



Swale Borough Council

Playing Pitch Strategy Stage D Report and Action Plan 2025 – 2040

A report by Strategic Leisure Limited

October 2025



Table of Contents

1.	Introduction	1
	Aims	5
	Agreed Scope	6
	Study Area	7
	Swale Indices of Multiple Deprivation	8
2.	Sport-Specific Issues and Scenarios	9
	Summary Current and Future Need	10
	Football Summary	12
	Football Recommendations	13
	Football Scenarios – Grass Pitch Supply	15
	Recommendations for football	24
	3G AGP Summary	26
	Recommendations for 3G AGPs	28
	Rugby Union Summary	30
	Rugby Union Scenarios	30
	Recommendations for Rugby Union	34
	Hockey Summary	35
	Recommendations for Hockey	38
	Cricket Summary	39
	Recommendations for Cricket	45
	Tennis Summary	47
	Tennis Recommendations	49
	Bowls Summary	50
	Recommendations for Bowls	51
	Netball Summary	52
	Recommendations for Netball	53
	Athletics – Summary	53
	Recommendations for Athletics	54
	Housing Growth	54

Swale Borough Council

Playing Pitch Strategy

3.	Strategic Recommendations	56
	Protect	56
	Enhance	58
	Provide	59
4.	Summary of Recommendations	61
5.	Monitoring and Review	62
6.	Individual Site Action Plans	66
	Introduction	66
	Faversham Sub Area Individual Site Action Plans in Areas of Deprivation	68
	Sittingbourne Sub Area Individual Site Action Plans in Areas of Deprivation	68
	Sheppey Sub Area Individual Site Action Plans (All Sites in Area of Deprivation)	69
	Faversham Sub Area Individual Site Action Plans	73
	Sittingbourne Sub Area Individual Site Action Plans	81

Tables

Table 1: Current (2025) and future (2040) capacity of playing pitches in Swale	9
Table 2: Current unsecured sites used for football and Current 2024 MES Use	15
Table 3: Impact of losing unsecured sites for football	17
Table 4: Impact of improving poor and standard quality pitches to good standard pitches Faversham Sub Area	17
Table 5: Impact of improving poor and standard quality pitches to good standard pitches Sittingbourne Sub Area	19
Table 6: Impact of improving poor and standard quality pitches to good standard pitches Sheppey Sub Area	21
Table 7: Team growth predictions modelled in the LFFP	23
Table 8: Current Shortfall/ Capacity 2024/25 season MES and impact on natural grass pitches with predicted Growth in Team numbers to 2030.	24
Table 9: Team growth predictions modelled in the LFFP	26
Table 10: Impact of LFFP Team Growth to 20230 on Current demand for 3G pitches in Swale for Affiliated Football Team Training (38 teams per pitch)	27
Table 11: Number of 3G AGPs required for mini soccer match play	27
Table 12: Number of 3G AGPs required for mini soccer match play using LFFP Predicted Growth in Mini Soccer Teams to 2030.	28
Table 13: Improving Quality and Drainage of Rugby Pitches and impact on weekly capacity.	31
Table 14: Growth in Hockey Teams added to Playing Pitch Calculator with population projections to 2040	36
Table 15: Improving quality on pitches used by clubs to Good from Standard Quality	41
Table 16: Improving quality on pitches at Rodmersham Cricket Club and Norton Sports from Poor too Standard versus Poor too Good	44

Swale Borough Council
Playing Pitch Strategy

Table 17: Summary of Recommendations	61
Table 18: General Recommendations	63

Figures

Figure 1: Sport England Planning Objectives	5
Figure 2: Map of the study area	7

Appendices

Appendix 1: Swale Borough Council – PPS – Stage C Report	
Appendix 2: Scenario Planning application 24502123EIOOUT Land North and South of the A2 Boughton Bypass Dunkirk Kent ME13 9LG	
Appendix 3: Scenario Planning application 23505533EIHBY Land at South East Faversham Between A2 Canterbury London Road and M2 Faversham Kent ME	
Appendix 4: Scenario Planning application 21503906EIOOUT Land North of the A2 Teynham, Sittingbourne 1250 Dwellings	
Appendix 5: Scenario Planning application 21503914EIOOUT Site Land South and East of Sittingbourne, ME9 0AA Highstead Park	
Appendix 6. Scenario Planning Application 22/503654/EIOOUT- Land to The West of Bobbing Sittingbourne Kent ME9 8QL.	

