.	Short Term		Swale Borough Council with England Hockey NGB.

Swale Borough Council

Built Facility Assessment and Strategy

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 15 (R15)</p> <p>Dialogue is established with England Gymnastics, Faversham Gymnastics Club and Bourne Gymnastics & Trampoline Club to further explore the potential of facilitating club-led development of additional gymnastics facilities i.e. new additional provision.</p> <p>(PROVIDE AND ENHANCE)</p>	Explore further club-led provision/partnership for specialist gymnastics provision given high level of members/participation.	Swale Borough Council Leisure and Planning Officers.	Short – Medium Term		Swale Borough Council Planning and Leisure Officer time; Bourne Gymnastics and trampoline club and the NGB - British Gymnastics
<p>Recommendation 16 (R16)</p> <p>Dialogue is established with England Indoor Bowls Association and local clubs to monitor the need for increased provision of indoor bowling rinks in the borough.</p> <p>(PROVIDE AND ENHANCE)</p>	Explore further club-led provision/partnership for specialist indoor bowls provision	Swale Borough Council Leisure	Medium Term		Swale Borough Council Planning and Leisure Officer time; New Milton Indoor Bowls and the NGB – English Indoor Bowls Association (EIBA)
<p>Recommendation 17 (R17)</p> <p>Dialogue is established with Schools and England Badminton to review whether the schools want to sub-lease their sports hall facilities directly to the badminton clubs to enhance the provision of badminton courts in the borough.</p> <p>(PROVIDE AND ENHANCE)</p>	Support education establishments who do not have a CUA to target development activities as part of a holistic approach to sustainable community health and wellbeing – mutually beneficial	Swale Borough Council Leisure Officer	Short – Medium Term		Swale Borough Council and existing relevant education establishments. England Badminton NGB representative.
<p>Recommendation 18 (R18)</p> <p>Invest in the development of additional/replacement facilities to address identified gaps in consultation with Active Kent and Medway.</p> <p>(PROVIDE AND ENHANCE)</p>	Developer contributions/funding as set out in national planning policy guidance (National Infrastructure Levy – NIL), towards the development of new/improved facilities should be collected on an ongoing basis wherever possible, to contribute to capital investment for physical activity and leisure.	Swale Borough Council Officers	Short Term and Ongoing thereafter		Swale Borough Council Planning and Leisure Officer time;

Swale Borough Council

Built Facility Assessment and Strategy

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 19 (R19) Where appropriate, Swale Borough Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development/refurbishment of strategic facilities, additional and safe walking, running, and cycling routes, and where possible to open up other informal, multipurpose places and spaces where people can be active.</p> <p>(PROVIDE AND PROTECT)</p>	<p>Swale Borough Council should develop a detailed approach to securing developer contributions to support the emerging local plan e.g. through a Planning Obligations SPD.</p> <p>The use of Sport England's Sports Facility Calculator should specifically be referenced with assisting to identify demand for and financial contributions towards halls and pools.</p>	Swale Borough Council Leisure and Planning officers. Sport England.	Short – Medium Term		Swale Borough Council Planning and Leisure Officer time; Developers
<p>Recommendation 20 (R20) Swale Borough Council and all its partners identify the level of capital funding required to address the identified investment needs for sports facilities, and investigate all available sources for capital funding, on a partnership basis. To support this process, it is recommended to involve Active Kent and Medway (Kent Sports Partnership).</p> <p>(PROVIDE)</p>	<p>Swale Borough Council Leisure and Planning Officers to identify potential levels of capital funding from residential development, and any other funding sources.</p> <p>Involve Active Kent and Medway in this process</p>	Swale Borough Council Leisure and Planning Officers. Sport England, local partners	Short – Medium Term		Swale Borough Council Planning and Leisure Officer time; Developers Relevant local partners
<p>Recommendation 21 (R21) Swale Borough Council and its partners prioritise investment in the development of high-quality community sports facilities/spaces, with local partners. Increasing available capacity and therefore opportunities to take part in regular physical activity, in the local community, will contribute to improved health and wellbeing, increased participation and better community cohesion.</p> <p>(PROVIDE AND ENHANCE)</p>	Swale Borough Council to work with its local partner providers and relevant health and community partners to ensure provision of, and access to, appropriate community sports facilities and opportunities to provide physical activity in the local community.	Swale Borough Council Leisure Officers; Public Health and Local Providers and Community Partners	Ongoing		Swale Borough Council Leisure Officer time; Swale Borough Council Community Partners; Public Health and Swale Borough Council Partner providers.

Swale Borough Council
Built Facility Assessment and Strategy

Recommendation	Action	Responsibility	Timescale		Resources / Partners
			Short	= 1 – 5 Years	
			Medium	= 5 – 10 Years	
			Long Term	= 10+ Years	
<p>Recommendation 22 (R22) There should be on-going monitoring of this Strategy through its implementation, but as a minimum, progress should be reviewed and refreshed every five years. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.</p> <p>(PROTECT)</p>	<p>Ensure a monitoring process is in place to refresh the strategy and action plan every 5 years.</p> <p>Ensure ongoing dialogue with neighbouring authorities to be aware of facility changes and developments that may impact on Copeland residents and facility plans for the future.</p> <p>Establish a steering group made up of key stakeholders to take forward the actions in the action plan. This could be the same as the steering group recommended for implementing the PPS but excluding the outdoor playing pitch NGBs.</p>	<p>Swale Borough Council and all partners</p>	<p>Short – Medium Term and then Ongoing thereafter</p>	<p>Swale Borough Council Planning and Leisure Officer time; Developers and relevant local partners;</p>	

25. It is recognised that any new schools are currently outside the direct control of Swale BC. This should not, however, prevent local partnerships for community access.

Disclaimer

Forecasts and recommendations in any proposal, report, appendices, or letter produced by SLL or their sub-consultants are made in good faith and on the basis of the information before the Company at the time. Their achievement must depend, among other things, on effective co-operation of the Client and the Client's staff. In any consequence, no statement in any proposal, report, appendix, or letter is to be deemed to be in any circumstances a representation, undertaking, warranty or contractual condition.

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Community Committee	
Meeting Date	6 March 2024
Report Title	Playing Pitch Strategy (PPS)
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment and Leisure
Lead Officer	Jay Jenkins, Leisure & Technical Services Manager
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. This report recommends that the Committee adopt the Playing Pitch Strategy 2024 – 2038 as drafted in Appendix I. 2. That delegated authority is given to the Head of Environment & Leisure in consultation with the Chair of Community Committee to make minor amendments, should Sport England recommend any final changes

1 Purpose of Report and Executive Summary

- 1.1 The Council has developed a Playing Pitch Strategy for 2024 – 2038 (**Appendix I**) which analyses the Borough’s sports pitches in terms of quantity, quality and accessibility. It considers pitches that are available for public use provided by the Council and other organisations. The Strategy sets out the Council’s intended approach and priorities for ensuring there is sufficient provision to meet current and future demand.
- 1.2 This report seeks Committee approval for the new Playing Pitch Strategy (PPS) for a period in line with the Local Plan. The Strategy provides an assessment of the current supply and demand of playing pitches within the Borough.
- 1.3 The Strategy was undertaken by independent consultants (Strategic Leisure) and uses the research, consultation, site assessments, data analysis and mapping that underpins the study to set direction and determine priorities for future provision.
- 1.4 The Strategy follows Sport England guidance and is supported by National Governing Bodies of Sport. This helps to provide robust evidence for supporting the Swale Local Plan process.
- 1.5 The document recognises the balance needed between setting priorities for action and the pressure on budgets in the public sector. It therefore identifies the need for a partnership approach with Sport England, National Governing Bodies of Sport, schools, local clubs, and private facility operators, to enable delivery of the action plan as resources allow.

- 1.6 The findings are based on a technical assessment which pulled together the baseline data that the recommendations are informed by. This included physical visits to sites, consultation with site owners, and consultation with users.

2 Background

- 2.1 The existing Swale PPS expired in 2023. The new strategy will cover the period in line with the Local Plan, 2024 - 2038.
- 2.2 In order to ensure there are sufficient pitches and ancillary facilities such as changing rooms and social facilities, the Council has worked with external consultants to analyse the currently available provision and develop a series of recommendations to ensure unmet and future demand can be met cost effectively.
- 2.3 Following the review process the document will inform the Borough's Local Plan (a requirement of the Local Plan process is to provide robust evidence base for decisions) and will help to ensure that appropriate contributions are made by developers, and suggested levels of provision are maintained.
- 2.4 Whilst the Council have undertaken this work, it recognises that we are not the sole provider of sports facilities, and so the Strategy suggests a partnership approach, making sure wider organisations understand the role they can play. Stakeholder meetings with the relevant operators and governing bodies will be held to help deliver the actions.
- 2.5 It was also important to note the tough budgetary position of public sector organisations. The document therefore regularly refers to the need to look at all options for investment, balancing out Swale BC expenditure with external income from grants and developer contributions.
- 2.6 The recommendations set out which sites/sports are a priority and provides guidance for how improvements could be made should the resources become available.
- 2.7 It is important that Sport England sign-off the document as this will ensure the sports sections in the Local Plan are supported in the Local Plan approval process. At the time of reporting, we had not received comments back from Sport England. If these are received before the committee we will update Members on the night. It will also ensure that the Strategy can be used for decisions in planning applications and developer contribution negotiations.
- 2.8 It will be a "live document" used to set parameters for maintaining facilities the Council owns. The baseline data can be refreshed periodically to allow quicker decisions to be made based upon changing needs.

2.9 Members approved the recommendations for Rugby, Hockey and Cricket at the previous Community Committees on 31 October 2023 and Football, Netball, Bowls and Tennis on 6 January 2024.

3 Proposals

3.1 This report recommends that the Committee adopt the Playing Pitch Strategy as attached in Appendix I.

3.2 That delegated authority is given to the Head of Environment & Leisure in consultation with the Chair of Community Committee to make minor amendments, should Sport England recommend any final changes

4 Alternative Options Considered and Rejected

4.1 Failure to adopt a Playing Pitch Strategy is not a feasible option given the requirements of Sport England and the value that this robust assessment will give to the developing Local Plan.

5 Consultation Undertaken or Proposed

5.1 Consultation was undertaken with facility providers, clubs, schools, appropriate National Governing Bodies of Sport, Sport England, Town & Parish Councils, Kent County Council Sports Service, countywide partners, health organisations and local leagues.

6 Implications

Issue	Implications
Corporate Plan	The new Corporate Plan 2023 – 2027 is has been developed. The Playing Pitch Strategy sits within the ‘Community’ priority. Enabling our residents to live, work and enjoy their leisure time safely in our borough and to support community resilience.
Financial, Resource and Property	<p>This Strategy will ensure that the Council and its partners are providing cost-effective services and are making best use of the appropriate resources and property.</p> <p>By adopting a robust Playing Pitch Strategy, the authority will stand a better chance of being successful with external grants and developer contributions to assist in delivery of the action plan.</p> <p>At this stage, no additional costs to the Council have been identified. However, there may be requests for contributory funding for individual projects as they are developed and which will go through the usual budget request process.</p>

	Any future reviews of the Grounds Maintenance Contract will need to consider the best value that the new contract can provide for pitches.
Legal, Statutory and Procurement	<p>The Strategy will underpin key sections of the Local Plan relating to Open Space. This is a required element of the Local Plan process, providing a robust evidence base for decisions. It will therefore assist in the Planning Inspectorate process.</p> <p>By providing a robust strategy that is endorsed by Sport England, the Council will be better placed to defend any challenges which may be presented by developers.</p>
Crime and Disorder	The provision and good management of a broad range of playing pitches and changing rooms can make a positive contribution to managing issues of crime and disorder by providing diversionary activities and encouraging community cohesion.
Environment and Climate/Ecological Emergency	Where possible, maintenance regimes which are “environmentally friendly” will be considered and adopted.
Health and Wellbeing	By providing and supporting a broad range of quality facilities across Swale, there will be greater opportunities for people to participate in healthy activities.
Safeguarding of Children, Young People and Vulnerable Adults	None identified.
Risk Management and Health and Safety	<p>Without a strategy that is endorsed by Sport England, the Borough will be at risk of not having the Local Plan agreed, missing funding opportunities, losing challenges to planning applications by developers, and not providing high quality facilities for its residents.</p> <p>By maintaining its own pitches to agreed standards, the Council will ensure their facilities are safe and fit for purpose.</p>
Equality and Diversity	Issues of equal opportunity will be addressed through applications for any changes to existing or new developments, ensuring that such facilities are compliant and fit for purpose.
Privacy and Data Protection	None identified.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: Playing Pitch Strategy 2024 - 2038
- Appendix II: Playing Pitch Technical Assessment

8 Background Papers

8.1 [31 October 2023 Community Committee Minutes](#)

8.2 [9 January 2024 Community Committee Minutes](#)

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Swale Borough Council

Playing Pitch Strategy 2024 – 2038

A report by Strategic Leisure Limited

February 2024



Table of Contents

1.	Football and Artificial Grass Pitches	1
	Introduction	1
	Pitch Supply (Step 2)	1
	Football Supply	1
	Grass Pitches	2
	Secured Community use pitches.	3
	Pitches on Education sites Unsecured Use	4
	Unsecured	6
	Other grass pitch supply used for informal play and training/coaching.	7
	Quality of Grass Pitches	7
	Quality of Ancillary Facilities	10
	Distribution of Pitches	14
	Proposed Supply Changes the developments and several active planning applications.	15
	Football Supply Aspirations	16
	Pitch Demand (Step 3)	17
	Football Demand	17
	Clubs and Teams	17
	Youth Football Clubs	19
	Women and Girls	19
	Kent Disability Football League	20
	Displaced Demand	20
	Unmet demand	21
	Latent demand	22
	Future Playing Pitch (Football) Demand – Population Growth	22
2.	Football Summary Swale Playing Pitch Strategy 2023	39
	Football DRAFT Recommendations	49
3.	Third Generation Turf (3G) Artificial Grass Pitches (AGPS)	51
	Introduction	51
	Current Provision	52
	3G Football Turf Artificial Grass Pitches (FTPs)	52
	Future Provision 3G AGPs	58

Swale Borough Council

Playing Pitch Strategy

	Supply and Demand Analysis	60
	FA Training Model	60
	3G Pitch and Artificial Grass Pitch Draft Recommendations	62
4.	Rugby Union	63
	Introduction	63
	Pitch Supply (Step 2)	63
	Rugby Supply	63
	Number and sizes of pitches	63
	Secured Community Use Pitches	64
	Pitch Quality Community Use Rugby Union Sites.	64
	Proposed Rugby Supply Changes	66
	Pitch Demand (Step 3)	67
	Rugby Demand	67
	Clubs and Teams	67
	Training and Match Demand	68
	Unmet Demand	70
	Latent Demand	70
	Displaced Demand	70
	Summary of Demand, supply and Capacity for Weekly Training and Match Play	71
	Scenario - Improving pitch quality.	74
	Scenario – Sittingbourne Rugby Club Wises Lane	76
	Scenario- Increasing Access to Rugby Union Floodlit Training Provision	76
5.	Rugby Union Summary	77
	Rugby Union Draft Recommendations	81
6.	Cricket	83
	Cricket Club Demand and Number of Teams	83
	All Stars Cricket (5-8-year-olds) and Dynamos Cricket (8 – 11-year-olds)	85
	Women’s and Girls Softball and Hardball	85
	Unmet demand	85
	Latent and Future demand	86
	Displaced demand	86
	Future Playing Pitch (Cricket) Demand – Population Growth	87
	Pitch Supply	87

Swale Borough Council

Playing Pitch Strategy

	Local Authority Parks Pitches	88
	Secured and Unsecured Community Use Pitches	88
	Quality, Capacity Supply and Demand Assessment	93
	Faversham Sub Area – site issues from consultation	97
	Sittingbourne Sub Area – site issues from consultation	99
	Sheppey Sub Area – Site issues from consultation	101
7.	Cricket Summary	102
8.	Hockey	108
	Introduction	108
	Pitch Supply (Step 2)	108
	Hockey Supply	108
	Number and sizes of pitches	108
	Unsecured / Secured Community Use pitches.	109
	Pitch Quality	110
	Ancillary Facilities	110
	Proposed Hockey Supply Changes	110
	Pitch Demand (Step 3)	110
	Hockey Demand	111
	Clubs and Teams	111
	Sittingbourne Hockey Club (Formerly Old Bordenians Hockey Club)	111
	Faversham Ladies Hockey Club	113
	Gore Court Hockey Club	115
	Hockey Match Slots Required Each Week	117
	Training Capacity	118
	Unmet and Latent Demand	118
	Displaced demand	119
	Future Demand 2040 – Population Growth	119
9.	Hockey Key Findings and Recommendations	121
	Hockey Draft Recommendations PPS Review 2023:	123

Swale Borough Council

Playing Pitch Strategy

10.	Tennis Court Analysis and Recommendations	124
	Parks Investment Project	124
	Swale - Supply Tennis Courts	127
	Swale - Demand Tennis Courts	130
	Tennis Draft Recommendations	132
11.	Bowls Green Analysis and Recommendations	133
	Swale Borough Supply	134
	Bowls Demand	136
	Bowls Green Draft Recommendations	137
12.	Netball Analysis and Recommendations	138
	Swale - Supply Netball Courts	140
	Swale - Demand Netball Courts	141
	Netball Draft Recommendations	144

Figures

Map 1: Distribution of Pitches	14
--------------------------------	----

Tables

Table 1: Number of sites in Swale Borough 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured)	2
Table 2: Number of sites in Faversham Sub Area 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured)	2
Table 3: Number of sites in Sittingbourne Sub Area 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured)	3
Table 4: Number of sites in Sheppey Sub Area 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured).	3
Table 5: Sites providing secured and unsecured natural grass pitches by typology across Swale Borough 2023/24 season.	4
Table 6: Identified sites that are unavailable for use.	6
Table 7: Football Pitch Sites Rated Poor Quality.	8
Table 8: Quality of Grass pitches and ancillary facilities by site and sub area	11
Table 9: Proposed Supply Changes	15
Table 10: Club demand	18
Table 11: Youth Football Clubs with 5 or More Youth Football Teams Swale Borough	19
Table 12: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040. Estimated demand and costs for new pitches (matches and training demand) and ancillary provision	23

Swale Borough Council

Playing Pitch Strategy

Table 13: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040. Football MES per week.	23
Table 14: Faversham Sub Area Adult 11v11 Capacity Weekly and Peak Time	24
Table 15: Faversham Sub Area Youth 11v11 Capacity Weekly and Peak Time	25
Table 16: Faversham Sub Area Junior 9v9 Capacity Weekly and Peak Time	25
Table 17: Improving Weekly Demand by Raising Poor Quality Pitches to Good Quality.	26
Table 18: Sittingbourne Sub Area Adult 11v11 Capacity Weekly and Peak Time	27
Table 19: Sittingbourne Sub Area Youth 11v11 Capacity Weekly and Peak Time	28
Table 20: Sittingbourne Sub Area Junior 9v9 Capacity Weekly and Peak Time	28
Table 21: Sittingbourne Sub Area Mini Soccer 7v7 Capacity Weekly and Peak Time	29
Table 22: Sittingbourne Sub Area Mini Soccer 5v5 Capacity Weekly and Peak Time	29
Table 23: Improving Weekly Demand by Raising Poor Quality Pitches to Good Quality	30
Table 24: Sheppey Sub Area Adult 11v11 Capacity Weekly and Peak Time	31
Table 25: Sheppey Sub Area Youth 11v11 Capacity Weekly and Peak Time	32
Table 26: Sheppey Sub Area Junior 9v9 Capacity Weekly and Peak Time	32
Table 27: Sheppey Sub Area Mini Soccer 7v7 Capacity Weekly and Peak Time	33
Table 28: Sheppey Sub Area Mini Soccer 5v5 Capacity Weekly and Peak Time	33
Table 29: Improving Weekly Demand by Raising Poor Quality Pitches to Good Quality	34
Table 30: Key PPS findings for Football in Swale Borough	39
Table 31: AGP type and sport suitability	51
Table 32: Existing 3G AGPs Swale	52
Table 33: Current demand for 3G pitches in Swale for Affiliated Football Team Training (38 teams per pitch)	61
Table 34: Swale Rugby Union Pitches by sub Area	63
Table 35: RFU pitch assessment guidance	65
Table 36: Community sites and individual pitch capacity	65
Table 37: Number of Rugby Union Teams – Swale Borough	67
Table 38: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040.	71
Table 39: Sheppey Rugby Club Summary of Demand, Supply and Capacity for weekly Training Equivalent Sessions and match play	71
Table 40: Sittingbourne Rugby Club Summary of Demand, Supply and Capacity for weekly Training Equivalent Sessions and Match Play	72
Table 41: Faversham Rugby Club Summary of Demand, Supply and Capacity for weekly Training Equivalent Sessions and Match Play	73
Table 42: Swale Borough Rugby Union Summary of Current 2022/23 Season Demand, Supply and Capacity for weekly Training Equivalent Sessions and Match Play	73
Table 43: Current and Future Demand to 2040 For Community Rugby club Pitches	74
Table 44: Improving Quality and Drainage of Rugby Pitches and impact on weekly capacity.	75
Table 45: Key PPS findings for cricket in Swale Borough	77
Table 46: Faversham Cricket Clubs and Team Numbers	83
Table 47: Sittingbourne Cricket Clubs and Team Numbers	84

Swale Borough Council

Playing Pitch Strategy

Table 48: Sheppey Cricket Clubs and Teams	84
Table 49: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040	87
Table 50: Cricket site breakdown	90
Table 51: Swale Borough School Cricket Facilities	93
Table 52: Pitch Quality Ratings and Supply and Demand capacity	94
Table 53: Peak Time Demand and availability of additional play	96
Table 54: Cricket Club comments and other identified issues Faversham Sub Area	98
Table 55: Cricket Club Comments and other identified issues Sittingbourne Sub Area	100
Table 56: Cricket Club Comments and Other Identified Issues	101
Table 57: Key PPS findings for cricket in Swale Borough	102
Table 58: Current Community and Non-Community Use AGPs that can be used for Hockey – Swale Borough Council area	108
Table 59: Adults Training	112
Table 60: Junior Training	112
Table 61: Membership Sittingbourne Hockey Club 2019/20 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments	112
Table 62: Membership Sittingbourne Hockey 2020/21 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments	113
Table 63: Category 2 Players 2019/20 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)	113
Table 64: Category 2 Players 2021/22 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)	113
Table 65: Membership Faversham Ladies Hockey Club 2019/20 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments	114
Table 66: Membership Faversham Ladies Hockey Club 2020/21 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments	114
Table 67: Category 2 Players 2019/20 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)	114
Table 68: Category 2 Players 2021/22 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)	114
Table 69: Adults Training	116
Table 70: Junior Training	116
Table 71: Membership Faversham Ladies Hockey Club 2019/20 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments	116
Table 72: Membership Faversham Ladies Hockey Club 2020/21 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments	117

Swale Borough Council

Playing Pitch Strategy

Table 73: Category 2 Players 2019/20 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)	117
Table 74: Category 2 Players 2021/22 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)	117
Table 75: Match Slots Required Each Week Swale Borough	117
Table 76: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040.	120
Table 77: Key PPS findings for Hockey in Swale Borough	121
Table 78: National Survey – Location of Play 2018 (Source: Statistical)	126
Table 79: National survey Organised Play	126
Table 80: National Survey – Satisfaction Levels with Courts	126
Table 81: National Survey – Awareness of Local Tennis Courts	127
Table 82: Outdoor Tennis Provision by Site – Swale Borough	128
Table 83: Flat Green Bowls Sites in Swale Borough	134
Table 84: Netball Court Provision by Site – Swale Borough	140

1. Football and Artificial Grass Pitches

Introduction

- 1.1 This appendix to the Swale Playing Pitch Strategy 2024 details the current picture of facility supply and demand for the playing pitch sport of **football** - at playing field sites in the borough.
- 1.2 The likely future picture of provision is assessed based on potential changes in supply (both committed and planned projects within the borough and its travel catchment), forecast changes in the resident population informed by the targets for new housing in the Borough Council's proposed new local plan, national trends in participation and the development aspirations of the clubs based in the borough.
- 1.3 The policies, development programmes and investment priorities of the national governing body for the sport will also influence the future picture of facility supply and demand for the sport in Swale. These are summarised in a separate appendix.

At Stage A it was agreed to divide Swale into three sub areas, Faversham, Sittingbourne, and Sheppey.

Pitch Supply (Step 2)

For all the playing pitch sports included in the scope of the PPS for Swale, the supply information illustrated in the diagram below has been gathered, as far as possible, by a combination of data collection and review, surveys, and consultations:

- 1.6 *Sources of information* – The sources of information used to establish current pitch supply were:
- Sport England Active Places Power audit for playing pitches.
 - Kent County FA team affiliation data for Swale.
 - Online survey returns from football clubs.
 - Meeting with football club and league representatives
 - Information provided by schools and colleges, including visits to most secondary schools and primary schools.
 - Site visits and inspections – Visits to all the football pitches in Swale and visual, nontechnical inspection.

Football Supply

- 1.7 Findings relating to football pitch supply in Swale are summarised in the paragraphs below and in the table that follows.

Grass Pitches

- 1.8 In the 2023/24 season, including schools, 44 playing fields were used for secured and unsecured community use in the borough providing a total of 116 marked grass football pitches of which 48 are full size (adult 11v11), 20 sized for youth football (youth 11v11), 19 junior football (junior 9v9) and 29 for mini soccer (7v7- 16, 5v5 - 13). The above is shown in Table 1 below. 36 sites providing 88 (76%) marked natural grass pitches provide secured community use and 8 sites providing 28 (24%) natural grass pitches provide unsecured community natural grass pitches. Clubs and leagues have stated that there are insufficient junior pitches and that the adult game has declined in recent years, whilst the junior and mini soccer game is growing, particularly in the girl's game.

Table 1: Number of sites in Swale Borough 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured)

Type	No. of Sites	No. marked pitches 2023/24 Used for community Use					Total (%)
		Full size Adult	Youth 11 v 11	Junior 9 v 9	Mini (7 v 7)	Mini (5 v 5)	
Swale Borough							
Secured Community Use	36 Sites	36	14	14	12	12	88 (76%)
Unsecured Community Use	8 Sites	12	6	5	4	1	28 (24%)
Total	44 Sites	48	20	19	16	13	116 (100%)

- 1.9 The following tables show the three-sub area breakdown of secured and unsecured grass pitches used by football clubs in the 23/24 season.

Table 2: Number of sites in Faversham Sub Area 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured)

Type	No. of Sites	No. marked pitches 2023/24 Used for community Use					Total (%)
		Full size Adult	Youth 11 v 11	Junior 9 v 9	Mini (7 v 7)	Mini (5 v 5)	
Faversham Sub Area							
Secured Community Use	8 Sites	8	1	2	0	0	11 (50%)
Unsecured Community Use	3 Sites	3	6	2	0	0	11 (50%)
Total	11 Sites	11	7	4	0	0	22(100%)

Swale Borough Council

Playing Pitch Strategy

- 1.10 King Georges Playing Field Faversham the adult 11v11 is over marked with blue lines and provides 2 x 7v7 pitches and the 9v9 with blue lines provides a 5v5 pitch. Faversham Town at Salters Lane have reconfigured their adult 11v11 grass pitch to 3G AGP in July 2023.

Table 3: Number of sites in Sittingbourne Sub Area 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured)

Type	No. of Sites	No. marked pitches 2023/24 Used for community Use					Total (%)
		Full size Adult	Youth 11 v 11	Junior 9 v 9	Mini (7 v 7)	Mini (5 v 5)	
Sittingbourne Sub Area							
Secured Community Use	14 Sites	17	8	8	7	5	45(74%)
Unsecured Community Use	5 Sites	8	0	3	4	1	16 (26%)
Total	19 Sites	25	8	11	11	6	61 (100%)

Hollywell Meadow provides marked pitches in blue lines over 11v11.

Table 4: Number of sites in Sheppey Sub Area 2023/24 Season with marked natural Grass pitches for community use (Secured and Unsecured).

Type	No. of Sites	No. marked pitches 2023/24 Used for community Use					Total (%)
		Full size Adult	Youth 11 v 11	Junior 9 v 9	Mini (7 v 7)	Mini (5 v 5)	
Sheppey Sub Area							
Secured Community Use	13 sites	11	5	4	5	7	32 (97%)
Unsecured Community Use	1 Site	1	0	0	0	0	1 (3%)
Total	14 Sites	12	5	4	5	7	33 (100%)

Secured Community use pitches.

- 1.12 79.5% of the playing field sites Borough wide provide secured access to community clubs (i.e., owned or leased by local authorities or clubs/associations). Adjacent to the 3G AGP pitch at Salters Lane is a 9v9 junior grass pitch, but this may have restricted use due to match play on the 3G AGP.

Pitches on Education sites Unsecured Use

1.13 20.5% of the playing fields and 24% of the total supply of football pitches are at education sites where there is no secured community use agreement in place.

Table 5: Sites providing secured and unsecured natural grass pitches by typology across Swale Borough 2023/24 season.

Site Name	Community use on site	Security of use	Sub Area	Owners	Adult	Youth Football		Mini Soccer	
					11v11	11v11	9v9	7v7	5v5
Bull Lane Recreation Ground	Available	Secured	Faversham	Parish Council	1	0	0	0	0
Faversham Recreation Ground	Available	Secured	Faversham	Swale BC	2	0	1	0	0
Froggnall Lane Teynham	Available	Secured	Faversham	Parish Council – Leased to Sports Association lease expires 2024	1	0	0	0	0
ISP Teymham	Available	Unsecured	Faversham	Education /Foster Care	0	1	0	0	0
Herne Hill Recreation Ground	Available	Secured	Faversham	Dawes Association	1	1	0	0	0
King Georges Playing Fields (Pitches over marked 11v11 (2 x 7v7) 9v9 (5v5)	Available	Secured	Faversham	Swale BC Leased to Faversham Strike Force	1	0	1	0	0
Norton Sports Club	Available	Secured	Faversham	Sports club	1	0	0	0	0
Queen Elizabeth Grammar School	Available	Unsecured	Faversham	Education	1	3	1	0	0
Salters Lane (Faversham FC) 1 adult Grass Pitch reconfigured as 3G AGP July 2023	Available	Secured	Faversham	Swale BC leased to club	0	0	0	0	0
Sharsted Playing Field	Available	Secured	Faversham	Sports Club	1	0	0	0	0
The Abbey School	Available	Unsecured	Faversham	Education	2	2	1	1	0
Borden Grammar School Playing Fields	Available	Unsecured	Sittingbourne	Education	2	0	0	0	0
Central Park Stadium	Available	Secured	Sittingbourne	Swale BC	2	0	0	0	0
Chapel Meadow	Available	Secured	Sittingbourne	Parish Council Leased to cricket club	0	3	0	0	0
Fulston Manor School	Available	Unsecured	Sittingbourne	Education	2	0	1	1	0
Hollywell Meadow (Pitches over marked in blue)	Available	Secured	Sittingbourne	Leased to Cricket Club	2	2	0	0	0
Kemsley Recreation Ground	Available	Secured	Sittingbourne	Swale BC	1	0	0	1	0
King Georges Playing Field	Available	Secured	Sittingbourne	Swale BC	2	0	0	0	0

Swale Borough Council

Playing Pitch Strategy

Site Name	Community use on site	Security of use	Sub Area	Owners	Adult	Youth Football		Mini Soccer	
					11v11	11v11	9v9	7v7	5v5
Milton Recreation Ground	Available	Secured	Sittingbourne	Swale BC	1	0	1	0	0
Murston Recreation Ground (Woodcombe Sports & Social Club)	Available	Secured	Sittingbourne	Swale BC Leased to Sports Club	1	1	2	1	3
Newington Recreation Ground	Available	Secured	Sittingbourne	Parish Council	1	1	0	0	0
Rectory Playing Field	Available	Secured	Sittingbourne	Swale BC	0	0	1	0	0
Rodmersham Cricket Club	Available	Secured	Sittingbourne	Sports Club	0	0	1	2	2
Herons Park – School Lane Playing Field	Available	Secured	Sittingbourne	Leased to Herons FC by Swale BC	0	0	1	1	1
Sittingbourne School	Available	Unsecured	Sittingbourne	Education	3	0	1	1	0
Sittingbourne Recreation Ground	Available	Secured	Sittingbourne	Swale BC	1	0	0	1	0
The Appleyard	Available	Secured	Sittingbourne	Commercial	3	0	2	1	0
The Playstool	Available	Secured	Sittingbourne	Parish Council	1	0	0	0	0
Westlands Primary School	Available	Unsecured	Sittingbourne	Education	1	0	0	1	0
Woodstock Park/ Roman Stadium Sittingbourne FC	Available	Secured	Sittingbourne	Sports Club	2	1	1	1	0
Festival Playing Field	Available	Secured	Sheppey	Swale BC	0	1	0	1	1
Holm Park	Available	Secured	Sheppey	Sports Club	1	0	1	0	1
King Georges Playing Field	Available	Secured	Sheppey	Swale BC	1	0	0	0	0
Leysdown Coastal Park	Available	Secured	Sheppey	Leased to club by Swale Borough	1	0	0	0	0
Oasis Academy	Available	Unsecured	Sheppey	Education	1	0	0	0	0
Range Road Football Ground	Available	Secured	Sheppey	Sports Club	1	0	0	1	0
Seager Road Sports Ground	Available	Secured	Sheppey	Leased to Sports club by Swale Borough	1	1	0	0	0
Sheerness East Working Men's Club	Available	Secured	Sheppey	Sports Club	1	1	1	0	0
Sheppey Rugby Club	Available	Secured	Sheppey	Sports Club	1	0	0	0	0
Sheppey Sports Club	Available	Secured	Sheppey	Sports Club	1	0	1	2	2
Shurlands Meadows (East Church CC)	Available	Secured	Sheppey	Sports Club	0	0	1	1	3

Swale Borough Council

Playing Pitch Strategy

Site Name	Community use on site	Security of use	Sub Area	Owners	Adult	Youth Football		Mini Soccer	
					11v11	11v11	9v9	7v7	5v5
Co-op Sports Club	Available	Secured	Sheppey	Sports Club	1	1	0	0	0
St Georges Church of England Primary School	Available	Unsecured	Sheppey	Sports Club	1	1	0	0	0
Thistle Hill	Available	Secured	Sheppey	Swale BC	1	0	0	0	0
Totals					48	20	19	16	13

1.14 Table 6 below identifies 14 sites where football pitches are unavailable for community use.

Table 6: Identified sites that are unavailable for use.

Site Name	Community use on site	Security of use	Sub Area	Owners	Adult	Youth Football		Mini Soccer	
					11v11	11v11	9v9	7v7	5v5
Bysing Wood Primary School	Unavailable	Unsecured	Faversham	Education	0	0	0	2	0
Courtney Road Dunkirk	Unavailable	Unsecured	Faversham	Education	0	0	0	0	1
Davington Primary School	Unavailable	Unsecured	Faversham	Education	0	2	0	0	0
Eastling Primary Junior School	Unavailable	Unsecured	Faversham	Education	0	1	0	0	0
Hernhill C of E Primary School	Unavailable	Unsecured	Faversham	Education	0	0	0	0	1
Lynsted and Norton Primary School	Unavailable	Unsecured	Faversham	Education	0	0	0	1	0
Nortons Park Cricket Club	Unavailable	Secured	Faversham	Sports Club	1	0	0	0	0
Ospringle C of E Primary School	Unavailable	Unsecured	Faversham	Education	0	1	0	0	0
Sheldwich Primary School	Unavailable	Unsecured	Faversham	Education	0	0	0	1	0
Teynham Parochial C of E School	Unavailable	Unsecured	Faversham	Education	0	0	0	1	0
Infiniti School Doddington	Unavailable	Unsecured	Sittingbourne	Education	0	0	0	1	0
Iwade School	Unavailable	Unsecured	Sittingbourne	Education	0	0	0	2	0
Lower Halstow School	Unavailable	Unsecured	Sittingbourne	Education	0	1	0	0	0
Newington CEP School	Unavailable	Unsecured	Sittingbourne	Education	0	0	0	2	0

Swale Borough Council

Playing Pitch Strategy

Site Name	Community use on site	Security of use	Sub Area	Owners	Adult	Youth Football		Mini Soccer	
					11v11	11v11	9v9	7v7	5v5
Grove Park Primary School	Unavailable	Unsecured	Sittingbourne	Education	0	1	0	0	0
Highsted Grammar School	Unavailable	Unsecured	Sittingbourne	Education	0	2	0	0	0
Regis Manor Primary School	Unavailable	Unsecured	Sittingbourne	Education	0	0	0	1	0
St Peters Catholic Primary School	Unavailable	Unsecured	Sittingbourne	Education	0	0	0	1	0
Westlands School	Unavailable	Unsecured	Sittingbourne	Education	2	0	0	0	0
Lynstead and Norton Primary School	Unavailable	Unsecured	Sittingbourne	Education	0	0	0	1	0
South Avenue Infants School	Unavailable	Unsecured	Sittingbourne	Education	0	1	0	0	0
HMP Swaleside	Unavailable	Unsecured	Sheppey	Prison Service	1	0	0	0	0
Oasis Academy West	Unavailable	Unsecured	Sheppey	Education	1	1	0	0	0
Rose Street Primary School	Unavailable	Unsecured	Sheppey	Education	0	0	0	1	0
Halfway Houses Primary School	Unavailable	Unsecured	Sheppey	Education	0	0	0	1	0
Totals					5	10	0	15	2

Page 267

Other grass pitch supply used for informal play and training/coaching.

1.15 In addition to playing fields with marked pitches and goalposts for formal games, there are areas of maintained grass in parks, recreation grounds and other public open spaces throughout the borough that are available and free to access for informal, kick about games. Several football clubs use these spaces for team training at weekends and during light evenings in early and late season as a free alternative to paying for training slots on artificial pitches.

Quality of Grass Pitches

1.16 Quality of pitches in Swale borough has been measured through a variety of means, specifically:

- Site assessments using the non-technical data sheet provided by the Football Association. The Pitch Power Reports for the area have not been used.
- Consultation with pitch users and leagues.

Swale Borough Council

Playing Pitch Strategy

1.17 Improving the quality of selected standard pitches to good or poor pitches to standard would provide additional playing capacity in the peak weekend periods and provide capacity for training. The quality of the grass football pitches in the borough supply is mixed. Clubs and leagues have stated that the pitches maintained by the Local authority are of poor quality.

1.18 Good quality pitches were found mainly at club sites:

- Faversham FC – Salters Lane
- Hollywell Meadow
- Rodmersham Cricket Club

1.19 Football pitch sites rated poor quality are shown below. The current weekly demand ba/ Overlance in match equivalent sessions (MES) is also shown with quality improvement to good showing improved demand capacity if the quality of poor pitches was raised to good. Pitches at peak t

Table 7: Football Pitch Sites Rated Poor Quality.

Faversham Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
Bull Lane Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
Faversham Recreation Ground	Secured	Poor	2	Adult 11v11	Balanced Play	4
Faversham Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
Frognall Lane - Teynham	Secured	Poor	1	Adult 11v11	1	3
ISP Teynham	Unsecured	Poor	1	Youth 11v11	1	1
Herne Hill Recreation Ground	Secured	Poor	1	Adult 11v11	3	1
Herne hill Recreation Ground	Secured	Poor	1	Youth 11v11	0.5	1.5
King Georges Playing Field Faversham	Secured	Poor	1	Adult 11v11	4	2
King Georges Playing Field Faversham	Secured	Poor	1	Junior 9v9	5.5	3.5
Queen Elizabeth Grammar School	Unsecured	Poor	1	Adult 11v11	1	1
Queen Elizabeth Grammar School	Unsecured	Poor	3	Youth 11v11	1	7
Sharsted Playing Field	Secured	Poor	1	Adult 11v11	Balanced Play	2

Swale Borough Council

Playing Pitch Strategy

Faversham Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
The Abbey School	Unsecured	Poor	2	Adult 11v11	0.5	3.5
The Abbey School	Unsecured	Poor	2	Youth 11v11	3.5	0.5
The Abbey School	Unsecured	Poor	1	Junior 9v9	1	1
Totals			20		17	29

Sittingbourne Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
Chapel Meadow	Secured	Poor	3	Youth 11v11	1.5	7.5
King Georges Playing Field	Secured	Poor	2	Adult 11v11	2	6
Kemsley Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
Kemsley Recreation Ground	Secured	Poor	1	Mini 7v7	2	4
Milton Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
Murston Recreation Ground	Secured	Poor	1	Adult 11v11	1	1
Murston Recreation Ground	Secured	Poor	1	Youth 11v11	2	Balanced Play
Murston Recreation Ground	Secured	Poor	1	Junior 9v9	Balanced Play	4
Murston Recreation Ground	Secured	Poor	1	Mini 7v7	0.5	2.5
Newington Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
Newington Recreation Ground	Secured	Poor	1	Youth 11v11	1	3
Rectory Road Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
Sittingbourne Recreation Ground	Secured	Poor	1	Mini 7v7	2	4
The Appleyard	Secured	Poor	3	Adult 11v11	3.5	0.5

Swale Borough Council

Playing Pitch Strategy

Sittingbourne Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
The Appleyard	Secured	Poor	2	Junior 9v9	0.5	3.5
The Appleyard	Secured	Poor	1	Mini Soccer 7v7	2	Balanced Play
The Playstool	Secured	Poor	1	Adult 11v11	Balanced Play	2
Totals			23		2	47

Sheppey Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
Festival Park	Secured	Poor	1	Youth 11v11	3	1
Leysdown Coastal Park	Secured	Poor	1	Adult 11v11	0.5	1.5
Range Road	Secured	Poor	1	Adult 11v11	Balanced Play	2
Seager Road Sports Ground	Secured	Poor	1	Adult 11v11	0.5	1.5
Seager Road Sports Ground	Secured	Poor	1	Youth 11v11	1	1
The Co-Op Sports Club	Secured	Poor	1	Adult 11v11	1	3
St Georges Church of England Primary School	Secured	Poor	1	Adult 11v11	0.5	1.5
St Georges Church of England Primary School	Secured	Poor	1	Youth 11v11	1	3
Totals			8		3.5	12.5

Page 270

1.20 Most Local authority sites have poor quality rated pitches. Secondary schools commented that drainage of their facilities is poor.