1. Introduction

- 1.1 This is the Playing Pitch Strategy (PPS) Action Plan for Swale Borough Council. It provides evidence on the supply and demand for sports pitches within the Borough, to ensure that suitable provision is made for both the existing population and any future demand up to 2040.
- 1.2 The strategy has been developed in accordance with Sport England's Playing Pitch Strategy Guidance (2014). It provides information on the supply and demand for outdoor playing pitches within the Borough, covering the public, private, educational, voluntary and commercial sectors.
- 1.1 The Playing Pitch Strategy (PPS) is delivered in accordance with Sport England's PPS Guidance, which details five stages of development:
- Stage A: Prepare and tailor the approach (1)
 - Stage B: Gather information and views on the supply of and demand for provision (2 & 3)
 - Stage C: Assess the supply and demand information and views (4, 5 & 6)
 - Stage D: Develop the strategy (7 & 8)
 - Stage E: Deliver the strategy and keep it robust and up to date (9 & 10)
- 1.2 Stage D is covered in this Strategy document. Stage C is covered in appendix 1 to this Strategy document and Stage E is ongoing once this Strategy document work has been approved.
- 1.3 A primary purpose of producing the PPS is to provide the Council with a strategy to fulfil effectively the Sport England objectives relating to promoting, protecting, enhancing and providing sports facilities as appropriate and as set out in Sport England's Planning for Sport Guidance. It will achieve this by:
- Accurately auditing the supply of pitches and ancillary facilities, and the demand for pitches, within Swale (from which deficiencies and surpluses in provision can be measured).
 - Assessing whether the current supply (in terms of the quantity, quality, and accessibility of the provision) in Swale is adequate to meet both current and future demand.
 - Developing a clear, succinct and deliverable strategy, in the form of a set of recommendations and an Action Plan which addresses deficiencies and surpluses in provision.
- 1.4 In addition, the PPS will be produced in accordance with national planning guidance and provide robust and objective justification for future sporting provision throughout Swale. One of the core planning principles of the National Planning Policy Framework (NPPF), updated in 2025, is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

Swale Borough Council

Playing Pitch Strategy

1.5 Paragraph 98 of the NPPF emphasises the need for Local Plans to deliver the social, recreational and cultural facilities and services a community needs. In doing so, policies should:

- a) plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments.
- b) take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community.
- c) guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs.
- d) ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community; and
- e) ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.

1.6 Paragraph 103 outlines the planning policies for the provision and protection of sport and recreation facilities:

“Access to a network of high-quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities and can deliver wider benefits for nature and support efforts to address climate change. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.”

Swale Borough Council

Playing Pitch Strategy

1.7 Paragraph 104 of the NPPF specifies that:

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

- a) an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- b) 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
- c) the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.”

- 1.3 The Council are currently reviewing the current Swale Local Plan (Bearing Fruits), which was adopted in July 2017. The Local Plan Review will set out the planning framework for the borough for the period to 2040 and will cover issues such as housing provision, the economy, retail and town centres, infrastructure provision and the environment. It will also set out policies by which planning applications will be determined, in addition to allocation land for housing, employment and other uses.
- 1.4 The local housing need for Swale is currently 1,040 dwellings per annum - a change from 1,086 dwellings at 1 April 2023. This change is largely due to the affordability ratio dropping from 10.95 to 9.6 in March 2024 and a slightly lower household projection for the years 2024 to 2034. **Under the standard method the Council’s need for the Plan period to 2040 (16 years) would be 16,640 dwellings.**
- 1.5 For Local Plan drafting and resilience through the consultation process and Local Plan examination process Swale has applied a buffer to this figure (16,640) to cover any removal of housing sites. A buffer of 5% should ensure that there will not be the need to consult on further sites late in the Local Plan drafting process. **Applying a 5% resilience buffer to 16,640 dwellings for the proposed Plan period would result in a proposed Local Plan housing target of 17,472 dwellings.**
- 1.6 A total of 17,472 homes with an average household size of 2.4 persons provides a new resident population of 41,933 across Swale up to 2040.
- 1.7 The information contained within the PPS will provide an evidence base to protect existing provision and ensure that future demand can also be catered for. It will also help to inform planning decisions and developer contributions where appropriate.

Swale Borough Council

Playing Pitch Strategy

- 1.8 The PPS Action Plan provides a clear set of recommendations that are prioritised for each sport, area and site. This Action Plan should be used by all stakeholders involved in its development when looking at the future provision of outdoor sports facilities. It should be used to identify where investment needs to be prioritised for each sport to meet any of the shortfalls that have been identified. This should also be the case when new provision is being proposed, linked to any housing growth. This will help to ensure that provision is always provided in the right locations to meet demand. This should always be done in conjunction with the relevant NGBs and Sport England.
- 1.9 The geographical scope of the PPS breaks Swale Borough into 3 sub areas: Faversham, Sittingbourne and Sheppey. There are several planning applications in each sub area that will be determined in 2025 and are considered as scenarios in Appendix 2 – 6 in this Strategy document.
- 1.10 This PPS Strategy and Action Plan will provide the technical evidence base to inform delivery via current and future planning applications, future policy and funding bids set within the context of:
- An up-to-date picture of our population.
 - An up-to-date picture of current provision.
 - An up-to-date assessment of future needs in respects of sports and recreation facilities, clearly identifying any under/over provision up to 2040.