Quality of Ancillary Facilities

1.21 The quality of the ancillary facilities (i.e., changing, social and parking) at sites with playing pitches is also mixed.

Swale Borough Council

Playing Pitch Strategy

1.22 Good quality changing rooms have been identified at the following sites:

- Hollywell Meadow
- Faversham Recreation Ground
- Herons Park – School Lane Iwade
- Holm Park

1.23 Eight sites have been identified with no changing provision and 13 sites have been identified with poor changing provision.

1.24 The quality for pitches and ancillary facilities can be found in table 8 below.

Table 8: Quality of Grass pitches and ancillary facilities by site and sub area

Faversham Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor
Bull Lane Recreation Ground	Secured	Poor	Poor – needs rebuilding
Faversham Recreation Ground	Secured	Poor	Good
Frognall Lane - Teynham	Secured	Poor	Poor – needs rebuilding
ISP Teynham	Unsecured	Poor	None
Herne Hill Recreation Ground	Secured	Poor	Standard
King Georges Playing Field Faversham	Secured	Poor	Standard
Norton Sports Club	Secured	Standard	Standard
Queen Elizabeth Grammar School	Unsecured	Poor	Poor – needs rebuilding
Salters Lane (Faversham Town FC)	Secured	Good	Good – Recent Football Foundation funding
Sharsted Playing Field	Secured	Poor	Standard
The Abbey School	Unsecured	Poor grass pitches 3G will need carpet replacement soon	Standard
Sittingbourne Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor
Central Park Stadium	Secured	Standard	Poor
Chapel Meadow	Secured	Poor	Poor
Fulston Manor School	Unsecured	Standard	Standard

Swale Borough Council

Playing Pitch Strategy

Page 272

Sittingbourne Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor
Hollywell Meadow	Secured	! Adult good remainder standard	Good
Kemsley Recreation Ground	Secured	Poor	None
King Georges Playing Field	Secured	Poor	Poor
Milton Recreation Ground	Secured	Poor	Poor
Murston Recreation Ground	Secured	Poor	Poor
Newington Recreation Ground	Secured	Poor	Poor
Rectory Playing Field	Secured	Poor	None
Rodmersham Cricket Club	Secured	Good	Standard
Hérons Park - School Lane Playing Field	Secured	Standard	Good
Sittingbourne School	Unsecured	Standard	Standard
Sittingbourne Recreation Ground	Secured	Poor	None
The Appleyard	Secured	Poor	Standard
The Playstool	Secured	Poor	Poor
Borden Grammar School Sports Field	Unsecured	Poor	None
Westlands Primary School	Unsecured	Poor	Standard
Woodstock Park Jarman Stadium - Sittingbourne FC	Secured	Standard	Standard

Sheppey Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor
Festival Park	Secured	Poor	Poor
Holm Park 1 3G floodlit, 1 Youth11v11/adult 11v11	Secured	3 G good remainder standard	Good
King Georges Playing Field	Secured	Poor	None
Leysdown Coastal Park	Secured	Poor	Standard
Oasis Academy (3G) and adult grass	Unsecured	Standard	Standard
Range Road Football Ground	Secured	Poor	Poor
Seager Road Sports Ground	Secured	Poor	Poor

Swale Borough Council

Playing Pitch Strategy

Sheppey Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor
Sheerness East Workings Men's Club	Secured	Standard	Standard
Sheppey Rugby Club	Secured	Standard	Standard
Sheppey Sports Club	Secured	Standard	Standard
Shurlands Meadow (East church CC)	Secured	Standard	Standard
Co-op Sports Club	Secured	Poor	Standard
St Georges Church of England Primary School	Unsecured	Poor	None
Thistle Hill	Secured	Poor	None

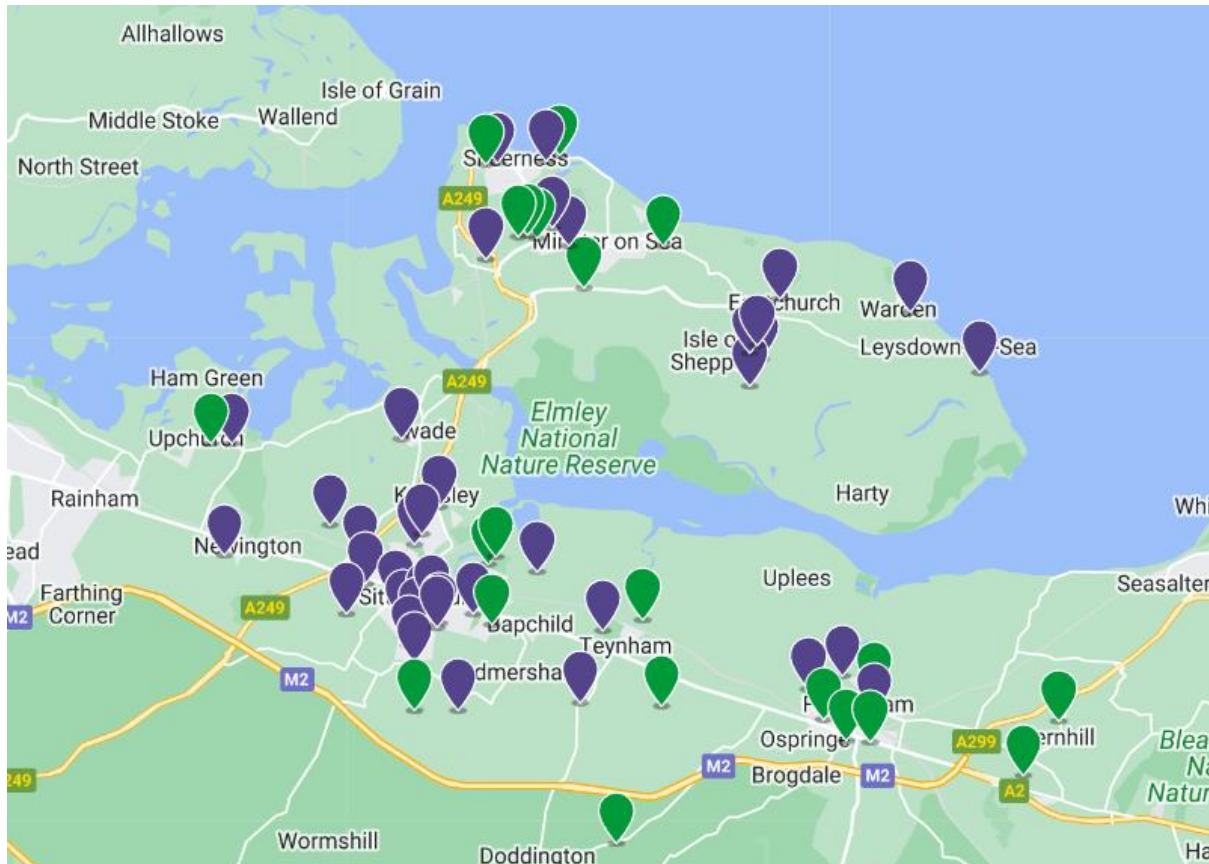
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Playing Pitch Strategy

Distribution of Pitches

1.25 The map below shows that grass football pitches are generally quite evenly distributed throughout the borough aside from in the most northern parts and rural areas.

Map 1: Distribution of Pitches ¹



Key	
Site	
FF funded site	

¹ Source: Football Foundation Pitch Finder – January 2023

Proposed Supply Changes the developments and several active planning applications.

1.26 There are several planning applications that have been agreed with Section 106 funding attached and several planning applications awaiting a decision.

Table 9: Proposed Supply Changes

Planning Reference	Site & Sub Area	Comment
15/504264/OUT	Perry Court – Faversham	Provides for a playing pitch football and additional shared car park facilities. No changing provision so unlikely to contribute to affiliated football demand.
18/502190/EIHYB	Kemsley Recreation Ground & Milton Recreation Ground – Sittingbourne	a formal sports contribution of £711,600 (or £593 per dwelling) has been agreed, and this will be spent on improving provision locally in general accordance with the Council's Playing Pitch Strategy, which identifies the need for proposed basic facilities and some pitch improvements to increase capacity at Kemsley Recreation Ground and pitch improvements at Milton Recreation Ground
14/501588/OUT	Stones Farm, Sittingbourne – Sittingbourne	Formal sports contribution of £160,000 towards enhancement of sports pitches and related facilities in the general area.
21/503914/EIOUT	Land South & East of Sittingbourne - Sittingbourne	Undecided. 8,000 new homes. Sittingbourne FC and new sports hub.
18/503697/FULL	Land East of Station Road Teynham - Faversham	£76,000 for sports.
16/507689/OUT	Orchard View Teynham – Faversham	Illustrative master plan identifies 3.72ha of sports field. 3 senior football pitches, cricket square, changing pavilion and car park.
16/508602/OUT & 21/500766/OUT	Preston Park Faversham – Faversham	(S106 still subject to contract) seeks combined 320 dwellings at £593 per dwelling - £189,760 toward formal sport in Faversham including Love Lane facilities.
SW/14/0045/OUT	Graveney Road and Lady Dane Farm Love Lane - Faversham	Faversham Cricket Club now not moving to site. Considering other uses – football is being promoted, S106 contribution toward facilities £62,000 plus proposes a further contribution from additional, development.
	HMP Emley	1 AGP to be built on new prison block replaced with a MUGA and 7v7 pitch – Sport England objecting.
No application yet	Duchy of Cornwall – Faversham	Development considering 2500 new homes. No application yet. Proposal to relocate Faversham Cricket Club and Faversham Football Club expanded.
23/500536/FULL	Faversham Town Football club	Development of a 3G AGP to replace natural grass pitch Approved subject to conditions and a community use agreement.

Football Supply Aspirations

1.27 Consultation with clubs identified the following:

- Faversham Strike Force has identified the need to improve the pitches at the different sites that the club currently use such as Faversham Recreation Ground; King George Playing Fields, Faversham; Bull Lane Recreation Ground; Queen Elizabeth's Grammar School and The Abbey School. The club has identified a need for a Stadia Step 6 3G AGP in Faversham to service the Step clubs such as Faversham Strike Force and Faversham Town FC. The club are interested in having discussions to secure the Section 106 land originally to be used for cricket at Love Lane for football. The club has insufficient access to pitches and has a waiting list for club members and has plans to increase team numbers.
- The small 3G AGP at King Georges Faversham will require a new carpet soon and the pitches need improvements.
- Faversham Recreation Ground. Pitch improvements at this site would complement the improved changing facilities provided from Heritage Lottery Funding.
- There are discussions taking place with the Abbey School to increase pitch provision. The 3G AGP carpet is heavily used and will need replacing soon.
- Sittingbourne FC are in discussions with developers to relocate and have access to 3G pitch provision, new grass pitches and clubhouse as part of a wider sports hub at Highsted Garden Village. A planning application has been submitted but no decision has been made. Sittingbourne FC youth and women and girls must use alternative sites such as the Appleyard and ISP Teynham.
- Herons FC currently use 2 sites School Lane Iwade for the younger teams and youth teams at Kemsley Recreation Ground.
- Bredhurst Juniors have Central Park stadium as there base although 3 adult teams are exported to Medway for match play on a Sunday, the Club also use Newington Recreation Ground and Chapel Meadow for some junior and mini games.
- Range Rovers FC want to improve the pitches and changing facilities at Seager Road.
- Several sites have suffered vandalism in the past e.g., Leysdown Coastal Park and Festival Playing Field has had issues with travellers in the past.
- Clubs have identified several sites in the Sittingbourne area that require pitch improvements these are King Georges Playing Fields, Kemsley Recreation Ground, Murston Recreation Ground, Milton Recreation Ground, Rectory Playing Fields, Sittingbourne Recreation Ground

- All youth football clubs are restricted in developing due to access to pitches and the quality of the pitches. There has been a decline in the men's adult game, and this has shown in this study when considering the 21/22 season and the current 23/24 season.
- Havill Sheppey Sunday League have said that they have struggled to have access to adult pitches and that is why they have an agreement with Sheppey Rugby Club for 1 pitch but have not used this in the 2023/24 season. They use the 3G pitch at Oasis Academy in Sheppey.
- New Road FC at Festival Playing Fields wish to develop and improve their pitches and changing accommodation. New Road FC have not yet completed taking on the lease form Swale BC at Festival Road.
- Sheerness East Youth has stated that they would like new pitch(es), new / improved drainage, clubhouse renovation/improvement, renovation/improvement. Would be ideal if they could use the playing field of the old Halfway School Site in Southdown Road which is directly next to the club and had a covenant that should be used for playing purposes.
- Beechwood 76 has moved to Sittingbourne School from Frognal Playing Field in the 2023/24season. The club is in limbo because the Frognall where they have always played is now owned by Trenport Investments Limited. The changing rooms at Frognall have fallen into disrepair/unsafe.

Pitch Demand (Step 3)

For all four major playing pitch sports included in the PPS scope, the following pitch demand information, has been gathered, as available, by a combination of data collection and review, surveys, and consultations:

Sources of information – The sources of information used to establish current football pitch demand were:

- Online survey returns and meetings with 21 clubs confirming patterns of use and any unmet demand. 21 clubs out of 35 clubs (48% of those based in the borough) contributed representing 192 teams (77% of all teams).
- Kent County FA affiliated club/team datasheets 2023/24 for Swale borough plus club and league websites.

Football Demand

1.29 Findings relating to football pitch demand in Swale are summarised below.

Clubs and Teams

1.30 In the 2023/24 season, the Kent County FA had 70 affiliated football clubs listed as based in Swale Borough. Between them, these clubs had a total of 345 registered teams.

1.31 Demand from the 70 clubs for league football in the borough is characterised by the table below and is shown in full for each club and team in Appendix 1:

Table 10: Club demand

Men's	Ladies	Boys						Girls						Mini Soccer		Walking Football 6v6	Disability Adult 6v6	Disability Junior 6v6	Wheelchair Football	SEND	Total Teams	
		U16	U15	U14	U13	U12 9v9	U11 9v9	U16	U15	U14	U13	U12 9v9	U11 9v9	7 V 7	5 V 5							
80	5	11	12	18	21	25	20	3	1	3	1	6	2	66	63	337	1	3	2	1	1	345

- 4 'Step' clubs with their origins in Swale borough that compete in the National League System:
 - Faversham Strike Force Saturday – Step 6.
 - Faversham Town FC – Step 5
 - Sheppey United Firsts – Step 4
 - Sittingbourne FC Firsts – Step 4

- Swale borough affiliated football clubs:
 - 76 other open aged teams aged 17+.
 - 5 women's teams
 - 62 youth boy's football teams 11v11
 - 45 junior 9v9 boy's teams
 - 8 youth 11v11 girls' teams
 - 8 9v9 girl's teams
 - 66 7v7 mini soccer teams.
 - 63 5v5 mini soccer teams
 - 7 disability teams
 - 1 walking football team

Swale Borough Council

Playing Pitch Strategy

- 3 Adult 11v11 imported teams - Len Valley, Rochester City and Rainham Vets.
- Imported teams to Disability Central Venue Abbey School

Youth Football Clubs

1.32 The table below identifies the youth football clubs with 5 or more youth teams registered with Kent County FA play their home fixtures on grass or 3G football turf pitches in Swale borough.

Table 11: Youth Football Clubs with 5 or More Youth Football Teams Swale Borough

Club		
Dawes Hernhill Herons	Park Regis Juniors	New Road FC
Faversham Strike Force	Sittingbourne Youth	Range Rovers
Faversham Town Youth	Upchurch colts	Sheerness East Youth
Milton And Fulston Utd	Upchurch Colts	Bredhurst United Juniors
Sittingbourne Ladies	AFC Minster	
Iwade Herons	Sheppey United Youth	

Women and Girls

- 1.33 Demand growth for football is greatest in women and girls' football as more of the youth football clubs start to establish girls' teams or expand the number of girls' teams as more girls move up the age groups from mixed mini soccer.
- 1.34 Exit routes within the borough from girls to women's football are also beginning to become better established.
- 1.35 Weetabix Wildcats sessions are provided by Faversham Town and Faversham Strike Force FC in the Faversham Sub Area, and Woodcoombe Sports and Social and ISP Teynham in the Sittingbourne Sub Area.

1.36 The following women's and girls' league teams played in the borough in the 2023/24 season:

- **Women's Teams**

- Faversham Strike Force Ladies
- Sittingbourne Ladies x 2 teams
- Woodcombe Sports and Social Ladies
- Sheppey United Ladies

- **Girl's Teams**

- AFC Minster
- Faversham Strike Force
- Leo's Lionesses
- Londo City Lionesses
- Sittingbourne Ladies
- Milton and Fulston
- Faversham Town Youth
- Woodcombe Youth

Kent Disability Football League

1.37 The 2023/24 football season both junior and adult events took place once a month at the Abbey School 3G AGP. There are 6 adult divisions with 35 teams and 3 junior age group divisions with 21 teams. In addition to the above Faversham Town FC manages teams that play in the Kent disability football League and Faversham Strike Force FC have a SEND football coaching session once a week.

Displaced Demand

1.38 No identified displaced demand. There are 3 Bredhurst Junior adult 11v11 teams playing at pitch sites in Medway.

Imported Demand

1.39 There are three teams that are imported teams from surrounding local authorities. These are Rainham 84 Vets, Rochester City both Saturday afternoon teams playing at the Central stadium in Sittingbourne and Len Valley playing at The Abbey School Saturday afternoons.

Unmet demand

1.40 Several of the larger, more successful community football clubs playing in the borough have indicated they have identified unmet demand for growth and plan to establish additional teams over the next three seasons.

- Faversham Strike Force have a waiting list but cannot cater for more teams without the use of additional playing pitches.
- Faversham Town FC 1 adult men's, 1 adult women's, 1 youth boy's 11v11, 1 junior boy's 9v9, 2 youth girls 11v11 and 2 junior girls 9v9
- Gillingham Town FC 1 adult men's, 1 adult women's, 1 youth boy's 11v11, 1 junior boy's 9v9, 1 mini 7v7 and 1 mini 5v5
- Mile Town FC 1 adult men's, 1 adult women's, 2 youth boy's 11v11, 1 junior boy's 9v9, 1 mini 7v7 and 1 mini 5v5
- Sheerness East Youth FC 2 junior boys 9v9, 1 7v7 and 1 5v5
- Sheppey United 2 adult teams
- Borden Village FC 1 adult men's, 2 junior boy's 9v9 and 2 mini 7v7

1.41 Excluding Faversham Strike Force FC, the number of new teams based on club's aspirations over the next three seasons equates to:

- Adult 11v11 men = 6 teams
- Adult 11v11 women = 3 teams
- Youth Boy's 11v11 = 4 teams
- Junior Boy's 9v9 = 7 teams
- Junior Girl's 9v9 = 2 teams
- Mini Soccer 7v7 = 4 teams
- Mini Soccer 5v5 = 3 teams

1.42 The above equates to the following additional MES and pitches required at peak time of play for matches only. There is a MES requirement for training times if on grass or 3G AGP. This is considered under 3G AGPs.

- Adult 11v11 men = 6 teams = 3 MES
- Adult 11v11 women = 3 teams = 1.5 MES
- Youth Boy's 11v11 = 4 teams = 2 MES
- Junior Boy's 9v9 = 7 teams = 3.5 MES
- Junior Girl's 9v9 = 2 teams = 1 MES
- Mini Soccer 7v7 = 4 teams = 2 MES
- Mini Soccer 5v5 = 3 teams = 1.5 MES

Latent demand

- 1.43 Further expansion of recent initiatives such as veterans' leagues (encouraging over 35s to continue to play or to return to the game), 'Just Play' organised kickabouts, walking football are opportunities to use football as a tool to address this need. Kent FA will be targeting veterans football in the new Kent FA strategy 2024 – 2028. So, there is expected to be an increase in participation within this typology.
- 1.44 The low current base of expressed demand for girls and women's football (i.e., in terms of the number of girls and women's teams in comparison to boys and men teams) is clear evidence of high levels of latent demand for more female participation in the game. Realising much more of this latent demand among women and girls is a key target of the FA Strategy. Wildcats is designed to inspire girls aged 5-11 to be involved in the sport. SSE Wildcats Girls' Football Clubs will provide girls with regular opportunities to play football and take part in organised sessions in a fun and engaging environment created exclusively for girls. Kent FA has stated that the increase in demand for women's' and girls' football is already being seen and is likely to continue.
- 1.45 The football clubs in Swale have stated that the demand for girl's football is clearly growing and the need for improved changing provision and appropriate pitches need to be provided to meet this demand. This will lead to an increase in women's football as more teams are likely to be created as current junior girls are retained and adult teams and competition structures are developed (both formal and informal). Kent FA are leading the country in W&Gs football and will be working with schools through County Connects which will see a rise in demand for more clubs and playing opportunities

Future Playing Pitch (Football) Demand – Population Growth

- 1.46 As well as growth through latent demand, there will be growth through population demands.
- 1.47 Swale Borough Council are currently in the process of updating and providing a new local plan that will go to 2040.
- 1.48 The position on housing numbers is for the period 1st April 2022 to 31st March 2040 i.e., 18 years (1078 p.a.) is the need for 19,404. About 8,000 dwellings are already accounted for through allocations in the current local plan, bearing fruits and other planning permissions. This leaves a total of 11,404 new dwellings to be allocated.
- 1.49 A total of 11,404 homes with an average household size of 2.3 persons provides a new resident population of 26,299. The Sport England Playing Pitch Calculator Tool identifies the need and cost for football facilities across Swale up to 2040.
- 1.50 The Playing Pitch Calculator uses figures based on Team Generation Rates and applies the current rates forward to the new population. The TGRs are based on overall existing team numbers, but growth has recently accelerated and is expected to continue at the new rate, so these team generation rates will require an annual update to capture the changing Team Generation Rates moving forward.

Swale Borough Council

Playing Pitch Strategy

- 1.51 The table below identifies the number of football pitches required to meet population increase from new developments by 2040 across Swale. The Playing Pitch Calculator identifies that developer's contributions capital costs towards football between 2023 and 2040 should be £4,259,106 with lifecycle costs per annum of £514,462 and changing room costs of £6,488,094.

Table 12: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040. Estimated demand and costs for new pitches (matches and training demand) and ancillary provision

	Number of pitches required to meet the estimated demand	Capital Cost	Lifecycle Cost (per annum)	Changing rooms (number)	Changing rooms (capital cost)
Total					
Natural Grass Pitches	29.78	£4,259,106	£514,462	29.00	£6,488,094
Adult Football	28.29	£2,324,279	£463,545	26.02	£5,821,936
Youth Football	7.14	£895,542	£176,422	14.28	£3,195,456
Mini Soccer	10.32	£1,058,345	£213,786	11.74	£2,626,480
3G AGP	1.49	£1,934,827	£50,916	2.98	£666,157

Page 2832

- 1.52 Table 13 identifies from the Playing Pitch Calculator Tool the MES generated from the new population per week for each football typology:

Table 13: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040. Football MES per week.

Age Group	MES per Week New Population
Men 11v11 (16-45yrs)	6.72
Women 11v11 (16-45yrs)	0.42
Boys 11v11 (12-15yrs)	5.20
Girls 11v11 (12-15yrs)	0.67
Boys 9v9 (10-11yrs)	3.77
Girls 9v9 (10-11yrs)	0.67
Mixed 7v7 (8-9yrs)	5.54
Mixed 5v5 (6-7yrs)	5.29

1.53 Appendix 1 provides the number of football teams by age group typology currently in Swale Borough based for the 2023/24 Season.

Demand Data 2023/24 Season

1.54 Appendix 2 provides the name of the site the quality of pitches and ancillary facilities, number of pitches by pitch typology and capacity of play per pitch and the weekly and peak time over and under play for each typology (adult 11v11, youth 11v11, junior 9v9 and mini soccer).

1.55 The summary of appendix 2 is provided below.

1.56 The following tables identify the secured community use, unsecured community use and the total demand against secured pitches only by pitch typology.

Faversham Sub Area

There are 11 adult 11v11 pitches 8 are in secured community use and 3 are unsecured community use at The Abbey School and Queen Elizabeths Grammar School. The sub area 11v11 pitches are overplayed by 6 MES weekly and 1.5 MES at peak time of play. The bottom row of each table considers total demand weekly and peak time against secured community pitches only and excludes unsecured community use pitches, this identifies that the weekly overplay rises to 11 MES and peak time play to 4.5 MES when using secured community use pitches only. The adult 11v11 at King Georges Playing Field Faversham is overmarked by 2 mini soccer 7v7 pitches. In July 2023 the natural grass pitch at Faversham Town FC was reconfigured as a 3G AGP. The use of the 3G for match play on the 3G is shown in Appendix 2 under the Faversham Sub Area.

Table 14: Faversham Sub Area Adult 11v11 Capacity Weekly and Peak Time

Adult 11v11 Pitch Provision – Site and Peak Period Swale Borough – Faversham Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	11	12	18	6	12.5	1.5
Secured Community Use	8	9	13.5	4.5	10	2
Unsecured Community Use	3	3	4.5	1.5	2.5	0.5
Total Demand Against Total Secured Pitches	8	9	18	9	12.5	4.5

Swale Borough Council

Playing Pitch Strategy

1.58 Table 14 identifies 7 youth 11v11 pitches in the sub area. 1 is in secured community use and 6 are unsecured community use at ISP Teynham, The Abbey School, and Queen Elizabeths Grammar School. The sub area youth 11v11 pitches are overplayed by 4 MES weekly and underplayed by 0.5 MES at peak time of play. When considering total demand against secured community pitches (Excluding unsecured community use) only, the weekly overplay rises to 10 MES and peak time play to 5.5 MES. The Hernehill Youth 11v11 pitch has some 9v9 play attributed to it.

Table 15: Faversham Sub Area Youth 11v11 Capacity Weekly and Peak Time

Youth 11v11 Pitch Provision – Site and Peak Period Swale Borough – Faversham Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	7	7	11	4	6.5	0.5
Secured Community Use	1	1	1.5	0.5	1.5	0.5
Unsecured Community Use	6	6	9.5	3.5	5	1
Total Demand Against Total Secured Pitches	1	1	11	10	6.5	5.5

There are 3 junior 9v9 pitches in the sub area. 2 are in secured community use (1 Faversham Recreation Ground and 1 King Georges Playing Field) and 1 is in unsecured community use at The Abbey School. The sub area junior 9v9 pitches are overplayed by 5.5 MES weekly and 2.5 MES at peak time of play. When considering total demand against secured community pitches (Excluding unsecured pitches) only, the weekly overplay rises to 4.5 MES and peak time play to 3.5 MES. The Junior 9v9 at King Georges Playing Field Faversham is overmarked by 1 mini soccer 5v5 pitch.

Table 16: Faversham Sub Area Junior 9v9 Capacity Weekly and Peak Time

Junior 9v9 Pitch Provision – Site and Peak Period Swale Borough – Faversham Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	3	3	8.5	5.5	5.5	2.5
Secured Community Use	2	2	6.5	4.5	4.5	2.5
Unsecured Community Use	1	1	2	1	1	0
Total Demand Against Total Secured Pitches	2	2	6.5	4.5	5.5	3.5

Swale Borough Council

Playing Pitch Strategy

1.60 There are no formally marked 7v7 or 5v5 pitches in the Faversham sub area.

1.61 Table 17 below identifies the Faversham sub areas poor quality pitches and shows that if the capacity of the poor-quality pitches were improved to good quality, then most would be able to meet current weekly demand. The exception being Herne Hill Recreation Ground, King Georges Playing Field adult 11v11 (2 MES) and junior 9v9 (0.5 MES) and The Abbey School Playing Field youth 11v11 (0.5 MES). The MES on these three sites would require to be transferred to other pitch sites with capacity for additional play.

Table 17: Improving Weekly Demand by Raising Poor Quality Pitches to Good Quality.

Faversham Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
Bull Lane Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
Faversham Recreation Ground	Secured	Poor	2	Adult 11v11	Balanced Play	4
Faversham Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
Frognall Lane - Teynham	Secured	Poor	1	Adult 11v11	1	3
ISP Teynham	Unsecured	Poor	1	Youth 11v11	1	1
Herne Hill Recreation Ground	Secured	Poor	1	Adult 11v11	3	1
Herne hill Recreation Ground	Secured	Poor	1	Youth 11v11	0.5	1.5
King Georges Playing Field Faversham	Secured	Poor	1	Adult 11v11	4	2
King Georges Playing Field Faversham	Secured	Poor	1	Junior 9v9	5.5	3.5
Queen Elizabeth Grammar School	Unsecured	Poor	1	Adult 11v11	1	1
Queen Elizabeth Grammar School	Unsecured	Poor	3	Youth 11v11	1	7
Sharsted Playing Field	Secured	Poor	1	Adult 11v11	Balanced Play	2
The Abbey School	Unsecured	Poor	2	Adult 11v11	0.5	3.5
The Abbey School	Unsecured	Poor	2	Youth 11v11	3.5	0.5
The Abbey School	Unsecured	Poor	1	Junior 9v9	1	1
Totals			20		17	29

1.62 Improving capacity by improving pitch quality does not mean that peak time capacity can increase. Peak time overplay occurs at the following sites:

- Adult 11v11 Hernhill Dawes Community Centre – overplay due to poor quality pitches and wrong size pitches being used for 7v7 and 5v5. Adult pitch should be reconfigured to provide for 7v7 and 5v5 pitches.
- King Georges Playing Field – Overplay of 7v7 x 2 pitches on the adult 11v11 leads to overplay of 2 MES. Additional pitches are required to meet the club’s demand.
- Youth 11v11 overplay occurs at two sites and equates to 1.5 MES, which is equivalent to 2 (rounded up) youth 11v11 pitches. To meet this need there is an additional requirement of 2 youth 11v11 pitches in the sub area.
- The 9v9 pitch at King Georges is currently overplayed and has a 5v5 marked over it. The overplay equates to 3.5 MES, which is equivalent to 4 (rounded up) 9v9 pitches.
- 7v7 match play at peak time can be met by capacity in weekly play this is due to the pitches not being played to the extent of the other pitches by the participants.
- 5v5 match play occurs on the 9v9 at King George’s Playing Field and the 5v5 3G AGP at the site. The Abbey School 3G AGP provides for 7v7 and 5v5 play.

Sittingbourne Sub Area

There are 25 adult 11v11 pitches 17 are in secured community use and 8 are unsecured community use. The sub area adult 11v11 pitches are under played by 1 MES weekly and 5.5 MES at peak time of play. When considering total demand against secured community pitches only, the weekly overplay rises to overplay of 13 MES and peak time play to overplay of 2.5 MES.

Table 18: Sittingbourne Sub Area Adult 11v11 Capacity Weekly and Peak Time

Adult 11v11 Pitch Provision – Site and Peak Period Swale Borough – Sittingbourne Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	25	37	36	1	19.5	5.5
Unsecured Community Use	8	13	10	3	5.5	2.5
Secured Community Use	17	23	25.5	-2.5	13.5	2.5
Total Demand Against Total Secured Pitches	17	23	36	-13	19.5	-2.5

Swale Borough Council

Playing Pitch Strategy

1.64 There are 8 youth 11v11 pitches in the sub area. All 8 are secured community use. The sub area youth 11v11 pitches are underplayed by 2 MES weekly and 1 MES at peak time of play.

Table 19: Sittingbourne Sub Area Youth 11v11 Capacity Weekly and Peak Time

Youth 11v11 Pitch Provision – Site and Peak Period Swale Borough – Sittingbourne Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	8	11	9	2	7	1
Unsecured Community Use	0	0	0	0	0	0
Secured Community Use	8	11	9	2	7	1
Total Demand Against Total Secured Pitches	8	11	9	2	7	1

There are 11 junior 9v9 pitches in the sub area. 8 are in secured community use and 3 are unsecured community use. The sub area junior 9v9 pitches are underplayed by 3 MES weekly and overplayed at peak time of play by 0.5 MES. When considering total demand against secured community pitches only weekly play becomes overplay 6 MES and peak time play rises to overplay of 3.5 MES.

Table 20: Sittingbourne Sub Area Junior 9v9 Capacity Weekly and Peak Time

Junior 9v9 Pitch Provision – Site and Peak Period Swale Borough – Sittingbourne Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	11	17	14	3	11.5	-0.5
Unsecured Community Use	3	6	6	0	5	-2
Secured Community Use	8	8	7	1	5.5	1.5
Total Demand Against Total Secured Pitches	8	8	14	-6	11.5	-3.5

1.66 There are 11 7v7 mini soccer pitches and 4 pitches are unsecured community use. The sub area mini soccer 7v7 pitches are under played weekly 22.5 MEs and overplayed by 1 MES at peak time of play. When considering total demand against secured community pitches only the weekly underplay falls to 8.5 MES and peak time play to rises to overplay of 5 MES.

Swale Borough Council

Playing Pitch Strategy

Table 21: Sittingbourne Sub Area Mini Soccer 7v7 Capacity Weekly and Peak Time

Mini Soccer 7v7 Pitch Provision – Site and Peak Period Swale Borough – Sittingbourne Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	11	38	15.5	22.5	12	1
Unsecured Community Use	4	14	6.5	7.5	4.5	0.5
Secured Community Use	7	24	9	15	7.5	0.5
Total Demand Against Total Secured Pitches	7	24	15.5	8.5	12	5

1.67 There are 6 Mini soccer 5v5 pitches in the Sittingbourne sub area. 5 are in secured community use and 1 is unsecured community use. The weekly demand shows underplay of 15.5 MES and at peak time of play there is balanced play. Total demand against total secured community pitches excluding unsecured pitches reduces the weekly underplay to 11.5 MES and the peak time overplay rises to 1 MES.

Table 22: Sittingbourne Sub Area Mini Soccer 5v5 Capacity Weekly and Peak Time

Mini Soccer 5v5 Pitch Provision – Site and Peak Period Swale Borough – Sheppey Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	6	22	6.5	15.5	6	0
Unsecured Community Use	1	4	2.5	1.5	2	-1
Secured Community Use	5	18	4	14	4	1
Total Demand Against Total Secured Pitches	5	18	6.5	11.5	6	-1

1.68 Table 23 below identifies the Sittingbourne sub areas poor quality pitches and shows that if the capacity of the poor-quality pitches were improved to good quality, then all would be able to meet current weekly demand and improve weekly capacity.

Swale Borough Council

Playing Pitch Strategy

Table 23: Improving Weekly Demand by Raising Poor Quality Pitches to Good Quality

Sittingbourne Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
Chapel Meadow	Secured	Poor	3	Youth 11v11	1.5	7.5
King Georges Playing Field	Secured	Poor	2	Adult 11v11	2	6
Kemsley Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
Kemsley Recreation Ground	Secured	Poor	1	Mini 7v7	2	4
Milton Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
Murston Recreation Ground	Secured	Poor	1	Adult 11v11	1	1
Murston Recreation Ground	Secured	Poor	1	Youth 11v11	2	Balanced Play
Murston Recreation Ground	Secured	Poor	1	Junior 9v9	Balanced Play	4
Murston Recreation Ground	Secured	Poor	1	Mini 7v7	0.5	2.5
Newington Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
Newington Recreation Ground	Secured	Poor	1	Youth 11v11	1	3
Rectory Road Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
Sittingbourne Recreation Ground	Secured	Poor	1	Mini 7v7	2	4
The Appleyard	Secured	Poor	3	Adult 11v11	3.5	0.5
The Appleyard	Secured	Poor	2	Junior 9v9	0.5	3.5
The Appleyard	Secured	Poor	1	Mini Soccer 7v7	2	Balanced Play
The Playstool	Secured	Poor	1	Adult 11v11	Balanced Play	2
Totals			23		2	47

1.69 Improving capacity by improving pitch quality does not mean that peak time capacity can increase. Peak time overplay occurs at the following sites:

- Adult 11v11 Holywell Meadow is overplayed by 0.5 MES but the youth 11v11 is underplayed by 1 MES. The overplay of other typologies on the adult pitch can be shared across the adult and youth 11 pitches.
- Murston Recreation Ground – There is overplay at peak time of use on all pitch typologies. This needs to be addressed by providing alternative sites for the overplay at peak time of use.
- Herons Park – has over play of 9v9 and mini soccer at peak time of play. The mini soccer can probably be accommodated with the weekly under play. However, the overplay of 1 MES on the 9v9 should be accommodated elsewhere.
- The Appleyard has overplay on the 9v9 and mini soccer pitches. Both pitches are overplayed weekly. The overplay should be accommodated elsewhere.

Sheppey Sub Area

There are 12 adult 11v11 pitches 11 are in secured community use and 1 is unsecured community use. The sub area 11v11 pitches are underplayed by 6 MES weekly and 5 MES at peak time of play. When considering total demand against secured community pitches only, the weekly underplay falls to 4 MES and peak time play to 4 MES.

Table 24: Sheppey Sub Area Adult 11v11 Capacity Weekly and Peak Time

Adult 11v11 Pitch Provision – Site and Peak Period Swale Borough – Sheppey Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	12	18	12	6	7	5
Unsecured Community Use	1	2	1	1	0.5	0.5
Secured Community Use	11	16	11	5	6.5	4.5
Total Demand Against Total Secured Pitches	11	16	12	4	7	4

1.71 There are 5 youth 11v11 pitches in the sub area. All 5 are in secured community use. The sub area youth 11v11 pitches are overplayed by 1.5 MES weekly and 1.5 MES at peak time of play. This identifies a need for additional youth 11v11 pitches to meet the overplay weekly and at peak time of play.

Swale Borough Council

Playing Pitch Strategy

Table 25: Sheppey Sub Area Youth 11v11 Capacity Weekly and Peak Time

Youth 11v11 Pitch Provision – Site and Peak Period Swale Borough – Sheppey Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	5	6	7.5	1.5	6.5	1.5
Secured Community Use	5	6	7.5	1.5	6.5	1.5
Unsecured Community Use	0	0	0	0	0	0
Total Demand Against Total Secured Pitches	5	6	7.5	1.5	6.5	1.5

There are 4 junior 9v9 pitches in the sub area. All are in secured community use. The sub area junior 9v9 pitches are underplayed by 2.5 MES weekly and overplayed at peak time of play by 1.5 MES weekly.

Table 26: Sheppey Sub Area Junior 9v9 Capacity Weekly and Peak Time

Junior 9v9 Pitch Provision – Site and Peak Period Swale Borough – Sheppey Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	4	8	5.5	2.5	5.5	1.5
Unsecured Community Use	0	0	0.5	0	0.5	0
Secured Community Use	4	8	5.5	2.5	5.5	1.5
Total Demand Against Total Secured Pitches	4	8	5.5	2.5	5.5	1.5

1.73 There are 5 7v7 mini soccer pitches in the Sheppey sub area, all are in secured community use. The sub area mini soccer 7v7 pitches are underplayed by 9 MES weekly and overplayed by 2 MES at peak time of play. Due to the less wear and tear on these pitches by the participants., it is possible that the weekly underplay could meet the peak time overlay.

Swale Borough Council

Playing Pitch Strategy

Table 27: Sheppey Sub Area Mini Soccer 7v7 Capacity Weekly and Peak Time

Mini Soccer 7v7 Pitch Provision – Site and Peak Period Swale Borough – Sheppey Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	5	16	7	9	7	2
Unsecured Community Use	0	0	0	0	0	0
Secured Community Use	5	16	7	9	7	2
Total Demand Against Total Secured Pitches	5	16	7	9	7	2

1.74 There are 7 Mini soccer 5v5 pitches in the Sheppey sub area. 7 are in secured community use. The weekly demand shows underplay of 19 MES and there is underplay at peak time of play 2.5 MES.

Table 28: Sheppey Sub Area Mini Soccer 5v5 Capacity Weekly and Peak Time

Mini Soccer 5v5 Pitch Provision – Site and Peak Period Swale Borough – Sheppey Sub Area	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period and youth teams Sunday AM	Match Equivalent Sessions Actual Spare Capacity in The Peak Period
Total	7	24	5	19	4.5	2.5
Unsecured Community Use	0	0	0	0	0	0
Secured Community Use	7	24	5	19	4.5	2.5
Total Demand Against Total Secured Pitches	7	24	5	19	4.5	2.5

1.75 Table 30 below identifies the Sheppey sub areas poor quality pitches and shows that if the capacity of the poor-quality pitches were improved to good quality, then all would be able to meet current weekly demand and improve weekly capacity.

Table 29: Improving Weekly Demand by Raising Poor Quality Pitches to Good Quality

Sheppey Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
Festival Park	Secured	Poor	1	Youth 11v11	3	1
Leysdown Coastal Park	Secured	Poor	1	Adult 11v11	0.5	1.5
Range Road	Secured	Poor	1	Adult 11v11	Balanced Play	2
Seager Road Sports Ground	Secured	Poor	1	Adult 11v11	0.5	1.5
Seager Road Sports Ground	Secured	Poor	1	Youth 11v11	1	1
The Co-Op Sports Club	Secured	Poor	1	Adult 11v11	1	3
St Georges Church of England Primary School	Secured	Poor	1	Adult 11v11	0.5	1.5
St Georges Church of England Primary School	Secured	Poor	1	Youth 11v11	1	3
Totals			8		3.5	12.5

1.76 Improving capacity by improving pitch quality does not mean that peak time capacity can increase. Peak time overlay occurs at the following sites:

- Festival Park – there is overplay of youth 11v11 and mini soccer pitches at peak time of play. The youth 11v11 overplay should be accommodated elsewhere.
- Sheerness East Working Men’s Club has overplay of the adult 11v11 pitches at peak time this overplay should be accommodated elsewhere. – Overplay of 7v7 x 2 pitches on the adult 11v11 leads to overplay of 2 MES. Additional pitches are required to meet the club’s demand.
- Sheppey Sports club has overplay on junior 9v9 and mini soccer. The overplay of mini soccer can be accommodated by the weekly play capacity. The junior 9v9 overplay should be accommodated elsewhere.

Swale Borough Council
Playing Pitch Strategy

Appendix 1: Swale Borough – 2023/24 Season Number of Football Teams by Age Group Typology.

	Adult Teams		Boys						Girls						MINI TEAMS		TOTALS
	Men's and Mixed 11v11	Ladies 11v11	U16	U15	U14	U13	U12 9v9	U11 9v9	U16	U15	U14	U13	U12 9v9	U11 9v9	MINI SOCCER		
															7 V 7	5 V 5	
Faversham Sub Area Football Clubs																	
AFC Faversham	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bocca Juniors Firsts	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Canterbury Bombers	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
City Lions First FC	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Fawes Hernhill Herons	0	0	0	0	1	1	2	1	0	0	0	0	0	0	3	5	13
Faversham Athletic FC	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Faversham Herons	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Faversham Strike Force	6	1	1	1	2	2	2	3	0	0	0	0	1	1	7	12	39
Faversham Town FC	4	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	8
Faversham Town Youth	1	0	1	1	2	1	2	2	1	0	1	0	0	0	3	5	20
Little Sharsted	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
New Dads United	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
New Inn Blues	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Rising Stars Youth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3
Sittingbourne Ladies	0	0	0	0	0	0	0	0	1	1	2	0	0	0	0	0	4
Woodmans Hall	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TOTALS	22	1	3	3	6	5	6	6	2	1	3	0	1	1	16	22	98
Sittingbourne Sub Area Football Clubs																	
AFC Phoenix United	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
AFC Rangers	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

Swale Borough Council

Playing Pitch Strategy

	Adult Teams		Boys						Girls						MINI TEAMS		TOTALS
	Men's and Mixed 11v11	Ladies 11v11	U16	U15	U14	U13	U12 9v9	U11 9v9	U16	U15	U14	U13	U12 9v9	U11 9v9	MINI SOCCER		
															7 V 7	5 V 5	
AFC Swale	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Atheltic Billbowls	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Beechwood 76	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Borden Village	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
Bredhurst Juniors Seniors Sunday	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bredhurst Juniors	2	0	1	1	0	3	0	2	0	0	0	0	0	0	2	2	13
Chalm Kickabout	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Gillingham Town	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Water Sittingbourne	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Iwade Herons	1	0	1	0	0	1	2	1	0	0	0	0	0	0	4	6	16
London city Lionesses	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Loose Sunday Mens	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Milton And Fulston Utd	3	0	1	1	1	1	2	3	0	0	0	0	1	0	5	6	24
Park Regis Junior	0	0	0	1	0	0	2	0	0	0	0	0	0	0	1	4	8
Park Regis NEO	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Park Regis Saturday	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Park Regis Sunday	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Rainham 84 Youth Vets	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Sittingbourne FC	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Sittingbourne Harts	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Sittingbourne Ladies	0	2	0	0	0	0	0	0	0	0	0	0	2	0	1	0	5
Sittingbourne Lions	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Sittingbourne Youth	3	0	2	1	2	3	0	1	0	0	0	0	0	0	5	5	22

Swale Borough Council

Playing Pitch Strategy

	Adult Teams		Boys						Girls						MINI TEAMS		TOTALS
	Men's and Mixed 11v11	Ladies 11v11	U16	U15	U14	U13	U12 9v9	U11 9v9	U16	U15	U14	U13	U12 9v9	U11 9v9	MINI SOCCER		
															7 V 7	5 V 5	
Sports Yard	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Stockbury Athletic	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Swale Jets	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	2
The Park Tavern Firsts	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
The Stumble	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
The Village Upchurch Firsts	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
The White Horse	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Payler Hill Youth U9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
Upchurch Firsts	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Upchurch Colts	1	0	1	0	1	0	2	0	0	0	0	0	0	0	3	2	10
Woodcoombe Sports And Social	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Woodcoombe Youth	1	0	1	1	2	2	2	0	1	0	0	0	1	1	3	5	20
TOTALS	40	3	5	6	6	10	11	8	1	0	0	0	5	1	26	30	152
Sheppey Sub Area Football Clubs																	
AFC Minster	0	0	0	0	2	1	2	3	0	0	0	1	0	0	6	3	18
Eastern Athletic First	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Leo's	0	0	0	0	0	0	2	0	0	0	0	0	0	0	4	2	8
Leysdown First	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Mile Town First	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Minster Village first	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
New Road Athletic	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
New Road	2	0	0	0	2	1	1	2	0	0	0	0	0	0	4	3	15
Range Rovers Sports	1	0	1	1	0	1	0	1	0	0	0	0	0	0	2	1	8

Page 29 of 77

Swale Borough Council

Playing Pitch Strategy

	Adult Teams		Boys						Girls						MINI TEAMS		TOTALS
	Men's and Mixed 11v11	Ladies 11v11	U16	U15	U14	U13	U12 9v9	U11 9v9	U16	U15	U14	U13	U12 9v9	U11 9v9	MINI SOCCER		
															7 V 7	5 V 5	
Range Rovers Colts	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2
Rose Inn	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Sheerness East Youth	1	0	0	0	1	1	1	0	0	0	0	0	0	0	4	0	8
Sheppey United	4	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
The Co-op Cobras	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Soccer Elite FA Ltd	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Sheppey United Youth	2	0	1	1	1	1	2	0	0	0	0	0	0	0	4	2	14
TOTALS	18	1	3	3	6	6	8	6	0	0	0	1	0	0	24	11	87
Swale Football Teams																	
TOTALS	80	5	11	12	18	21	25	20	3	1	3	1	6	2	66	63	337

2. Football Summary Swale Playing Pitch Strategy 2023

- 2.1. This section summarises the findings from the football analysis, which will form the basis of the recommendation and action plan section for SBC.
- 2.2. Table 30 includes the response to 5 key questions, which provide a standardised illustration of supply and demand for playing pitch sports provision and shows the analysis from the 2023 PPS.

Table 30: Key PPS findings for Football in Swale Borough

Key Question	Swale BC PPS Analysis 2023
<p>What are the main characteristics of the current supply and demand for provision?</p>	<p>In the 2023/24 season, including schools, 49 playing fields were used for secured and unsecured community use in the borough providing a total of 109 marked grass football pitches of which 45 are full size (adult 11v11), 23 sized for youth football (youth 11v11), 15 junior football (junior 9v9) and 26 for mini soccer (7v7, 5v5).</p> <p>38 sites providing 82 (75%) marked natural grass pitches provide secured community use and 11 sites providing 27 (25%) natural grass pitches provide unsecured community natural grass pitches.</p> <p>Demand is highest in the Sittingbourne sub area (143 teams) followed by Faversham (88 teams), and Sheppey (68 Teams).</p> <p>The number of teams across Swale Borough Council are as follows:</p> <ul style="list-style-type: none"> • 4 'Step' clubs with their origins in Swale borough that compete in the National League System: <ul style="list-style-type: none"> • Faversham Strike Force Saturday – Step 6. • Faversham Town FC – Step 5 • Sheppey United Firsts – Step 4 • Sittingbourne FC Firsts – Step 4 • Swale borough affiliated football clubs: <ul style="list-style-type: none"> ➤ 76 other open aged teams aged 17+. ➤ 5 women's teams ➤ 62 youth boy's football teams 11v11 ➤ 45 junior 9v9 boy's teams ➤ 8 youth 11v11 girls' teams ➤ 8 9v9 girl's teams ➤ 66 7v7 mini soccer teams. ➤ 63 5v5 mini soccer teams ➤ 7 disability teams ➤ 1 walking football team ➤ 3 Adult 11v11 imported teams - Len Valley, Rochester City and Rainham Vets. ➤ Imported teams to Disability Central Venue Abbey School

Key Question	Swale BC PPS Analysis 2023													
Is there enough accessible and secured community use provision to meet current demand	<p>Faversham Sub Area</p> <p>The Faversham sub area does not have sufficient accessible and secured community use provision to meet current demand.</p> <p>If the Faversham sub areas poor quality pitches were improved to good quality, then most would be able to meet current weekly demand. The exception being Herne Hill Recreation (0.5 MES), King Georges Playing Field adult 11v11 (2 MES) and junior 9v9 (0.5 MES) and The Abbey School Playing Field youth 11v11 (0.5 MES). The MES on these three sites would require to be transferred to other pitch sites with capacity for additional play.</p> <p>Improving capacity by improving pitch quality does not mean that peak time capacity can increase. Peak time overplay occurs at the following sites:</p> <ul style="list-style-type: none"> • Adult 11v11 Hernhill Dawes Community Centre – overplay due to poor quality pitches and wrong size pitches being used for 7v7 and 5v5. Adult pitch should be reconfigured to provide for 7v7 and 5v5 pitches. • King Georges Playing Field – Overplay of 7v7 x 2 pitches on the adult 11v11 leads to overplay of 2 MES. Additional pitches are required to meet the club's demand. • Youth 11v11 overplay occurs at two sites and equates to 1.5 MES, which is equivalent to 2 (rounded up) youth 11v11 pitches. To meet this need there is an additional requirement of 2 youth 11v11 pitches in the sub area. • The 9v9 pitch at King Georges is currently overplayed and has a 5v5 marked over it. The overplay equates to 3.5 MES, which is equivalent to 4 (rounded up) 9v9 pitches. • 7v7 match play at peak time can be met by capacity in weekly play this is due to the pitches not being played to the extent of the other pitches by the participants. • 5v5 match play occurs on the 9v9 at King George's Playing Field and the 5v5 3G AGP at the site. The Abbey School 3G AGP provides for 7v7 and 5v5 play. <p>The overplay of adult 11v11 pitches in the sub area is due to overmarking and use by 9v9 and 7v7 teams particularly at King Georges Playing Field and Hernehill. There is a need for additional pitches. These pitches can be provided from agreed planning consents, identified below.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #cccccc;">Planning Reference</th> <th style="background-color: #cccccc;">Site & Sub Area</th> <th style="background-color: #cccccc;">Comment</th> </tr> </thead> <tbody> <tr> <td>15/504264/OUT</td> <td>Perry Court – Faversham</td> <td>Provides for a playing pitch football and additional shared car park facilities. Due to no changing room provision, it is unlikely the pitch will be used by affiliated football teams.</td> </tr> <tr> <td>18/503697/FULL</td> <td>Land East of Station Road Teynham – Faversham</td> <td>£76,000 for sports.</td> </tr> <tr> <td>16/507689/OUT</td> <td>Orchard View, Teynham – Faversham</td> <td>Illustrative master plan identifies 3.72ha of sports field. 3 senior football pitches, cricket square, changing pavilion and car park.</td> </tr> </tbody> </table>		Planning Reference	Site & Sub Area	Comment	15/504264/OUT	Perry Court – Faversham	Provides for a playing pitch football and additional shared car park facilities. Due to no changing room provision, it is unlikely the pitch will be used by affiliated football teams.	18/503697/FULL	Land East of Station Road Teynham – Faversham	£76,000 for sports.	16/507689/OUT	Orchard View, Teynham – Faversham	Illustrative master plan identifies 3.72ha of sports field. 3 senior football pitches, cricket square, changing pavilion and car park.
Planning Reference	Site & Sub Area	Comment												
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18/503697/FULL	Land East of Station Road Teynham – Faversham	£76,000 for sports.												
16/507689/OUT	Orchard View, Teynham – Faversham	Illustrative master plan identifies 3.72ha of sports field. 3 senior football pitches, cricket square, changing pavilion and car park.												

Key Question	Swale BC PPS Analysis 2023		
	16/508602/OUT & 21/500766/OUT	Preston Park, Faversham	(S106 still subject to contract) seeks combined 320 dwellings at £593 per dwelling - £189,760 toward formal sport in Faversham including Love Lane facilities.
	SW/14/0045/OUT	Graveney Road and Lady Dane Farm Love Lane - Faversham	Faversham Cricket Club now not moving to site. Considering other uses – football is being promoted, S106 contribution toward facilities £62,000 plus proposes a further contribution from additional, development.
	No application yet	Duchy of Cornwall – Faversham	Development considering 2500 new homes. No application yet. Proposal to relocate Faversham Cricket Club and Faversham Football Club expanded.
<p>There are 7 youth 11v11 pitches in the sub area. 1 is in secured community use and 6 are unsecured community use at ISP Teynham, The Abbey School, and Queen Elizabeths Grammar School. The sub area youth 11v11 pitches are overplayed by 2.5 MES weekly and underplayed by 1.5 MES at peak time of play. When considering total demand against secured community pitches (Excluding unsecured community use) only, the weekly overplay rises to 8.5 MES and peak time play to 4 MES. There is a need to secure community use at the education sites ISP Teynham, Queen Elizabeth Grammar School, and The Abbey School. Offers of Football funding for pitch improvements to improve poor quality pitches to good at these three sites should involve formal community use agreements to be put in place to safeguard community use.</p> <p>Sittingbourne Sub Area</p> <p>With both secured and unsecured adult 11v11 pitches in use there are currently sufficient adult 11 v11 pitches. If the unsecured community use pitches were to cease use, there would be an undersupply. There is a need to secure formal community use agreements with education sites to safeguard community use. This can be obtained through pitch improvement funding agreements.</p> <p>There are sufficient youth 11v11 pitches providing secure community use but insufficient 9v9, 7v7 and 5v5 pitches with secured community use.</p> <p>When raising the quality of sites from poor to good will eliminate weekly over play in the sub area. However, peak time over play cannot be eliminated by improving quality. Peak time overplay takes place at the following sites:</p> <ul style="list-style-type: none"> • Adult 11v11 Holywell Meadow is overplayed by 0.5 MES but the youth 11v11 is underplayed by 1 MES. The overplay of other typologies on the adult pitch can be shared across the adult and youth 11 pitches. • Murston Recreation Ground – There is overplay at peak time of use on all pitch typologies. This needs to be addressed by providing alternative sites for the overplay at peak time of use. • Herons Park – has over play of 9v9 and mini soccer at peak time of play. The mini soccer can probably be accommodated with the weekly under play. However, the overplay of 1 MES on the 9v9 should be accommodated elsewhere. • The Appleyard has overplay on the 9v9 and mini soccer pitches. Both pitches are overplayed weekly. The overplay should be accommodated elsewhere. 			

Key Question	Swale BC PPS Analysis 2023												
	<p>Identified planning proposals for the sub area include:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #cccccc;">Planning Reference</th> <th style="background-color: #cccccc;">Site & Sub Area</th> <th style="background-color: #cccccc;">Comment</th> </tr> </thead> <tbody> <tr> <td>18/502190/EIHYB</td> <td>Kemsley Recreation Ground & Milton Recreation Ground – Sittingbourne</td> <td>A formal sports contribution of £711,600 (or £593 per dwelling) has been agreed, and this will be spent on improving provision locally in general accordance with the Council’s Playing Pitch Strategy, which identifies the need for proposed basic facilities and some pitch improvements to increase capacity at Kemsley Recreation Ground and pitch improvements at Milton Recreation Ground</td> </tr> <tr> <td>14/501588/OUT</td> <td>Stones Farm, Sittingbourne</td> <td>Formal sports contribution of £160,000 towards enhancement of sports pitches and related facilities in the general area.</td> </tr> <tr> <td>21/503914/EIOUT</td> <td>Land South & East of Sittingbourne</td> <td>Undecided. 8,000 new homes. Sittingbourne FC and new sports hub.</td> </tr> </tbody> </table> <p>Sheppey Sub Area</p> <p>The Sheppey sub area has the least reliance on unsecured use at education sites. St Georges Primary School site is used for football via the lease agreement with Kent County Council. A formal community use agreement with Oasis Academy could be agreed through a funding agreement with the FA for funding renewal of the 3G AGP carpet.</p> <p>Improvements to poor quality pitches to good will eliminate weekly overplay.</p> <ul style="list-style-type: none"> • Festival Park – there is overplay of youth 11v11 and mini soccer pitches at peak time of play. The youth 11v11 overplay should be accommodated elsewhere. • Sheerness East Working Men’s Club has overplay of the adult 11v11 pitches at peak time this overplay should be accommodated elsewhere. – Overplay of 7v7 x 2 pitches on the adult 11v11 leads to overplay of 2 MES. Additional pitches are required to meet the club’s demand. • Sheppey Sports club has overplay on junior 9v9 and mini soccer. The overplay of mini soccer can be accommodated by the weekly play capacity. The junior 9v9 overplay should be accommodated elsewhere. 	Planning Reference	Site & Sub Area	Comment	18/502190/EIHYB	Kemsley Recreation Ground & Milton Recreation Ground – Sittingbourne	A formal sports contribution of £711,600 (or £593 per dwelling) has been agreed, and this will be spent on improving provision locally in general accordance with the Council’s Playing Pitch Strategy, which identifies the need for proposed basic facilities and some pitch improvements to increase capacity at Kemsley Recreation Ground and pitch improvements at Milton Recreation Ground	14/501588/OUT	Stones Farm, Sittingbourne	Formal sports contribution of £160,000 towards enhancement of sports pitches and related facilities in the general area.	21/503914/EIOUT	Land South & East of Sittingbourne	Undecided. 8,000 new homes. Sittingbourne FC and new sports hub.
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21/503914/EIOUT	Land South & East of Sittingbourne	Undecided. 8,000 new homes. Sittingbourne FC and new sports hub.											
Is the provision that is accessible of sufficient quality and appropriately maintained?	<p>There are several sites where quality is poor these are identified in Appendix 2 to the Assessment Report Borough Sub Area Overview.</p> <p>The following tables identify where improving poor quality to good quality pitches can almost nearly eliminate overplay weekly. As a pitch can only be played once at peak time of play improving quality does not eliminate peak time play and this will require alternative provision.</p> <p>Faversham Sub Area</p> <p>The table below identifies the Faversham sub areas poor quality pitches and shows that if the capacity of the poor-quality pitches were improved to good quality, then most would be able to meet current weekly demand.</p>												

Swale Borough Council

Playing Pitch Strategy

Key Question	Swale BC PPS Analysis 2023					
	The exception being Herne Hill Recreation Ground, King Georges Playing Field adult 11v11 and junior 9v9. The MES on these two sites would require to be transferred to other pitch sites with capacity for additional play or new pitch sites					
Faversham Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
Bull Lane Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
Faversham Recreation Ground	Secured	Poor	2	Adult 11v11	Balanced Play	4
Faversham Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
Frognall Lane - Teynham	Secured	Poor	1	Adult 11v11	1	3
ISP Teynham	Unsecured	Poor	1	Youth 11v11	1	1
Herne Hill Recreation Ground	Secured	Poor	1	Adult 11v11	3	1
Herne Hill Recreation Ground	Secured	Poor	1	Youth 11v11	0.5	1.5
King Georges Playing Field Faversham	Secured	Poor	1	Adult 11v11	4	2
King Georges Playing Field Faversham	Secured	Poor	1	Junior 9v9	5.5	3.5
Queen Elizabeth Grammar School	Unsecured	Poor	1	Adult 11v11	1	1
Queen Elizabeth Grammar School	Unsecured	Poor	3	Youth 11v11	1	7
Sharsted Playing Field	Secured	Poor	1	Adult 11v11	Balanced Play	2
The Abbey School	Unsecured	Poor	2	Adult 11v11	0.5	3.5
The Abbey School	Unsecured	Poor	2	Youth 11v11	3.5	0.5
The Abbey School	Unsecured	Poor	1	Junior 9v9	1	1
Totals			20		17	29

Key Question	Swale BC PPS Analysis 2023						
	The following sites require improvements to ancillary facilities:						
	Bull Lane Recreation Ground	Secured	Poor – needs rebuilding				
	Frognall Lane - Teynham	Secured	Poor – needs rebuilding				
	ISP Teynham	Unsecured	None				
	Queen Elizabeth Grammar School	Unsecured	Poor – needs rebuilding				
	Salters Lane (Faversham Town FC)	Secured	Standard – club is undertaking refurbishment improvement's				
	Sittingbourne Sub Area						
	The table below identifies the Sittingbourne sub areas poor quality pitches and shows that if the capacity of the poor-quality pitches were improved to good quality, then all with the exception of The Appleyard adult 11v11 would be able to meet current weekly demand and improve weekly capacity.						
	Sittingbourne Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand Balance Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good Overplay (Red) / Underplay (Green)
	Chapel Meadow	Secured	Poor	3	Youth 11v11	1.5	7.5
	King Georges Playing Field	Secured	Poor	2	Adult 11v11	2	6
	Kemsley Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
	Kemsley Recreation Ground	Secured	Poor	1	Mini 7v7	2	4
	Milton Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
	Murston Recreation Ground	Secured	Poor	1	Adult 11v11	1	1
	Murston Recreation Ground	Secured	Poor	1	Youth 11v11	2	Balanced Play
	Murston Recreation Ground	Secured	Poor	1	Junior 9v9	Balanced Play	4
	Murston Recreation Ground	Secured	Poor	1	Mini 7v7	0.5	2.5

Swale Borough Council

Playing Pitch Strategy

Key Question	Swale BC PPS Analysis 2023						
	Newington Recreation Ground	Secured	Poor	1	Adult 11v11	Balanced Play	2
	Newington Recreation Ground	Secured	Poor	1	Youth 11v11	1	3
	Rectory Road Recreation Ground	Secured	Poor	1	Junior 9v9	1	3
	Sittingbourne Recreation Ground	Secured	Poor	1	Mini 7v7	2	4
	The Appleyard	Secured	Poor	3	Adult 11v11	3.5	0.5
	The Appleyard	Secured	Poor	2	Junior 9v9	0.5	3.5
	The Appleyard	Secured	Poor	1	Mini Soccer 7v7	2	Balanced Play
	The Playstool	Secured	Poor	1	Adult 11v11	Balanced Play	2
	Totals			23		2	47

The following sites require improvements to ancillary facilities:

Central Park Stadium	Secured	Poor
Chapel Meadow	Secured	Poor
Kemsley Recreation Ground	Secured	None
King Georges Playing Field	Secured	Poor
Milton Recreation Ground	Secured	Poor
Murston Recreation Ground	Secured	Poor
Newington Recreation Ground	Secured	Poor
Rectory Playing Field	Secured	None
Sittingbourne Recreation Ground	Secured	None
The Playstool	Secured	Poor
Borden Grammar School Sports Field	Unsecured	None

Key Question	Swale BC PPS Analysis 2023							
	Sheppey Sub Area							
	The table below identifies the Sheppey sub areas poor quality pitches and shows that if the capacity of the poor-quality pitches were improved to good quality, then all except for Festival Park would be able to meet current weekly demand and improve weekly capacity.							
	Sheppey Sub Area	Security of Site	Quality Pitches - Poor	Pitch No.	Pitch Type	Current Weekly Demand	Balanced Play (Orange)/Over Play (Red) /Underplay (Green)	Demand Balance Created by improving Quality to Good
	Festival Park	Secured	Poor	1	Youth 11v11	3	1	
	Leysdown Coastal Park	Secured	Poor	1	Adult 11v11	0.5	1.5	
	Range Road	Secured	Poor	1	Adult 11v11	Balanced Play	2	
	Seager Road Sports Ground	Secured	Poor	1	Adult 11v11	0.5	1.5	
	Seager Road Sports Ground	Secured	Poor	1	Youth 11v11	1	1	
	The Co-Op Sports Club	Secured	Poor	1	Adult 11v11	1	3	
	St Georges Church of England Primary School	Secured	Poor	1	Adult 11v11	0.5	1.5	
	St Georges Church of England Primary School	Secured	Poor	1	Youth 11v11	1	3	
	Totals			8		3.5	12.5	
	The following sites require improvements to ancillary facilities:							
	Festival Park	Secured	Poor					
	King Georges Playing Field	Secured	None					
	Range Road Football Ground	Secured	Poor					
	Seager Road Sports Ground	Secured	Poor					
	St Georges Church of England Primary School	Unsecured	None					
	Thistle Hill	Secured	None					

Key Question	Swale BC PPS Analysis 2023																		
What are the main characteristics of the future supply and demand for provision	Sport England Playing Pitch Calculator estimates the following increase in match equivalent session by 2040 through population growth:																		
	<table border="1"> <thead> <tr> <th style="background-color: #cccccc;">Age Group</th> <th style="background-color: #cccccc;">MES per Week New Population</th> </tr> </thead> <tbody> <tr> <td>Men 11v11 (16-45yrs)</td> <td>6.72</td> </tr> <tr> <td>Women 11v11 (16-45yrs)</td> <td>0.42</td> </tr> <tr> <td>Boys 11v11 (12-15yrs)</td> <td>5.20</td> </tr> <tr> <td>Girls 11v11 (12-15yrs)</td> <td>0.67</td> </tr> <tr> <td>Boys 9v9 (10-11yrs)</td> <td>3.77</td> </tr> <tr> <td>Girls 9v9 (10-11yrs)</td> <td>0.67</td> </tr> <tr> <td>Mixed 7v7 (8-9yrs)</td> <td>5.54</td> </tr> <tr> <td>Mixed 5v5 (6-7yrs)</td> <td>5.29</td> </tr> </tbody> </table>	Age Group	MES per Week New Population	Men 11v11 (16-45yrs)	6.72	Women 11v11 (16-45yrs)	0.42	Boys 11v11 (12-15yrs)	5.20	Girls 11v11 (12-15yrs)	0.67	Boys 9v9 (10-11yrs)	3.77	Girls 9v9 (10-11yrs)	0.67	Mixed 7v7 (8-9yrs)	5.54	Mixed 5v5 (6-7yrs)	5.29
	Age Group	MES per Week New Population																	
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	Mixed 7v7 (8-9yrs)	5.54																	
Mixed 5v5 (6-7yrs)	5.29																		
The study has identified the following latent demand converted to match equivalent sessions. 1 MES is equivalent to 1 pitch:																			
<table border="1"> <thead> <tr> <th style="background-color: #cccccc;">Age Group</th> <th style="background-color: #cccccc;">MES per Week Latent Demand</th> </tr> </thead> <tbody> <tr> <td>Men 11v11 (16-45yrs)</td> <td>3</td> </tr> <tr> <td>Women 11v11 (16-45yrs)</td> <td>1.5</td> </tr> <tr> <td>Boys 11v11 (12-15yrs)</td> <td>2</td> </tr> <tr> <td>Girls 11v11 (12-15yrs)</td> <td>0</td> </tr> <tr> <td>Boys 9v9 (10-11yrs)</td> <td>3.5</td> </tr> <tr> <td>Girls 9v9 (10-11yrs)</td> <td>1</td> </tr> <tr> <td>Mixed 7v7 (8-9yrs)</td> <td>2</td> </tr> <tr> <td>Mixed 5v5 (6-7yrs)</td> <td>1.5</td> </tr> </tbody> </table>	Age Group	MES per Week Latent Demand	Men 11v11 (16-45yrs)	3	Women 11v11 (16-45yrs)	1.5	Boys 11v11 (12-15yrs)	2	Girls 11v11 (12-15yrs)	0	Boys 9v9 (10-11yrs)	3.5	Girls 9v9 (10-11yrs)	1	Mixed 7v7 (8-9yrs)	2	Mixed 5v5 (6-7yrs)	1.5	
Age Group	MES per Week Latent Demand																		
Men 11v11 (16-45yrs)	3																		
Women 11v11 (16-45yrs)	1.5																		
Boys 11v11 (12-15yrs)	2																		
Girls 11v11 (12-15yrs)	0																		
Boys 9v9 (10-11yrs)	3.5																		
Girls 9v9 (10-11yrs)	1																		
Mixed 7v7 (8-9yrs)	2																		
Mixed 5v5 (6-7yrs)	1.5																		
Is there enough accessible and secured community use provision to meet future demand?	There is currently insufficient supply to meet future estimated demand. The future supply is showing overplay and a deficit of pitches. The table below shows in green underplay and red overplay. It identifies the match equivalent need currently for Swale Borough (All three sub areas) plus the identified latent demand and Sport England Playing Pitch Calculator Tool estimated demand for 2040.																		

Key Question	Swale BC PPS Analysis 2023				
		Match Equivalent Sessions Actual Overlay /Underplay in The Peak Period 2023	Match Equivalents Sessions (Latent Demand)	Future Population Match Equivalent Sessions 2040	Total Overlay Underplay Match Equivalent Sessions 2040
	Adult 11v11 Current and Future Overlay and Underplay				
	Totals Secured and Unsecured Community Use	6	4.5	7.14	5.64
	Youth 11v11 Current and Future Overlay and Underplay				
	Totals Secured and Unsecured Community Use	2	2	5.87	9.87
	Junior 9v9 Current and Future Overlay and Underplay				
	Totals Secured and Unsecured Community Use	2.5	4.5	4.44	11.74
	Mini Soccer 7v7 Current and Future Overlay and Underplay				
	Totals Secured and Unsecured Community Use	3	2	5.54	10.54
	Mini Soccer 5v5 Current and Future Overlay and Underplay				
	Totals Secured and Unsecured Community Use	2.5	1.5	5.29	4.29
	<p>There is a need to consider additional pitches to meet future demand across all typologies and a need to use 3G AGPs for match play at peak times.</p> <p>Developer contributions should be used to provide pitches to meet future population demands. 1 MES is equivalent to 1 pitch.</p> <p>The table above identifies the following additional need for pitches by 2040 considering total secured and unsecured pitches,</p>				

Football Draft Recommendations

1. Protect existing quantity of pitches unless replacement provision is able to meet Sport England Playing Fields Policy and suitable mitigation, or replacement provision is agreed and delivered.
2. Where pitches are overplayed and/or assessed as 'Poor' quality, prioritise investment (likely to be externally driven) and review delivery model of maintenance. This is to ensure maintenance is of an appropriate standard to sustain use and improve quality to 'standard' or 'good'.
3. Encourage use of PitchPower Assessments to assess pitch quality across all providers, especially local authority-maintained provision to maintain a current technical understanding of pitch quality and to evidence need for increased investment at priority sites. Kent FA are Working with parish Councils to ensure PitchPower assessments where pitches are maintained.
4. Support clubs and other eligible organisations to access funding through the likes of Football Foundation to improve quality of grass pitches and to sustain good quality once improved.
5. Consider the potential and feasibility for asset transfer or long-term leasehold to clubs which express interest and are considered realistically able to sustain and maintain sporting provision as required, allowing for greater opportunities to access external funding streams for facility development. Such as the Football Foundation Home Advantage Programme.
6. Work to accommodate future demand as well as unmet and latent demand at sites which are not operating at capacity, or at sites not currently available for community use that could become so, moving forward.
7. Provide security of tenure for clubs using remaining unsecured sites through community use agreements or through conditions of external investment, particularly at key education sites used by community clubs and teams.
8. Ensure all teams are playing on the pitches of the correct size.
9. Improve ancillary facilities where there is a demand to do so and where it can benefit the wider footballing offer. Ensure any works provide suitability for female and disability access to facilitate increased football formats. Prioritise multi - pitch sites and key sites for female participation and development, seek to provide access to toilet facilities as a minimum requirement at all sites.
10. Where a residential development is of a size to justify on-site football provision, (2 pitches or more) focus on the creation of multi-pitch sites that meet the new demand created by the development and existing shortfalls where possible, with accompanying clubhouse, access and car parking provision included given that single pitch sites without appropriate ancillary facilities can be unsustainable.

11. Where a development is not of a size to justify on-site football provision, secure contributions to improve existing sites within the locality, guided by the priorities identified within the PPS Action Plan and Swale Local Football Facility Plan
12. Update the Swale Local Football Facility Plan based on the key findings of the PPS.

3. Third Generation Turf (3G) Artificial Grass Pitches (AGPS)

Introduction

- 3.1. There are several surface types that fall into the category of artificial grass pitch (AGP). The three main groups are rubber crumb (also known as third generation turf or 3G), sand based (filled or dressed) and water based.

Table 31: AGP type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (60mm with shock pad)	Rugby surface – must comply with World Rugby type 22 and/or RFL Community Standard, requires a minimum of 60mm pile.
Rubber crumb	Medium Pile 3G (55-60mm)	Preferred football surface. Suitable for noncontact rugby union/league practice or play.
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football.
Sand	Sand Filled	Competitive hockey and football training.
Sand	Sand Dressed	Preferred hockey surface and suitable for football training.
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

- 3.2. England Hockey’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) when no sand-based or water-based AGPs are available.
- 3.3. Competitive football can take place on 3G surfaces that have been FA or FIFA certified and a growing number of 3G pitches are now used for competitive match play when passed an approved test and registered on the FAs 3G pitch register at mini soccer and youth level. *The recommended dimensions for a full size 3G artificial grass pitch for football are 100 x 64 metres. This extends to an area of 106 x 70 metres with the recommended minimum three metre run off area included. These dimensions allow for all age group match play to take place including adults, youth under 17/18 and younger age groups via overmarked pitches, e.g. the marking out of two 9v9 pitches for under 11/12s. If a new pitch is proposed to measure below the recommended dimensions, then justification must be provided for this in relation to the identified needs it will provide for and/or site constraints. In doing so, the impacts of a reduced pitch size in meeting current and future needs must be considered, e.g. a pitch not providing the recommended dimensions for adult match play and/or only being able to accommodate one rather than two overmarked 9v9 pitches. This justification needs to be included in the planning application details submitted to the relevant Local Planning Authority for the new pitch. Unless otherwise stated and justified for an individual pitch, proposals in this PPS for any new 3G artificial grass pitches are based on providing them to the recommended dimensions.*

- 3.4. FIFA 3G pitch certification is required to host competitive adult match play at Step 3 and below, whilst for teams playing at Steps 1 or 2 pitches are required to have FIFA Pro standard certification, further information on which is included later in the section. Football training can take place on sand and water-based surfaces but is not the preferred option.
- 3.5. World Rugby (WR) 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. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling, and lineouts can take place. All full-size World Rugby compliant 3G pitches feature on the RFU register, including expiry dates of certification. Upon registration, World Rugby compliancy is valid for two years before renewal and retesting is required.
- 3.6. Competitive rugby league play and contact practice is permitted to take place on 3G pitches which are deemed by the RFL to meet its Performance Standard for Synthetic Turf Pitches. 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, consequently World Rugby certified 3G pitches are considered by the RFL to be able to meet rugby league requirements and are deemed suitable for rugby league use subject to passing an additional exclusive RFL performance standard test.

Current Provision

3G Football Turf Artificial Grass Pitches (FTPs)

- 3.7. Table 32: shows the existing full size 3G AGPs in Swale:

Table 32: Existing 3G AGPs Swale

Site Name	Analysis Area	No. of Pitches	Available Community Use Peak Period	Security of tenure	Size	Pile	Sports Lighting (Yes or No)	FA Registered	Year Built/ Refurbished
Borden Grammar School ME10 4DB	Sittingbourne	1	Monday – Friday – 17.00 - 21.30 hours Weekends Saturday 09.00 – 18.00 hours – Sunday 09.00 – 18.00 hours	Secured	97m x 62m	Sand Filled	Yes	No	Built 2003 carpet replaced 2018. Needs new LED lights.

Swale Borough Council
Playing Pitch Strategy

Site Name	Analysis Area	No. of Pitches	Available Community Use Peak Period	Security of tenure	Size	Pile	Sports Lighting (Yes or No)	FA Registered	Year Built/ Refurbished
			<p>Used by Sittingbourne Hockey Club: Mondays 6pm – 7pm Tuesdays 7pm – 9pm Wednesdays 6.00pm – 9.30pm Thursdays 7pm – 8.30pm Saturdays 9am – 6pm</p> <p>Only suitable for non-contact rugby union training and football training but not match play.</p> <p>Suitable for hockey training and match play.</p>						
Faversham Town Football Club	Faversham	1	The AGP has community use, with a formal community use agreement in place. The pitch markings are restricted to 11v11 due to ground grading requirements for the level of football. The AGP is used by Faversham Town FC and Faversham Strike Force for match play (Saturday PM) and training Monday evening and Thursday evening) and . This will allow more slots at the Abbey School to be filled with new youth, ladies, and disability teams around the town. Faversham Town FC Kent Youth League Teams are using the 3G pitch for match play on Sundays.	Secured	100m x 64m	Rubber Crunb	Yes	Expires May 2024	Built 2023

Swale Borough Council
Playing Pitch Strategy

Site Name	Analysis Area	No. of Pitches	Available Community Use Peak Period	Security of tenure	Size	Pile	Sports Lighting (Yes or No)	FA Registered	Year Built/ Refurbished
Westlands School ME10 1PF	Sittingbourne	1	Used by Gore Court Hockey Club Tuesdays 8pm – 9pm Wednesdays 6.30pm – 9.00pm Thursdays 7pm – 9.30pm Saturdays 9am – 6pm Sundays 9.30pm – 12 Noon Only suitable for non-contact rugby union training and football training but not match play. Suitable for hockey training and match play	Secured	100m x 60m	Sand Filled	Yes	No	New carpet and subbase provided July 2023. Needs new LED lights.
Sittingbourne School ME10 4NL	Sittingbourne	1	Monday – Friday – 17.00 - 21.00 hours Weekends Saturday 09.00 – 18.00 hours Sunday 09.00 – 18.00 hours Used Monday-Thursday 6pm – 8pm Saturday 11am – 12 noon Only suitable for non-contact rugby union training and football training but not match play Suitable for hockey training but too small for adult match play;	Unsecured	54m x 35m	Sand filled	Yes	No	Built 2007 Standard quality will need a new carpet

Swale Borough Council
Playing Pitch Strategy

Site Name	Analysis Area	No. of Pitches	Available Community Use Peak Period	Security of tenure	Size	Pile	Sports Lighting (Yes or No)	FA Registered	Year Built/ Refurbished
Sittingbourne School ME10 4NL	Sittingbourne	1	<p>Monday – Friday 17.30 – 21.00 hours</p> <p>Weekends Saturday 10am – 4.30pm Sunday 10am – 8pm</p> <p>Fully booked 17.30 – 21.00 Monday to Thursday Friday booked 17.30 – 19.00. Saturday booked 10.am – 11,30am Sunday available all day.</p> <p>Has some spare capacity late evening and Fridays and for match play at weekends. Only suitable for football, non-contact rugby union training. Not suitable for hockey</p>	Unsecured	70m x 104m	Long pile 40mm	Yes	Yes, Expires May 2026	Built 2012 – will need a new carpet soon
The Abbey School	Faversham	1	<p>Monday – Friday 18.00 - 21.30 hours</p> <p>Weekends Saturday 10am – 4.30pm Sunday 09.00 – 18.00 hours</p> <p>Pitch is fully booked Monday – Friday and has bookings at the weekend.</p> <p>Only suitable for football, non-contact rugby league and rugby union training. Not suitable for hockey</p>	Secured	100m x 61m	Long Pile	Yes	Yes, Expires May 2025	Built 2007 will require a new carpet

Swale Borough Council

Playing Pitch Strategy

Site Name	Analysis Area	No. of Pitches	Available Community Use Peak Period	Security of tenure	Size	Pile	Sports Lighting (Yes or No)	FA Registered	Year Built/ Refurbished
Oasis Academy ME12 3JQ	Sheppey	1	<p>Available hours - Monday – Friday 18.00 – 21.00 hours – 15 hours</p> <p>Available hours - Weekends Saturday and Sunday 09.00 – 18.00</p> <p>Fully booked Monday – Friday 18.00 – 21.00 – Booked 15 hours.</p> <p>Saturday fully booked 09.00 – 12.00. 12.00 – 13.00 2/3rds available, 13.00 – 17.00 available – Booked 3 2/3rds hourly slots.</p> <p>Sundays 09.00 – 10.00 available, 10.00 – 12.00 fully booked, 12.00 – 17.00 available. Booked for 2 hours</p> <p>Only suitable for football, non-contact rugby league and rugby union training. Not suitable for hockey</p>	Unsecured	80m x 55m	Long	Yes	Yes, Expires May 2025	Year built 2013 will require refurbishment (Carpet over 10 years old).
Sheppey United FC ME12 3DB	Sheppey	1	<p>Only suitable for football, non-contact rugby league and rugby union training. Not suitable for hockey.</p> <p>Restricted community use due to match play mid-week and weekends.</p>	Secured	100 x 64	Long	Yes	Yes, expires May 2024	Built 2021
Sittingbourne Golf Centre ME9 9AR	Sittingbourne	1	<p>Monday – Friday 09.00 – 20.30 hours</p> <p>Weekends</p>	Secured	44m x 33m (7v7) Commercial Management	Long 57mm	Yes	No	Built 2021

Swale Borough Council Playing Pitch Strategy

Site Name	Analysis Area	No. of Pitches	Available Community Use Peak Period	Security of tenure	Size	Pile	Sports Lighting (Yes or No)	FA Registered	Year Built/ Refurbished
			Saturday and Sunday 09.00 – 13.00						
King Georges Playing Field ME13 8TH	Faversham	1	Used by Faversham Strike Force and local schools and clubs by appointment. Fully utilised.	Secured		Long	Yes	Yes, Expires May 2024	Built 2013 requires a replacement carpet. (Carpet over 10 years old)
HMP Elmley ME12 4DZ	Sheppey	1	Not available for public use	Unsecured		Sand filled			and new fencing
HMP Swaleside ME12 4AX	Sheppey	1	Not available for public use	Unsecured		Long			

Page 317

- 3.8. There are 2 x sand filled AGPs that are suitable for hockey. These are Westlands School AGP used mainly by Gore Court Hockey Club with occasional football training and Borden Grammar School used by Sittingbourne Hockey Club and Faversham Women's Hockey Club and has all hockey use. There is a smaller sand filled AGP at The Sittingbourne School that is too small for hockey and is used for football training and recreational football. Westlands School hockey AGP has had the sub base renewed and carpet replaced in July 2023.
- 3.9. HMP Emley has a small sand dressed and 3G AGP neither of these are available for public.
- 3.10. Central Stadium, Sittingbourne had a small sand dressed AGP that is not recorded in Pitch Finder or Active Places Power. The sand dressed AGP is not suitable for match play or training as it has fallen into complete disrepair and is surrounded by a lorry park. There may be an opportunity to repurpose to provide small-sided training provision although access may be an issue.
- 3.11. There is a 7v7 3G AGP built in 2021 at Sittingbourne Golf Centre managed commercially with floodlights but not FA 3G pitch registered.