Swale Borough Council

Playing Pitch Strategy

1.11 The PPS assessment strategy and action plan will deliver against the following objectives:

- Swale has the physical sporting infrastructure needed to ensure everyone can enjoy sports and physical activity.
- Swale has the community sporting infrastructure (clubs, teams, and groups) needed to ensure everyone can enjoy sports and physical activity.
- That the physical and community infrastructure is of appropriate quality, is in the right place to meet current and projected future demand, meets up-to-date standards of accessibility and is financially sustainable over the longer-term.
- Create active and engaged communities where everyone has the chance to be active and thrive.

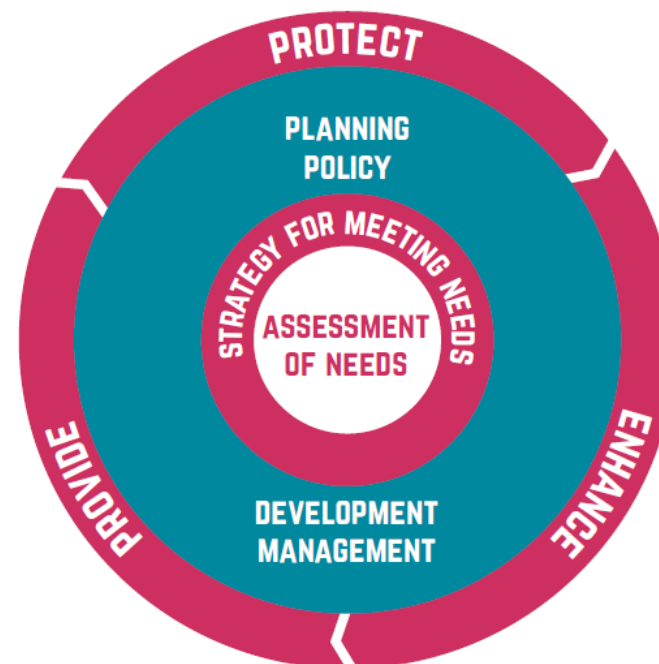
Aims

1.12 This PPS will also follow the three overarching planning objectives identified by Sport England's Playing Pitch Strategy Guidance, which are:

1. **Protect** existing pitch provision up to 2040.
2. **Enhance** pitches and ancillary provision by improving the quality and management of facilities.
3. **Provide** new pitches and ancillary provision where there is demand.

1.13 This is shown in Figure 1 opposite which is extracted from the Sport England Planning for Sport Guidance June 2019 ([Sport England - Planning for Sport Guidance](#))

Figure 1: Sport England Planning Objectives



Agreed Scope

- 1.14 The following outdoor pitch sports facilities will be captured as part of the strategy:
- Football
 - Rugby Union
 - Hockey
 - Cricket: and
 - Other Sports (Athletics, Tennis, Lawn Bowls and Netball)
- 1.15 Artificial Grass Pitches (AGPs) relevant to the sports noted above will also be captured, as will any ancillary provision that accompanies any pitches included with the agreed scope.
- 1.16 The Swale PPS project steering group includes representatives from each of the following organisations.
- Swale Borough Council
 - Sport England
 - Active Kent and Medway
 - Kent County FA
 - The Football Foundation
 - The Rugby Football Union (RFU);
 - The England and Wales Cricket Board (ECB);
 - Kent Cricket Board
 - England Athletics
 - Lawn Tennis Association
 - England Bowls
 - England Netball