3.12. In total there are 6 AGPs, 5 are full size and 1 5v5. All are FA 3G Pitch registered and have floodlights. These are:

- The Sittingbourne School Full Size – Sittingbourne
- The Abbey School full Size – Faversham
- Faversham Town FC full size - Faversham
- King George’s Playing Field (Faversham Strike Force FC) 5v5 – Faversham
- Oasis Academy Full size – Sheppey
- Sheppey United FC Full Size - Sheppey

3.13. A new full size 3G AGP which is FA 3G Pitch Registered has opened at Faversham Town FC at the start of the 2023/24 season. The AGP has community use, with a formal community use agreement in place. The pitch markings are restricted to 11v11 due to ground grading requirements for the level of football. The AGP is used by Faversham Town FC and Faversham Strike Force for match play and training. This will allow more slots at the Abbey School to be filled with new youth, ladies, and disability teams around the town. Faversham Town FC Kent Youth League Teams are using the 3G pitch for match play on Sundays.

3.14. There are no World Rugby Regulation 22 AGPs provided in Swale currently. There is a need for additional floodlit training for Rugby Union in Sittingbourne and Faversham sub areas. Any new 3G AGPs proposed for these two sub areas should consider the need for floodlit training facilities for Rugby Union and a World Regulation 22 compliant pitch in these two sub areas.

3.15. Football clubs across Swale particularly in the Faversham and Sittingbourne sub areas have stated the need for additional 3G football turf pitches for training and match play. The existing 3G AGPs are full Monday to Friday except for some late-night hours and Friday evenings, times that are not always suitable for use. Sittingbourne Clubs include Bredhurst Juniors and Seniors, Sittingbourne Fc. Park Regis, Upchurch. Faversham clubs include Dawes Hernehill Herons and Faversham Strike Force

3.16. The way 3G AGPs are used is rapidly changing; current line-marking systems allow for match play across all formats of football (5 v 5, 7 v 7, 9 v 9 and 11 v 11). This enables significant levels of match-play to be transferred from grass to 3G.

Future Provision 3G AGPs

3.17. The Swale Local Football Facilities Plan (LFPP) 2020 highlights the following 3G AGP need:

- **King George Playing Field (Faversham)** - Existing facilities: site consists of one 7v7 3G FTP and three full size equivalent grass pitches with changing facilities. The 3G FTP was installed in 2013 and the surface will require replacing imminently. The current surface was not Football Foundation funded, there is a sinking fund in place, however, the club may need some assistance with funding.

- **Oasis Academy Sheppey** - Existing facilities: site consists of one full size 3G FTP and one full size equivalent grass pitch with changing facilities. The surface of the 3G FTP is approaching the end of its lifespan and requires resurfacing. The current surface is non-Football Foundation funded. The Academy was not directly consulted with as part of the LFFP process, further investigation and feasibility planning is required.
 - **Faversham Area** - In this area there is potential demand for one full size 3G FTP and two possible options. Any potential 3G FTP developments at the below sites would be subject to full feasibility planning at application stage. Further analysis is required to determine the site.
 - Option 1 - Faversham Town FC which has two full size equivalent grass pitches and changing facilities. The development of a 3G AGP has now come to fruition at Faversham Town. The community use however is restricted by use by Faversham Town FC Senior Teams.
 - Option 2 - Queen Elizabeth Grammar School which has three full size equivalent grass pitches and changing facilities. However, there are concerns surrounding Flood zone 3 and traffic assessment affecting the deliverability of the project.
 - Option 3 – consider alternatives or future housing development options as they arise.
 - **Sittingbourne School** - Existing facilities: site consists of one full size 3G FTP and five full size equivalent grass pitches with changing facilities. Additionally, there is a 50x35m sand based AGP situated adjacent to the existing 3G FTP. The current 3G FTP was funded by the Football Foundation. Consultation with the school highlights potential to convert the sand based AGP to 3G. Any 3G FTP development would be subject to full feasibility planning at application stage.
 - **Isle of Sheppey Area** - Through consultation and steering group discussions no obvious sites have been identified on the Isle of Sheppey. Location of potential 3G FTP is to be confirmed.
- 3.18. King George Playing Field Faversham is heavily used by Faversham Strike Force FC. The small sided 3G AGP is heavily used by the club and local schools with some rugby union non-contact training taking place. The AGP carpet requires replacing. The club are heavily invested into using The Abbey School 3G aGP and Faversham Town FC 3G AGP.
- 3.19. Oasis Academy Sheppey is used more now than in 2020 and the surface will require resurfacing soon.
- 3.20. Sittingbourne School – the small, sided sand based AGP is used totally for football training and no hockey takes place. The existing pitch is too small for either Gore Court or Sittingbourne Hockey Clubs use. There is potential to provide a 3G AGP surface at this site if the Swale Borough Playing Pitch Steering Group can agree to resurface the small, sided sand based to provide a 3G AGP.
- 3.21. Sheppey Area – since the Local Football Facilities Football Plan was written. Sheppey United have built a 3G AGP for its own use for matches and training. The club hires out the 3G pitch for community use but again this is restricted mid-week for match play. There is no formal community use agreement in place as part of the planning conditions.

Supply and Demand Analysis

FA Training Model

- 3.22. The FA considers high quality third generation artificial grass pitches as an essential tool in promoting coach and player development. AGPs can support intensive use and as such are great assets for both playing and training. Primarily such facilities have been installed for community use and training, however, are increasingly used for competition which The FA wholly supports.
- 3.23. The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA standard estimates that one full size AGP can service 38 teams.
- 3.24. Table 34: considers the number of full size 3G pitches required if every team was to remain training within the analysis area in which they play. The 3G requirement is rounded up to the whole number so every team has an opportunity to train.
- 3.25. The model assumes 38 football teams per full size 3G AGP. The number of teams in each sub area includes walking and disability football teams.
- 3.26. The current team numbers have been used with ONS Population Projections 2018 Sub National Based 2018 (2023 – 2040) and the data placed into the Playing Pitch Calculator (PPC). The output is 57 teams by 2040. In addition, the unmet demand of 32 teams has been consider. In total 89 teams in the future. This should be reviewed on an annual basis as team demand changes on an annual basis.
- 3.27. The unmet demand has been distributed to the sub areas where the teams play. The PPC have been distributed by using the percentage of current teams by sub area.
- 3.28. When applying the above methodology on a Swale Council basis there is a current need for a further 3.6 full size 3G pitches, rising to 5.8 to cater for future demand in 2040. This is in addition to the 5.5 3G AGPs which currently service Swale.

Swale Borough Council

Playing Pitch Strategy

Table 33: Current demand for 3G pitches in Swale for Affiliated Football Team Training (38 teams per pitch)

Analysis Sub Area	Current No. of Teams	Current Requirement	Current No. of Full size 3G	Current Shortfall	Future Number of Teams 2040	Future Requirement 2040	Future Shortfall 2040
Faversham	106	2.8	2.5	0.3	134	3.5	1
Sittingbourne	152	4	1	3	191	5	4
Sheppey	87	2.3	2	0.3	109	2.8	0.8
Swale Total	345	9.1	5.5	3.6	434	11.3	5.8

- 3.29. In conclusion, there is an insufficient supply of full size 3G pitches to meet current and anticipated future training demand based on the FA training model in Swale. There is a need for further provision to be provided currently in the Sittingbourne sub area. It must be noted though that there will be restrictions on use mid-week on the full-size pitches at Faversham Town FC and Sheppey United 3G AGP due to midweek matches.
- 3.30. To ensure that current and any future supply are maintained to a good enough standard to accommodate demand, providers are encouraged to put sinking funds in place to ensure long-term sustainability. Annual budgets must include a sink fund to provide funds for replacing the surface every 7 - 10 years depending on use. This will allow for re-surfacing to take place when required and will ensure that FA certification remains in place.
- 3.31. Any new 3G pitches should comply with FA certification once installed and be placed on the FA 3G Pitch Register to allow for match play as well as training.
- 3.32. Discussions should be held between the FA Football Foundation and RFU when considering any additional 3G AGPs in the Sittingbourne sub area. Sittingbourne Rugby Club have a need for floodlit training mid-week and a World Rugby Regulation 22 AGP would meet this need.
- 3.33. In addition, if a 2 x AGP hockey facility is provided in the future, this would mean that either Westlands School AGP or Borden Grammar School AGP may be redundant in the Sittingbourne Sub Area and discussions should be held to see if it would be possible to reconfigure one of these AGPs to 3G and or World Rugby Regulation 22 AGP.

3G Pitch and Artificial Grass Pitch Draft Recommendations

1. All existing AGPs are required to be protected in the Local Plan including the disused AGP at Central Park. All AGPs should be protected unless equivalent or better replacements are to be provided or appropriate mitigation is provided that meets Sport England Playing Pitch Policy and National Governing Body guidelines.
2. There is an insufficient supply of full size 3G pitches to meet current and anticipated future demand for football in Swale. Particularly in the Sittingbourne Sub Area.
3. There are currently 5.5 full size 3G pitches across Swale (Includes Faversham Town FC). All are available for community use and are currently FA Registered.
4. There is an existing need for 9.1 3G pitches and a current shortfall of 3.66 3G pitches.
5. Considering future need for 2040. Demand modelling predicts a need for a further 2.2 x 3G AGPs in addition to the current shortfall of 3.66 x 3G AGPs. The future requirement 2040 minus current supply is predicted to be 5.8 3G AGPs.
6. Consider a 3G AGP that can be utilised as a World Rugby Regulation 22 compliant AGP as well as football in the Sittingbourne Sub Area particularly provide for rugby training mid-week.
7. Consider meeting future demand for a 2 AGP sports hub for hockey that has been identified in the hockey section of the PPS.
8. Consider reconfiguration of either Westlands School or Borden Grammar School AGP to a 3G AGP if a 2 x AGP facility is built for hockey in the future. This would still leave 3 x AGPs for Hockey demand.
9. To ensure that current and any future supply are maintained to a good enough standard to accommodate demand, providers are encouraged to put sinking funds in place to ensure long-term sustainability. Annual budgets must include a sink fund to provide funds for replacing the surface every 7 -10 years depending on use and maintenance. This will allow for re-surfacing to take place when required and will ensure that FA certification remains in place.
10. Any new 3G pitches should comply with FA certification once installed and be placed on the FA 3G Pitch Register to allow for match play as well as training.

4. Rugby Union

Introduction

- 4.1. This appendix to the Swale Borough Council Playing Pitch Strategy 2023 details the current picture of facility supply and demand for the playing pitch sport of **rugby union** - at playing field sites in the borough.

Pitch Supply (Step 2)

- 4.2. For all the playing pitch sports included in the scope of the PPS for Swale Borough, the supply information has been gathered, as far as possible, by a combination of data collection and review, and face to face consultations with all clubs.
- 4.3. Sources of information – The sources of information used to establish current pitch supply were latest Sport England Active Places Power audit for playing pitches; relevant NGB, county board and club websites; NGB insight data (where available); face to face consultation with the three rugby clubs based in Swale Borough and information provided by school’s surveys.
- 4.4. Site visits and inspections – Visits to the rugby pitches in Swale Borough and visual, non-technical inspection.

Rugby Supply

- 4.5. Findings relating to rugby pitch supply in Swale Borough is summarised below.

Number and sizes of pitches

- 4.6. In the 2022/23 season, there are 6 sites providing 9 senior rugby pitches across Swale Borough. A third pitch at Sheppey rugby Club is currently used for football. Faversham sub area has 3 senior pitches, Sittingbourne sub area 4 senior pitches and Sheppey sub area 2 senior pitches.

Table 34: Swale Rugby Union Pitches by sub Area

Sub Area	Site	Number of Senior Pitches	Secured Community use
Faversham	Faversham Recreation Ground	1	Yes
	Queen Elizabeth Grammar School	1	No
	The Abbey School	1	No

Sub Area	Site	Number of Senior Pitches	Secured Community use
Sittingbourne	Fulston Manor School	2	No
	Gore Court Cricket Club (Top Field)	2	Yes
Sheppey	Sheppey Rugby Club	2 (3 rd pitch being used for football)	Yes

Secured Community Use Pitches

4.7. There are 3 secured community use club sites one in each sub area:

- Faversham Sub Area – Faversham Rugby Club – Faversham Recreation Ground
- Sittingbourne Sub Area – Sittingbourne Rugby Club – Gore Court (Top Field)
- Sheppey Sub Area – Sheppey Rugby Club

4.8. Currently Sheppey Rugby Club is the only Club that owns its site with 2 senior rugby pitches, senior football pitch and clubhouse.

4.9. Sittingbourne Rugby Club currently use 2 senior rugby pitches on the Top Field at Gore Court Sports Club and have use of the clubhouse and train on grass land adjacent to the clubhouse. Although the pitches are secure community use the Rugby club has become the largest user of Gore Court Sports Club clubhouse but recognises that it needs its own facilities for the future. Gore Court Sports Club purchased the Top Field in the late 1960's early 1970's and originally used for cricket and hockey

4.10. Faversham Rugby Club have a single senior pitch at Faversham Recreation Ground rented to them but owned by the local authority and their clubhouse is part of the Lodge at Faversham Recreation Ground leased from Swale Borough Council. The club currently has a 10-year lease on the Lodge. The club have been in the Lodge for a number of years as the only tenant until the local authority received Heritage funding and the Lodge was redesigned. The original lease ceased. The redesign of the Lodge with the Heritage Funding has allowed a café style kiosk to open onto the main park with a small loss of space for the rugby club and the kiosk has been leased to a commercial caterer. The club still has access to a garden area, bar and changing facilities at the Recreation Ground.

4.11. The other rugby pitch sites are all unsecured community use sites in education ownership.

Pitch Quality Community Use Rugby Union Sites.

4.12. All sites have been visited and non-technical site assessments have been undertaken to provide an overall quality score that is in line with the RFU guidance provided below. Face to face consultation has taken place with all three rugby clubs.

Swale Borough Council

Playing Pitch Strategy

- 4.13. The maintenance and drainage scores determine the capacity of a pitch in match equivalents. The drainage scores 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. If systems are beyond this, then they are considered to be natural drainage – adequate or inadequate depends on pitch condition.

Table 35: RFU pitch assessment guidance

Drainage	Maintenance		
	Poor (M0)	Standard (M1)	Good (M2)
Natural Inadequate (D0)	0.5	1.5	2
Natural Adequate (D1)	1.5	2	3
Pipe Drained (D2)	1.75	2.5	3.25
Pipe and Slit Drained (D3)	2	3	3.5

Page 325

4. Table 37 below shows the pitch scores following a non-technical quality assessment of the pitches that are used by the community for rugby in Swale Borough and discussions with the three rugby clubs. This allows us to understand the capacity of each pitch from a community use perspective, using the capacity calculations in Table 36.

Table 36: Community sites and individual pitch capacity

Site Name	Type of pitch	Drainage Score	Pitch maintenance score	Pitch Capacity	Overall capacity of site
Sheppey RUFC	Pitch 1 (Training Pitch Floodlit)	D1	M1	2	4
Sheppey RUFC	Pitch 2 (Main Pitch outside clubhouse)	D1	M1	2	
Sittingbourne RUFC	Pitch1	D1	M1	2	4
Sittingbourne RUFC	Pitch 2	D1	M1	2	
Faversham RUFC	Pitch	D1	M0	1.5	1.5

- 4.15. Sheppey Rugby Club – considers it two pitches are good quality naturally drained and adequate, however pitch maintenance could be improved. There is a third pitch on site that is currently being used for football adjacent to the floodlit training pitch. Based on a drainage Score D1 and maintenance score M1 the two pitches have capacity for 4 MES per week.

- 4.16. Sittingbourne Rugby Club – considers the 2 pitches it has use of are of good quality. Both pitches are adequately naturally drained. Pitch quality maintenance could be improved. Based on a drainage Score D1 and maintenance score M1 the two pitches have capacity for 4 MES per week. The club trains on a separate grass area with partial floodlights next to the Gore Court Sports Club pavilion.
- 4.17. Faversham Rugby Club – considers its 1 pitch to be adequately naturally drained but has had issues with tree roots from nearby trees protruding through the pitch. The maintenance of the pitch could be improved. Based on a drainage Score D1 and maintenance score M0 the pitch has capacity for 1.5 MES per week. The club trains at the Abbey School either on the 3G AGP or in the school sports Hall. Neither AGP can be used for full contact training.

Proposed Rugby Supply Changes

- 4.18. The identified supply changes are:

1. Sittingbourne Rugby Club via a section 106 agreement will have access to a new site in Wises Lane as part of a housing development. A current planning application is awaiting approval 23/500263/REM - Approval of Reserved Matters for Scale, Appearance, Landscaping, Layout being sought for the Sittingbourne Rugby Club and Community Hub including, 2x RFU compliant rugby pitches and associated parking, pursuant to application 17/505711/HYBRID. The new site will comprise of a sports club and community building, sports club car park, and 2 senior rugby pitches all to RFU standards. The agreement is that the site will be delivered before 180 houses are built. However, floodlights were not agreed as part of the planning permission. A junior rugby pitch and two mini rugby pitches are to be provided on the new primary school playing fields across the road from the new rugby club development. Sittingbourne Rugby Club will be the incumbent sports club and have said they will have access to the junior and two mini rugby pitches on the school site. The club foresee a need to continue use of midweek training sessions on the existing grass area currently being used at Gore Court Sports Club due to no floodlights being allowed at the Wises Lane site.
2. Faversham Rugby Club has stated during consultation that they have discussed land requirements with the Duchy of Cornwall Development at South East Faversham and that there is a possibility of land being available near to the M2, which would be large enough for 2 senior pitches a car park and a club house for their rugby use, if the development was agreed. The club believe they would have to find the funding to build the clubhouse and develop the pitches.
3. Sheppey Rugby Club could convert their third pitch back to rugby from football if required. The club has planning permission for the erection of a single-story front and single storey rear extension to the existing clubhouse. The club is looking to modernise the current facilities so it can cater for its wide membership base of women, children and men. The new extension and refurbishment will meet RFU guidance for space and design to provide changing rooms, lavatories, and showers. A larger area for match officials is proposed along with a suitable first aid room/physio room for the club's members. The proposal includes extension of the bar area to allow comfortable viewing of the pitch from the clubhouse and provide a separate function area and members area. The club will have access to funding for the specific use of enhancing its clubhouse facility – Planning Reference 18/503135/OUT 700 new houses - Unilateral Agreement stating £160,000 off site contributions to Sheppey Rugby Club.

Pitch Demand (Step 3)

4.19. For all four sports of the main playing pitch sports, the following pitch demand information, has been gathered, as available, by a combination of data collection and review, surveys and face to face club consultations:

4.20. The sources of information used to establish current rugby pitch demand were:

- Face to face consultations with all three rugby clubs.
- Sport England tools - i.e. Active Places Power and Sports Market Segmentation (SMS) trends and latent demand.
- Club and league websites.

Rugby Demand

4.21. Findings relating to rugby pitch demand in Swale Borough for the 2022/23 season are summarised below.

Clubs and Teams

4.22. The clubs have the following teams 2022/23:

- **Sheppey RFC** (source face to face consultation) – 1st XV men’s, 2nd XV men’s, 1st XV Women’s, U14 youth team. U10, U9, U7 mini midi teams.
- **Sittingbourne RFC** (Source face to face consultation) – 2 adult (male) teams, Development Team playing one game per month, Vets team playing 4 games a year and a Vets team playing in the Kent County Cup. 1 women’s team set up for the first time in 2022. U17 male, U16 male, U15 male, U14 male, U13 male, U12 male, U11 and U10 mixed, U9 mixed, U8 mixed and Under 7’s and 6s mixed.
- **Faversham RFC** (Source face to face consultation) – 2 adult male teams and 1 women’s team.

Table 37: Number of Rugby Union Teams – Swale Borough

Site Name	Adult Men	Adult Women	Juniors U18 – U19	Juniors 13 – 17 years	Minis U12 – U6
Sheppey RUFC	2	1	-	1	3
Sittingbourne RUFC	5	1	-	5	7
Faversham RUFC	2	1	-	-	-
Totals	8	3	-	6	10

Training and Match Demand

- 4.23. The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is determined by quality. As a minimum, the quality, and therefore the capacity, of a pitch affect the playing experience and people's enjoyment of playing rugby. In extreme circumstances it can result in the inability of the pitch to cater for all or certain types of play during peak and off-peak times.
- 4.24. To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied:
- All sites that are used for competitive rugby matches are included on the supply side.
 - As a winter sport most mid-week training will take place under floodlights
 - All competitive play is on senior sized pitches (except for where mini or junior pitches are provided).
 - From U14 upwards, teams play 15 v 15 on a full-size pitch.
 - Mini teams (U7-12) play on half of a senior pitch i.e., two teams per senior pitch.
 - 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 traditional home and away basis (assumes half of matches will be played away).
 - For mini teams, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one adult team pitch or mini pitch.
 - Most male adult club rugby match play takes place on a Saturday afternoon.
 - Colts Rugby U18 match play takes place on Sundays,
 - All U13-U16 rugby takes place both midweek for training and weekends on a Sunday morning for match play.
 - Women's rugby union takes place traditionally on Sunday's pm unless it is University Rugby, which takes place Wednesday afternoons.
 - Training that takes place on club pitches is reflected by the addition of team equivalents. 2 teams training on one pitch on one evening = one match equivalent session.

- Quality of pitches determines the capacity or number of times a pitch can be played. The RFU has set guidance standards for the number of matches and match equivalent sessions that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity).
- **Sheppey RFC:**
 - 2 adult (male) teams play on Saturday afternoons (1 MES) and train on Wednesday (1 MES).
 - Women's team train Sunday mornings (0.5 MES) and play Sunday afternoons (0.5 MES).
 - Youth U14's (0.5 MES) and 3 mini/midi teams train and play Sunday AM (0.75 MES).
 - Match play equates to 1.5 MES per week and 1 MES for floodlit midweek training and 1.75 MES for Sunday training. This totals 4.25 match and training equivalent sessions per week.
- **Sittingbourne RFC**
 - 1st XV men's, 2nd XV men's 3rd XV development squad play once a month The legion a social team playing 4 games a season. Vets team competes in the Kent County cup. Adult teams play on a Saturday afternoon and train on Tuesday and Thursday evenings (5 teams = 2.5 MES midweek training per week x 2 equates to 5 MES per week).
 - For senior team match play add the Social Team, Development Team and Vets team together to provide a whole seasons of matches equivalent to 1 team equates to 0.5 MES per week and the 1st XV and 2nd XV equates to 1 MES per week This equates to 1.5 match play MES per week.
 - Women's team train Wednesday midweek 0.5 MES and play Sunday afternoons 0.5 MES
 - U17's play Sunday mornings 0.5 MES and train Wednesday and Thursday midweek 1 MES.
 - U16's train or play every Sunday morning 0.5 MES and train Wednesday midweek 0.5 MES
 - U15's train or play every Sunday morning 0.5 MES and train Tuesdays midweek 0.5 MES.
 - U14's train or play every Sunday morning 0.5 MES and train Tuesdays midweek 0.5 MES
 - U13's train or play Sunday mornings 0.5 MES and train Thursday midweek 0.5 MES
 - U12's train and play Sunday mornings 0.25 MES
 - U10's and U11's train as a combined squad Sundays 0.25 MES
 - U9's train and play Sunday mornings 0.25 MES per week.
 - U8's train and play Sunday morning 0.25 MEs per week.
 - U6's and 7's combine training on Sunday morning 0.25 MES per week
 - The total training and match equivalent sessions per week equate to 16.75 MES. Midweek training equates to 11 MES, Sunday training equates to 3.75 MES and match play Saturdays equates to 1.5 MES per week and 0.5 MES Sunday pm.
- **Faversham RFC**
 - 1st XV and 2nd XV men's play Saturday pm 1 MES and train on Tuesdays midweek 1 MES.
 - Women's team plays Sunday pm 0.5 MES and trains on Tuesdays midweek 0.5 MES.
 - The total training and match equivalent sessions per week equate to 3 MES. Midweek training equates to 1.5 MES, match play Saturdays equates to 1 MES per week and 0.5 MES Sunday pm.

Unmet Demand

- 4.25. Clubs have identified unmet demand and aspire to further growth of members and informal participation although consider that that they are operating at capacity on the playing areas they currently have available.
- 4.26. Sheppey RFC aspire to provide the following additional teams: 1 senior vets man's and U12s team = 0.5 MES senior match play and 0.5 MES senior training under floodlights. 0.25 MES training/match play weekly.
- 4.27. Sittingbourne RFC aspire to provide 2 youth girl's teams to support the new women's team. 1 MES training mid-week and 1 MES match play weekends weekly.
- 4.28. Faversham RFC if they had the coaching staff and facilities would like to start a junior section. Not allocated but a scenario 1 junior team and 3 minis would require an additional 0.5 MES mid-week training and 1.25 MES weekend match play and training.
- 4.29. The total additional match play and training MES weekends would be 3 MES and mid-week floodlit training would be 2 MES.

Latent Demand

- 4.30. By providing and promoting more opportunities for social play (e.g. vets sides) and less physically demanding forms of the game (e.g. Adult Touch and TAG) it is clear there is good potential to grow the game further in Swale.

Displaced Demand

- 4.31. There is no imported demand for rugby in Swale. In other words, no clubs and teams based in other local authority areas play or train on rugby pitches in Swale as their home ground.

Future Demand (Rugby Growth) Population Demand

- 4.32. As well as growth through latent demand, there will be growth through population demands.
- 4.33. Swale Borough Council are currently in the process of updating and providing a new local plan that will go to 2040.
- 4.34. The position on housing numbers is for the period 1st April 2022 to 31st March 2040 i.e., 18 years (1078 p.a.) is the need for 19,404. About 8,000 dwellings are already accounted for through allocations in the current local plan, bearing fruits and other planning permissions. This leaves a total of 11,404 new dwellings to be allocated.

- 4.35. A total of 11,404 homes with an average household size of 2.3 persons provides a new resident population of 26,299. The Sport England Playing Pitch Calculator Tool identifies the demand and need for additional pitches and cost for rugby facilities across Swale up to 2040.
- 4.36. The table below identifies the number of rugby pitches required to meet population increase from new developments by 2040 across Swale. The Playing Pitch Calculator identifies that developer’s contributions capital costs towards rugby union between 2023 and 2040 should be £296,175 with lifecycle costs per annum of £63,382 and changing room costs of £698,789. The new population generates match play MES of 1.65 MES per week and training MES under floodlights 1.86 MES per week. The current unmet demand equates to 3 MES match play/training weekends and 2 MES weekday under floodlights per week. The total projected additional MES is 4.65 weekly for match play and training at weekends and 3.86 MES mid-week for training under floodlights.

Table 38: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040.

	Number of pitches required to meet the estimated demand	Capital Cost	Lifecycle Cost (per annum)	Changing rooms (number)	Changing rooms (capital cost)
Total	1.65	£296,175	£63,382	3.31	£698,789
Natural Grass Pitches	1.65	£296,175	£63,382	3.31	£698,789
Rugby Union	1.65	£296,175	£63,382	3.31	£698,789

Summary of Demand, supply and Capacity for Weekly Training and Match Play

- 4.37. Sheppey Rugby Club has demand for 1 MES training mid-week. The women’s team and juniors train on a Sunday. Table 40 identifies spare capacity on the training pitch midweek of 1 MES. The spare mid-week 1 MES can accommodate some Sunday training and match play. Overall, there is a shortfall of 0.25 MES.

Table 39: Sheppey Rugby Club Summary of Demand, Supply and Capacity for weekly Training Equivalent Sessions and match play

Cub	Demand Training Equivalent Sessions Per Week	Supply Training equivalent sessions per Week	Overplay Training Equivalent Sessions Per Week.
Sheppey Rugby Club Training Pitch Floodlit	1	2	1
Totals	1	2	1

Swale Borough Council Playing Pitch Strategy

Cub	(A) Demand Match Equivalent Sessions per Week and Sunday Morning Training for Women' s Team	(D) Supply Match & Training Equivalent Sessions per Week	(E) Overplay Match and Training Equivalent Sessions per Week
Sheppey Rugby Club			
Pitch 2 has capacity for 2 MES and 1 MES Training Pitch from table above (D)	3.25	3	0.25
Totals	3.25	9	Overall 0.25

4.38. Sittingbourne Rugby Club has demand for 11 MES training mid-week. Sunday training equates to 3.75 MES and match play Saturdays equates to 1.5 MES per week and 0.5 MES Sunday pm. There are no floodlit pitches for mid-week training.

4.39. Training takes place adjacent to the clubhouse at Gore Court. On the basis that there is no pitch as such for training there is a shortfall of 11 MES. There is a 1.75 shortfall of match play and training MES at the weekends.

Table 40: Sittingbourne Rugby Club Summary of Demand, Supply and Capacity for weekly Training Equivalent Sessions and Match Play

Cub	Demand Training Equivalent Sessions Per Week	Supply Training equivalent sessions per Week	Overplay Training Equivalent Sessions Per Week
Sittingbourne Rugby Club Training	11	0	11
Totals	11	0	11

Cub	(A) Demand Match Equivalent Sessions per Week and Sunday Morning Training	(D) Supply Match & Training Equivalent Sessions per Week	(E) Overplay Match and Training Equivalent Sessions per Week
Sittingbourne Rugby Club			
Pitch 1 and 2	5.75	4	1.75
Totals	5.75	4	1.75

4.40. Faversham Rugby Club has demand for 1.5 MES training mid-week. Training currently takes place on the 3G AGP at Abbey School and must be non-contact as this type of pitch is not suitable for full contact rugby union. On this basis there is a shortfall of 1.5 MES training need. There is an even balance between demand and supply for match play MES.

Swale Borough Council

Playing Pitch Strategy

Table 41: Faversham Rugby Club Summary of Demand, Supply and Capacity for weekly Training Equivalent Sessions and Match Play

Cub	Demand Training Equivalent Sessions Per Week	Supply Training equivalent sessions per Week	Overplay Training Equivalent Sessions Per Week.
Faversham Rugby Club Training	1.5	0	1.5
Totals	1.5	0	1.5
Cub	(A) Demand Match Equivalent Sessions per Week and Sunday Morning Training	(D) Supply Match & Training Equivalent Sessions per Week	(E) Overplay Match and Training Equivalent Sessions per Week
Faversham Rugby Club	1.5	1.5	0
Pitch			
Totals	1.5	1.5	0

Page 333

4.1. Table 42 below provides a summary of the current 2022/23 season demand, supply and capacity for weekly training equivalent sessions and match play across Swale Borough for rugby union. There is a shortfall of 11.5 MES for mid-week weekly floodlight training and a shortfall of 2 MES for match play and weekly training at weekends.

Table 42: Swale Borough Rugby Union Summary of Current 2022/23 Season Demand, Supply and Capacity for weekly Training Equivalent Sessions and Match Play

Cub	Demand Training Equivalent Sessions Per Week	Supply Training equivalent sessions per Week	Overplay Training Equivalent Sessions Per Week.
Swale Borough Training Mid-Week Under floodlights	13.5	2	11.5
Totals	13.5	2	11.5
Cub	(A) Demand Match Equivalent Sessions per Week and Sunday Morning Training	(D) Supply Match & Training Equivalent Sessions per Week	(E) Overplay Match and Training Equivalent Sessions per Week
Swale Borough Match Play and Weekend Training	10.5	8.5	2
Totals	10.5	8.5	2

4.42. Table 43 below identifies the current 2022/23 season and future 2040 demand and supply for rugby club MES and pitches. The shortfall in 2040 equates to 15.36 MES for weekly training under floodlights and 6.65 MES for weekend match play and training.

Table 43: Current and Future Demand to 2040 For Community Rugby club Pitches

	(A) Current Demand Match Equivalent Sessions 2022/23	(B) Current Capacity Weekly Training and Match Equivalents (2022/23)	(C) Current Shortfall Match Equivalent Sessions (2022/23) = (B – A)	(D) Participation Increase Aspirations	(E) Projected Population Increase (2023 – 204)	Future deficit match and Training Equivalent Sessions (2031)
Weekly Training MES Under floodlights - midweek	13.50	2	11.50	2	1.86	15.36
Weekly Match and Training MES - weekend	10.50	8.50	2	3	1.65	6.65

4.43. Given the above-mentioned shortfalls, priority should be placed first and foremost on alleviating overplay. Given that the majority of overplay is a result of training demand on grass pitches, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to World Rugby Regulation 22 compliant AGPs. Scenarios exploring this are evidenced below.

Scenario - Improving pitch quality.

- 4.44. Improving pitch quality and drainage of existing rugby union pitches and the impact on weekly capacity is considered in the table below.
- 4.45. Sheppey Rugby Club pitch improvements would increase capacity by 3 MES per week and would meet the current shortfall as the shortfall is currently for match play and weekend training.
- 4.46. Sittingbourne Rugby Club pitch improvements to its existing pitches at Gore Core Sport Ground would meet the shortfall for match play and weekend training 1.75 MES by increasing capacity by 3 MES. It would not impact on mid-week training as neither pitch is floodlit. There would still be a deficit of 11 MES for mid-week training.
- 4.47. Faversham Rugby Club has balanced play for match play but a shortfall of 1.5 MES for training mid-week under a floodlit pitch. As the club has no access to a floodlit rugby pitch, this shortfall cannot be met by pitch quality improvements. Improving the pitch quality would provide an additional 2 MES allowing for additional junior teams to be able to play matches at weekends but not provide for training MES under floodlights.

Swale Borough Council

Playing Pitch Strategy

Table 44: Improving Quality and Drainage of Rugby Pitches and impact on weekly capacity.

Site	Match & Training Capacity Weekly	Overplayed MES Weekly	Improve Quality of Maintenance/ Drainage	Overplay/Spare Capacity after improving quality of Drainage and Maintenance Weekly
Sheppey Sports Club	Pitch 1 (Outside clubhouse) 2 MES Pitch 2 floodlit pitch (Both pitches Maintenance M1/ Drainage D1) 2 MES Total 4 MES	Total 0.25 MES	Maintenance at highest. M2 (2 MES) Improve drainage to pipe and slit increase to D3/M2 MES (3.5 MES x 2 pitches = 7MES) from D1/M1 (2 MES x 2 pitches = 4 MES) weekly improvement = 3 MES Total weekly increased capacity equates to 3 MES.	2.75 MES
Sittingbourne Rugby Club	Pitch 1 - 2 MES Pitch 2 – 2MES (Both pitches Maintenance M1/ Drainage D1) Total 4 MES	Total 12.75 MES	Improve maintenance to M2 and drainage to pipe and slit D3 = M2/D3 (2 pitches x 3.5 MES) = 7 MES from M1/D1 (2 x 2 MES) = 4 MES Total weekly increased capacity equates to 3 MES	9.75 MES
Faversham Rugby Club	Pitch 1 - (Maintenance MO/ Drainage D1) Total 1.5 MES	6 MES	Improve maintenance to M2 and drainage to pipe and slit D3 = M2/D3. (1 pitch x 3.5 MES) = 3.5 MES from M0/D1 (1.5 MES x 1) = 1.5 MES. Total weekly increased capacity equates to 2 MES.	2 MES
Totals				5 MES

Page 335

- 4.48. By improving the maintenance to good M2 and providing pipe and slit drainage D3 across all sites and pitches still leaves a shortfall of 5 MES.
- 4.49. This indicates that there is a need for additional pitches or access to a World Rugby Regulation 22 Compliant pitch to alleviate this overplay.

Scenario – Sittingbourne Rugby Club Wises Lane

- 4.50. If Sittingbourne Rugby Club moved to Wises Lane and the quality of the pitches was maintenance M2, and drainage was pipe and slit D3 M2/D3 for each of the pitches this would equate to 2 senior pitches and 1 junior pitch and 2 mini soccer pitches providing 3.5 MES each equating to 17.5 MES. This meets the current match play and weekend training MES requirements of 5.75 MES but will not meet the 11 MES mid-week floodlit training shortfall as none of the pitches will be floodlit.

Scenario- Increasing Access to Rugby Union Floodlit Training Provision

- 4.51. If Faversham Rugby Club could have access to 2 rugby pitches as part of any new development in Faversham and these pitches were floodlit and provided maintenance M2 and drainage was piped and slit the training and match play MES would provide for 7 MES. This would provide for the current 3 MES required for training and match play weekly and provide the necessary MES weekly for junior teams to be developed.
- 4.52. Sittingbourne Rugby Club weekly training midweek equates to 11 MES. The club does not have access to floodlit pitches. If 1 floodlit pitch was provided this would be equivalent to 3.5 MES weekly. There would still be a shortfall of 7.5 MES. If the 2 senior and the school junior pitch at the proposed Wises Lane site were floodlit this would provide 1.5 MES weekly under floodlights but would still not be sufficient to meet match play MES at the weekends, Consideration should be given to provision of a World Rugby 22 Regulation 22 pitch to meet current and future demand.
- 4.53. An option could be to explore in partnership with the FA Football Foundation provision of a World Rugby Regulation 22 compliant AGP as there is a shortfall of Football 3G AGPs in the Sittingbourne sub area,

5. Rugby Union Summary

- 5.1 This section summarises the findings from the rugby analysis, which will form the basis of the recommendation and action plan section for SBC Playing Pitch Strategy 2023.
- 5.2 Table 45. includes the response to 5 key questions, which provide a standardised illustration of supply and demand for playing pitch sports provision. It shows the Analysis from the 2023 PPS.

Table 45: Key PPS findings for Rugby in Swale Borough

Key Question	Swale BC PPS Analysis 2023
What are the main characteristics of the current supply and demand for provision?	<p>In the 2020/23 season, there are 6 sites providing 9 senior rugby pitches across Swale Borough. A third pitch at Sheppey Rugby Club is currently used for football. Faversham sub area has 3 senior pitches, Sittingbourne sub area 4 senior pitches and Sheppey sub area 2 senior pitches.</p> <p>There are 3 secured community use club sites one in each sub area:</p> <ul style="list-style-type: none"> Faversham Sub Area – Faversham Rugby Club – Faversham Recreation Ground Sittingbourne Sub Area – Sittingbourne Rugby Club – Gore Court (Top Field) Sheppey Sub Area – Sheppey Rugby Club <p>Currently Sheppey Rugby Club is the only Club that owns its site with 2 senior rugby pitches, senior football pitch and clubhouse.</p> <p>Sittingbourne Rugby Club currently use 2 senior rugby pitches on the Top Field at Gore Court Sports Club and have use of the clubhouse and train on grass land adjacent to the clubhouse. Although the pitches are secure community use the Rugby Club has become the largest user of Gore Court Sports Club clubhouse but recognises that it needs its own facilities for the future. Gore Court Sports Club purchased the Top Field in the late 1960's early 1970's and was originally used for cricket and hockey.</p> <p>Faversham Rugby Club have a single senior pitch at Faversham Recreation Ground rented to them but owned by the local authority and their clubhouse is part of the Lodge at Faversham Recreation Ground leased from Swale Borough Council. The club currently has a 10-year lease on the Lodge.</p> <p>The club have been in the Lodge for several years as the only tenant until the local authority received Heritage funding and the Lodge was redesigned. The original lease ceased. The redesign of the Lodge with the Heritage Funding has allowed a café style kiosk to open onto the main park with a small loss of space for the rugby club and the kiosk has been leased to a commercial caterer. The club still has access to a garden area, bar and changing facilities at the Recreation Ground.</p> <p>The other rugby pitch sites are all unsecured community use sites in education ownership. Faversham – Queen Elizabeth Grammar School 1 rugby pitch and Abbey School 1 rugby pitch. Sittingbourne – Fulston Manor school 2 rugby pitches.</p> <p>There is no current provision of a World Rugby Regulation 22 AGP.</p>

Key Question	Swale BC PPS Analysis 2023
	<p>Sheppey Rugby Club – considers it two pitches are good quality naturally drained and adequate, however pitch maintenance could be improved. There is a third pitch on site that is currently being used for football adjacent to the floodlit training pitch. Based on a drainage Score D1 and maintenance score M1 the two pitches have capacity for 4 MES per week.</p> <p>Sittingbourne Rugby Club – considers the 2 pitches it has use of are of good quality. Both pitches are adequately naturally drained. Pitch quality maintenance could be improved. Based on a drainage Score D1 and maintenance score M1 the two pitches have capacity for 4 MES per week. The club trains on a separate grass area with partial floodlights next to the Gore Court Sports Club pavilion.</p> <p>Faversham Rugby Club – considers its 1 pitch to be adequately naturally drained but has had issues with tree roots from nearby trees protruding through the pitch. The maintenance of the pitch could be improved. Based on a drainage Score D1 and maintenance score M0 the pitch has capacity for 1.5 MES per week. The club trains at the Abbey School either on the 3G AGP or in the school sports Hall. Neither AGP can be used for full contact training.</p> <p>The clubs have the following teams 2022/23:</p> <ul style="list-style-type: none"> • Sheppey RFC (source face to face consultation) – 1st XV men’s, 2nd XV men’s, 1st XV Women’s, U14 youth team. U10, U9, U7 mini midi teams. • Sittingbourne RFC (Source face to face consultation) – 2 adult (male) teams, Development Team playing one game per month, Vets team playing year and a Vets team playing in the Kent County Cup. 1 women’s team set up for the first time in 2022. U17 male, U16 male, U15 male, U14 male U12 male, U11 and U10 mixed, U9 mixed, U8 mixed and Under 7’s and 6s mixed. • Faversham RFC (Source face to face consultation) – 2 adult male teams and 1 women’s team. <p>Training and Match Demand 2022/23 Season</p> <ul style="list-style-type: none"> • Sheppey RFC: <ul style="list-style-type: none"> ➢ 2 adult (male) teams play on Saturday afternoons (1 MES) and train on Wednesday (1 MES). ➢ Women’s team train Sunday mornings (0.5 MES) and play Sunday afternoons (0.5 MES). ➢ Youth U14’s (0.5 MES) and 3 mini/midi teams train and play Sunday AM (0.75 MES). ➢ Match play equates to 1.5 MES per week and 1 MES for floodlit midweek training and 1.75 MES for Sunday training. This totals 4.25 match and training equivalent sessions per week. • Sittingbourne RFC <ul style="list-style-type: none"> ➢ 1st XV men’s, 2nd XV men’s 3rd XV development squad play once a month the legion a social team playing 4 games a season. Vets team competes in the Kent County cup. Adult teams play on a Saturday afternoon and train on Tuesday and Thursday evenings (5 teams = 2.5 MES midweek training per week x 2 equates to 5 MES per week). ➢ For senior team match play add the Social Team, Development Team, and Vets team together to provide a whole seasons of matches equivalent to 1 team equates to 0.5 MES per week and the 1st XV and 2nd XV equates to 1 MES per week This equates to 1.5 match play MES per week. ➢ Women’s team train Wednesday midweek 0.5 MES and play Sunday afternoons 0.5 MES. ➢ U17’s play Sunday mornings 0.5 MES and train Wednesday and Thursday midweek 1 MES. ➢ U16’s train or play every Sunday morning 0.5 MES and train Wednesday midweek 0.5 MES. ➢ U15’s train or play every Sunday morning 0.5 MES and train Tuesdays midweek 0.5 MES.

Key Question	Swale BC PPS Analysis 2023
	<ul style="list-style-type: none"> ➤ U14's train or play every Sunday morning 0.5 MES and train Tuesdays midweek 0.5 MES. ➤ U13's train or play Sunday mornings 0.5 MES and train Thursday midweek 0.5 MES. ➤ U12's train and play Sunday mornings 0.25 MES. ➤ U10's and U11's train as a combined squad Sundays 0.25 MES ➤ U9's train and play Sunday mornings 0.25 MES per week. ➤ U8's train and play Sunday morning 0.25 MEs per week. ➤ U6's and 7's combine training on Sunday morning 0.25 MES per week ➤ The total training and match equivalent sessions per week equate to 16.75 MES. Midweek training equates to 11 MES, Sunday training equates to 3.75 MES and match play Saturdays equates to 1.5 MES per week and 0.5 MES Sunday pm. <ul style="list-style-type: none"> • Faversham RFC <ul style="list-style-type: none"> ➤ 1st XV and 2nd XV men's play Saturday pm 1 MES and train on Tuesdays midweek 1 MES. ➤ Women's team plays Sunday pm 0.5 MES and trains on Tuesdays midweek 0.5 MES. ➤ The total training and match equivalent sessions per week equate to 3 MES. Midweek training equates to 1.5 MES, match play Saturdays equates to 1 MES per week and 0.5 MES Sunday pm. <p>Summary of Training and Match Demand</p> <p>Sheppey Rugby Club has demand for 1 MES training mid-week. The women's team and juniors train on a Sunday. There is spare capacity on the training pitch midweek of 1 MES. The spare mid-week 1 MES can accommodate some Sunday training and match play. Overall, there is a shortfall of 0.25 MES.</p> <p>Sittingbourne Rugby Club has demand for 11 MES training mid-week. Sunday training equates to 3.75 MES and match play Saturdays equates to 1.5 MES per week and 0.5 MES Sunday pm. There are no floodlit pitches for mid-week training. Training takes place adjacent to the clubhouse at Gore Court. On the basis that there is no pitch as such for training there is a shortfall of 11 MES. There is a 1.75 shortfall of match play and training MES at the weekends.</p> <p>Faversham Rugby Club has demand for 1.5 MES training mid-week. Training currently takes place on the 3G AGP at Abbey School and must be non-contact as this type of pitch is not suitable for full contact rugby union. On this basis there is a shortfall of 1.5 MES training need. There is an even balance between demand and supply for match play MES.</p> <p>Sheppey Rugby Club has planning permission to improve its clubhouse. Sittingbourne Rugby Club are waiting for new provision to be provided at Wises Lane as part of a Section 106 Agreement that will provide a new club house 2 senior pitches and on an adjacent school site access to a junior and 2 mini rugby pitches.</p> <p>Faversham Rugby Club aspires to move from Faversham Recreation Ground to a new 2 pitch and clubhouse facility that could be provided for from the Duchy of Cornwall's proposed new housing development in Faversham, but no planning application has come forward.</p>

Swale Borough Council

Playing Pitch Strategy

Key Question	Swale BC PPS Analysis 2023
<p>Is there enough accessible and secured community use provision to meet current demand</p>	<p>The current provision is secured but there is not sufficient capacity of match equivalent session (MES) to meet weekly training and match play demand.</p> <p>Sheppey Rugby Club - Overall, there is a shortfall of 0.25 MES.</p> <p>Sittingbourne Rugby Club - On the basis that there is no pitch as such for training that has floodlights, there is a shortfall of 11 MES weekly. In addition, there is a 1.75 MES shortfall of match play and training MES at the weekends.</p> <p>Faversham Rugby Club has demand for 1.5 MES training mid-week. Training currently takes place on the 3G AGP at Abbey School and must be non-contact as this type of pitch is not suitable for full contact rugby union. On this basis there is a shortfall of 1.5 MES training need weekly. There is an even balance between demand and supply for match play MES.</p> <p>Across Swale Borough there is a shortfall of 11.5 MES for mid-week weekly floodlight training and a shortfall of 2 MES for match play and weekly training at weekends.</p>
<p>Is the provision that is accessible of sufficient quality and appropriately maintained.</p>	<p>All three community rugby union sites could improve pitch maintenance to M2 and drainage to pipe and slit.</p> <p>Sheppey Rugby Club pitch improvements would increase capacity by 3 MES per week and would meet the current shortfall as the shortfall is currently for match play and weekend training.</p> <p>Sittingbourne Rugby Club pitch improvements to its existing pitches at Gore Core Sport Ground would meet the shortfall for match play and weekend training 1.75 MES by increasing capacity by 3 MES. It would not impact on mid-week training as neither pitch is floodlit. There would still be a deficit of 11 MES for mid-week training.</p> <p>Faversham Rugby Club has balanced play for match play but a shortfall of 1.5 MES for training mid-week under a floodlit pitch. As the club has no access to a floodlit rugby pitch, this shortfall cannot be met by pitch quality improvements. Improving the pitch quality would provide an additional 2 MES allowing for additional junior teams to be able to play matches at weekends but not provide for training MES under floodlights.</p>
<p>What are the main characteristics of the future supply and demand for provision</p>	<p>Sport England Playing Pitch Calculator identifies that developer's contributions capital costs towards rugby union between 2023 and 2040 should be £296,175 with lifecycle costs per annum of £63,382 and changing room costs of £698,789.</p> <p>The Playing Pitch calculator identifies that population increases between 2023 and 2040 generates match play MES of 1.65 per week and training MES under floodlights 1.86 per week.</p> <p>The rugby clubs current unmet demand equates to 3 MES match play/training weekends and 2 MES weekday under floodlights per week.</p> <p>The total projected additional MES to 2040 is 4.65 weekly for match play and training at weekends and 3.86 MES mid-week for training under floodlights.</p> <p>Including the current demand and supply, unmet demand and future population demand, the shortfall in 2040 equates to 15.36 MES for weekly training under floodlights and 6.65 MES for weekend match play and training.</p>

Key Question	Swale BC PPS Analysis 2023
<p>Is there enough accessible and secured community use provision to meet future demand</p>	<p>There is a need to protect the current rugby union provision unless improved better facilities that are accessible for the existing rugby clubs are provided as replacement before the existing rugby facilities are closed.</p> <p>Given the above-mentioned shortfalls, priority should be placed first and foremost on alleviating overplay. Given that the majority of overplay is a result of training demand on grass pitches, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to World Rugby Regulation 22 compliant AGPs.</p> <p>With provision of a new rugby club facility at Wises Lane for Sittingbourne Rugby Club which would provide a new club house well maintained and drained pitches - 2 senior pitches and access to a junior and 2 mini rugby pitches, this would equate to 17.5 MES. This will meet the current match play and weekend training MES requirements of 5.75 MES but will not meet the 11 MES mid-week floodlit training shortfall as none of the pitches will be floodlit. This will however, meet the demand for match play in the future.</p> <p>Consideration should be given to provision of a World Rugby 22 Regulation 22 pitch to meet current and future demand.</p> <p>An option could be to explore in partnership with the FA Football Foundation provision of a World Rugby Regulation 22 compliant AGP as there is a shortfall of Football 3G AGPs in the Sittingbourne sub area,</p> <p>Sheppey Rugby Club can improve its pitch maintenance and drainage. This will increase capacity by 3 MES per week and would meet the current shortfall as the shortfall is currently for match play and weekend training and meet future demand.</p> <p>Faversham Rugby would need to move from Faversham Recreation Ground to new facilities that provided a minimum of 2 pitches as a minimum 1 pitch would need to be floodlit and both pitches providing maintenance of M2 and drainage piped and slit. This would meet future demand.</p>

Rugby Union Draft Recommendations

5.3 The key issues for rugby union and draft recommendations are:

1. Protect all current rugby union sites and facilities in the Local Plan unless provision is made for new improved quality facilities that are accessible and provided before original facilities are closed.
2. Future population demand to 2040 projects a requirement from developer contributions to provide a minimum of The Playing Pitch calculator identifies that population increases between 2023 and 2040 generates match play MES of 1.65 per week and training MES under floodlights 1.86 per week.

3. Sport England Playing Pitch Calculator should be used to identify developer contributions from each new housing development in Swale Borough. The Playing Pitch Calculator and PPS 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 improvements to increase capacity of existing provision or if new provision is required. 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).
4. There is a need to develop the Wises Lane rugby facility for use by Sittingbourne Rugby Club with the appropriate community use agreements in place between the club and Swale Borough Council and the club and the school for use of the school pitches. All building and pitch construction should meet Sport England and RFU design and pitch guidance.
5. There is a need to support Faversham Rugby Club with its aspirations to provide a new facility in the Faversham sub area providing as a minimum 2 floodlit senior rugby pitches and clubhouse.
6. All rugby club sites to undertake a PitchPower assessment of pitches to identify what improvements need to be undertaken to improve pitch maintenance and pitch quality with a view to increase capacity for match and training match equivalent sessions.
7. FA Football Foundation, Rugby Football Union, Swale Borough Council and Sittingbourne Rugby Club to consider working in partnership to provide a joint World Rugby Regulation 22 AGP and 3G AGP for both rugby and football use in the Sittingbourne sub area. This will alleviate the shortfall of weekly training MES currently and in the future.

6. Cricket

Cricket Club Demand and Number of Teams

- 6.1. This section provides an overview of the clubs and teams that play in the Swale Borough area. Table 47, 48 & 49 provides a breakdown of clubs and the number of team's adult men's, adult women, and junior teams. The clubs and teams are divided into the three sub areas agreed at Stage A Faversham, Sittingbourne, and Sheppey.

Table 46: Faversham Cricket Clubs and Team Numbers

Faversham Cricket Clubs and Team Numbers	Male Adult	Male Junior	Female Junior	Mixed Junior	Total
Bapchild Cricket Club	5	3	1		9
Boughton Under Blean Cricket Club	1				1
Davington Priory Cricket Club	1				1
Faversham Cricket Club	4	2		4	10
Norton Sports Cricket Club	1				1
Selling Cricket Club	1				1
Sheldwich Cricket Club	2	2			4
Eastling Cricket Club	1				1
Three Horseshoes Cricket Club	1				1
Totals	17	7	1	4	29

- 6.2. There are 9 community cricket clubs based in the Faversham sub area. Between them, the 9 clubs support 17 adult male open age teams either playing on a Saturday, Sunday, or midweek. There are 12 junior teams of which 1 is a girls' team and 3 mixed teams. The peak time of play is a Saturday for clubs with more than 1 team. The remaining 1 team clubs peak time is a Sunday for adults. Majority of junior games take place mid-week.

Swale Borough Council

Playing Pitch Strategy

Table 47: Sittingbourne Cricket Clubs and Team Numbers

Sittingbourne Cricket Clubs and Team Numbers	Male Adult	Male Junior	Female Junior	Mixed Juniors	Total
Bobbing Court and Lower Halstow Cricket Club	1				1
Borden Cricket Club	2				2
Bredgar Cricket Club	2				2
Gore Court Cricket Club	4				4
Milstead Cricket Club	2				2
Newington Cricket Club	3				3
Rodmersham Cricket Club	4	6		1	11
Upchurch Cricket Club	4	4			8
Woodcombe Cricket Club	1				1
Totals	23	10	0	1	34

Page 344

- 6.3. There are 9 community cricket clubs based in the Sittingbourne sub area. Between them, the 9 clubs support 23 adult male open age teams either playing on a Saturday, Sunday, or midweek. There are 10 junior male teams and 1 mixed team. The peak time of play is a Saturday for adults and mid-week for juniors.

Table 48: Sheppey Cricket Clubs and Teams

Sheppey Cricket Clubs and Team Numbers	Male Adult	Male Junior	Female Junior	Total
Eastchurch Cricket Club	2			2
Minster Cricket Club	8	4		12
Sheppey Cricket Club	2	1		3
Swale Prison Officers Cricket Club	1			1
Totals	13	5	0	18

- 6.4. There are 4 community cricket clubs based in the Sheppey sub area. Between them, the 3 clubs support 13 adult male open age teams either playing on a Saturday, Sunday, or midweek. There are 5 junior male teams. The peak time of play is a Saturday for adults and mid-week for juniors.

6.5. In total Swale Borough has 53 adult male cricket teams, 22 junior male teams and 1 junior girls' team and 5 mixed teams. A total of 81 teams.

All Stars Cricket (5-8-year-olds) and Dynamos Cricket (8 – 11-year-olds)

6.6. All Stars Cricket is a nationwide programme developed by the ECB and the Elite Coach Development team that aims to inspire 5- to 8-year-olds to take up cricket and to acquire the skills to play the game and connect them to the stars of English cricket.

6.7. Dynamos Cricket – Provides the next step for those graduating from All Stars Cricket and is an introduction for all 8 – 11-year-olds new to the sport. Complementing junior cricket, Dynamos provides children with a social offer focussed on developing fundamental movement skills and applying them in an exciting game of countdown cricket.

6.8. In Swale there are 6 identified clubs that have undertaken All Stars coaching. These are:

- Bapchild Cricket Club
- Faversham Cricket Club
- Rodmersham Cricket Club
- Upchurch Cricket Club
- Minster Cricket Club
- Sheppey Cricket Club

6.9. In the past Bobbing Court and Lower Halstow CC have participated in the All-Stars programme.

6.10. Bredgar Cricket Club has introduced youth and junior cricket training on Fridays. Despite a good attendance the club are not in the position to provide age group teams yet but aspire to in the future.

Women's and Girls Softball and Hardball

6.11. No clubs have been identified as providing women's softball sessions and no club has a women's team. Bapchild Cricket Club has 1 girls' team and Faversham Cricket Club has 4 mixed junior teams and Rodmersham Cricket Club has 1 mixed team. Women and girl's cricket is an area that Kent Cricket and the ECB will wish to increase participation in the future.

Unmet demand

6.12. None of the community clubs has identified unmet demand (for example waiting lists for junior sections).

Latent and Future demand

- 6.13. More accessible facilities and shorter, less formal game formats are being developed and promoted by the ECB in response to national research into the state of the game and to encourage more participation within these groups. Non-traditional community cricket - i.e., single teams, predominantly comprising players of South Asian or Black Caribbean heritage playing short format cricket in community or commercial leagues - is not currently taking place in Swale. Neither is informal Street 'Tapeball' Cricket taking place on an identifiable scale in any locations in the borough.
- 6.14. Currently no clubs in the borough have disability cricket sections.
- 6.15. Some clubs have identified that the adult men's game is finding it hard to maintain teams. Some clubs are struggling to provide 11 players and have had to cancel games during the 2023 season.
- 6.16. Some clubs that have identified that they wish to provide additional teams over the next 2 seasons. These are:
- Bapchild Cricket Club – 2 junior teams (10 MES per season)
 - Bredgar Cricket Club – 1 junior team. (5 MES per season)
 - Gore Court Cricket Club – 2 junior teams (10 MES per season)
 - Upchurch Cricket Club – 4 men's teams 2 junior teams (50 MES per season)
 - Milstead Cricket Club – 1 junior team (5 MES per season)
 - Rodmersham Cricket Club – 1 junior team (5 MES per season)
 - Newington Cricket Club – 1 men's team (10 MES per season)
 - Minster Cricket Club – 2 junior teams (10 MES per season)
- 6.17. The additional teams will create a need for 105 additional MES per season.

Displaced demand

- 6.18. Rainham Cricket Club 3rd XI from the Medway Council area play home games at Newington Cricket Club alternate Saturdays. Rainham Cricket Club 4th XI play at Bobbing and Lower Halstow Cricket Club Saturdays. Kent Cricket 60+ and 70+ teams play cricket midweek at Upchurch Cricket Club, Newington Cricket Club and Gore Court Cricket Club.
- 6.19. Some club's teams in Swale must use alternative cricket club facilities as there are insufficient cricket squares at their home grounds. These teams are:
- Bapchild 3rd XI play at Bobbing Court and Lower Halstow Cricket Club – Saturdays.

- Sheppey Cricket Club all teams play at Eastchurch Cricket Club and Swale Prison Officers Cricket Club use Eastchurch Cricket Club for midweek and ad hoc games.

Future Playing Pitch (Cricket) Demand – Population Growth

- 6.20. As well as growth through latent demand, there will be growth through population demands.
- 6.21. Swale Borough Council are currently in the process of updating and providing a new local plan that will go to 2040.
- 6.22. The position on housing numbers is for the period 1st April 2022 to 31st March 2040 i.e., 18 years (1078 p.a.) is the need for 19,404. About 8,000 dwellings are already accounted for through allocations in the current local plan, bearing fruits and other planning permissions. This leaves a total of 11,404 new dwellings to be allocated.
- 6.23. A total of 11,404 homes with an average household size of 2.3 persons provides a new resident population of 26,299. The Sport England Playing Pitch Calculator Tool identifies the need and cost for cricket facilities across Swale up to 2040.
- 6.24. The table below identifies the number of cricket grounds required to meet population increase from new developments by 2040 across Swale. The Playing Pitch Calculator identifies that developer’s contributions capital costs towards cricket between 2023 and 2040 should be £1,080,590 with lifecycle costs per annum of £218,279 and changing room costs of £1,236,129. The new population generates 128 match equivalent sessions per season. The latent demand equates to 105 MES per season. The total projected additional MES is 233 MES.

Page 347

Table 49: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040

	Number of pitches required to meet the estimated demand	Capital Cost	Lifecycle Cost (per annum)	Changing rooms (number)	Changing rooms (capital cost)
Total	2.92	£1,080,590	£218,279	5.85	£1,236,129
Natural Grass Pitches	2.92	£1,080,590	£218,279	5.85	£1,236,129
Cricket	2.92	£1,080,590	£218,279	5.85	£1,236,129

Pitch Supply

- 6.25. In the 2023 season, there were 23 maintained fine turf cricket squares providing 202 pitches across Swale Borough, across 21 sites used by community cricket clubs.

- 6.26. There are no sites that are currently classed as unsecured. Although Rodemrsham Cricket club lease expires in 2024.
- 6.27. There are 2 non-turf pitches at 2 secured community use sites.
- 6.28. In addition to the above fine turf supply there is 1 school Sittingbourne School with a cricket square. Non turf pitches are at the following schools - Borden Grammar School, Fulston Manor School, Queen Elizabeth's Grammar School, Westlands School, and the Abbey School within the borough. Clubs do not usually access the schools natural grass cricket pitch facilities or the non turf facilities and no Swale cricket club has been identified as using school facilities.
- 6.29. Sheppey Cricket Club have moved from Sheppey Sports Club, which is now just used for football and are playing at Eastchurch Cricket Club.
- 6.30. There are concerns at the possible loss of Woodcombe Cricket Club square at Murston Recreation Ground managed by Woodcombe Sports and Social Club. The club withdrew from the Kent Village League in 2022 and have not signed up for the 2023 season. The site is mainly football.

Local Authority Parks Pitches

- 6.31. There are no identified cricket pitches managed by Swale Borough Council provided in Local Parks. Any facility that the Council own are leased to cricket clubs.

Secured and Unsecured Community Use Pitches

- 6.32. All club sites are secured for community use.
- 6.33. There are some sites that are required to renew their lease.
- Rodmersham Cricket Club must renew by 2024 and has a lease arrangement with a developer. The club would like to be able to purchase the land.
 - Borden Cricket Club part of the Borden Sports Association who lease the grounds form Borden Parish Council need to renew their lease. There are 2 years left.
- 6.34. Bapchild Cricket Club has issues with the Highsted Park New Garden Community proposal and planning application for 11,500 dwellings. The club has formally responded to the initial consultation and states that it stands by its submission of objection with the revised planning application submitted in December 2022. The Club is not adverse to the proposal based on the principal that the Club would not be required to: - Relocate from their current ground (permanently or temporarily) - Move the cricket square - Reduce the size of the current pitch or non-playing areas (although non-playing areas could be moved) - Increase its operating costs unduly as a result of the plan and the - Pavilion (changing rooms, toilets, kitchen, storage room, bar and seating area), outbuilding (garage), nets, parking areas etc are replaced with similar or larger facilities to today's current standards if so required.

- 6.35. The Duchy of Cornwall land at Southeast Faversham between the A2 and the M2 is proposing 2.500 homes although no planning application has been submitted. The current Faversham Cricket Club site is leased to the club by the Duchy of Cornwall, and it is understood that via consultation with the Duchy of Cornwall the club has agreed to move to a new site with the same facilities as currently within the proposed development although no planning application has come forward yet. Faversham Cricket Club has chosen this site despite being offered alternative facilities provided through a section 106 agreement at Graveney Road and Lady Dane Farm Love Lane. This leaves a question mark over the land at Graveney Road and Lady Dane Farm Love Lane. The current proposal is for the site to be used for football.
- 6.36. Outline planning application for Orchard View Teynham – Master plan identifies a cricket square pavilion and changing facilities and car park.
- 6.37. The following table 51 provides a full overview of supply for all cricket pitches in the area.

Swale Borough Council

Playing Pitch Strategy

Table 50: Cricket site breakdown

Site	Playing Pitch Sites – currently providing community use for cricket	Cricket Club	Post Code	Ownership	Secured/Unsecured/Unavailable Community Use	Squares	Pitches Senior (Grass)	Pitches (non turf)	Quality Grass Pitches	Quality of Pavilion	Sub Area
Page 350	Bapchild Cricket Club	Bapchild Cricket Club	ME9 9LZ	Sports Club Rented from Farmer	Yes	1	14		Standard	Standard	Faversham
	Belmont Park Throwley	Eastling Cricket Club	ME13 0HH	Trust (House & Gardens)	Yes	1	6		Standard	Standard	Faversham
	Cadmans Meadow - Selling Cricket Club	Selling Cricket Club	ME13 3RQ	Sports Club	Yes	1	10		Good	Good	Faversham
	Davington Priory Cricket Club	Davington Priory Cricket Club	ME13 7TE	Local Authority Leased to Club	Yes	1	6		Standard	Poor	Faversham
	Faversham Cricket Club (Formerly Macknade Cricket Club)	Faversham Cricket Club	ME13 8XF	Club lease from Duchy of Cornwall	Yes	1	14		Good	Standard	Faversham
	Norton Park	Norton Sports Cricket Club	ME13 0SN	Sports Club	Yes	1	6		Standard	Standard	Faversham
	Sheldwich Lees Village Green	Sheldwich Cricket Club	ME13 0LY	Common Land Sheldwich Lees	Yes	1	7		Standard	Standard	Faversham
	Sparrows Hill	Boughton under Blean Cricket Club	ME13 9TX	Club rent from Mount Ephraim Estate	Yes	1	4		Standard	Standard	Faversham
	Herne Hill Village Hall Forstal	Three Horseshoes Cricket Club	ME 13 9UA	Rented from Parish Council	Yes	1	5		Standard	Good	Faversham
	The Playstool	Borden Cricket Club	ME9 8LP	Borden Parish Council Leased to Borden Sports Association. Cricket Club is part of the Association	Yes	1	8		Standard	Good	Sittingbourne
	Bredgar Recreation Ground	Bredgar Cricket Club	ME9 8EP	Parish Council Rent to the Club	Yes	1	8		Standard	Poor	Sittingbourne

Swale Borough Council

Playing Pitch Strategy

Site	Playing Pitch Sites – currently providing community use for cricket	Cricket Club	Post Code	Ownership	Secured/Unsecured/Unavailable Community Use	Squares	Pitches Senior (Grass)	Pitches (non turf)	Quality Grass Pitches	Quality of Pavilion	Sub Area
12	Chapel Meadow	Bobbing Court & Lower Halstow Cricket Club, Bapchild Cricket Club 3 rd XI	ME9 7AA	Sports Club	Yes	1	9		Standard	Standard	Sittingbourne
13	Gore Court Cricket Club (The Grove)	Gore Court Cricket Club, Kent Cricket 60+ teams	ME10 1YT	Sports Club	Yes	1	10		Good	Good	Sittingbourne
	Gore Court Cricket Club (The Grove) Top Field (By Primary School)	Gore Court Cricket Club	ME10 1LU	Sports Club subject to 299-year lease with Swale BC	Yes	1	8		Standard	N/A	Sittingbourne
	Holywell Meadow	Upchurch Cricket Club, Kent cricket 60+ teams	ME9 7AD	Sports Club own site with club house	Yes	1	10		Good	Good	Sittingbourne
16	Holywell Meadow (New Ground)	Upchurch Cricket Club	ME9 7AD	2nd pitch leased from local farmer	Yes	1	10		Good	N/A	Sittingbourne
17	Milstead Cricket Club -	Milstead Cricket Club	ME9 0RX	Sports Club	Yes	1	10		Standard	Good	Sittingbourne
18	Murston Recreation Ground	Woodcombe Cricket Club	ME10 3RT	Local Authority Leased to Club	Yes	1	6		Standard	Good	Sittingbourne
19	Rodemersham Cricket Club	Rodemersham Cricket Club and Schools Cricket	ME9 0PR	!5-year lease owned by a developer lease runs out in 2024	Yes	1	15		Good	Standard	Sittingbourne
20	Rooks Woods	Newington Cricket Club & Rainham Cricket club 3 rd XI	ME9 8NN	Leased to sports club from a private individual	Yes	1	7		Good	Good	Sittingbourne
21	Gilbert Hall	Minster Cricket Club	ME12 3RF	Kent County Council 10-year lease remaining	Yes	1	14		Good	Good	Sheppey
22	Gilbert Hall Nursery Ground	Minster Cricket Club	ME12 3RF	As above	Yes	1	6		Standard	N/A	Sheppey

Swale Borough Council
Playing Pitch Strategy

Site	Playing Pitch Sites – currently providing community use for cricket	Cricket Club	Post Code	Ownership	Secured/Unsecured/Unavailable Community Use	Squares	Pitches Senior (Grass)	Pitches (non turf)	Quality Grass Pitches	Quality of Pavilion	Sub Area
23	Shurland	Eastchurch Cricket Club, Sheppey Cricket Club & Swale Prison Officers Cricket Club	ME12 4BN	Held in Trust with a peppercorn Rent to Swale BC	Yes	1	9		Standard	Good	Sheppey

6.38. School sites which are not used by clubs but would-be unsecured usage if they were available for use or used, are provided in table 52 below.

Table 51: Swale Borough School Cricket Facilities

Site	Post Code	Management	Unavailable	Squares	Pitches	Non-Turf Pitch
The Abbey School – Faversham	ME13 8RZ	Education	Unavailable	0	0	1
Queen Elizabeth Grammar School – Faversham	ME10 4DB	Education	Unavailable	0	0	1
Westlands School - Sittingbourne	ME10 1PF	Education	Unavailable	0	0	1
Sittingbourne Community College	ME10 4NL	Education	Unavailable	1	6	0
Fulton Manor School	ME10 4HS	Education	Unavailable	0	0	1
Borden Grammar School	ME10 3DB	Education	Unavailable	0	0	1

Quality, Capacity Supply and Demand Assessment

- 6.39. Each site (and pitch) has been provided with a quality rating. The capacity rating per pitch has been agreed with the ECB a poor pitch rating is zero, standard pitch rating four and a good pitch rating five.
- 6.40. The total capacity for grass cricket pitches across Swale Borough is shown in table 53 below. There are 898 available match equivalents per season. The demand in 2023 is for 527 match equivalent sessions per season, with a theoretical underplay of 371 match equivalent sessions per season across the whole of Swale Borough. The new population generates 128 match equivalent sessions per season. The latent demand equates to 105 MES per season. The total projected additional MES is 233 MES. Theoretically the additional MES required by 2040 can be met from the existing theoretical underplay. This may well require developer contributions to be used to improve exiting cricket facilities across Swale to meet the needs of the new population by 2040.
- 6.41. Overplay occurs at 1 site across Swale. Rooks Woods Newington Cricket Club (Sittingbourne sub area). The remainder of the sites across Swale each have a theoretical underplay.

Swale Borough Council

Playing Pitch Strategy

Table 52: Pitch Quality Ratings and Supply and Demand capacity

Site No.	Playing Pitch Sites – currently providing community use for cricket	Playing Pitch Sites – currently providing community use for cricket (A)	Squares (B)	Wickets Senior (grass) (C)	Quality Grass Pitches (Wickets) (D)	Capacity per pitch (Wicket) (E)	Cricket Capacity Grass pitch per season (2023) (F)	Demand per season (2023) (H)	Capacity Demand Balance per Season (2023) (I) = (F) – (H)	Sub Area
1	Bapchild Cricket Club	Bapchild Cricket Club	1	14	Standard	4	56	43	13	Faversham
2	Belmont Park Throwley	Eastling Cricket Club	1	6	Standard	4	24	6	18	Faversham
3	Cadmans Meadow	Selling Cricket Club	1	10	Good	5	50	10	40	Faversham
4	Davington Priory Cricket Club	Davington Priory Cricket Club	1	6	Standard	4	24	10	14	Faversham
5	Faversham Cricket Club	Faversham Cricket Club	1	14	Good	5	70	61	9	Faversham
6	Norton Park	Norton Sports Cricket Club	1	6	Standard	4	24	10	14	Faversham
7	Sheldwich Lees. Village Green	Sheldwich Cricket Club	1	7	Standard	4	28	18	10	Faversham
8	Sparrows Hill	Boughton under Blean Cricket Club	1	4	Standard	4	16	7	9	Faversham
9	Herne Hill Village Hall Forstall	Three Horseshoes Cricket Club	1	5	Standard	4	20	12	8	Faversham
10	The Playstool	Borden Cricket Club	1	8	Standard	4	32	14	18	Sittingbourne
11	Bredgar Recreation Ground	Bredgar Cricket Club	1	8	Standard	4	32	17	15	Sittingbourne
12	Chapel Meadow	Bobbing Court & Lower Halstow Cricket Club, Bapchild Cricket Club 3 rd XI 8 MES Saturday Rainham Cricket Club 4 th XI 8MES Saturday	1	9	Standard	4	36	25	11	Sittingbourne

Swale Borough Council

Playing Pitch Strategy

Site No.	Playing Pitch Sites - currently providing community use for cricket	Playing Pitch Sites - currently providing community use for cricket (A)	Squares (B)	Wickets Senior (grass) (C)	Quality Grass Pitches (Wickets) (D)	Capacity per pitch (Wicket) (E)	Cricket Capacity Grass pitch per season (2023) (F)	Demand per season (2023) (H)	Capacity Demand Balance per Season (2023) (I) = (F) - (H)	Sub Area
13	Gore Court Cricket Club (The Grove)	Gore Court Cricket Club, Kent Cricket 60+ & 70+ age group teams play at the site. 5 MES per season mid-week.	1	10	Good	5	50	19	31	Sittingbourne
14	Gore Court Cricket Club (The Grove Top Field)	Gore Court Cricket Club	1	8	Standard	4	32	9	23	Sittingbourne
15	Hollywell Meadow	Upchurch Cricket Club, Kent Cricket 60+ teams 1 MES mid-week.	1	10	Good	5	50	44	6	Sittingbourne
16	Hollywell Meadow)	Upchurch Cricket Club	1	10	Good	5	50	8	42	Sittingbourne
17	Milstead Cricket Club	Milstead Cricket Club	1	10	Standard	4	40	11	29	Sittingbourne
18	Murston Recreation Ground	Woodcombe Cricket Club	1	6	Standard	4	24	0	24	Sittingbourne
19	Rodmersham Cricket Club	Rodmersham Cricket Club and Schools Cricket	1	15	Good	5	75	61	14	Sittingbourne
20	Rooks Woods	Newington Cricket Club & Rainham Cricket Club 3 rd XI 8 MES Saturday Kent Cricket 60+ & 70+ teams 7 MES mid-week.	1	7	Good	5	35	40	-5	Sittingbourne
21	Gilbert Hall	Minster Cricket Club	1	14	Good	5	70	63	7	Sheppey
22	Gilbert Hall Nursery ground	Minster Cricket Club also used by St Georges Church of England Primary School	1	6	Standard	4	24	15	9	Sheppey

Swale Borough Council

Playing Pitch Strategy

Site No.	Playing Pitch Sites – currently providing community use for cricket	Playing Pitch Sites – currently providing community use for cricket (A)	Squares (B)	Wickets Senior (grass) (C)	Quality Grass Pitches (Wickets) (D)	Capacity per pitch (Wicket) (E)	Cricket Capacity Grass pitch per season (2023) (F)	Demand per season (2023) (H)	Capacity Demand Balance per Season (2023) (I) = (F) – (H)	Sub Area
23	Shurlands	Eastchurch Cricket Club, Sheppey Cricket Club & Swale Prison Officers Cricket Club.	1	9	Standard	4	36	24	12	Sheppey
Total			23	202			898	527	371	

Page 356

- 6.42. Peak demand varies in the sub areas. The Faversham sub area has peak time of play on Sundays and Sittingbourne and Sheppey sub areas peak time of play is on Saturdays.
- 6.43. The table below identifies capacity at peak time of play: The orange squares identify that there is balanced play and that no more matches can be accommodated. Green means that the square can accommodate an additional match. Red identifies sites where the square is already over played during the week. - Saturday, Sunday, and midweek play.

Table 53: Peak Time Demand and availability of additional play

Site No.	Playing Pitch Sites – currently providing community use for cricket	Sub Area	Peak Time Availability Saturday	Peak time Availability Sunday	Peak time Availability Midweek
			Saturday	Sunday	Midweek
1	Bapchild Cricket Club	Faversham			
2	Belmont Park Throwley	Faversham			
3	Cadmans Meadow	Faversham			
4	Davington Priory Cricket Club	Faversham			
5	Faversham Cricket Club	Faversham			
6	Norton Park	Faversham			
7	Sheldwich Lees. Village Green	Faversham			

Swale Borough Council Playing Pitch Strategy

Site No.	Playing Pitch Sites – currently providing community use for cricket	Sub Area	Peak Time Availability Saturday	Peak time Availability Sunday	Peak time Availability Midweek
			Saturday	Sunday	Midweek
8	Sparrows Hill	Faversham			
9	Herne Hill Village Hall Forstall	Faversham			
10	The Playstool	Sittingbourne			
11	Bredgar Cricket Club	Sittingbourne			
12	Chapel Meadow	Sittingbourne			
13	Gore Court	Sittingbourne			
14	Gore Court Top Field	Sittingbourne			
15	Hollywell Meadow	Sittingbourne			
16	Hollywell Meadow	Sittingbourne			
17	Milstead Cricket Club	Sittingbourne			
18	Murtston Recreation Ground	Sittingbourne			
19	Rodmersham Cricket club	Sittingbourne			
20	Rooks Woods	Sittingbourne			
21	Gilbert Hall	Sheppey			
22	Gilbert Hall Nursery Ground	Sheppey			
23	Shurland Meadow	Sheppey			

Page 357

6.44. With only 1 team using a square at any one time, there is available spare capacity at 16 sites on a Saturday, 22 sites on a Sunday and 21 Sites mid-week.

Faversham Sub Area – site issues from consultation

6.45. The Faversham sub area has 9 sites with 9 squares. Bapchild Cricket Club Cricket Club has a third team on a Saturday that must play at an alternative ground. All sites are under played.

6.46. There are not any non turf pitches at community cricket club sites in the Faversham sub area. Overall capacity is 312 match equivalent sessions and demand is 177 with a theoretical spare capacity of 135 match equivalents sessions per season.

Swale Borough Council

Playing Pitch Strategy

- 6.47. Except for Bapchild Cricket Club and Faversham Cricket Club all clubs in the Faversham sub area could accommodate additional play at peak time on a Saturday. All clubs can accommodate additional play on a Sunday and midweek.
- 6.48. 2 cricket sites provide 'Good' quality grass facilities. 7 sites provide 'Standard' quality grass facilities and could be improved too 'Good'. If these sites are improved to 'Good' this would raise capacity of play. 2 sites have good quality pavilions. Davington Priory Cricket Club pavilion is poor, and the remaining sites are all standard quality pavilions.
- 6.49. There is a need to safeguard and protect all cricket sites across Faversham sub area unless better quality and improved provision will replace sites such as Bapchild Cricket Club and Faversham Cricket Club. Sport England Playing Pitch Calculator should be used to identify capital pitch, changing room and lifecycle costs to be provided by developer contributions for individual developments in the Faversham area between 2023 – 2040.
- 6.50. The table below identifies cricket club's comments and other identified issues in the Faversham area:

Table 54: Cricket Club comments and other identified issues Faversham Sub Area

Club	Comments
Bapchild Cricket Club	Main concerns involve the existing Highsted Park Planning application. The Club is not adverse to the proposal based on the principal that the Club would not be required to: - Relocate from their current ground (permanently or temporarily) - Move the cricket square - Reduce the size of the current pitch or non-playing areas (although non-playing areas could be moved) - Increase its operating costs unduly as a result of the plan and the - Pavilion (changing rooms, toilets, kitchen, storage room, bar and seating area), outbuilding (garage), nets, parking areas etc are replaced with similar or larger facilities to today's current standards if so require
Selling Cricket Club	Good quality square and received a Sport England Grant a while ago to assist with renewing the pavilion.
Davington Priory Cricket Club	Outfield suffers from dog fouling and pavilion is old and outdated.
Faversham Cricket Club	Duchy of Cornwall proposes a new housing development at Southeast Faversham – As part of the consultation process the developer and Faversham Cricket Club are committed to relocating the club ground to a large central green in Southeast Faversham as part of this development, placing the club at the heart of the new community. A new pavilion and facilities will be provided alongside the new cricket field, which will become a new community space for hire. The clubs 2017 Manifesto states: "By launching a major project to make the existing ground one of excellence with a new cricket square built to modern standards with a fine outfield clear of the A2 and with play from north to south so that evening sun does not, as at present interfere with play. Re-site and build a new dedicated but multi-use cricket pavilion. Install high quality practice nets. Allow for a better entrance to the ground with good parking facilities. Provide good facilities for spectators and guests to enjoy. Preserve benefits of existing Faversham cricket ground within green hinterland south of A2 currently under threat from a house building onslaught."