Swale Borough Council

Playing Pitch Strategy

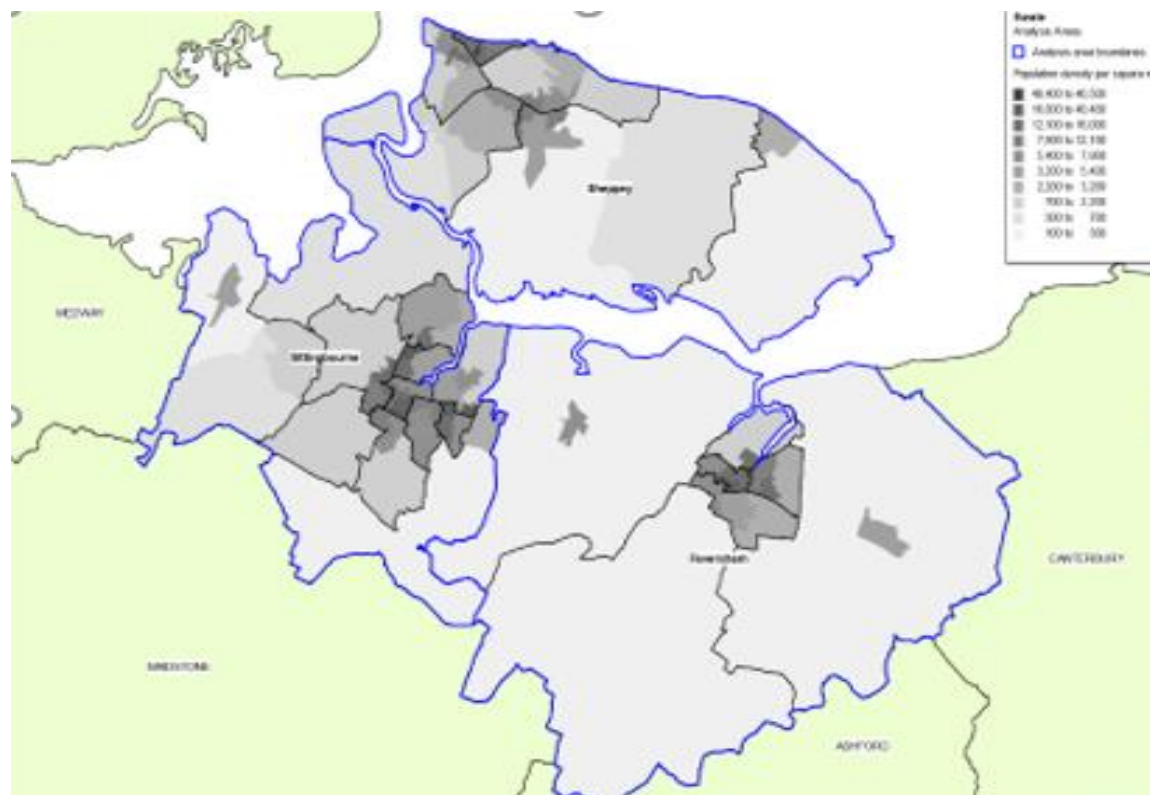
Study Area

1.17 This PPS covers the administrative boundary of Swale Borough broken down into identified sub areas as follows:

- Sittingbourne (Including the rural areas east of the A249)
- Isle of Sheppey
- Faversham

1.18 The sub areas are defined in Figure 2 below by the blue lines.

Figure 2: Map of the study area



Swale Indices of Multiple Deprivation

- 1.19 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.
 - 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.
 - Most 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 in Murston and Milton Regis and in Faversham in West Faversham.
- 1.20 When considering investment into pitch sports, courts and ancillary facilities Investing in these most deprived areas will have most impact on both reducing inactivity and health inequalities.

2. Sport-Specific Issues and Scenarios

- 2.1 This section of the Action Plan looks at the issues that were identified for each sport within the Stage C Assessment Report. Certain scenarios have also been applied to each sport to assess the impact that these will have on pitch provision within the Borough.
- 2.2 Table 1 shows current (2025) and future (2040) capacity of playing pitches in the Borough.

Table 1: Current (2025) and future (2040) capacity of playing pitches in Swale

Sport	Pitch Type	Current Capacity 2025		Future Capacity 2040	
Football - Grass Pitches	Adult pitches	11.5 MES Current Shortfall		29 MES Future Shortfall	
	Youth Football 11v11	4.5 MES Current Shortfall		19 MES Future Shortfall	
	Youth Football 9v9	0.5 MES No Current Shortfall		15 MES Future Shortfall	
	Mini Soccer 7v7 and 5v5	3.5 MES No Current Shortfall		28 MES Future Shortfall	
3G AGPs	Full size with sports lighting	Current Shortfall 4 5 3G AGPs		Future shortfall of 9 3G AGPs	
Rugby Union	Senior	Midweek Training under sports lighting. Current Shortfall 8.5 MES	Match Play and Weekend Training. Current Equal Balance Supply and Demand MES	Midweek Training under sports lighting. Future shortfall 12 (11.36 rounded up) MES	Match Play and Weekend Training. Future shortfall 8 (7.59 rounded up) MES
Hockey AGPs	Full size with sports lighting	Overplay 1 MES Saturdays 1 AGP Future Shortfall		1 AGP Future Shortfall	
Cricket	Natural grass wicket	115 MES per season No current shortfall		Future shortfall 258 MES per season	
Athletics	Entry Level Field and Track	Current - Athletics Tracks Provision required (entry level for track and field activity and running clubs/groups e.g. mini tracks and endurance loops).		Future - Athletics Tracks Provision required (entry level for track and field activity and running clubs/groups e.g. mini tracks and endurance loops).	
Lawn Bowls	Bowls Greens	No current shortfall		No future shortfall	
Tennis	Tennis Courts and Padel Courts	Identified current shortfall		Identified future shortfall 6 tennis courts and 15 padel courts.	
Netball	Netball Courts	No current Shortfall		11 Netball courts future shortfall – MUGAs must provide netball court markings in the future.	

Summary Current and Future Need

- 2.3 Current demand in Table 1 is calculated from an analysis of overplay and spare capacity at peak time of play. This can be found in the Stage C Assessment Reports for each sport Appendix 1.I capacity
- 2.4 Future demand takes into consideration club aspirations and population growth up to 2040 as identified in the Stage C Assessment Report. Population growth is based upon the number of new houses developed, multiplied by average persons per household (Information supplied by Swale Planning Department). The new population from housing development and the current team numbers for each playing pitch sport are input into Sport England's Playing Pitch Calculator.
- 2.5 Football consultees have highlighted significant trends of growth, and this strategy document provides a growth scenario and therefore the Stage E process will be crucial moving forward to monitor actual growth alongside the growth predicted in the strategy
- 2.6 Overall, for football and natural grass pitches it is determined that there is currently (2024/25) a shortfall of adult 11v11 and youth 11v11 pitches with spare capacity for junior 9v9 and mini soccer 7v7 and 5v5 match equivalent sessions across Swale. In the future (2040) there is a shortfall of match equivalent sessions for all football pitch typologies.
- 2.7 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 Borough. There is a shortfall of 4.5 3G AGPs across the borough currently and a future shortfall of 9.
- 2.8 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.
- 2.9 The need for Rugby Union training on a World Rugby Regulation 22 compliant pitch in Faversham and Sittingbourne could grow the future requirement by 2040 for 3G pitches to 10 x 3G AGPS across Swale.
- 2.10 To ensure that current and any future supply of 3G AGPs 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.
- 2.11 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 demand on grass pitches..
- 2.12 For rugby union there are current shortfalls for midweek training under sports lighting and future shortfalls for both midweek training under sports lighting and match play and training at weekends.

Swale Borough Council

Playing Pitch Strategy

- 2.13 Given the above-mentioned shortfall, priority should be placed first and foremost on alleviating overplay on natural grass rugby union pitches. Given that the majority of overplay is a result of training demand on grass rugby pitches, it is considered that there is a potential need for additional sports lighting, pitch quality improvements and or access to World Rugby Regulation 22 compliant AGPs.
- 2.14 There is a particular need for additional rugby union natural turf pitches in the Faversham and Sittingbourne sub areas with access to World Rugby 22 Regulation AGPs for sports lighting enabling training in Faversham and Sittingbourne sub areas.
- 2.15 For cricket across Swale Borough there is currently no shortfall with capacity for 115 matches per season. However, by 2040 there is an expected shortfall of 258 match equivalent sessions per season. there is a need to protect and enhance the existing cricket pitch stock across Swale borough and to provide through developer contributions new and enhanced cricket facilities to meet the needs of cricket and new populations by 2040.
- 2.16 There is a current shortfall of 1 MES for Hockey AGPS on a Saturday for match play. There is a future shortfall of 1 hockey AGP by 2040. Ideally provision of a 2 x AGP facility with changing and clubhouse in the future would be a sustainable option but leave one of the current AGPs in the Sittingbourne sub area redundant. With England Hockey and Swale Playing Pitch Steering Group approval any redundant AGPs could be refurbished for football and or rugby union.
- 2.17 There is an identified need to provide an athletics facility at entry level for track and field activity and running clubs/groups e.g. mini tracks and endurance loops. The most suitable sub area is identified is Sittingbourne at Cromers Corner Playing Fields.
- 2.18 There is no current or future short fall for bowls. The current facilities for bowls require protecting and enhancing. The disused bowls facility at Woodstock Park requires protecting and replacing if proposals for new housing are approved.
- 2.19 There is an identified demand by Faversham Tennis Club for additional tennis courts to meet membership expansion and court improvements and access need to be made across the Borough. The 4 disused tennis courts at Woodstock Park require protecting and replacing if proposals for new housing are approved. There are currently no Padel courts across the Borough. The Lawn Tennis Association Padel Court calculator identifies demand for 15 padel courts in Swale. Future developments at Sheppey Leisure Centre should consider the development of Padel Courts. There is a need to consider provision of tennis courts as part of any new housing developments as there is currently a limited supply of tennis provision in Swale. Sport England Sports Facility Calculator identifies a need for 8 tennis courts from new development populations across Swale in the future.
- 2.20 There is no identified current shortfall for outdoor netball courts across Swale. However, in the future there is an identified shortfall of 11 netball courts, these should be provided by developer contributions. When developing new multi-use games areas (MUGAs) in the future, ensure netball markings are provided to promote expansion of netball. As part of the planning process on education sites, current and at new school build developments negotiate formal community use agreements as part of the planning process to ensure use by the community of sports courts on education sites in the future.

Swale Borough Council

Playing Pitch Strategy

- 2.21 The following is a summary for each individual sport, which lists the key findings and issues that were identified in the preceding Stage C Assessment Report, followed by the scenario testing.

Football Summary

- In the 2024/25 season, including schools, 45 playing fields were used for secured and unsecured community use in the borough providing a total of 120 marked grass football pitches of which 49 are full size (adult 11v11), 21 sized for youth football (youth 11v11), 19 junior football (junior 9v9) and 30 for mini soccer (7v7- 17, 5v5 - 14).
- 36 sites provide 96 (82%) marked natural grass pitches provide secured community use and 9 sites providing 22 (185%) natural grass pitches provide unsecured community natural grass pitches.
- Demand is highest in the Sittingbourne sub area (163 teams 24/25) followed by Faversham (118 teams 24/25), and Sheppey (91 Teams). A total of 372 teams.
- 6 adult male 'Step' clubs with their origins in Swale borough that compete in the National League System:
 - Borden Village First – Step 7
 - Faversham Strike Force Saturday – Step 6.
 - Sheppey Sports FC - Step 6
 - Faversham Town FC – Step 5
 - Sheppey United Firsts – Step 4
 - Sittingbourne FC Firsts – Step 4
- 5 adult women's teams in the Women's National League System
 - Faversham Strike Force Women Firsts FC NLS 5 – 6
 - Faversham Strike Force U18 Lionesses FC NLS 5 – 6
 - Faversham town Women FC NLS 5 – 6
 - Sheppey United Ladies FC NLS 2 - 4
 - Sittingbourne FC Ladies NLS 2 – 4