Club	Comments
Sheldwich Cricket Club	Pavilion is wooden but in reasonable condition. Club celebrated its centenary in 2022.
Boughton under Blean Cricket Club	Team numbers stayed the same for past 2 seasons - club maintain the ground and pavilion, no difference in quality from last season, uneven outfield.
Three Horseshoes Cricket Club	Parish council cut the outfield and Club look after the square; football is marked on the outfield.

Sittingbourne Sub Area – site issues from consultation

- 6.51. The Sittingbourne sub area has 11 sites with 11 squares. Upchurch Cricket Club and Gore Court Cricket Clubs have access to 2 squares each.
- 6.52. Newington Cricket Club is slightly overplayed by 5 match equivalent sessions per season.
- 6.53. There are no community club non turf pitches in the Sittingbourne sub area.
- 6.54. Overall capacity is 456 match equivalent sessions and demand is 248 with a theoretical spare capacity of 208 match equivalent sessions per season.
- 6.55. Saturdays is peak time of play. Upchurch Cricket Club, Rodmersham Cricket Club and Newington Cricket Club have no spare space for additional match play on a Saturday. There is availability at all other sites on Saturdays and availability at all sites Sundays and mid-week to increase matches.
- 6.56. 5 cricket sites provide 'Good' quality grass facilities. 7 sites provide 'Standard' quality grass facilities and could be improved too 'Good'. If these sites are improved to 'Good' this would raise capacity of play.
- 6.57. 5 cricket sites have good quality pavilions, 3 have standard quality and Bredgar Cricket club has a poor-quality pavilion.
- 6.58. There is a need to safeguard and protect all cricket sites across Sittingbourne sub area unless better quality and improved provision will replace sites such as Bobbing court and Lower Halstow Cricket Club. Sport England Playing Pitch Calculator should be used to identify capital pitch, changing room and lifecycle costs to be provided by developer contributions for individual developments in the Sittingbourne area between 2023 – 2040.
- 6.59. The table below identifies cricket club's comments and other identified issues Sittingbourne Sub Area:

Table 55: Cricket Club Comments and other identified issues Sittingbourne Sub Area

Club	Comments
Bordon Cricket club	Number of depressions due to other use makes fielding interesting. Evidence of dog fouling and unofficial use. 2 years left on lease outfield considered under size senior football pitch on outfield. Club would like a mobile net cage.
Bredgar Cricket Club	Club has started youth training on Fridays. The youth numbers have increased. However, due to the wide variety of age ranges the club are not able to have a full youth team yet.
Bobbing Court and Lower Halstow Cricket Club	There is an outline planning application (22/503654) for 2,500 new dwellings. The development site includes Bobbing Court and Lower Halstow cricket ground. The application states there is potential to relocate the existing ground to contribute to the heart of the development as part of a new central green with a new cricket pitch and pavilion. Bapchild Cricket Club 3 rd XI play at the ground (Saturdays 8 MES per season).
Gore Court Cricket Club	Same players for past 4 years. Must travel to Canterbury or Medway for Winter nets none in Swale. Ground not fenced and dog walkers use the ground Groundsman's shed has been broken into and damage has been caused to the outfield. We need permanent practice nets. Kent Cricket 60+ played 6 midweek matches at the ground in 2022. The clubhouse carpark has been resurfaced and remarked (Section 106 agreement) plus will have £5,000 towards new nets from section 106 funding in the future.
Upchurch Cricket Club	Has suffered from vandalism and has had astro turf stolen from nets and external lighting stolen. Kent Cricket Club 60+ midweek 5 games in 2022 Installation of a new fully carpeted 3 lane 33m enclosed non-turf cricket practice facility with security fencing.
Woodcombe Cricket Club	Square surrounded by football pitches. Cricket teams have reduced. Woodcombe CC withdrew from Kent village League in 2022 and have not applied for 2023 season.
Rodmersham Cricket Club	Lease runs out in 2024 need to protect. Club aspires to purchase the ground from current owner (Developer). Cricket Club hires 4 pitches to Milton and Fulstead FC Mini 7v7 and mini 5v5 no impact on outfield. Hold other events as well. Participated in All stars and Dynamos cricket 30 participants in each 2022. School's matches played 5 matches midweek
Newington Cricket Club	Square had diesel oil poured on it before beginning of 2022 season. Club raised the funds for the costly repairs. The pavilion has been broken into previously following refurbishment. Club is security conscious and has CCTV.

Sheppey Sub Area – Site issues from consultation

- 6.60. The Sheppey sub area has 2 sites with 3 squares. Shurlands home to Eastchurch Cricket Club, Sheppey Cricket Club, and ad hoc games for Swale Prison Officers.
- 6.61. There are 2 cricket grounds with non turf pitches these are Gilbert Hall Sports Ground and Eastchurch Cricket Club. Neither non turf pitch is used for competitive matches.
- 6.62. Overall capacity is 130 match equivalent sessions per season and demand is 102 match equivalent sessions per season with a theoretical spare capacity of 28 match equivalent sessions per season.
- 6.63. Gilbert Hall Main Sports Ground square can accommodate additional play at peak time on a Sunday and the Nursery Ground on a Saturday. Eastchurch Cricket club could accommodate additional play on a Sunday but would need to improve the quality from standard too good to increase capacity as currently the square provides balanced play.
- 6.64. The Gilbert Hall Main sports Ground square is good quality, and the nursery and Shurlands’ are standard quality. If these sites are improved to ‘Good’ this would raise capacity of play.
- 6.65. Both sites’ pavilions are good quality.
- 6.66. The table below identifies cricket club’s comments and other identified issues:

Table 56: Cricket Club Comments and Other Identified Issues

Club	Comments
Minster Cricket Club – Gilbert Hall	Non turf pitch not used for competitive matches 4 changing rooms on site with separate changing for juniors and men
Shurlands – Eastchurch Cricket Club and Sheppey Cricket Club	Planning application 19/500887/FULL provides £8,895 for formal sport contribution towards the upgrade and enhancement of the quality of the pavilion facilities at the cricket ground Shurland Meadow.

7. Cricket Summary

- 7.1 This section summarises the findings from the cricket analysis, which will form the basis of the recommendation and action plan section for SBC Playing Pitch Review 2023.
- 7.2 Table 57. includes the response to 5 key questions, which provide a standardised illustration of supply and demand for playing pitch sports provision. It shows the Analysis from the 2023 PPS.
- 7.3 This section summarises the findings from the cricket analysis, which will form the basis of the recommendation and action plan section for the SBC PPS 2023.

Table 57: Key PPS findings for cricket in Swale Borough

Key Question	Swale BC PPS Analysis 2023
What are the main characteristics of the current supply and demand for provision?	<p>In the 2023 season, there are 23 maintained fine turf cricket squares providing 202 pitches across Swale Borough, across 21 sites used by community cricket clubs.</p> <p>There are no sites that are classed as unsecure.</p> <p>There are 2 non-turf pitches at 2 secured community use sites.</p> <p>In addition to the above fine turf supply there is 1 school Sittingbourne School with a cricket square. Non turf pitches are at the following schools - Borden Grammar School, Fulston Manor School, Queen Elizabeth’s Grammar School, Westlands School and the Abbey School within the borough. Clubs do not usually access the schools natural grass cricket pitch facilities or the non turf facilities and no Swale cricket club has been identified as using school facilities.</p> <p>There are no identified cricket pitches managed by Swale Borough Council provided in Local Parks. Any facility that the Council own are leased to cricket clubs.</p> <p>Bapchild Cricket Club has issues with the Highsted Park New Garden Community proposal and planning application for 11,500 dwellings. The club has formally responded to the initial consultation and states that it stands by its submission of objection with the revised planning application submitted in December 2022. The Club is not adverse to the proposal based on the principal that the Club would not be required to: - Relocate from their current ground (permanently or temporarily) - Move the cricket square - Reduce the size of the current pitch or non-playing areas (although non-playing areas could be moved) - Increase its operating costs unduly as a result of the plan and the - Pavilion (changing rooms, toilets, kitchen, storage room, bar and seating area), outbuilding (garage), nets, parking areas etc are replaced with similar or larger facilities to today’s current standards if so required.</p> <p>The Duchy of Cornwall land at South East Faversham between the A2 and the M2 is proposing 2.500 homes although no planning application has been submitted. The current Faversham Cricket Club site is leased to the club by the Duchy of Cornwall and it is understood that via consultation with the Duchy of Cornwall the club has agreed to move to a new site with the same facilities as currently within the proposed development although no planning application has come forward as yet.</p>

Key Question	Swale BC PPS Analysis 2023
	<p>Faversham Cricket Club has chosen this site despite being offered alternative facilities provided through a section 106 agreement at Graveney Road and Lady Dane Farm Love Lane. This leaves a question mark over the land at Graveney Road and Lady Dane Farm Love Lane. The current proposal is for the site to be used for football.</p> <p>Outline planning permission for Orchard View Teynham – Master plan identifies a cricket square pavilion and changing facilities and car park. (16/507689/OUT granted permission 23/6/21)</p> <p>Peak demand varies in the sub areas. The Faversham sub area has peak time of play on Sundays (mainly due to friendly games being played) and Sittingbourne and Sheppey sub areas peak time of play is on Saturdays.</p> <p>With only 1 team using a square at any one time, there is available spare capacity at 16 sites on a Saturday, 22 sites on a Sunday and 21 Sites mid-week across Swale BC.</p> <p>In the Faversham Sub Area 2 cricket sites provide 'Good' quality grass facilities (Faversham Cricket Club and Selling Cricket Club). 7 sites provide 'Standard' quality grass facilities and could be improved too 'Good'. If these sites are improved to 'Good' this would raise capacity of play (Bapchild Cricket Club, Eastling Cricket Club, Davington Priory Cricket Club, Norton Sports Cricket Club, Sheldwich Cricket Club, Boughton under Blean Cricket Club and Three Horeshoes Cricket Club). 2 sites have good quality pavilions. Davington Priory Cricket Club pavilion is poor quality, and the remaining sites are all standard quality pavilions.</p> <p>The Sittingbourne Sub area has 11 sites with 11 squares. Upchurch Cricket Club and Gore Court Cricket Clubs have access to 2 squares each. There are no community club non turf pitches in the Sittingbourne sub area.</p> <p>Overall capacity is 456 match equivalent sessions and demand is 248 with a theoretical spare capacity of 208 match equivalent sessions per season.</p> <p>Newington Cricket Club is slightly overplayed by 5 match equivalent sessions per season. The pitch facilities are classified as good quality and there is no room for improvement.</p> <p>Saturdays is peak time of play. Upchurch Cricket Club, Rodmersham Cricket Club and Newington Cricket Club have no spare space for additional match play on a Saturday. There is availability at all other sites on Saturdays and availability at all sites Sundays and mid-week to increase matches.</p> <p>5 cricket sites provide 'Good' quality grass facilities. 6 sites provide 'Standard' quality grass facilities and could be improved too 'Good' (Borden Cricket club, Bredgar Cricket Club, Bobbing Court and Lower Halstow Cricket club, Gore Court Cricket Club Top field, Milstead Cricket club and Woodcombe Cricket Club). If these sites are improved to 'Good' this would raise capacity of play.</p> <p>5 cricket sites have good quality pavilions,3 have standard quality and Bredgar Cricket Club has a poor-quality pavilion.</p> <p>The Sheppey Sub Area Overall capacity is 130 match equivalent sessions per season and demand is 102 match equivalent sessions per season with a theoretical spare capacity of 28 match equivalent sessions per season.</p> <p>Gilbert Hall Main Sports Ground square can accommodate additional play at peak time on a Sunday and the Nursery Ground on a Saturday. Eastchurch Cricket Club could accommodate additional play on a Sunday but would need to improve the quality from standard too good to increase capacity as currently the square provides balanced play.</p>

Key Question	Swale BC PPS Analysis 2023
	<p>The Gilbert Hall Main Sports Ground square is good quality and therefore cannot be improved only maintained as good quality.</p> <p>The Nursery and Shurlands' are standard quality. If these sites are improved to 'Good' this would raise capacity of play.</p> <p>Both sites' pavilions are good quality.</p> <p>In 2023 Swale Borough had 53 adult male cricket teams, 22 junior male teams, 1 junior girls' team and 5 mixed teams. A total of 81 teams.</p> <p>There are 9 community cricket clubs based in the Faversham sub area. Between them, the 9 clubs support 17 adult male open age teams either playing on a Saturday, Sunday, or midweek. There are 12 junior teams of which 1 is a girls' team and 3 mixed teams.</p> <p>There are 9 community cricket clubs based in the Sittingbourne sub area. Between them, the 9 clubs support 23 adult male open age teams either playing on a Saturday, Sunday or midweek. There are 10 junior male teams and 1 mixed team.</p> <p>There are 4 community cricket clubs based in the Sheppey sub area. Between them, the 4 clubs support 13 adult male open age teams either playing on a Saturday, Sunday or midweek. There are 5 junior male teams.</p>
<p>Is there enough accessible and secured community use provision to meet current demand</p>	<p>The school sites are not used by the community cricket clubs and are not considered suitable.</p> <p>All community use sites are deemed to be secured for community use. However, there are issues with leases that require renewing at some sites and all cricket sites require protection within the Local Plan.</p> <ul style="list-style-type: none"> • Rodmersham Cricket Club has to renew its lease by 2024 and has a lease arrangement with a developer. The club would like to be able to purchase the land. • Borden Cricket Club part of the Borden Sports Association who lease the grounds form Borden Parish Council need to renew their lease. There are 2 years left. <p>Some sites are associated with current planning applications such as Bapchild Cricket Club and Bobbing Court and Lower Halstow. Faversham Cricket Club has had discussions with developers over new housing developments and a new cricket facility in Faversham but as, yet no planning application has been received. No site should be lost for housing unless an improved replacement cricket facility is provided before the loss of the original facility.</p> <p>There are 898 available cricket match equivalent sessions per season. The demand in 2023 is for 527 match equivalent sessions per season, with a theoretical underplay of 371 match equivalent sessions per season across the whole of Swale Borough.</p> <p>Overplay occurs at 1 site across Swale. Rooks Woods - Newington Cricket Club (Sittingbourne sub area). The remainder of the sites across Swale each have a theoretical underplay.</p> <p>There are not any non turf pitches at community cricket club sites in the Faversham sub area. Overall capacity in the Faversham sub area is 312 match equivalent sessions and demand is 177 with a theoretical spare capacity of 135 match equivalents sessions per season.</p> <p>There are no non turf cricket facilities at community cricket clubs in the Sittingbourne Sub Area. Overall capacity is 456 match equivalent sessions and demand is 248 with a theoretical spare capacity of 208 match equivalent sessions per season.</p>

Key Question	Swale BC PPS Analysis 2023
	<p>There are 2 cricket grounds with non turf pitches in the Sheppey Sub Area these are Gilbert Hall Sports Ground and Eastchurch Cricket Club. Neither non turf pitch is used for competitive matches. Overall capacity is 130 match equivalent sessions per season and demand is 102 match equivalent sessions per season with a theoretical spare capacity of 28 match equivalent sessions per season.</p>
<p>Is the provision that is accessible of sufficient? quality and appropriately maintained.</p>	<p>Sites providing Standard pitch quality could be improved to Good quality. Individual site improvements in capacity are shown below:</p> <p>Faversham Sub Area</p> <ul style="list-style-type: none"> • Bapchild Cricket Club - Improve Standard – Good increase MES per season by 14. • Eastling Cricket Club– Improve Standard – Good increase MES per season by 6. • Selling Cricket Club – Improve Standard – Good increase MES per season by 6. • Davington Priory Cricket Club – Improve Standard – Good increase MES per season by 6. • Sheldwich Cricket Club - Improve Standard – Good – increase MES per season by 7. • Boughton Under Blean Cricket Club – Improve Standard – Good increases MES per season by 4. • Three Horseshoes Cricket Club – Improve Standard – Good increases MES per season by 5. <p>Sittingbourne Sub Area</p> <ul style="list-style-type: none"> • Borden Cricket Club - Improve Standard – Good increase MES per season by 8. • Bredgar Cricket Club– Improve Standard – Good increase MES per season by 8. • Bobbing Curt and Lower Halstow Cricket Club – Improve Standard – Good increase MES per season by 9. • Gore Court Cricket Club Top Field – Improve Standard – Good increase MES per season by 8. • Milstead Cricket Club - Improve Standard – Good – increase MES per season by 10. • Woodcombe Cricket Club – Improve Standard – Good increases MES per season by 6. <p>Sheppey Sub Area</p> <ul style="list-style-type: none"> • Gilbert Hall Nursery Ground – Improve Standard – Good Increases MES per season by 6. • Shurlands Cricket Ground – Improve Standard – good increases MES per season by 9. <p>There are issues with the quality of pavilion provision.</p> <p>Faversham Sub Area.</p> <ul style="list-style-type: none"> • Faversham Cricket Club aspire to rebuild their pavilion. • Davington Priory Cricket Club has a poor pavilion that requires rebuilding. <p>Sittingbourne Sub Area</p> <ul style="list-style-type: none"> • Bredgar Cricket Club has a poor-quality pavilion.

Key Question	Swale BC PPS Analysis 2023
What are the main characteristics of the future supply and demand for provision	<p>Sport England Playing Pitch Calculator identifies that developer’s contributions capital costs towards cricket between 2023 and 2040 should be £1,080,590 with lifecycle costs per annum of £218,279 and changing room costs of £1,236,129.</p> <p>The new population generates 128 match equivalent sessions per season. The latent demand equates to 105 MES per season. The total projected additional MES for cricket per season is 233 MES.</p>
Is there enough accessible and secured community use provision to meet future demand	<p>The current underplay of 377 MES per season can accommodate the projected additional MES per season of 233 within the existing club facilities, Newington Cricket Club cannot be improved in quality to provide additional capacity.</p> <p>There is a need to protect the current provision unless improved better facilities that are accessible for the existing cricket clubs are provided as replacement before the existing cricket facilities are closed.</p> <p>Outline planning permission for Orchard View, Teynham – Master plan identifies a cricket square pavilion and changing facilities and car park as being provided.</p>

The key issues for cricket and draft recommendations are:

1. Protect all current cricket sites and facilities in the Local Plan unless provision is made for new improved quality facilities that are accessible and provided before original facilities are closed.
2. Future population demand to 2040 projects a requirement from developer contributions to provide a minimum of 3 x 8 wicket squares with non turf pitches and 3 x pavilion provision to meet 128 MES per season.
3. Sport England Playing Pitch Calculator should be used to identify developer contributions from each new housing development in Swale Borough. The Playing Pitch Calculator and PPS 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 improvements to increase capacity of existing provision or if new provision is required. 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).
4. Any development of a housing site close to a cricket pitch can raise issues of risk of ball strike from balls leaving the field of play. Indeed, any site within 80 metres of a cricket wicket is at risk from ball strike and ball strike must be considered as part of the planning process. Any mitigation package that a ball strike risk assessment advised should be built into the scheme by the developer; and be constructed and maintained in perpetuity at the developer’s expense. It is good practice for the requirement for mitigation to be built into any policy for a site in this position.

5. Secure long-term leases/licenses for clubs where they can apply for funding to improve facilities and provide security of tenure. The clubs requiring new leases are:
 - Rodmersham Cricket Club – club to negotiate with landowner.
 - Borden Cricket Club – club to negotiate with Parish Council.

6. Need to improve the quality of pavilions at the following sites:
 - Faversham Cricket Club
 - Davington Priory Cricket Club
 - Bredgar Cricket Club

8. Hockey

Introduction

- 8.1. This appendix to the Swale Borough Playing Pitch Strategy 2023 details the current picture of facility supply and demand for the playing pitch **hockey** - at playing field sites in the Swale Borough Council area.

Pitch Supply (Step 2)

- 8.2. For all the playing pitch sports included in the scope of the PPS for Swale Borough, the supply information has been gathered, by a combination of data collection and review, and consultations with all three hockey clubs

Sources of information – The sources of information used to establish current pitch supply were latest Sport England Active Places Power audit for playing pitches; NGB club and team data, club consultation and club websites; and information provided by schools.

Site visits and inspections – Visits to the sand based artificial grass pitches in Swale Borough suitable for hockey and visual, non-technical inspection.

Hockey Supply

Number and sizes of pitches

- 8.5. The audit of AGP's in Swale Borough is shown in Table 59 below and identifies community and non-community use pitches.

Table 58: Current Community and Non-Community Use AGPs that can be used for Hockey – Swale Borough Council area

Playing Pitch Sites – Currently Providing Community Use for Hockey	Ownership and Use	No of AGPS	Sub Area	Sand Filled /Sand Dressed/ Water Based	Floodlit	Built and Last Refurbished	Condition – Quality Rating	Community hours Availability
Borden Grammar School ME10 4DB	Education - Secured	1 x AGP 97 x 62	Sittingbourne	Sand Filled	Yes	2018	Good Lighting need to be replaced with LED bulbs.	Monday – Friday 17.00 – 21.30 Sat & sun 09.00 - 18.00

Swale Borough Council

Playing Pitch Strategy

Playing Pitch Sites – Currently Providing Community Use for Hockey	Ownership and Use	No of AGPS	Sub Area	Sand Filled /Sand Dressed/ Water Based	Floodlit	Built and Last Refurbished	Condition – Quality Rating	Community hours Availability
Sittingbourne School ME10 4NL	Education – Unsecured use	1 x AGP 54 x 35	Sittingbourne	Sand Filled	Yes	2007	Standard – too small for competitive hockey	Monday – Friday 17.00 -21.00 Sat & Sun – 10.00 - 16.00
Westlands School ME10 1PF	Westlands School are the Landlord leased to Gore Court Westlands Limited Secured Use	1 x AGP 100 x 60	Sittingbourne	Sand Filled	Yes	New pitch and base constructed July 2023	New AGP 2023. Lights require to be replaced with LED	Monday – Friday 17.00 – 22.00 Sat & Sun – 09.00 – 18.00
HMP Elmley ME12 4DZ	Prison Service Unavailable for community use	1 x AGP 96 x 63	Sheppey	Sand Dressed	No	2000	Not seen but planning application to remove and replace with smaller 3G AGP	Not Available

Page 369

8.6. The AGPs used by hockey clubs are:

- Borden Grammar School. The facility provides secured community use for Sittingbourne Hockey Club and Faversham Ladies Hockey Club.
- Westlands School AGP. This facility provides secured community use for Gore Court Hockey Club.

8.7. The Sittingbourne School AGP is too small for competitive hockey and is mainly used for football training. The HMP Elmley AGP is not available for community use and has no floodlights.

Unsecured / Secured Community Use pitches.

8.8. There are two AGPs that provide secured community use - Borden Grammar School and Westlands School AGP.

Pitch Quality

- 8.9. Borden Grammar School AGP is rated as good with the carpet refurbished in 2018. There is a need to replace the floodlights with LED.
- 8.10. The Westlands School AGP subbase and carpet were replaced July 2023. The lights also need upgrading to LED.
- 8.11. Sittingbourne School is standard quality and HMP was not visited as it is within a prison.

Ancillary Facilities

- 8.12. Sittingbourne Hockey Club have a pavilion with changing and bar facilities adjacent to the AGP and is in good condition, the bar area has been refurbished. However, there is a need to replace a boiler.
- 8.13. Gore Court Hockey Clubs clubhouse is not on site, it's around 1/4 mile from the AGP. The Gore Court Clubhouse at the Grove is also home to Gore Court Cricket club and currently Sittingbourne Rugby Club. The rugby club will move to new accommodation once their new site has been provided as part of a Section 106 agreement at Wises Road Housing Development. The car park at the clubhouse at Gore Court has recently been resurfaced and remarked as part of this section 106 agreement.

Proposed Hockey Supply Changes

- 8.14. Gore Court Hockey Club in the longer term, are in discussion with local developers with Section 106 requirements; but that is a project 10 years hence, if at all. The Section 106 discussion involves provision of a 2-pitch site and are keen to explore any developments that could take place in Borden as well.
- 8.15. Both Gore Court Hockey Club and Sittingbourne Hockey Club are identified to share £50,807 as off-site contributions towards pitches from the Section 106 agreement at Wises Road.

Pitch Demand (Step 3)

- 8.16. For all four of the main playing pitch sports, the following pitch demand information, has been gathered, by a combination of data collection and review, and consultation:
- Sources of information – The sources of information used to establish current hockey pitch demand were:
 - Consultation meeting with Sittingbourne Hockey Club, Faversham Hockey Club and Gore Court Hockey Club,
 - England Hockey
 - Club and league websites.

Hockey Demand

8.17. Findings relating to hockey pitch demand in Swale Borough are summarised below.

Clubs and Teams

Sittingbourne Hockey Club (Formerly Old Bordenians Hockey Club)

8.18. Sittingbourne Hockey Club play matches and train at Borden Grammar School. Number of teams 2022/23 season:

- 5 men's teams
- 2 women's teams
- Under 16 Boy's
- Under 14's Boy's
- Under 10's
- Under 8's

8.19. The men's and women's teams play matches on Saturdays. The club has a larger boy's junior section than female but have training groups for mixed U8, boys under 10, 12, 14 and 16. Girls U12 and U14.

8.20. In terms of leagues:

- Men's 1st XI: South East Men's Premier League
- Men's 2nd XI: South East Men's Division 2 Invicta
- Men's 3rd XI: South East Men's Division 3 Invicta
- Men's 4th XI: South East Men's Division 7 Invicta
- Men's 5th XI: South East Men's Division 9 Invicta
- Women's 1st XI: South East Women's Division 1 Invicta
- Women's 2nd XI: South East Women's Division 2 Invicta
- Boys Under 16 – South East Boy's U16 Tier 3 League East
- Boy's Under 14's Kent League.
- Under10 and Under 8 friendlies

Swale Borough Council

Playing Pitch Strategy

8.21. Sittingbourne Hockey Club - Training times:

Table 59: Adults Training

Team/Session	Day	Time	Hours
Senior Men's	Wednesday	19.30-21.30	2
Walking Hockey	Thursday	19.00-20.00	1
Women's & Girl's 16+	Tuesday	19.00-21:00	2
Club Goal keepers	Thursday	19:00-21:30	2.5

Table 60: Junior Training

Team/Session	Day	Time	Hours
Minis mixed U8, Junior girls U10, U12 & U14, Junior Boy's U10 & U12	Monday	18.00-19.00	1
Junior boy's U14, Youth Academy Boy's U16.	Wednesday	18.00-19.30	1.5
Kent U16's	Friday	19.00-21.00	2

8.22. Consultation with the club identified the Club hosts the Kent Hockey U16 Boy's Academy and is an integral part of England Hockey's Player Pathway. The club also partners with Access Sport to provide Flyers Hockey (Disability) at different school venues across Swale. Faversham Ladies Hockey club are playing matches on Saturdays at the Sittingbourne Hockey Club AGP in the 2022/23 season.

Table 61: Membership Sittingbourne Hockey Club 2019/20 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments

	M 5-10	F 5-10	M 11-13	F 11-13	M 14-16	F 14-16	M 17-18	F 17-18	M 19-21	F 19-21	M 22-25	F 22-25	M 26-35	F 26-35	M 36-45	F 36-45	M 46+	F 46+	Total
2019/20	15	21	16	4	15	8	29	15	14	10	4	3	3	1	7	14	5	3	187

*Club was known as Old Bordenians at this time

Table 62: Membership Sittingbourne Hockey 2020/21 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments

	M U18	F U18	M 18+	F 18+	Total
2021/22	57	18	83	24	182

Table 63: Category 2 Players 2019/20 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)

	M 5-10	F 5-10	M 11-13	F 11-13	M 14-16	F 14-16	M 17-18	F 17-18	M 19-21	F 19-21	M 22-25	F 22-25	M 26-35	F 26-35	M 36-45	F 36-45	M 46+	F 46+	Total	
2019/20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Table 64: Category 2 Players 2021/22 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)

	M U18	F U18	M 18+	F 18+	Total
2021/22	0	0	10	5	15

Faversham Ladies Hockey Club

8.23. Faversham Ladies Hockey Club play matches Saturdays in the South East Division 6 Invicta league:

- 1 women's team

8.24. The club does not train and has moved from Westlands School AGP to play their matches at Borden Grammar School AGP (Sittingbourne Hockey Club) for the 2022/23 season. This allows Faversham Ladies to access the Sittingbourne Hockey Club pavilion on site and provide after games hospitality. The club only provides 1 umpire for matches.

Swale Borough Council

Playing Pitch Strategy

Table 65: Membership Faversham Ladies Hockey Club 2019/20 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments

	M 5-10	F 5-10	M 11-13	F 11-13	M 14-16	F 14-16	M 17-18	F 17-18	M 19-21	F 19-21	M 22-25	F 22-25	M 26-35	F 26-35	M 36-45	F 36-45	M 46+	F 46+	Total
2019/20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	6	3	10	22

Table 66: Membership Faversham Ladies Hockey Club 2020/21 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments

	M U18	F U18	M 18+	F 18+	Total
2021/22	0	2	0	20	22

Table 67: Category 2 Players 2019/20 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)

	M 5-10	F 5-10	M 11-13	F 11-13	M 14-16	F 14-16	M 17-18	F 17-18	M 19-21	F 19-21	M 22-25	F 22-25	M 26-35	F 26-35	M 36-45	F 36-45	M 46+	F 46+	Total
2019/20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Table 68: Category 2 Players 2021/22 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)

	M U18	F U18	M 18+	F 18+	Total
2021/22	0	0	0	0	0

8.25. The membership data above indicates a small club with an ageing membership.

Gore Court Hockey Club

8.26. Gore Court Hockey Club play matches and train at Westlands School AGP. The league games are played on Saturdays with vets and mixed teams playing on Sundays. The club stated during consultation that on a typical Saturday, fixtures commence at 10.15am and the final game start time is 16.30pm. The club has the following number of teams:

- 5 men's teams
- 3 women's teams
- 1 men's vets' team
- 1 mixed team
- U 8's x 2
- U 10s x 2
- Boy's U12
- Boy's U14
- Girl's U14
- Mixed U16s

Page 375
85

8.27. The teams play in the following leagues:

- Gore Court Men's 1 - South East Men's Division 1 East
- Gore Court Men's 2 – South East Men's Division 1 Invicta
- Gore Court Men's 3 - South East Men's Division 3 Invicta
- Gore Court Men's 4 – South East Men's Division 5 Invicta
- Gore Court Men's 5 – South East Men's Division 9 Invicta
- Gore Court Ladies 1 – South East Women
- Gore Court Ladies 2 – South East Women's Division 3 Invicta
- Gore Court Ladies Development Team - South East Women's Division 6 Invicta
- Gore Court Men's Vets Sundays
- Gore Court Mixed Sundays
- 2 mixed U8s
- 2 mixed U10s
- Boys U12
- Boys U14
- Girls U14

Swale Borough Council

Playing Pitch Strategy

- Mixed U16s

8.28. Gore Court Hockey Club - Training times:

Table 69: Adults Training

Team/Session	Day	Time	Hours
Men's 3 XI – Men's 5 XI	Wednesday	18.30-19.30	1
Men's 1 XI & 2 XI	Wednesday	19:30-21:00	1.5
Women's 1 XI	Tuesday	20.00-21:30	1.5
	Thursday	20:00-21:00	1
Women's 2 XI - 3 XI	Tuesday	19:00-20:00	1

Table 70: Junior Training

Team/Session	Day	Time	Hours
Juniors Year 7 and below	Sunday	09.30-10.30	1
Juniors Year 8 and above	Sunday	10.30–12.00	1.5

- 8.29. The Club has approximately 80 junior members attached to the club and approximately 55 train every Sunday morning. The club also organises back to hockey sessions during the week.

Table 71: Membership Faversham Ladies Hockey Club 2019/20 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments

	M 5-10	F 5-10	M 11-13	F 11-13	M 14-16	F 14-16	M 17-18	F 17-18	M 19-21	F 19-21	M 22-25	F 22-25	M 26-35	F 26-35	M 36-45	F 36-45	M 46+	F 46+	Total
2019/20	12	11	10	9	15	11	15	15	8	9	13	12	6	6	4	5	5	2	168

Swale Borough Council

Playing Pitch Strategy

Table 72: Membership Faversham Ladies Hockey Club 2020/21 Season - Category 1 Players – junior or adult club members who play in regular league hockey or tournaments

	M U18	F U18	M 18+	F 18+	Total
2021/22	52	54	53	38	197

Table 73: Category 2 Players 2019/20 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)

	M 5-10	F 5-10	M 11-13	F 11-13	M 14-16	F 14-16	M 17-18	F 17-18	M 19-21	F 19-21	M 22-25	F 22-25	M 26-35	F 26-35	M 36-45	F 36-45	M 46+	F 46+	Total	
2019/20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Table 74: Category 2 Players 2021/22 – junior or adult club member takes part in social hockey activity (eg play nights, small, sided sessions, back to hockey, summer league, walking hockey etc)

	M U18	F U18	M 18+	F 18+	Total
2021/22	0	0	0	0	0

Hockey Match Slots Required Each Week

8.30. Table 75 provides the match slots required on Swale Hockey AGPs.

Table 75: Match Slots Required Each Week Swale Borough

Kirklees Hockey Clubs	Adult Teams				Juniors	Totals	Match Slot (Adult) Requirements	Match Slot (Junior) Requirements
	Senior Men	Senior Women	Mixed	Veterans				
Faversham Ladies Hockey Club	0	1	0	0	0	1	0.50	0
Gore Court Hockey Club	5	3	1	1	8	18	5	4

Swale Borough Council Playing Pitch Strategy

Kirklees Hockey Clubs	Adult Teams				Juniors	Totals	Match Slot (Adult) Requirements	Match Slot (Junior) Requirements
	Senior Men	Senior Women	Mixed	Veterans				
Sittingbourne Hockey Club	5	2	0	0	4	11	3.50	2
Total Teams	10	6	1	1	12	30	9	6
Total Teams Playing on a Saturday	10	6	0	0	0	16	8	0
Total Teams Playing on a Sunday	0	0	1	1	12	14	1	6

- 8.31. Westlands School AGP home to Gore Court Hockey Club provides hockey matches from 10.30am on a Saturday with last match commencing at 16.30pm. This allows for 5 matches on a Saturday. There are sufficient match slots at Westlands School AGP to meet the current adult match play needs of Gore Court Hockey Club. There are 8 junior teams, a veterans and mixed adult team at Gore Court Hockey Club and Westlands School AGP can accommodate these teams on a Sunday if the juniors are not playing at a Central Venue.
- 8.32. Faversham Ladies Hockey Club use Sittingbourne Hockey Clubs AGP at Borden Grammar School. Borden Grammar School AGP has 4 games on a Saturday and there are sufficient match slots for this and requires 2 match slots on a Sunday.

Training Capacity

- 8.33. There is a need for 21 hours of hockey training to meet the mid-week training needs of Sittingbourne and Gore Court Hockey Clubs. Both clubs have priority over any other club or use at their respective AGPs.
- 8.34. There is a total of 40 hours mid-week for training slots across both AGPs Monday – Friday 6.00pm – 10.00pm. There is sufficient time and slots for training for hockey across Swale currently.

Unmet and Latent Demand

- 8.35. Gore Court hockey Club has stated that they would like to increase adult teams by 1 men's and 1 women's team in the future, Faversham Ladies Hockey Club stated that they would not be increasing teams in the future and Sittingbourne Hockey Club stated they would like to increase by 1 men's and 1 women's team and an U12's team.
- 8.36. This would require an additional 2 match slots on a Saturday and 0.5 match slots on a Sunday.

- 8.37. Gore Court Hockey Club have had discussions with developers who have submitted an outline planning application for Highsted Park Garden Village and the outline application identifies a site in the southern part of the development site for 2 AGPS both would be floodlit and provides appropriate changing and pavilion facilities for an anchor tenant such as Gore court Hockey Club.

Displaced demand

- 8.38. There are no imported hockey clubs from other local authorities using Swale AGPs.
- 8.39. From a sub area perspective only the Sittingbourne sub area has AGP provision (2 AGPs) and 2 hockey clubs Sittingbourne and Gore Court Hockey Clubs. Faversham sub area has Faversham Ladies Hockey Club, but no AGP provision and Sheppey sub area has neither AGP provision nor a hockey club.

Future Demand 2040 – Population Growth

- 8.40. Swale Borough Council is undertaking a local plan review. The Council has made the decision to delay any formal consultation on the local plan review until the Levelling Up and Regeneration Bill obtains Royal Assent. This is because of the uncertainty around the national policy direction and the concern that any formal consultation now would need to be redone in the near future.
- 8.41. The position on housing numbers is for the period 1st April 2022 to 31st March 2040, i.e., for 18 years (at 1,078 p.a.) is **19,404**. About 8,000 dwellings are already accounted for through allocations in the current local plan, Bearing Fruits, and other planning permissions. The Council has not decided as yet where the remaining housing need could be met. However, there are a number of planning/outline planning applications that have been submitted or are expected to be submitted. A total of 11,404 homes with an average household size of 2.3 persons provides a new resident population of 26,299. The Sport England Playing Pitch Calculator Tool identifies the need and cost for cricket facilities across Swale up to 2040.
- 8.42. The table below identifies the number of hockey AGPs required to meet population increase from new developments by 2040 across Swale. The Playing Pitch Calculator identifies that developer's contributions capital costs towards hockey between 2023 and 2040 should be £367,357 with lifecycle costs per annum of £11,388 and changing room costs of £161,253.
- 8.43. The new population generates 1.52 match equivalent sessions weekly for adults and 1.01 match equivalent sessions on a Sunday for juniors. The latent demand equates to an additional 2 match slots on a Saturday and 0.5 match slots on a Sunday. Future population and latent demand to 2040 equates to 3.52 match equivalent sessions weekly on a Saturday and 1.51 match equivalent sessions on a Sunday.

Table 76: Sport England Playing Pitch Calculator – Population Increase 2023 – 2040.

	Number of pitches required to meet the estimated demand	Capital Cost	Lifecycle Cost (per annum)	Changing rooms (number)	Changing rooms (capital cost)
Total	0.38	£367,357	£11,388	0.76	£161,253
	0.38				
	0.38				
Artificial Grass Pitches		£367,357	£11,388	0.76	£161,253
Sand Based		£367,357	£11,388	0.76	£161,253
3G		£0	£0	0.00	£0

- 8.44. Additional population will mean additional facilities for hockey to meet the needs of the new population in the future. There will be a need for an additional 1 x AGP for hockey in the future.
- 8.45. Longer term, Gore Court Hockey Club do not see a sustainable future at Westlands School and are focused on 3 potential opportunity areas:
- Highsted Park Development
 - Bobbing Development
 - Pitch at the current club house

9. Hockey Key Findings and Recommendations

9.1. This section summarises the findings from the hockey analysis, which will form the basis of the recommendation and action plan section for SBC Playing Pitch Strategy Review. The below includes the response to 5 key questions, which are asked for all PPS studies across the UK to provide a standardised illustration of supply and demand for sports provision. The right-hand side provides the answer to the question under analysis 2023.

Table 77: Key PPS findings for Hockey in Swale Borough

Key Question	Analysis PPS 2023
What are the main characteristics of the current supply and demand for provision?	<p>There are 2 AGPs suitable for hockey play across Swale Borough.</p> <p>The AGPs used by hockey clubs are:</p> <ul style="list-style-type: none"> • Borden Grammar School. The facility provides secured community use for Sittingbourne Hockey Club and Faversham Ladies Hockey Club. • Westlands School AGP. This facility provides secured community use for Gore Court Hockey Club. <p>The Sittingbourne School AGP is too small for competitive hockey and is mainly used for football training. The HMP Elmley AGP is not available for community use and has no floodlights.</p> <p>Borden Grammar School AGP is rated as good with the carpet refurbished in 2018. The life of a carpet is estimated to be 10 years depending on how the carpet is used and maintained. There is a need to replace the floodlights with LED.</p> <p>The Westlands School AGP subbase and carpet were replaced July 2023. The lights also need upgrading to LED.</p> <p>Sittingbourne Hockey Club have a pavilion with changing and bar facilities adjacent to the AGP and is in good condition, the bar area has been refurbished. However, there is a need to replace a boiler.</p> <p>Gore Court Hockey Clubs clubhouse is not on site, it's around 1/4 mile from the AGP. The Gore Court Clubhouse at the Grove is also home to Gore Court Cricket club and currently Sittingbourne Rugby Club. The rugby club will move to new accommodation once their new site has been provided as part of a Section 106 agreement at Wises Road Housing Development. The car park at the clubhouse at Gore Court has recently been resurfaced and remarked as part of this section 106 agreement.</p> <p>Sittingbourne Hockey Club play matches and train at Borden Grammar School. Number of teams 2022/23 season:</p> <ul style="list-style-type: none"> • 5 men's teams • 2 women's teams • Under 16 Boy's • Under 14's Boy's • Under 10's • Under 8's

Key Question	Analysis PPS 2023
	<p>The men's and women's teams play matches on Saturdays. The club has a larger boy's junior section than female but have training groups for mixed U8, boys under 10, 12, 14 and 16. Girls U12 and U14. Club hosts the Kent Hockey U16 Boy's Academy and is an integral part of England Hockey's Player Pathway. The club also partners with Access Sport to provide Flyers Hockey (Disability) at different school venues across Swale.</p> <p>Faversham Ladies Hockey Club has 1 adult ladies' team and play matches on Saturdays at the Sittingbourne Hockey Club AGP in the 2022/23 season.</p> <p>Gore Court Hockey Club play matches and train at Westlands School AGP. The league games are played on Saturdays with vets and mixed teams playing on Sundays. The club stated during consultation that on a typical Saturday, fixtures commence at 10.15am and the final game start time is 16.30pm. The club has the following number of teams:</p> <ul style="list-style-type: none"> • 5 men's teams • 3 women's teams • 1 men's vets' team • 1 mixed team • U 8's x 2 • U 10s x 2 • Boy's U12 • Boy's U14 • Girl's U14 • Mixed U16s <p>The Club has approximately 80 junior members attached to the club and approximately 55 train every Sunday morning. The club also organises back to hockey sessions during the week.</p>
<p>Is there enough accessible and secured community use provision to meet current demand</p>	<p>The AGPs at Westlands School and Borden Grammar School provide enough accessible and secured community use provision to meet the current demand of the three Swale Borough Hockey Clubs for match play and training. Both Gore Court Hockey Club and Sittingbourne Hockey club have priority over any other sports for match play and training slots on the 2 AGPs.</p>
<p>Is the provision that is accessible of sufficient quality and appropriately maintained?</p>	<p>The 2 x AGPs are of good quality and the changing and clubhouse facilities are adequate quality. Gore Court Hockey Club travels approximately 1 quarter of a mile from the AGP to the clubhouse that is not on site at Westlands AGP.</p> <p>The sports lighting requires replacing and upgrading to LED at both AGP sites.</p>

Key Question	Analysis PPS 2023
What are the main characteristics of the future supply and demand for provision?	<p>Additional population by 2024 generates 1.52 match equivalent sessions weekly for adults and 1.01 match equivalent sessions on a Sunday for juniors.</p> <p>The latent demand equates to an additional 2 match slots on a Saturday and 0.5 match slots on a Sunday.</p> <p>Future population and latent demand to 2040 equates to 3.52 match equivalent sessions weekly on a Saturday and 1.51 match equivalent sessions on a Sunday.</p> <p>Additional population will mean additional facilities for hockey to meet the needs of the new population in the future. There will be a need for an additional 1 x AGP for hockey in the future.</p>
Is there enough accessible and secured community use provision to meet future demand?	<p>There will not be sufficient accessible and secured community use hockey provision to meet future demand.</p> <p>A third hockey AGP is required by 2040. Ideally provision of a 2 x AGP facility with changing and clubhouse would be a sustainable option but leave one of the existing AGPs redundant.</p>

Hockey Draft Recommendations PPS Review 2023:

1. As part of the Local Plan and ongoing planning policy, protect all sites designated as hockey playing fields.
2. Westlands AGP and Borden Grammar School AGPs require floodlight replacements to LED.
3. England Hockey, Swale Borough Council, Gore Court Hockey Club and Sittingbourne Hockey Club to work in partnership to provide a 3rd Sand Based AGP by 2040 to meet projected demand for hockey. It would be preferable if a 2 x AGPs hub were provided on one site with changing and club house facilities for sustainability reasons.
4. If either Westlands School AGP or Borden Grammar School AGP became redundant in the future, due to provision of a 2 x AGP pitch site with changing and club house facilities being provided in conjunction with either Westlands or Borden Grammar School AGP. Discussions should be held with the FA Football Foundation and RFU to identify if either AGP could be reconfigured as a 3G AGP and World Rugby Regulation 22 compliant for at least rugby union training.

10. Tennis Court Analysis and Recommendations

- 10.1. The Lawn Tennis Association's (LTA) vision for tennis which has recently been introduced following a major consultative process. The vision is 'Tennis Opened Up' and the mission is to grow tennis by making it more relevant, accessible, welcoming, and enjoyable. Strategic initiatives at county and national level aim to support this'. The recent joint LTA and UK Government Parks Tennis Project investment (£30 million) is designed to open tennis to people of all backgrounds, improve access to tennis across the nation, and provide greater opportunities for children and adults to be active. Park tennis courts are particularly important in providing affordable, engaging, and accessible opportunities for more female players and those from lower socioeconomic backgrounds, as well as being the most popular venue for women to play after they have left education.
- 10.2. The LTA's mission is to grow tennis by making courts accessible, welcoming, and enjoyable. Ensuring local communities have access to quality facilities is critical to attracting and retaining more players. As such, the LTA's Quick Access Loan Scheme aims to provide interest-free loans to support venues investment in facilities, prioritising the installation and construction of covered courts.
- 10.3. The objectives of the fund are to:
- Provide covered or sports-lit playing facilities to encourage community accessible play all year.
 - Retain and increase the number of participants at the venue.
 - Offer and increase both non-members pay and play usage and coaching opportunities.
 - Grow the numbers of adults and juniors on the coaching programme.
 - Provide seamless booking of tennis courts and lessons through an [online booking system](#)

Parks Investment Project

- 10.4. The LTA wants to work with local networks, to promote a joined up, transformational improvement to existing facilities, largely through increasing the number of courts that are floodlit and covered but also courts that can be booked online. Swale Borough Council are engaged with the LTA and are working in partnership to increase usage and financial sustainability.
- 10.5. Swale Borough Council has been included in the Parks Investment Project in collaboration with the LTA and The Department for Digital, Culture, Media, & Sport.
- 10.6. The following works commenced in August 2023 with a finish time of 8 – 10 weeks:
- King George Playing Fields (4 Courts) - court resurface and repaint, reconstruction where required, re-clad fencing, new nets and posts and lite access gate system.
 - Milton Recreation Ground (3 Courts floodlit) = court resurface and repaint and premium access gate system.

- 10.7. SBC has provided funding for upgrading the tennis court lighting at Milton Recreation Ground to LED.
- 10.8. In addition to the above the Council have given the following commitments to the LTA:
- Maintaining the refurbished tennis courts and a repaint/resurface within the 15-year funding obligation period, with the annual sinking fund recommended by the LTA at £1,200 per court per annum, and a further £600 for each floodlit court per annum.
 - Commitment to ongoing sustainability to enable the above, The Council has introduced pay & play sessions at both venues while retaining some free sessions, alongside income from the incumbent Tennis Club at Milton. Season tickets will be available at both venues and coaching will be available at the Milton venue.
 - The Council will need to retain all courts as tennis courts once refurbishment works are completed for the 15-year funding obligation period if the LTA. All the courts at both sites will be dedicated to tennis.
 - The Council will remain responsible for the ongoing control, operation, management, and maintenance of both sites. The Council will then have contracts in place to outsource ongoing coaching/organised activity with local clubs/coaches.
- 10.9. A new affordable, paid for model has been implemented at all sites, ensuring the long-term playing condition of the courts, and offering a sustainable approach to their ongoing maintenance and refurbishment.
- 10.10. Residents will be able to use Clubspark – an online booking system - to book and pay for sessions on court. Additionally, through Clubspark residents can access tennis coaching sessions (for all ages and abilities), and secure household membership for just £40 a year. Household membership allows tennis court access limited to 3 sessions of up to 2 hours per session, for everyone at the registered address.
- 10.11. All LTA registered venues and accredited coaches can use ClubSpark free of charge. ClubSpark is a flexible and simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. It 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).
- 10.12. LTA data on national tennis playing demand patterns is instructive for describing activity patterns in Swale.
- 10.13. **Location of play:** The importance of parks courts is emphasised by the following data on where people play tennis. Parks are the highest where people play 31%. Hence the need to protect Swale's Park facilities and enhance them.

Table 78: National Survey – Location of Play 2018 (Source: Statistical)

Location	% Players
Parks	31%
Education sites	22%
Tennis clubs	19%
Other (i.e., Leisure centres)	28%

10.14. **Organised play:** Parks players are less reliant on organised tennis activity but heavily reliant on using parks for social tennis with friends and family:

Table 79: National survey Organised Play

Type of Tennis	% Parks Players	% Club Players
Social tennis with friends/family	90%	74%
Informal tennis	15%	18%
Individual tennis competition	2%	17%
Group coaching/lessons	2%	15%
Team tennis competition	1%	13%
Private lessons	1%	11%
Cardio tennis	3%	8%

10.15. **Satisfaction levels with courts:** The % of players of each type who are ‘very satisfied’ are as follows:

Table 80: National Survey – Satisfaction Levels with Courts

Aspects of courts	% Parks players	% Club players
Safety of courts	28%	49%

Aspects of courts	% Parks players	% Club players
Proximity to home	31%	45%
Condition of courts	13%	39%
Ease of booking	16%	35%
Cost of courts	36%	31%
Availability of courts	19%	30%
Number of courts	13%	30%
Customer service	10%	27%
Ancillary facilities	5%	26%

16. **Awareness of local tennis courts:** The importance of publicising court availability is emphasised by the following findings.

Table 81: National Survey – Awareness of Local Tennis Courts

Type of court	% People aware
Parks courts	31%
Tennis club courts	28%
Leisure centres	27%
Education courts	15%
Indoor tennis centres	10%

Swale - Supply Tennis Courts

10.17. Table 83 below provide a breakdown of tennis court sites in the study area. The quality rating of a site is calculated using the following LTA **criteria:**

- **Good** - Good playing surface, courts recently been upgraded, resurfaced, nets and fencing in working order.

Swale Borough Council

Playing Pitch Strategy

- **Average** – Court colour is fading or showing signs of wear. The surface remains largely intact. The court life, prior to needing resurfacing, would be extended for up to 5 years by cleaning and repainting of the existing surface.
- **Below Average** – Court is showing clear signs of deterioration including cracking, loosening of fretting of the surface. This indicates the court needs resurfacing.
- **Poor** - Playing surface poor, slippery playing surface, poor drainage, cracks on the playing surface and surrounding area, court markings hardly visible, no nets or nets damaged, surrounding fencing poor/dangerous.

Table 82: Outdoor Tennis Provision by Site – Swale Borough

Outdoor Tennis sites	Sub Area	Site Type/Secured /Unsecured Use	Tennis courts			Site Quality
			All Courts	Surface	Floodlit	
Borden Grammar School	Sittingbourne	Education Unsecured	6	Tarmac	No	Poor
Highsted Grammar School	Sittingbourne	Education Unsecured	7	Tarmac	Yes	Poor
King George Playing Field	Sittingbourne	Local Authority Secured	4	Tarmac	No	Good once refurbished
Milton Recreation Ground	Sittingbourne	Local Authority Secured	3	Tarmac	Yes	Good once refurbished
The Appleyard	Sittingbourne	Private Club Secured	3	2 All-weather 1 Grass	2 all-weather floodlit	Standard
Tunstall Primary School	Sittingbourne	Education unsecured	6	Tarmac	No	Standard
Woodstock Broadoak Road	Sittingbourne	Sports Club	4	Tarmac	No	Disused - Poor
Faversham Recreation Ground	Faversham	Club Secured	3 + 2 mini	Nonporous acrylic	Yes	Good
Dawes Community Association Hernehill Tennis and 5-a-side	Faversham	Community Association Secured	1	Sand based	Yes	Standard
Queen Elizabeth Grammar School	Faversham	Education Unsecured	4	Tarmac	No	Standard
HMP Swaleside	Sheppey	HMS Prisons Unsecured not available for public use	2	Tarmac	No	Standard
Oasis Academy Sheerness	Sheppey	Education Unsecured	3	Tarmac	No	Poor
Sheppey Leisure Complex	Sheppey	Swale Leisure Secured	1	Tarmac	No	Standard
Total			46+ 2 minis		16	

10.18. There are 46 tennis courts in operation in Swale Borough located at 14 sites.

10.19. Secured community use tennis sites are provided by:

- The Local Authority who manages and operate tennis courts located across 2 park sites that have recently been refurbished – King George Playing Fields Sittingbourne 4 courts and Milton Recreation Ground 3 floodlit courts.
- Sheppey Leisure operates 1 court at Sheppey Leisure Centre,
- The Appleyard a private sports club operates 2 all-weather floodlit tennis courts and a grass court in the summer months.
- Dawes Community Association Hernehill operates a tennis court that is also used for 5-aside football with floodlights.

10.20. There are two membership tennis clubs affiliated to the Lawn Tennis Association in Swale.

- Faversham Lawn Tennis Club – Faversham Recreation Ground 3 floodlit courts and 2 mini courts). Secured community use.
- Sittingbourne Tennis Club – Milton Recreation Ground (3 floodlit courts), Secured community use

10.21. There are 2 tennis courts at HMP Swaleside that are not available for public use.

10.22. There are five education sites providing 26 courts. The education sites are classified as unsecure sites for community use. The usage cannot be guaranteed without a formal community use agreement in place.

10.23. There are 4 disused tennis courts at Sittingbourne FC Woodstock Park Broadoak Road, Sittingbourne. This site is part of the Highsted planning application Land to the South and East of Sittingbourne, currently undecided and is proposing that 2 tennis courts will be replaced as part of any new developments.

10.24. Faversham Tennis Club are reaching capacity and have considered providing a fourth court at Faversham. Recreation Ground. The club cannot proceed with this due to a tree that would need to be replaced but this has a preservation order which prevents the loss of the tree.

10.25. Sittingbourne Tennis Club is a recently new tennis club in Sittingbourne. The club is seeking a lease agreement with SBC to use the Milton Recreation Ground Courts and to have use of a pavilion on site.

10.26. The Local Authority sites King George Playing Fields and Milton Recreation Ground Sittingbourne both recently refurbished provide good quality courts as do Faversham Tennis club at Faversham Recreation Ground. Faversham Tennis club are about to have their courts re painted (winter 2023).

10.27. Standard quality courts are provided at The Appleyard, Tunstall Primary School, Sheppey Leisure Centre, Dawes Community Association Hernhill and Queen Elizabeth Grammar School. Poor quality courts are provided at Oasis Academy Sheerness, Highsted Grammar School, and Borden Grammar School.

Swale - Demand Tennis Courts

10.28. The LTA advises that the capacity of public community courts on Local Authority sites to be 7 hours per day for non-floodlit courts and 12 hours per day for floodlit courts.

10.29. When considering secured community use tennis courts only. SBC provides 7 tennis courts on sites that they manage. Three of these courts are floodlit.

10.30. It is estimated that the 4 non floodlit courts contribute 28 hours per day and 196 hours per week and the three floodlit courts contribute 36 hours per day and 252 hours per week of playing capacity to meet demand for informal tennis in Swale. This equates to 1,920 hours per month (30-day average) or 23,040 hours per year.

10.31. Faversham Lawn Tennis Club, the Appleyard, Dawes Community Association and Sheppey Leisure Centre provide 1 non floodlit tennis court and 6 floodlit tennis courts. Applying the same ratio of use as public courts, clubs non floodlit tennis courts provide 7 hours use per day and 49 hours per week. Floodlit tennis courts provide 72 hours per day and 504 hours per week. A total of 3,630 hours per month. (30-day average) or 43,560 hours per year.

10.32. When adding the parks and club courts monthly hours of court supply together, the total monthly hours of use available equals 5,550.

10.33. Sport England Active Lives data for 2021/2022 informs us that 2.9% of the population across Swale Borough participate in tennis activity at least once a year. The Census 2021 identifies the Swale borough population to be 151,700. 2.9 % of the population equates to 3171 persons participating in tennis.

10.34. Assuming an average of 3 people per court per 'booking / use' (to account for an even split between singles, doubles, and some sessions where 3 people share a court) equates to 1,850 (5,550 total hours of monthly use /3) sessions per month played on public and sports club courts. If each match lasts for 1 hour on average this means that when considering public and club courts, they are operating for 1,850 hours out of a possible 5,550 hours per month 33.3% of their total operational capacity.

10.35. According to data provided by the LTA's online booking system (Clubspark) with court access technology, the average level of utilisation in venues (UK wide) is 53%. By this barometer Swale is estimated to be currently operating significantly below average levels in terms of its utilisation of tennis courts. The new improved gate access systems now in place for 2023 at King George V and Milton Recreation Ground will provide Swale with up-to-date accurate usage data.

10.36. **Population growth:** A scenario has been modelled for future needs based on 2.9% of the population participating in tennis.

- 10.37. Swale Borough Council are currently in the process of updating and providing a new local plan that will go to 2040.
- 10.38. The position on housing numbers is for the period 1st April 2022 to 31st March 2040 i.e., 18 years (1078 p.a.) is the need for 19,404. About 8,000 dwellings are already accounted for through allocations in the current local plan, bearing fruits and other planning permissions. This leaves a total of 11,404 new dwellings to be allocated.
- 10.39. A total of 11,404 homes with an average household size of 2.3 persons provides a new resident population of 26,299.
- 10.40. By applying the Active Lives 2.9% of Swale Borough residents participating in tennis in the past twelve months to the increased population 26,299 equates to an increase in participation of 763 people. Assuming an average of 3 people per court per 'booking / use' (to account for an even split between singles, doubles, and some sessions where 3 people share a court) this equates to 254 (763/3) sessions per month played on public courts. If each match lasts for 1 hour on average this means that when considering secured use public courts and club courts only, they would be operating for an additional 254 hours. This with the current estimated 1,850 hours of use totals 2,104 hours out of possible 5,550 hours per month 38% of their total operational capacity.
- 10.41. The theoretical observations above suggest that there is no need for additional courts to be provided to meet future population needs. However, with the investment being provided to install access gates in 2023 across the local authority two park's courts sites, the actual usage of courts will be able to be monitored and inform future decision making.
- 10.42. The LTA has stated that new provision is always welcome to fulfil strong playing demand in Swale. Future trends may be the need to improve 'wrap around' facilities in parks. This includes floodlighting of courts to improve all year round play and ensure coaching income in parks is not too seasonal.
- 10.43. This also includes toilet, pavilion, and path lighting around tennis facilities to encourage comfortable and safe routes to and from courts. These facilities will also be key to driving junior and adult coaching programmes and competitions within parks.
- 10.44. The LTA are keen to increase provision in the Swale borough area. The LTA will object to the loss of any tennis court across Swale borough.
- 10.45. All tennis courts should be protected within the Swale Borough Local Plan. Any courts proposed to be lost should be replaced with at least equivalent provision in terms of quantity and quality.

Tennis Draft Recommendations

1. The Protection of all community use tennis courts across Swale Borough Council. Any courts proposed to be lost should be replaced with at least equivalent provision in terms of quantity and quality.
2. Swale Borough Council and the Lawn Tennis Association (LTA) to work together to:
 - Develop strong local park and other community tennis venue partnerships to deliver inclusive and sustainable tennis provision for all.
 - Invest in great people delivering great experiences in parks.
 - Target investment in “welcoming “park facilities for people to socialise and play.
3. Monitor and use the gate access systems installed to identify demand currently and for the future and use the findings to promote tennis across Swale Borough. There is a need to consider a review of tennis usage on the parks bookable courts so actual demand/use can be understood and future provision planned for more accurately.
4. Future trends may be the need to improve ‘wrap around’ facilities in parks. This includes floodlighting of courts to improve all year round play and ensure coaching income in parks is not too seasonal. This also includes toilet, pavilion, and path lighting around tennis facilities to encourage comfortable and safe routes to and from courts. These facilities will also be key to driving junior and adult coaching programmes and competitions within parks.
5. Swale Borough Council needs to broadly encourage and support the work to link between venues, coaches, and schools to ensure the young people across Swale have an opportunity to participate in tennis.
6. The LTA to work with clubs through its club network to develop opportunities for growth in the tennis workforce to support the tennis environments.
7. There is a need to monitor the capacity of use at Faversham Tennis club and to consider how an additional court can be provided for use by the club in the future if required.

11. Bowls Green Analysis and Recommendations

- 11.1. Bowls England is responsible for governance administration and promotion of Flat Green Lawn Bowls in England. It was formed in 2008 following a unification of the English Bowling Association (EBA) and English Women's Bowling Association (EWBA).
- 11.2. The 2021-26 England Bowls Strategy 'Fit for the Future' frames a new and exciting course for the sport. England Bowls believe it will:
- Unite the sport behind a compelling vision, creating a sense of belonging and source of inspiration for its volunteers.
 - Guide the staff team's activity allowing it 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.
 - Enable it to articulate with one voice because those outside its sport should care.
- 11.3. The five-year plan, launched in August 2021, is designed with the goal of getting more people playing and enjoying bowls.
- 11.4. It sets out the England Bowls vision for the sport, how it plans to achieve its objectives and what success looks like in 2026. The priorities that will get England Bowls to its target of **One Million Bowls Experiences** by 2026 are:
- **Building the brand of bowls** by increasing focus on international & top domestic bowls and utilising 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 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.
- 11.5. The bowls facilities in Swale Borough provide for England Bowls – Flat green and is played on a flat grass (or artificial) surface called the 'green' that should be either rectangular or square. The length of the green in the direction of play should be between 31 metres and 40 metres.
- 11.6. The green is divided into sections called 'rinks' which should be between a minimum of 4.3 metres and a maximum of 5.8 metres wide for outdoor play.
- 11.7. Surrounding the green is a ditch, and a bank where markers indicate the boundaries and centre lines of each rink.

Swale Borough Council

Playing Pitch Strategy

11.8. Each game is split into individual ends. At the start of each end one player will place the mat on the centre line of the rink and deliver the jack. The jack is then put on the centre line at the other end of the rink. The jack must be a minimum of 23 metres from the mat at the start of the end.

Swale Borough Supply

11.9. There are eight England Bowls flat green bowls greens in Swale Borough.

11.10. Table 84. below provides details of the bowls sites, which all have one green and six rinks except for Leavelands Bowls Club that has 2 rinks. All but one green is considered secure. The green at Kemsley Bowls Club is considered unsecured due to problems with the lease between the new landlord and the club.

11.11. This leaves seven of the eight bowling greens classed as secured community use. Two bowls club sites are owned by Swale Borough Council - Faversham Recreation Bowls Club have a self-management arrangement although the council remains responsible for the buildings and Queenborough Bowls Club. Has a long lease with 10-year reviews first review is due 2023.

11.12. Boughton under Blean leases its site from a local farmer. The remainder are in private club ownership.

Table 83: Flat Green Bowls Sites in Swale Borough

Site Name	Sub Area	Ownership	Management & Membership	Security of Use	Number: Green – Rinks	Quality: Green – Clubhouse
Boughton under Blean Bowls Club ME13 9NA	Faversham	Club -Long term lease from Local Landowner Wellbrook Farm	Club – 41 Members	Secured	1 – 6	Standard - Standard
Faversham Recreation Bowls Club (Faversham Recreation Ground) ME13 8HA	Faversham	Faversham Municipal Charities Lease to the Local Authority – the club have a self-management agreement although the Council remains responsible for the structure and external maintenance of the buildings.	Club – 48 members	Secured	1 - 6	Good -Good
Leavesland Bowls Club ME13 0NP	Faversham	Club – Private house	Club – Members 10	Secured	1 – 2	Good– Good
Kemsley Bowls Club ME10 2RL	Sittingbourne	Private ownership Leased to club	Club – 21 members	Unsecured	1 – 6	Standard – Good

Swale Borough Council Playing Pitch Strategy

Site Name	Sub Area	Ownership	Management & Membership	Security of Use	Number: Green – Rinks	Quality: Green – Clubhouse
Milton Regis Bowls Club ME10 2PS	Sittingbourne	Club	Club – 32 members	Secured	1 – 6	Good – Good
Appleyard Bowls Club ME10 1QN	Sittingbourne	Private	Club – 22 Members	Secured	1 – 6	Standard – Good
Queenborough Bowls Club ME11 5DP	Sheppey	Local Authority – Leased to Club 99 years subject to 10-year reviews.	Club – 37 members	Secured	1 – 6	Standard – Good
Sheerness Town (St Georges) bowls Club ME12 1QT	Sheppey	Club Ltd Company	Club – 37 Members	Secured	1 – 6	Standard – Good

Page 39 of 51

13. There is a disused bowls club at Sittingbourne FC, Woodstock Park. This site is part of the Highsted planning application Land to the South and East of Sittingbourne, currently undecided and is proposing that the disused bowls green will be replaced.

14. Table 84 also provides non-technical site assessment scores for the quality of the bowling green and the clubhouse.

- Boughton under Blean Bowls Club – in 2021 the green was attacked by leather jackets. The grubs of this insect eat the grass roots and decimated the green until in 2022 the green had to be closed as it had become unplayable. The club has taken big steps to ensure the green is in tip top condition for 2023 season and is quality rated as standard. The pavilion/clubhouse is rated as good quality.
- Faversham Recreation Bowls Club has an annual fine turf assessment carried out by STRI on behalf of Swale Borough Council. The assessment identifies the work needed to keep the fine turf bowls green in good condition. The visual assessment undertaken as part of this study rated the green as good quality and the pavilion as good quality. There are areas of squirrel damage on the green.
- Leaves end Bowls Club is in the grounds of Monks Cottage which is a private dwelling. There are 10 members, and the 2-rink green is maintained to a good quality by the owner. The pavilion is small but of good quality.
- Kemsley Bowls Club green is maintained by the club members and is rated as standard quality with a good quality pavilion. There are issues with the ownership with the club not having any long-term lease in place and the owner wishing to sell the land. Due to the lease issue the site is rated as unsecured.

- Milton Regis Bowls Club green s maintained by the club and provides a good quality green and clubhouse.
- Appleyard Bowls Club green is maintained by the private sports club and is rated as standard with a good quality pavilion.
- Queenborough Bowls Club has an annual fine turf assessment carried out by STRI on behalf of Swale Borough Council. The assessment identifies the work needed to keep the fine turf bowls green in good condition. The visual assessment undertaken as part of this study rated the green as good quality and the pavilion as good quality. The club has installed a new hi-tech watering system that will be able to water more of the green and will be controlled by an app so can be watered more often. The club are also getting a better-quality seed that has a greater germination period along with a better wetting agent. With these improvements the visual quality assessment is standard, but this will probably improve to good with the watering and other maintenance improvements the club are undertaking. The clubhouse is rated as good.
- Sheerness Town St Georges Bowls Club the fine turf bowls green rated as standard quality and good quality rated clubhouse.

Bowls Demand

Page 396

15. This study has identified 248 affiliated bowls members in Swale Borough. The clubs have stated that membership remains roughly the same as previous years and that they are targeting younger players as it is hard to maintain an ageing membership.
- 11.16. Although Bowls England has noted a decline in membership rates since its inception in 2008. Kent Bowling Association has seen a decline in club memberships and clubs in the Kent County area.
- 11.17. Faversham Recreation Bowls Club has the highest membership with 48 members and Leavesland Bowls Club has the lowest with 10 members.
- 11.18. Future demand patterns are likely to be like current levels, based on participation trends. Sport England Active Lives survey suggests 2.1% of the Swale population participated in flat green bowls activities in 2021/2022.
- 11.19. Swale Borough Council are currently in the process of updating and providing a new local plan that will go to 2040.
- 11.20. The position on housing numbers is for the period 1st April 2022 to 31st March 2040 i.e., 18 years (1078 p.a.) is the need for 19,404. About 8,000 dwellings are already accounted for through allocations in the current local plan, bearing fruits and other planning permissions. This leaves a total of 11,404 new dwellings to be allocated.
- 11.21. A total of 11,404 homes with an average household size of 2.3 persons provides a new resident population of 26,299.

- 11.22. If participation trends remain the same. The higher population projections will create a requirement for 2.1% additional capacity of the new population by 2042. This equates to approximately 553 additional bowls players. Spare capacity at the existing bowls facilities will be able to accommodate all additional future demand. Based on the 8 clubs across Swale Borough this equates to 69 new members each by 2042.
- 11.23. If the Highsted Housing development comes to fruition and the disused bowls green at Sittingbourne Football Club is replaced with a new bowls green this would provide for 9 bowls greens across Swale and an average increase in memberships of 62 members his participation per green. To accommodate this participation clubs may wish to consider artificial grass replacements for the fine turf greens ensuring bowls play all year round.
- 11.24. There will be a need to ensure that bowls clubhouses are large enough to accommodate the additional demand.
- 11.25. It is also recommended that Bowls England work with Clubs to encourage improved awareness of facilities and that Clubs are well linked to participation programmes and support with marketing.

Bowls Green Draft Recommendations

- 11.26. Protecting existing bowls greens through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility or create improvements to be able to increase capacity at nearby bowls greens. This includes protecting the disused green at Woodstock Broadoak Road Sittingbourne.
- 11.27. Future housing developments should be asked for development funding contributions to ensure that existing bowls clubs have sufficient pavilion space and good quality greens to provide for new residents across Swale Borough.
- 11.28. Where clubs have larger memberships artificial grass greens should be considered to replace the fine turf green and provide for all year-round participation.

12. Netball Analysis and Recommendations

- 12.1. England Netball is the governing body of the sport and supports the development of the game in Swale Borough.
- 12.2. In November 2021 England Netball launched a 10-year 'Adventure Strategy' for the game with a new brand identity for the organisation.
- 12.3. England Netball's 'Adventure Strategy' 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.
- 12.4. 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, and
 - lead a movement to impact lives on and beyond the court.
- 12.5. At the heart of its purpose, England Netball, 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.
- 12.6. 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.
- 12.7. The organisation is also committed to opening the sport to new audiences in every community, so 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 (EMMNA) 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.
- 12.8. Transforming netball for children and young people is a strategic priority to protect the future of the sport. Collaborating 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.
- 12.9. 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.

12.10. 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 and Built Facilities Strategies that: -

- Facilitates informal netball activity within neighbourhood multi use games areas for example by installing combined outdoor basketball and netball goals and part courts in Neighbourhood Equipped Areas for Play (NEAPs).
- Incorporates the cultural and health needs of women and girls within any designs for improved or new facilities.
- Protects and enhances 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.
- Supports the installation of floodlights on outdoor courts to increase all year-round use.
- Facilitates the development of netball growth programmes, club training and competition within public leisure centres.
- Where appropriate, supports 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.

11. England Netball's programmes of recognised and authorised activities are:

- 7-a-side Netball – single gender full seven aside version of the game in accordance with England Netball and/or World Netball rules.
- Fast5 / FastNet – single gender five/seven aside version of the game in accordance with England Netball and World Netball rules and regulations.
- Indoor Netball (or Nets) – single gender or mixed gender version of the game in accordance with England Netball and/or World Indoor Netball Association (WINA) rules and regulations.
- ParaNetball – Versions of the game that are endorsed by England Netball in recognition of the participants' disability.
- England Netball participation programmes delivered by approved persons/groups, including:
 - Back to Netball
 - Bee Netball
 - Netball Now
 - Walking Netball
- Mixed Netball (all versions listed above) – England Netball welcomes Mixed Netball as a growing form of the game and recognises Mixed Netball in the following contexts:
 - At a recreational level – defined as the casual participation in training, a non-competitive or competitive game at a local or county level, where the result does not have a consequence on a league, tournament, or series of games at a regional level or above.

- At a Performance level– training and competition delivered specifically by England Netball, England Netball Men’s, and Mixed Netball Association (EMMNA) and registered VNSL Clubs only. In this context mixed netball can be in the form of mixed gender teams or competition between single gender teams of opposing gender.

Swale - Supply Netball Courts

12.12. Table 85 below provide a breakdown of netball court sites in the study area. The quality rating of a site is calculated using the following **criteria**:

- **Good** - Good playing surface, courts recently been upgraded, resurfaced, posts and fencing in working order.
- **Average** – Court colour is fading or showing signs of wear. The surface remains intact. The court life, prior to needing resurfacing, would be extended for up to 5 years by cleaning and repainting of the existing surface.
- **Below Average** – Court is showing obvious signs of deterioration including cracking, loosening of fretting of the surface. This indicates the court needs resurfacing.
- **Poor** - Playing surface poor, slippery playing surface, poor drainage, cracks on the playing surface and surrounding area, court markings hardly visible, no post or posts damaged, surrounding fencing poor/dangerous.

Table 84: Netball Court Provision by Site – Swale Borough

Outdoor Netball sites	Sub Area	Site Type/Secured / Unsecured Use	Netball Courts			Site Quality
			All Courts	Surface	Floodlit	
Borden Grammar School	Sittingbourne	Education Unsecured	4	Tarmac	No	Poor
Highsted Grammar School	Sittingbourne	Education Unsecured	7	Tarmac	Yes	Poor
The Sittingbourne School	Sittingbourne	Education Unsecured	3	MUGA	Yes	Standard
Westlands School	Sittingbourne	Education Unsecured	6	Tarmac	No	Poor
Queen Elizabeth Grammar School	Faversham	Education Unsecured	4	Tarmac	No	Standard
Oasis Academy Minster Road	Sheppey	Education Unsecured	4	Tarmac	Yes	Standard
Total			28		14	

12.13. There are twenty-eight outdoor netball courts across Swale Borough all located at 6 education sites. Courts used by the community are at the Sittingbourne School and Oasis Academy.

- 12.14. The Sittingbourne School 3 netball courts are provided on a MUGA, and the Oasis Academy 4 netball courts are provided on tarmac with no additional markings.
- 12.15. All netball sites are on education sites and are therefore considered unsecured. They can only be in secured use if a formal community use agreement is in place.
- 12.16. Standard quality courts are provided at The Sittingbourne School, Oasis Academy and Queen Elizabeth Grammar School. Poor quality courts are provided at Westlands School, Highsted Grammar School, and Borden Grammar School.

Swale - Demand Netball Courts

- 12.17. In the past an England Netball affiliated league has taken place at The Sittingbourne School but currently this league is not operating.

Page
2401

- Sittingbourne & District Netball league games were played on Sunday mornings at 9:30am and 11am for the Winter Season which ran from September to April and the Summer Season which ran from May to August.

- 12.18. However, there are two unaffiliated netball leagues operated by Leagues 4 You. One at Oasis Academy on Monday evenings providing netball for the following unaffiliated teams:

- | | |
|---------------------|--------------------|
| • Belles | • Flyers |
| • Sheppey Ballers | • The Cheeky Girls |
| • Minster Maidens | • Sheppey Lions |
| • Sheppey Netchicks | • Red Devils |
| • Double Ds | • |

- 12.19. A second non-affiliated league operates at The Sittingbourne School on Wednesday evenings and caters for the following unaffiliated teams:

- | | |
|------------------------------|--------------------------|
| • Spectrum | • Sittingbourne Saphires |
| • Tunstall Mums | • Basket Cases 2 |
| • Chaos | • Pink Panthers |
| • Bourne Belles Abbey School | |

- 12.20. The above leagues identify that there is a demand for netball across the Swale Borough community. In addition, there is a walking netball club that organises sessions at the sports hall at The Abbey School Faversham on Tuesdays. This is organised by Age UK Faversham and Sittingbourne.

12.21. The one identified affiliated netball club in Swale is Comets Netball Club.

12.22. Comets Netball Club has been competing in Swale, Kent, and the Southeast for over 20 years and has grown to over ninety members. Throughout the Junior and Senior Squads, the clubs aim is to play at the best of our ability and just as importantly to have fun and enjoy it.

12.23. Comets Netball Club currently run U12, U14, U16, and Senior Teams which participate in the following Leagues:

- London and Southeast Regional League
- Kent County Senior and Junior Leagues
- Polytechnic Invitational League
- Medway Summer League
- Maidstone & Malling Netball League

12.24. The club is Sport England Clubmark accredited as we have achieved the England Netball Silver CAPS award.

12.25. The CAPS netball scheme helps clubs' function in the most efficient way and is linked to Sport England Clubmark scheme. This scheme ensures good practice in the development of players, coaches and umpires at all levels and offers a way of maximising SAFE and CHILD FRIENDLY activities. In line with the Clubmark award, CAPS focuses on four key area that impact netball clubs:

- Duty of care and child protection
- Coaching and Competition
- Club Management and Administration
- Sports Equity and Ethics

12.26. Training is held weekly for all age groups. Summer training takes place at The Sittingbourne School outdoor courts and winter training takes place indoors at the following sites:

- Seniors on Wednesday evenings 7:30pm – 9.30pm at The Abbey School Sports Centre, London Rd Faversham ME13 8RZ
- Under 16 (years 10 and 11) on Wednesday evenings 6.00pm – 7.30pm at The Abbey School Sports Centre, London Rd Faversham ME13 8RZ
- Under 12s and Under 14 on Tuesday evenings at Fulston Manor School

12.27. The senior team play indoors at the Polo Farm Canterbury where a two-court netball sports hall is available. The Teams also play at central venue sites out of Swale Borough at the following venues:

- London & Southeast Regional League – Various venues in Kent, Surrey, Sussex & Middlesex—Comets home Venue – Polo Farm Sports Club, Littlebourne Road Canterbury Kent CT3 4AF - played Saturdays.
- Kent County Senior League - Various Venues throughout Kent — Comets home Venue – Polo Farm Sports Club, Littlebourne Road Canterbury Kent CT3 4AF -played Sundays.
- London Polytechnic Invitational league 0 Home matches - Dartford Science Technology College Health Lane Dartford Kent DA1 2LY mostly Saturdays and some Sundays Away matches played at various venues within the M25.
- Kent Junior League— Central venue—Rainham School for Girls Derwent Way Gillingham Kent ME8 0BX – played Sundays twice a month.
- Medway Junior Netball League – Central Venue – Rainham School for Girls Derwent Way Gillingham Kent ME8 0BX – played Saturdays.

12.28. **Population growth:** A scenario has been modelled for future needs based on 1.6% of the population participating in netball based on participation data for Swale Borough taken from sport England Active Lives data 2021 - 2022.

12.29. Swale Borough Council are currently in the process of updating and providing a new local plan that will go to 2040.

12.30. The position on housing numbers is for the period 1st April 2022 to 31st March 2040 i.e., 18 years (1078 p.a.) is the need for 19,404. About 8,000 dwellings are already accounted for through allocations in the current local plan, bearing fruits and other planning permissions. This leaves a total of 11,404 new dwellings to be allocated.

12.31. A total of 11,404 homes with an average household size of 2.3 persons provides a new resident population of 26,299.

12.32. By applying the Active Lives 1.6% of Swale Borough residents participating in netball in the past twelve months to the increased population 26,299 equates to an increase in participation of 420 people. This will create a requirement for additional capacity by 2040.

12.33. The Kent Netball Development Officer has stated that the England Netballs current priorities in Swale Borough are to rebuild England Netball participation programmes including Back to Netball, Walking Netball, Netball Now and Bee Netball and to support local leagues and clubs, and to grow volunteers and coaches.

12.34. There is no evidence of unmet demand for outdoor netball courts in Swale Borough at present, although future demand patterns are likely to increase based on participation trends and population projections.

Netball Draft Recommendations

1. The Protection of all community use netball courts across Swale Borough Council. Any courts proposed to be lost should be replaced with at least equivalent provision in terms of quantity and quality.
2. Swale Borough Council and England Netball to work together to rebuild England Netball participation programmes in Swale Borough including Back to Netball, Walking Netball, Netball now and Bee Netball.
3. When developing new Multi Use Games Areas (MUGAs) in the future. Provide netball markings, this is to ensure that netball courts are marked on all MUGAs to promote the expansion of the game.
4. Negotiate formal community use agreements s part of the planning process on education sites current and at new school developments to ensure use by the community of sports courts on education sites in the future.