Swale Borough Council

Playing Pitch Strategy

- Swale borough affiliated football clubs:
 - 78 other open aged teams aged 17+.
 - 4 other women's teams 17+
 - 73 youth boy's football teams 11v11 (An increase of 11 teams compared to 23/24 season)
 - 45 junior 9v9 boy's teams (Same as 23/24 season)
 - 12 youth 11v11 girls' teams (An increase of 4 teams compared to 23/24 season)
 - 10 9v9 girl's teams (An increase of 2 teams compared to 23/24 season)
 - 77 7v7 mini soccer teams. (An increase of 11 teams compared to 23/24 season)
 - 55 5v5 mini soccer teams. (A decrease of 8 teams compared to 23/24 season)
- There are 3 exported teams playing in Medway.
- In total, across the borough 7% pitches are rated as good quality, 41% pitches as standard quality and 52% pitches as poor quality.
- 5 sites have been identified with good ancillary facilities and 13 sites with Poor ancillary facilities. 8 sites have no ancillary facilities.
- Overall, there is a shortfall of adult, youth 11v11 and junior 9v9 match equivalent sessions currently and in the future, meaning that there is a clear deficit of supply to meet existing and future football demand within Swale.

Football Recommendations

1. Protect existing quantity of pitches unless replacement provision can 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.

Swale Borough Council

Playing Pitch Strategy

6. Given the growth rates for affiliated football, monitor the annual growth via annual reviews to gauge how growth in demand is impacting on demand for grass and artificial 3G pitches”.
7. 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.
8. 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.
9. Ensure all teams are playing on the pitches of the correct size.
10. 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.
11. 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.
12. 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.

Football Scenarios – Grass Pitch Supply

Impact of losing unsecured football pitch provision

- 2.22 The assessment report identified 2 sites in the Faversham sub area, 4 sites in the Sittingbourne sub area and 3 sites in the Sheppey sub area currently used by football clubs where security of community use is unsecured. These are identified below by sub area:
- Faversham Sub Area:
 - ISP Teynham
 - Queen Elizabeth Grammar School
 - Sittingbourne Sub Area:
 - Borden Grammar School
 - Fulston Manor School
 - Sittingbourne School
 - Westlands Primary School
 - Sheppey Sub Area:
 - EKC Academy
 - Leigh Academy
 - St Georges Church of England Primary School
- 2.23 This scenario assesses the impact on the current supply and demand within the borough if these pitches were no longer available for use. The status of these sites is shown in Table 2 below.

Table 2: Current unsecured sites used for football and Current 2024 MES Use

Site Name	Sub Area	Management Type	Pitch Type	Number of Pitches	Community use category	Pitch Quality	Carrying Capacity (MES)	Total Current Use Demand (MES)
ISP Teynham	Faversham	School/ College/ University (in house)	Youth 11v11	1	Available for community use and unused	Poor	1	0

Swale Borough Council

Playing Pitch Strategy

Site Name	Sub Area	Management Type	Pitch Type	Number of Pitches	Community use category	Pitch Quality	Carrying Capacity (MES)	Total Current Use Demand (MES)
Queen Elizabeth Grammar School	Faversham	School/ College/ University (in house)	Adult 11v11	1	Available for community use and used	Poor	1	1.5
			Youth 11v11	3		Poor	3	2
Borden Grammar School	Sittingbourne	School/ College/ University (in house)	Adult 11v11	2	Available for community use and used	Poor	2	1
Fulston Manor School	Sittingbourne	School/ College/ University (in house)	Adult 11v11	2	Available for community use and used	Standard	4	4.5
			Junior 9v9	1		Standard	2	2.5
			Mini 7v7	1		Standard	4	1
The Sittingbourne School	Sittingbourne	School/ College/ University (in house)	Adult 11v11	3	Available for community use and used	Standard	6	6
			Junior 9v9	1		Standard	2	2.5
			Mini 7v7	1		Standard	4	2
Westlands Primary School	Sittingbourne	School/ College/ University (in house)	Adult 11v11	1	Available for community use and used	Poor	1	0.5
			Mini 7v7	1		Poor	2	0.5
EKC Academy	Sheppey	School/ College/ University (in house)	Adult 11v11	1	Available for community use and used	Standard	2	1.5
			Youth 11v11	1		Poor	1	3.5
Leigh Academy	Sheppey	School/ College/ University (in house)	Adult 11v11	1	Available for community use and used	Standard	1	0.5
St Georges Church of England Primary School	Sheppey	School/ College/ University (in house)	Adult 11v11	1	Available for community use and used	Poor	1	1.5
			Youth 11v11	1		Poor	1	1
Total								32

- 2.24 Should these pitches in Table 2 no longer be available for community use, there would be 32 MES of unmet demand within the Borough that would need to be catered for. Table 3 shows the impact of this demand being met on the existing grass pitch supply within the Borough by updating the current 2024/25 season supply and demand analysis of grass football pitches from the Assessment Report

Swale Borough Council

Playing Pitch Strategy

Table 3: Impact of losing unsecured sites for football

Pitch Type	Current Shortfall/ Capacity 2024/25 Total (MES)	Impact of Losing Unsecured Sites	Total Shortfall/ Capacity 2024/25 including Losing Unsecured Sites
Adult Football 11v11	11.5	17	28.5
Youth Football 11v11	4.5	6.5	11
Junior Football 9v9	0.5	5	4.5
Mini Soccer 7v7 and 5v5	3.5	3.5	0

- 2.25 Losing all unsecured football pitch provision in the Borough would result in there being increased shortfalls on adult 11v11, Youth 11v11 and junior 9v9 football pitch types and reduced capacity on mini soccer 7v7 and 5v5. It is therefore imperative that the PPS steering group work together to secure use for football clubs on these sites through the provision of suitable formal community use agreements. This could be established via grant funding for pitch improvements and or improved ancillary facilities or new 3G pitch provision. This is to be captured in the site-specific actions for the sites listed in the table above.

Scenario Improving poor and standard quality pitches to good

- 2.26 The Football Foundation aspire to improve 20,000 grass pitches to a good standard nationally, using their PitchPower app ([Football Foundation - PitchPower](#)). Where this app is used to assess pitch quality, there is an opportunity for clubs and organisations to apply for funding from the Football Foundation towards maintenance kit and equipment, along with maintenance contractors services, providing they meet the relevant criteria. Whilst the scenario demonstrates significant value in improving pitch quality, achievement of this across all sites is unlikely - given various ownership, management models, appetite for improvements, funding etc.

Improving poor and standard quality football pitches to good - Faversham Sub Area

- 2.27 During the pitch assessments, there were 10 sites with 25 pitches available for community use assessed as 'Poor' and 'Standard' quality in the Faversham Sub Area. Table 4 assesses the impact of improving pitch quality on all these sites to a 'Good' standard.

Table 4: Impact of improving poor and standard quality pitches to good standard pitches Faversham Sub Area

Site Name	Sub area	Pitch Type	Number of Pitches	Agreed pitch quality rating	Carrying Capacity (MES)	Total Use (MES)	Balance (MES)	Updated Pitch Quality	Updated Capacity	Updated Balance (MES)
Bull Lane Recreation Ground	Faversham	Adult 11v11	1	Poor	1	1.5	-0.5	Good	3	1.5

Swale Borough Council

Playing Pitch Strategy

Site Name	Sub area	Pitch Type	Number of Pitches	Agreed pitch quality rating	Carrying Capacity (MES)	Total Use (MES)	Balance (MES)	Updated Pitch Quality	Updated Capacity	Updated Balance (MES)
Faversham Recreation Ground	Faversham	Adult 11v11	2	Poor	2	4	-2	Good	3	-1
Faversham Recreation Ground	Faversham	Junior 9v9	1	Poor	1	1		Good	3	2
Frognall Lane - Teynham	Faversham	Adult 11v11	1	Poor	1	0	1	Good	3	3
Hernhill Recreation Ground	Faversham	Adult 11v11	1	Poor	1	2.5	-1.5	Good	3	0.5
Hernehill Recreation Ground	Faversham	Youth 11v11	1	Poor	1	1		Good	3	2
ISP Teynham	Faversham	Youth 11v11	1	Poor	1	0	1	Good	3	3
King Georges Playing Field Faversham	Faversham	Adult 11v11	1	Standard	2	8	-6	Good	3	-5
King Georges Playing Field Faversham	Faversham	Junior 9v9	1	Poor	1	3	-2	Good	3	
King Georges Playing Field Faversham	Faversham	Mini Soccer 5v5	1	Poor	2	2.5	-0.5	Good	6	3.5
Norton Sports Club	Faversham	Adult 11v11	1	Standard	2	1	1	Good	3	2
Queen Elizabeth Grammar School	Faversham	Adult 11v11	1	Poor	1	1.5	-0.5	Good	3	1.5
Queen Elizabeth Grammar School	Faversham	Youth 11v11	3	Poor	3	2	1	Good	9	7
Sharsted Sports Club	Faversham	Adult 11v11	1	Poor	1	0.5	0.5	Good	3	2.5
Sharsted Sports Club	Faversham	Junior 9v9	1	Poor	1	1.5	-0.5	Good	3	1.5
Sharsted Sports Club	Faversham	Mini soccer 7v7	1	Poor	2	1.5	0.5	Good	6	4.5
Sharsted Sports Club	Faversham	Mini soccer 5v5	1	Poor	2	0.5	1.5	Good	6	5.5
The Abbey School	Faversham	Adult 11v11	2	Standard	4	3.5	0.5	Good	6	2.5
The Abbey School	Faversham	Youth 11v11	2	Standard	4	3	1	Good	6	3
The Abbey School	Faversham	Junior 9v9	1	Standard	2	2.5	-0.5	Good	3	0.5
Totals			25		35	41	-6		81	40