Faversham Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor	Adult 11v11 Play			Youth 11v11 Play			Junior 9v9 Play			Mini Soccer 7v7 Play			Current Number of Pitches Mini Soccer 5v5	Peak Time Mini Soccer 5v5 Spare/Overplayed /Balanced Capacity - minus Demand MES	Weekly Mini Soccer 5v5 Spare/Overplayed /Balanced Capacity - minus Demand MES
				Current Number of Pitches Adult 11v11	Peak Time Adult 11v11 Spare/Overplayed /Balanced Capacity MES	Weekly Adult 11v11 Spare/Overplayed /Balanced Capacity - minus Demand MES	Current Number of Pitches Youth 11v11	Peak Time Youth 11v11 Spare/Overplayed /Balanced Capacity MES	Weekly Youth 11v11 Spare/Overplayed /Balanced Capacity - minus Demand MES	Current Number of Pitches Junior 9v9	Peak Time Junior 9v9 Spare/Overplayed /Balanced Capacity MES	Weekly Junior 9v9 Spare/Overplayed /Balanced Capacity - minus Demand MES	Current Number of Pitches Mini Soccer 7v7	Peak Time Mini Soccer 7v7 Spare/Overplayed /Balanced Capacity MES	Weekly Mini Soccer 7v7 Spare/Overplayed /Balanced Capacity - minus Demand MES			
Bull Lane Recreation Ground	Secured	Poor	Poor	1	0.5	0	0				0			0	0	0		
Faversham Recreation Ground	Secured	Poor	Good	2	0.5	0	0				1	1	1	0	0	0		
Froggnall Lane - Teynham	Secured	Poor	Poor	1	1	1	0				0			0	0	0		
ISP Teynham	Unsecured	Poor	None	0	0	0	1	0	-1		0			0	0	0		
Hernhill Recreation Ground	Secured	Poor	Standard	1	-3	-3	1	-0.5	-0.5		0			0	0	0		
King Georges Playing Field	Secured	Poor	Standard	1	-2	-4	0				1	-3.5	-5.5	0	0	0		
Norton Park Sports Club	Secured	Standard	Standard	1	0.5	1.5												
Queen Elizabeth Grammar School	Unsecured	Poor	Poor	1	0	-1	3	2.5	1		0			0	0	0		
Salterns Lane (Faversham Town FC) 3G AGP July 2023	Secured	Good	Good	0	0	0	0				0			0	0	0		
Sharsted Playing Field	Secured	Poor	Standard	1	0.5	0	0				0			0	0	0		
The Abbey School	Unsecured	Poor	Standard	2	0.5	-0.5	2	-1.5	-3.5		1	0	-1	0	0	0		
Total Secured and Unsecured Use				11	-1.5	-6	7	0.5	-4		3	-2.5	-5.5	0	0	0	0	0
Secured Community Use				8	-2	-4.5	1	-0.5	-0.5		2	-2.5	-4.5	0	0	0	0	0
Unsecured Community Use				3	0.5	-1.5	6	1	-3.5		1	0	-1	0	0	0	0	0
Total Demand Against Secured Use Pitches Only				9	-4.5	-9	1	-2.5	-10		2	-3.5	-4.5	0	0	0	0	0
8 Secured sites 3 Sites Unsecured																		

21
11
10
12

Sittingbourne Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor	Adult 11v11 Play			Youth 11v11 Play			Current Number of Pitches Junior 9v9	Peak Time Junior 9v9 Spare/Overplayed /Balanced Capacity MES	Weekly Junior 9v9 Spare/Overplayed /Balanced Capacity MES	Current Number of Pitches Mini Soccer 7v7	Peak Time Mini Soccer 7v7 Spare/Overplayed /Balanced Capacity MES	Weekly Mini Soccer 7v7 Spare/Overplayed /Balanced Capacity MES	Current Number of Pitches Mini Soccer 5v5	Peak Time Mini Soccer 5v5 Spare/Overplayed /Balanced Capacity MES	Weekly Mini Soccer 5v5 Spare/Overplayed /Balanced Capacity MES
				Current Number of Pitches Adult 11v11	Peak Time Adult 11v11 Spare/Overplayed /Balanced Capacity MES	Weekly Adult 11v11 Spare/Overplayed /Balanced Capacity - minus Demand MES	Current Number of Pitches Youth 11v11	Peak Time Youth 11v11 Spare/Overplayed /Balanced Capacity MES	Weekly Youth 11v11 Spare/Overplayed /Balanced Capacity - minus Demand MES									
Central Park Stadium	Secured	Standard	Poor	2	0	-0.5	0			0			0			0		
Chapel Meadow	Secured	Poor	Poor	0	0	0	3	1.5	1.5		0			0			0	
Fulston Manor School Playing Field	Unsecured	Standard	Standard	2	0	0	0			1	-1	-0.5	1	0	2	0		
Hollywell Meadow	Secured	1 Adult good remainder standard	Good	2	-0.5	0	2	1	3		0			0			0	
Kemsley Recreation Ground	Secured	Poor	None	1	0	0	0						1	1	2	0		
King Georges Playing Field	Secured	Poor	Poor	2	2	2	0			1	1	1	0	0	0			
Hilton Recreation Ground	Secured	Poor	Poor	1	0.5	0	0			1	1	1	0	0	0			
Murston Recreation Ground	Secured	Poor	Poor	1	0	-1	1	-1.5	-2		2	1	0	1	0	0.5	3	0.5 3.5
Newington Recreation Ground	Secured	Poor	Poor	1	0	0	1	1	1		0			0			0	
Rectory Road Recreation Ground	Secured	Poor	None	0	0	0	0			1	1	1	0	0	0			
Rodmersham Cricket Club	Secured	Good	Standard	0	0	0	0			1	0	2	2	0	9.5	2	0.5	10.5
Herons Park - School Lane Playing Field	Unsecured	Standard	Good	0	0	0	0			1	-1	0	1	2	1	1	1.5	
Sittingbourne Community School	Unsecured	Standard	Standard	3	1	1.5	0			1	0	0.5	1	0	2	0		
Sittingbourne Recreation Ground	Secured	Poor	None	1	0	0	0						1	1	2	0		
The Appleyard	Secured	Poor	Standard	3	0	3.5	0			2	-0.5	-0.5	1	-2.5	-2	0		
The Playstool	Secured	Poor	Poor	1	0.5	0	0			0			0			0		
Borden Grammar School Sports Field	Unsecured	Poor	None	2	1	1	0			0			0			0		
Westlands Primary School	Unsecured	Poor	Standard	1	0.5	0.5	0			0			1	0.5	1.5	0		
Woodstock Park Roman Stadium - Sittingbourne FC	Secured	Standard	Standard	2	0.5	0.5	1	-1	-1.5		1	-1	-0.5	1	0	3	0	
Total Secured and Unsecured Community Use				25	5.5	1	8	1	2	11	-0.5	3	11	-1	22.5	6	0	15.5
Secured Community Use				17	3	2	8	1	2	8	1.5	1	7	-0.5	15	5	1	14
Unsecured Community Use				8	2.5	3	0	0	0	3	-2	0	4	-0.5	7.5	1	-1	1.5
Total Demand Against Secured Community Use Pitches				16	-2.5	-13	8	1	2	8	-3.5	-4	7	-5	8.5	5	-1	11.5

61
45
16
44

Sheppey Sub Area	Security of Site	Quality Pitches Good /Standard/ Poor	Quality Ancillary Facilities - Good /Standard/ Poor	Adult 11v11 Play			Youth 11v11 Play			Current Number of Pitches Junior 9v9	Peak Time Junior 9v9 Spare/Overplayed /Balanced Capacity MES	Weekly Junior 9v9 Spare/Overplayed /Balanced Capacity - minus Demand MES	Current Number of Pitches Mini Soccer 7v7	Peak Time Mini Soccer 7v7 Spare/Overplayed /Balanced Capacity MES	Weekly Mini Soccer 7v7 Spare/Overplayed /Balanced Capacity - minus Demand MES	Current Number of Pitches Mini Soccer 5v5	Peak Time Mini Soccer 5v5 Spare/Overplayed /Balanced Capacity MES	Weekly Mini Soccer 5v5 Spare/Overplayed /Balanced Capacity - minus Demand MES
				Current Number of Pitches Adult 11v11	Peak Time Adult 11v11 Spare/Overplayed /Balanced Capacity MES	Weekly Adult 11v11 Spare/Overplayed /Balanced Capacity - minus Demand MES	Current Number of Pitches Youth 11v11	Peak Time Youth 11v11 Spare/Overplayed /Balanced Capacity MES	Weekly Youth 11v11 Spare/Overplayed /Balanced Capacity - minus Demand MES									
Festival Park	Secured	Poor	Standard	0	0	0	1	-3	-3		0			1			-0.5	0.5
Holm Park 1G floodlit, 1 11v11/adult 11v11 5v5	Secured	3G good remainder standard	Good	0	0.5	1	0	0	0		1	-1	0	-1	0	1	0	1
King Georges Playing Field	Secured	Poor	None	1	1	2	0	0	0		0		0	0	0	0		
Laysdown Coastal Park	Secured	Poor	Standard	1	0	-0.5	0	0	0		0		0	0	0	0		
Oasis Academy East adult grass	Unsecured	Standard	Standard	1	0.5	1	0	0	0		0		0	0	0	0		
Range Road Football Ground	Secured	Poor	Poor	1	0.5	0	0			0			1	2	0			
Sageer Road Sports Ground	Secured	Poor	Poor	1	0	-0.5	0	0	-1		0		0	0	0	0		
Sheerness East Workings Mens Club	Secured	Standard	Standard	1	-1	-0.5	1	0	1		1	0.5	1.5	0	0	0		
Sheppey Rugby Club	Secured	Standard	Standard	1	1	2	0	0	0		0		0	0	0	0		
Sheppey Sports Club	Secured	Standard	Standard	1	0	0	0	0	0		1	-1	0	2	-1	5	2	1.5 7
Shurmonds Meadows (Eastchurch CC)	Secured	Standard	Standard	0	0	0	0	0	0		0	1	1	-1	2	3	1.5	10.5
Co op Sports Club	Secured	Poor	Standard	1	1	1	1	0.5	0.5		0		0	0	0	0		
St Georges Church of England Primary School	Secured	Poor	None	1	0.5	-0.5	1	1	1		0		0	0	0	0		
Thistle Hill	Secured	Poor	None	1	1	1	0	0	0		0		0	0	0	0		
Total Actual Secured and Unsecured Community Use				12	5	6	5	-1.5	-1.5	4	-1.5	2.5	5	-2	9	7	2.5	19
Secured Community Use				11	4.5	5	5	-1.5	-1.5	4	-1.5	2.5	5	-2	9	7	2.5	19
Unsecured Community Use				1	0.5	1	0	0	0	0	0	0	0	0	0	0	0	0
Total Demand Against Secured Use Pitches Only				11	4	4	5	-1.5	-1.5	4	-1.5	2.5	5	-2	9	7	2.5	19

33
32
1
32

Key	
Overplayed	
Underplayed	
Balanced play (Neither overplay or underplay)	

Appendix 2: Swale Borough Playing Pitch Strategy - Football Weekly and Peak Time Supply and Demand Capacity Faversham Sub Area

Faversham District Youth League
Sat AM
Sun AM

Saturday AM
Sunday PM

Adult 11v11 Pitch Provision

Adult 11v11 Pitch Provision Sub Area Faversham	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	1.0	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comment
Ball Lane - Boughton under Blean	Poor	Secured	1	1	1	0	0.5	0.5	Saturday AM 0.5 MES Sunday PM 0.5 MES
Faversham Recreation Ground	Poor	Secured	2	2	2	0	1.5	0.5	Peak time Sunday AM - Faversham Hornets 0.5 MES Faversham Strike Force 0.5 MES Sunday PM - Faversham Strike Force 0.5 MES No identified use 2023/24 Season
Frogmat Lane Playing Field Teytham	Poor	Secured	1	1	0	1	0	1	Teytham Parish Council renewed lease to Teytham Sports Association until 2024 - Planning application submitted for new drainage catch provision and pavilion. Site could accommodate 2 pitches chamber rooms are dire. Additional teams used the site previous season.
Hornhill Recreation Ground	Poor	Secured	1	1	4	-3	4	-3	Saturday AM 7/11 MES 5/2.5 MES
King Georges Playing Field	Poor	Secured	1	1	5	-4	3	-1	Sunday AM Peak time 3 MES
Norton Park Sports Club	Standard	Secured	1	2	0.5	1.5	0.5	0.5	Peak time Sunday AM
Queen Elizabeth Grammar School	Poor	Unsecured	1	1	2	-1	1	0	Peak time Sunday PM 1 MES - School 0.5 MES weekly
Salters Lane Faversham - 3G AGP									3G pitch match view see below.
Swansea Sports Club	Poor	Secured	1	1	1	0	0.5	0.5	Peak time Sat PM 0.5 MES & Sun AM 0.5 MES
The Abbey School	Poor	Unsecured	2	2	2.5	-0.5	1.5	0.5	AFC Faversham Sun AM 0.5 MES, Canterbury Bombers Sun AM 0.5 MES, City Stars Sun AM 0.5 MES, Faversham Athletic First Sat AM 0.5 MES, Faversham Town Sun PM 0.5 MES.
Total Secured and Unsecured Community Use			11	12	18	-6	12.5	-1.5	
Secured Community Use			8	9	13.5	-4.5	10	-0.5	
Unsecured Community Use			3	3	4.5	1.5	2.5	1	
Total Demand against Secured Community Use Only			8	9	18	-9	12.5	-3.5	

Saturday AM Doves Heron Youth U14 0.5 MES Sunday PM Faversham Strike Force U18 0.5 MES

Sat AM Sun AM Sun Am Sun Pm
0.5 0.5 0.5

Youth 11v11 Pitch Provision

Youth 11v11 Pitch Provision - Site and Peak Period Sub Area Faversham	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comment
ISP Teytham	Poor	Unsecured	1	1	2	-1	1	0	Peak time Sunday AM/PM
Harsham Recreation Ground	Poor	Secured	1	1	1.5	-0.5	1.5	0	Stingsbourne Ladies Sunday PM U14 Ref U14 Black Sunday AM U15 & U16
Queen Elizabeth Grammar School	Poor	Unsecured	3	3	2	1	0.5	0.5	Doves Heron U15 1.5 MES 5/9
The Abbey School	Poor	Unsecured	2	2	5.5	-3.5	3.5	-1.4	Faversham strike force U13 Sat AM 0.5 MES School 1.5 MES Weekly Doves Heron U15 Sat AM, Faversham Town Youth U16 Sat AM, Faversham Town Girls U16 & U15 Sun AM
Total Secured and Unsecured Community Use			7	7	11	-4	6.5	-0.5	
Secured Community Use			1	1	1.5	-0.5	1.5	-0.4	
Unsecured Community Use			6	6	9.5	-3.5	5	-1	
Total Demand against Secured Community Use Only			1	1	11	-10	9.5	-8.6	

Sat AM

AJ AM

Junior 9v9

Junior 9v9 Pitch Provision - Site and Peak Period Sub Area Faversham	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comments
Faversham Recreation Ground	Poor	Secured	1	1	0	1	0	1	No identified play on Kent FA Team Data Sheet
King Georges Playing Field	Poor	Secured	1	1	6.5	-5.5	4.5	-2.1	9v9 has 1 5v5 over market - Saturday AM 2 MES 9v9, Sunday AM Girls 9v9 0.5 MES, Sunday PM 9v9 0.5 MES, 2.5 MES 5v5 Saturday AM, Sunday AM 1 MES 5v5
The Abbey School	Poor	Unsecured	1	1	2	-1	1	0	Saturday & Sunday AM peak time of play
Total			3	3	8.5	-5.5	5.5	-2.1	
Total Secured Community Use			2	2	6.5	-4.5	4.5	-2	
Total Unsecured Community Use			1	1	2	-1	1	-0.1	
Total Demand against Secured Use Only			2	2	8.5	-6.5	5.5	-4.1	

Sat AM Sat pm Sun AM Sun pm
4.5 2 0.5

Mini Soccer 7v7

Mini Soccer 7v7 Pitch Provision - Site and Peak Period Sub Area Faversham	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comments
Total			0	0	0	0	0	0	
Secured Community Use			0	0	0	0	0	0	
Unsecured Community Use			0	0	0	0	0	0	
Total Demand against Secured Use Only			0	0	0	0	0	0	

Mini Soccer 5v5

Mini Soccer 5v5 Pitch Provision - Site and Peak Period Sub Area Faversham	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comments
Total			0	0	0	0	0	0	
Total Secured Community Use			0	0	0	0	0	0	
Total Unsecured Community Use			0	0	0	0	0	0	
Total Demand against Secured Use Only			0	0	0	0	0	0	

3G King Georges Playing Field - The Mount
Mount 3G King Georges Playing Field Kicks SEN2 Session Mondays
Mount 3G Little League Year R
Mount 3G Little League Year 1
Mini both seasons Year 1
Mini both seasons Year R
Males and Matches sessions Fridays 7.15 - 8.30
Walking football Tuesdays 7.00pm - 8.00pm
Faversham Strike Force Ladies U20 Sun AM
Faversham Strike Force Ladies U18 Sun AM
Faversham Strike Force Ladies U16 Sun AM
Faversham Strike Force Ladies U14 Sun AM

Red	Overplayed
Yellow	Underplayed
Green	Balanced play (Neither overplay or underplay)

The Abbey 3G AGP
Boca Juniors Firsts Sat PM
Lyn Valley Sat PM requested
Faversham Town Youth Disability Adult
Faversham Town Youth Disability Adult 2
Faversham Town Youth Disability Adult 2
Faversham Town Youth U13 Disability
Faversham Town Youth U12 Disability Juniors
New Darts United First - social Football League
New Darts United Second - social Football League
Faversham Town Youth WFA
Faversham town youth hand Gals
Faversham town wifidarts
Faversham Town Strike Force U18 U15 Sat AM
Faversham Town Youth U12 U11 & 2/17 Sat AM
Rising stars Youth U9 / U10 Sat AM

Sheppey Sub Area

Adult 11v11 Pitch Provision

Adult Pitch Provision – Site and Peak Period Sheppey Sub Area	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comment	3G Pitch use
Holm Park	Standard	Secured	1	2	1	1	0.5	0.5	Sheppey United Vets Sat PM 0.5 MES, Sheppey United U18 Sun AM.	Sheppey United U18 0.5 MES, Sheppey United U15 Sun AM 0.5 MES, Sheppey United U16 Sun AM 0.5 MES, Sheppey United U14 Midday Sun 0.5 MES, Sheppey United U13 Midday Sun 0.5 MES, Sheppey United Ladies Sun PM 0.5 MES, Sheppey United U19 Tactic League x 2 midweek 1 MES, Sheppey United
King Georges Playing Field	Standard	Secured	1	2	0	2	0	1	No identified play	
Leysdown Coastal Path	Poor	Secured	1	1	1.5	-0.5	1	0	Adult Peak time of play Eastern Athletic and Leysdown Sun PM 1 MES - Mile Town First Sat PM 0.5 MES	
Oasis Academy (East Site)	Standard	Unsecured	1	2	1	1	0.5	0.5	Range Rover Sports Sun AM 0.5 MES School 0.5 Mes weekly.	
Oasis Academy 3G										
Range Road	Poor	Secured	1	1	1	0	0.5	0.5	Range Rover U13 Sun AM 0.5 MES, Range Rover U16 Sun PM 0.5 MES	Minster Village first Sun AM 0.5 MES, Rose Inn Firsts Sun AM 05 MES
Seager Road Sports Ground	Poor	Secured	1	1	1.5	-0.5	1	0	New Road Athletic Adult Sun AM 0.5 MES. Range Rover Colts SSL Sun AM 0.5 MES. U11 Sun PM 0.5 MES	
Sheerness East Working Men's Club	Standard	Secured	1	2	2.5	-0.5	2	-1	Sheerness East Youth U18 Sun PM 0.5 MES. U9 x 2 Sun AM 1 MES. U10 x 2 Sun AM 1 MES	
Sheppey Rugby Club	Standard	Secured	1	2	0	2	0	1	No identified play	
Sheppey Sports Club	Standard	Secured	1	2	2	0	1	0	AFC Minster U14 & U13 0.5 MES Sun AM, 0.5 MES Sun PM, U13 Girls 0.5 MES Sun AM, Junior Premier League U14 Sat AM 0.5 MES	
Co Op Sports Club	Poor	Secured	1	1	0	1	0	1		
St George Primary	Poor	Secured	1	1	1.5	-0.5	0.5	0.5	New Road Blues U18 Sun PM 0.5 MES. New Road Sun AM 0.5 MES School 0.5 MES weekly	
Thistle Hill	Poor	Secured	1	1	0	1	0	1	No identified play	
Totals			12	18	12	6	7	5		
Unsecured Community Use			1	2	1	1	0.5	0.5		
Secured Community Use			11	16	11	5	6.5	4.5		
Total Demand against Secured Use Only			11	16	12	4	7	4		

Youth 11v11 Pitch Provision

Youth 11v11 Pitch Provision – Site and Peak Period Sheppey Sub Area	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comment	Over play 9v9 1 MES
Festival Playing Fields	Poor	Secured	1	1	4	-3	4	-3	New Road FC 2 X U14 1 MES Sun AM, New Road U13 0.5 MES Sun AM, U11 x 2 Sun AM 1 MES, U12 Sun AM 0.5 MES - Overplayed	
Seager Road	Poor	Secured	1	1	2	-1	1	0	Range Rovers U15 x 2 Sun PM 1 MES, U10 x2 Sun AM 1 MES	
Sheerness East Working Men's Club	Standard	Secured	1	2	1	1	1	0	Sheerness East Youth U13,U14 Sun AM 1 MES	
St Georges Primary	Poor	Secured	1	1	0	1	0	1	No identified play	
Co Op Sports club	Poor	Secured	1	1	0.5	0.5	0.5	0.5	The Co-op Cobras U13 Sun AM 0.5 MES	
Total			5	6	7.5	-1.5	6.5	-1.5		
Total Secured Community Use			5	6	7.5	-1.5	6.5	-1.5		
Total Unsecured Community Use			0	0	0	0	0	0		
Total Demand against Secured Use Only			5	6	7.5	-1.5	6.5	-1.5		

Junior 9v9

Junior 9v9 Pitch Provision – Site and Peak Period Sheppey Sub Area	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comments
Sheerness East Working Men's Club	Standard	Secured	1	2	0.5	1.5	0.5	0.5	Sheerness East U12 Sun AM 0.5 MES
Holm Park	Standard	Secured	1	2	2	0	2	-1	Peak time of play 1 MES Sunday AM 9v9 and 1 MES mini soccer 7v7
Shurlands Meadow East church	Standard	Secured	1	2	1	1	1	0	Leos U12 x 2 Sun PM 1 MES
Sheppey Sports Club	Standard	Secured	1	2	2	0	2	-1	AFC Minster U12 Sun AM 0.5 MES, U12 Reds Sun AM 0.5 MES, U10 x 2 = 1 MES U9 x 2 = 1 MES Sun AM, 1 x U7 & 1 x U8 = 1 MES Sun AM
Total			4	8	5.5	2.5	5.5	-1.5	
Total Unsecured Community Use			0	0	0	0	0	0	
Total Secured Community Use			4	8	5.5	2.5	5.5	-1.5	
Total Demand against Secured Use Only			4	8	5.5	2.5	5.5	-1.5	

Mini Soccer 7v7 Pitch Provision – Site and Peak Period Sheppey Sub Area	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comments
Festival Playing Fields	Poor	Secured	1	2	2	0	2	-1	2 MES Sunday 7v7
Range Road	Poor	Secured	1	2	0	2	0	1	No identified play
Shurlands Meadow East church	Standard	Secured	1	4	2	2	2	-1	Leos U10 x 2 1MEs Sat PM Leos U9 x 2 Sat PM 1 MES
Sheppey Sports club	Standard	Secured	2	8	3	5	3	-1	Peak time of play Sunday AM 3 MES Ak: Minster 2 x U10 & 4 x U9.
Totals			5	16	7	9	7	-2	
Total Unsecured Community Use			0	0	0	0	0	0	
Total Secured Community Use			5	16	7	9	7	-2	
Total Demand against Secured Use Only			5	16	7	9	7	-2	

Mini Soccer 5v5

Mini Soccer 5v5 Pitch Provision – Site and Peak Period Sheppey Sub Area	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand (Match Equivalent Sessions weekly)	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in The Peak Period	Comments
Festival Playing Field	Poor	Secured	1	2	1.5	0.5	1.5	-0.5	1.5 MES Mini Sunday AM New Road FC
Holm Park	Poor	Secured	1	2	1	1	1	0	1 MES Mini Sunday AM Sheppey United
Shurlands Meadows	Standard	Secured	3	12	1.5	10.5	1.5	1.5 MES Sun AM	
Sheppey Sports Club	Standard	Secured	2	8	1	7	0.5	1.5	AFC Minster U7 0.5 MES Sun AM 2 x Development squads Sat AM 2 x 0.25 = 0.5 MES
Totals			7	24	5	19	4.5	2.5	
Total Unsecured Community Use			0	0	0	0	0	0	
Total Secured Community Use			7	24	5	19	4.5	2.5	
Total Demand against Secured Use Only			7	24	5	19	4.5	2.5	

Key	
	Overplayed
	Underplayed
	Balanced play (Neither overplay or underplay)

Sittingbourne Sub Area

Sat Sun AM Sun PM
1 2 1.5

Adult 11v11 Pitch Provision - Site and Peak Period	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand Match Equivalent Sessions Weekly	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in the Peak Period	Comments
Central Park Stadium	Standard	Secured	2	4	4.5	-0.5	2	0	Peak time Sun AM Brothhurst Juniors U18 & U17 1 MES, U18 Youth & U13 Sun AM 1 MES, U13 KVL Sun PM 0.5 MES, U18 KVL Sun PM 12.00 0.5 MES, U16 KVL Sun PM 0.5 MES, Rainham 4x Vets & Rochester City Sat PM 1 MES.
Fulston Manor School Playing Fields	Standard	Unsecured	2	4	4	0	2	0	School use 1 MES weekly. Milton and Fulston Zabras Sun AM 0.5 MES, Milton and Fulston U17 & U18 Sun PM 1 MES, Milton & Fulston U16 Zabras Sun AM 0.5 MES, Milton & Fulston U15 Sun PM 0.5 MES, Milton & Fulston U14 Sun AM 0.5 MES, Milton & Fulston U13 Sun PM 0.5 MES.
Hollywell Meadow	1 adult Good 1 Standard	Secured	2	5	5	0	2.5	-0.4	Adult Peak time Upchurch FC & Upchurch Village Saturday PM 1 MES, Upchurch Colts U18 Sun PM 0.5 MES, Upchurch Colts U17 x 2 Sun AM 1 MES, Upchurch Colts U16 Sun AM 0.5 MES, Upchurch Colts U15 Sun PM 0.5 MES, Upchurch Colts U14 Sun AM 0.5 MES, Upchurch Colts U13 Sat AM 0.5 MES.
Kensley Recreation Ground	Poor	Secured	1	1	1	0	1	0	Naede Herons U18 Sun AM 0.5 MES, Naede Herons U16 Sun AM 0.5 MES
King Georges Playing Field - Park Avenue	Poor	Secured	2	2	0	2	0	2	No identified play
Milton Recreation Ground	Poor	Secured	1	1	0.5	0.5	0.5	0.5	Athletic B-Bowls Sun AM 0.5 MES
Murston Recreation Ground	Poor	Secured	1	1	2	-1	1	0	Adult 11v11 Saturday PM 1 MES, U18 11v11 and Womens Sunday 1 MES
Newington Recreation Ground	Poor	Secured	1	1	1	0	1	0	Brothhurst Juniors training Saturday Around U7 Sun AM
Sittingbourne School	Standard	Unsecured	3	6	4.5	1.5	2	1	School use weekly 1.5 MES, Saturday PM 1 MES, Sunday AM 2 MES
Sittingbourne Recreation Ground Albany Road	Poor	Secured	1	1	1	0	1	0	Park Tavern Sun AM 0.5 MES, Inter Sittingbourne Firsts Sun AM 0.5 MES
The Appleyard	Poor	Secured	3	3	6.5	-3.5	3	0	AFC Rangers, Sittingbourne Town, Sittingbourne FC Reserves & Park Regs Sat - Sat PM 2 MES, Sittingbourne Youth U13, AFC Resale, Park Regs NED, Park Regs Sunday, Sports Yard First & The White Horse Sun AM 1 MES, Sittingbourne Lions Juniors U17 Sun PM, Park Regs Juniors U15, Swan Jets U 15 Sun PM 1.5 MES.
The Playstod	Poor	Secured	1	1	1	0	0.5	0.5	Border Village Saturday PM 0.5 MES Adult 11v11 Sunday AM 0.5 MES Border Village U19 0.5 MES
Border Grammar School	Poor	Unsecured	2	2	1	1	1	1	No identified use has been used in the past. School use only 1 MES weekly
Westlands Primary School	Poor	Unsecured	1	1	0.5	0.5	0.5	0.5	Has been used in the past but no identified use 0.5 MES School use
Woodstock Park (Roman stadium)	Standard	Secured	2	4	3.5	0.5	1.5	0.5	Sittingbourne FC Firsts Step 4 Sat PM 0.5 MES, Sittingbourne FC U18 x 2 Sun AM 1 MES, Sittingbourne Youth U15 Sun PM 0.5 MES, Sittingbourne Ladies x 2 Sun AM 1 MES.
Totals			25	37	36	1	19.5	5.5	
Unsecured Community Use			9	13	10	3	5.5	2.5	
Secured Community Use			17	23	26.5	-3.5	13.5	2.5	
Total Demand against Secured Use Only			17	23	26	-3.5	13.5	2.5	

Brothhurst United 3 teams exported to Medway, Sunday AM

Youth 11v11 Pitch Provision - Site and Peak Period	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand Match Equivalent Sessions Weekly	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in the Peak Period	Comments
Chapel Meadow	Poor	Secured	3	3	1.5	1.5	1.5	1.5	Brothhurst Juniors U11 x 1 MES Sunday AM, 0.5 rest 0.5 MES Sunday AM
Hollywell Meadow	Standard	Secured	2	4	1	3	1	1	Upchurch Colts U16 Sunday PM 0.5 MES, Upchurch Colts U14 Sun AM 0.5 MES
Murston Recreation Ground	Poor	Secured	1	1	3	-2	2.5	-1.5	Woodcombe Youth U15 Sun AM 0.5 MES, U14 x 2 Sun AM 1 MES, U13 Unwed Sun AM 0.5 MES, Woodcombe U18 Sun AM 0.5 MES, Woodcombe girls U16 Sun PM 0.5 MES
Newington Recreation Ground	Poor	Secured	1	1	0	1	0	1	No identified use
Woodstock Park (Roman Stadium)	Standard	Secured	1	2	3.5	-1.5	2	-1	Sittingbourne U16/ U14 Sun Midday 1 MES, U15/U16 Sun PM 1 MES, U13/U13/U14 Sun AM 1.5 MES
Total			8	11	9	2	7	1	
Total Unsecured Community Use			0	0	0	0	0	0	
Total Secured Community Use			8	11	9	2	7	1	
Total Demand against Secured Use Only			8	11	9	2	7	1	

Junior 9v9	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand Match Equivalent Sessions Weekly	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in the Peak Period	Comments
Fulston Manor School	Standard	Unsecured	1	2	2.5	-0.5	2	-1	Milton & Fulston 2 MES Sunday AM School 0.5 MES weekly
Milton Recreation Ground	Poor	Secured	1	1	0	0	0	0	No identified use
Murston Recreation Ground	Poor	Secured	2	2	2	0	1	1	Woodcombe Youth U12 x 2 Sun AM 1 MES, Woodcombe Girls U12A U11 Sun PM 1 MES.
Rectory Playing Field	Poor	Secured	1	1	0	1	0	1	No identified use
Rodmarsham Cricket Club	Good	Secured	1	3	1	2	1	0	Milton & Fulston U11 x 2 Sun AM 1 MES
Herons Park School	Standard	Unsecured	1	2	2	0	2	-1	Peak time Sunday AM 2 MES back to back play.
Sittingbourne School	Standard	Unsecured	1	2	1.5	0.5	1	0	0.5 School Mes 1 MES Sun AM, 0.5 MES Sat PM.
The Appleyard	Poor	Secured	2	2	2.5	-0.5	2.5	-0.5	Park Regs U12 x 2 Sun AM 1 MES, Sittingbourne Ladies U12 x 2 Sittingbourne Youth U12 Sun AM 1.5 MES
Woodstock Park (Roman Stadium)	Standard	Secured	1	2	2.5	-0.5	2	-1	U18 Sat AM 0.25 MES, U7 x 2 Sun AM, U8 x 2 2MES
Total			11	17	14	3	11.5	-2.5	
Total Unsecured Community Use			3	6	6	0	5	-2	
Total Secured Community Use			8	9	7	1	5.5	-1.5	
Total Demand against Secured Use Only			8	9	14	-5	11.5	-2.5	

Mix Soccer 7v7	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand Match Equivalent Sessions Weekly	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in the Peak Period	Comments
Fulston Manor School	Standard	Unsecured	1	4	2	2	1	0	Saturday AM Development Teams U8 and U7 0.5 MES, Sunday Milton & Fulston Sun AM 2 teams 1 MES, School 0.5 MES weekly
Kensley Recreation Ground	Poor	Secured	1	2	0	2	0	1	No identified play
Murston Recreation Ground	Poor	Secured	1	2	1.5	0.5	1	0	U10 & U9 Sun AM 1 MES, U9 Sat AM 0.5 MES
Rodmarsham Cricket Club	Good	Secured	2	12	2.5	9.5	2	0	Milton and Fulston U9 & U10 2 MES Sunday AM, 0.5 MES Sun PM
Herons Park School	Standard	Unsecured	1	4	2	2	2	-1	2 MES Sunday AM
Sittingbourne School	Standard	Unsecured	1	4	2	2	1	0	Sunday AM 1 MES School use 1 Mes Weekly
Sittingbourne Recreation Ground	Poor	Secured	1	2	0	2	0	1	No identified play
The Appleyard	Poor	Secured	1	2	4	-2	3.5	-2.5	Park Regs U10 Sun AM 0.5 MES, Sittingbourne Youth Red, Black & Yellow Sat AM 1.5 MES, Park Regs U8 & U7 Sat AM 2MES.
Westlands Primary School	Poor	Unsecured	1	2	0.5	1.5	0.5	0.5	No identified use. School use 0.5 MES weekly
Woodstock Park (Roman stadium)	Standard	Secured	1	4	1	3	1	0	Sittingbourne U10 x 2 Sun AM 1 MES
Totals			11	38	15.5	22.5	12	-7	
Total Unsecured Community Use			4	14	6.5	7.5	4.5	-2	
Total Secured Community Use			7	24	9	15	7.5	-5	
Total Demand against Secured Use Only			7	24	15.5	8.5	12	-5	

Mix Soccer 5v5	Pitch Rating	Security of Community Use on Site	Number of Pitches	Pitch Capacity	Demand Match Equivalent Sessions Weekly	Difference Between Capacity & Demand Match Equivalent Sessions Weekly	Demand Match Equivalent Sessions Peak Period	Match Equivalent Sessions Actual Spare Capacity in the Peak Period	Comments
Murston Recreation Ground	Poor	Secured	3	6	2.5	3.5	2.5	0.5	Woodcombe Youth U7 0.5 MES, U8 Lonsnesses x 2 Sun AM 1 MES, 2X U8 Sun AM 1 MES.
Rodmarsham Cricket Club	Good	Secured	2	12	1.5	10.5	1.5	0.5	Milton & Fulston U7 & U8 Sun AM 1.5 MES
Herons Park School	Standard	Unsecured	1	4	2.5	1.5	2	-1	1.2 MES* Peak time of play Sunday AM back to back play, 1 MES development teams Sat AM 0.5 MES
Totals			6	22	6.5	16.5	6	0	
Total unsecured Community Use			1	4	2.5	1.5	2	-1	
Total Secured Community Use			5	18	4	14.5	4	1	
Total Demand against Secured Use Only			5	18	6.5	11.5	6	1	

Key
 Overplayed
 Underplayed
 Balanced play (neither overplay or underplay)

Community Committee Forward Decisions Plan

Report title, background information and recommendation(s)	Date of meeting	Open or exempt ?	Lead Officer and report author
Playground Improvement Programme 2024 - 2027	June 2024	Open	Lead Officer: Jay Jenkins Report Author: Robert Lucas
Parking Services Annual Report	September 2024	Open	Lead Officer: Emma Wiggins Report Author: Martyn Cassell

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Community Committee	
Meeting Date	6 March 2024
Report Title	Leisure Centre Contract Extension
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment and Leisure
Lead Officer	Jay Jenkins, Leisure & Technical Services Manager
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. Members are asked to agree to proceed with option two for a 2-year extension of the existing leisure contract with Swale Community Leisure (SCL) and their operating agent Serco Leisure Ltd. 2. That delegated authority is given to the Head of Environment & Leisure and Head of Legal in consultation with the Chair of Community Committee to finalise negotiations with SCL and Serco and for the Head of Legal to negotiate, execute and complete the agreement(s), arising from or incidental to the decision. 3. That this Committee refers the matter of future budget implications to Policy and Resources Committee for approval so the contract extension can be signed. 4. Members are asked to agree that the Leisure Options Member Working Group continues to meet to identify long term options from 31 March 2027.

1 Purpose of Report and Executive Summary

- 1.1 This report is to ask Members to agree to proceed with a 2-year extension to the current leisure contract for Swallows and Sheppey and to agree that the Leisure Options Member working group continues to meet to identify longer term options.

2 Background

- 2.1 The existing leisure contract (covering Swallows & Sheppey sites) is due to expire on 31 March 2025.
- 2.2 The initial fifteen-year Leisure Centre management contract with Swale Community Leisure (SCL) & Serco Leisure Ltd (Serco) was extended due to uncertainty in the leisure market and further investigations needed on facility

investments. Since that time the impact of the Covid 19 pandemic and continued facility issues have presented further considerations.

- 2.3 Faversham Pools Trust has a long-term lease supplemented by an annual grant agreement and would not be part of the contract extension but will be considered in longer term options.
- 2.4 A cross party Leisure Options Member Working Group (LOMWG) was established at the outset of this project. The working group have met on seven occasions and a summary of meetings is attached at Appendix I.
- 2.5 Members have considered a range of information and are now recommending an extension, which would enable a wider, full review process to be undertaken by officers, given the need to fully analyse the recovery from the pandemic closures, best suited operating models and the uncertainty on facility investment requirements.
- 2.6 Due to the commercial sensitivity of the extension proposals, both for the Council and the contract partners, the detail of them is included in an exempt appendix. 'Section 1 paragraph 3 (information relating to the financial or business affairs of any particular person including the authority holding that information) of Schedule 12A to the Local Government Act 1972 by warrant of which the report is exempt', has been used for exempting the appendix of the report.

3 Proposals

- 3.1 Members are asked to agree to proceed with option two for a 2-year extension of the existing leisure contract with Swale Community Leisure (SCL) and their operating agent Serco Leisure Ltd.
- 3.2 That delegated authority is given to the Head of Environment & Leisure and Head of Legal in consultation with the Chair of Community Committee to finalise negotiations with SCL and Serco.
- 3.3 That this Committee refers the matter of future budget implications to Policy and Resources Committee for approval so the contract extension can be signed.
- 3.4 Members are asked to agree that the Leisure Options Member Working Group continues to meet to identify long term options from 31 March 2027.

4 Alternative Options Considered and Rejected

- 4.1 Not extending the existing contract - this would result in a very short period to undertake a full retender process. In addition to the time requirement, a dedicated resource would need to be identified to undertake the process.
- 4.2 Not continuing with the Leisure working group - this is not recommended as it is a key service for the community and there needs to be time to work through the

options before the contract expiry date, which if extended would be 31 March 2027.

5 Consultation Undertaken or Proposed

- 5.1 Consultation has taken place with a range of key leisure stakeholders, including Swale Community Leisure, Serco Leisure Ltd & Faversham Pools Trust.
- 5.2 The Member working group has ensured cross part involvement in this project. It is expected that public consultation will form a key part of the work on the long term options.

6 Implications

Issue	Implications
Corporate Plan	<p>The new Corporate Plan 2023 – 2027 has been developed. The Built Facilities Strategy sits within the ‘Community’ priority. Enabling our residents to live, work and enjoy their leisure time safely in our borough and to support community resilience.</p>
Financial, Resource and Property	<p>The leisure service is a considerable cost to overall Council budget (circa £580,000 in 2022-23). The working group will be considering which options can contribute to reducing the cost of the service. The estimated cost for the current financial year is £630,672.</p> <p>As well as annual running costs, the future investment requirements are a key consideration as the buildings are all circa 30 years old. Initial discussions have been held with Active Kent and Medway and Sport England on potential funding routes.</p> <p>Serco have recently undertaken a lifecycle maintenance review and have estimated that the following costs are likely to be incurred by SBC under its landlord contractual obligations through to end of 2025. These costs are usually serviced by the Property reserve and a sum of £287,180 is already within the capital programme:</p> <p>Sheppey:</p> <ul style="list-style-type: none"> • £148,500 - Mechanical & Electrical <p>Swallows:</p> <ul style="list-style-type: none"> • £698,500 total • £97k Energy saving initiatives • £343k Mechanical & Electrical • £258.5k Building Fabric

	SCL and Serco have confirmed that the outstanding lifecycle works are not a mandatory factor to the 2-year extension and will work with SBC to minimise wherever possible.
Legal, Statutory and Procurement	<p>The route to deliver the Leisure Service is dependent upon the decisions of the committee, guided by the member working group.</p> <p>The original terms of the current contract allowed for an extension of half of the contract term. The contract term was 15 years so a maximum of 7.5 years. The existing extension was set at 5.5 years so allows for a remaining 2 year extension. Contract documents will be worked up by legal services alongside SCL and Serco legal representatives.</p> <p>Procurement/legal intervention will be required throughout 2024 both for the extension and for the discussion of the long term options.</p>
Crime and Disorder	None identified.
Environment and Climate/Ecological Emergency	Any investment in the buildings need to consider reducing the carbon footprint of the service, due to their high energy usage.
Health and Wellbeing	Healthy & Wellbeing is a key output of any Leisure contract. Social impact outcomes are directly linked to the Borough's ability to offer a suitable and easily assessable leisure offering.
Safeguarding of Children, Young People and Vulnerable Adults	None identified.
Risk Management and Health and Safety	None identified.
Equality and Diversity	Links with disability and mental health provision in the borough and a community impact assessment.
Privacy and Data Protection	None identified.

7 Appendices

7.1 Appendix I – Members working group previous meetings.

8 Background Papers

8.1 [Community Committee Minutes 6 January 2024](#)

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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