Key:

Under Used
Balanced Play - Played to Capacity
Over Play

Swale Borough Council

Playing Pitch Strategy

- 2.28 Should all pitches available for community use that are currently standard or poor quality, be improved to good quality, overplay would be eliminated at nearly all sites except for King Georges Playing Field Faversham and Faversham Recreation Ground. The overplay at King Georges Playing Field and Faversham Recreation Ground will require matches to be played at sites where there is under use, or the provision of new pitches is required.

Improving poor and standard quality football pitches to good - Sittingbourne Sub Area

- 2.29 During the pitch assessments, there were 18 sites with 55 pitches available for community use assessed as 'Poor' and 'Standard' quality in the Sittingbourne Sub Area. Table 5 assesses the impact of improving pitch quality on all these sites to a 'Good' standard.

Table 5: Impact of improving poor and standard quality pitches to good standard pitches Sittingbourne Sub Area

Site Name	Sub area	Pitch Type	Number of Pitches	Agreed pitch quality rating	Carrying Capacity (MES)	Total Use (MES)	Balance (MES)	Updated Pitch Quality	Updated Capacity	Updated Balance (MES)
Central Park Stadium	Sittingbourne	Adult 11v11	2	Standard	4	6	-2	Good	6	
Chapel Meadow	Sittingbourne	Youth 11 v11	3	Poor	3	2	1	Good	9	7
Fulston Manor School Playing Fields	Sittingbourne	Adult 11v11	2	Standard	4	4.5	-0.5	Good	6	1.5
Fulston Manor School Playing Fields	Sittingbourne	Junior 9v9	1	Standard	2	2.5	-0.5	Good	3	0.5
Fulston Manor School Playing Fields	Sittingbourne	Mini Soccer 7v7	1	Standard	4	1	3	Good	6	5
Herons Park School	Sittingbourne	Junior 9v9	1	Standard	2	1.5	0.5	Good	3	1.5
Herons Park School	Sittingbourne	Mini Soccer 7v7	1	Standard	4	2	2	Good	6	4
Herons Park School	Sittingbourne	Mini Soccer 5v5	1	Standard	4	3	1	Good	6	3
Hollywell Meadow	Sittingbourne	Adult 11v11	2	1 Standard 1 Good	5	4.5	0.5	Good	6	1.5
Hollywell Meadow	Sittingbourne	Youth 11v11	2	Standard	4	2	2	Good	6	4
Kemsley Recreation Ground	Sittingbourne	Adult 11v11	1	Poor	1	1.5	-0.5	Good	3	1.5
Kemsley Recreation Ground	Sittingbourne	Mini Soccer 7v7	1	Poor	2	0	2	Good	6	6
King Georges Playing Field - Park Avenue	Sittingbourne	Adult 11v11	2	Poor	2	0	2	Good	6	6
Milton Recreation Ground	Sittingbourne	Junior 9v9	1	Poor	1	0	1	Good	3	3
Murston Recreation Ground	Sittingbourne	Adult 11v11	1	Poor	1	0.5	0.5	Good	3	2.5

Swale Borough Council

Playing Pitch Strategy

Site Name	Sub area	Pitch Type	Number of Pitches	Agreed pitch quality rating	Carrying Capacity (MES)	Total Use (MES)	Balance (MES)	Updated Pitch Quality	Updated Capacity	Updated Balance (MES)
Murston Recreation Ground	Sittingbourne	Youth 11v11	2	Poor	2	3.5	-1.5	Good	6	2.5
Murston Recreation Ground	Sittingbourne	Junior 9v9	2	Poor	2	1.5	0.5	Good	6	4.5
Murston Recreation Ground	Sittingbourne	Mini Soccer 7v7	1	Poor	2	3.5	-1.5	Good	6	2.5
Murston Recreation Ground	Sittingbourne	Mini Soccer 5v5	2	Poor	4	2	2	Good	12	10
Newington Recreation Ground	Sittingbourne	Adult 11v11	1	Poor	1	0	1	Good	3	3
Newington Recreation Ground	Sittingbourne	Youth 11v11	1	Poor	1	0	1	Good	3	3
Rectory Playing Field	Sittingbourne	Junior 9v9	1	Poor	1	0	1	Good	3	3
Sittingbourne School	Sittingbourne	Adult 11v11	3	Standard	6	6		Good	9	3
Sittingbourne School	Sittingbourne	Junior 9v9	1	Standard	2	0	2	Good	3	3
Sittingbourne School	Sittingbourne	Mini Soccer 7v7	1	Standard	4	2	2	Good	6	4
Sittingbourne Recreation Ground	Sittingbourne	Adult 11v11	1	Poor	1	0.5	0.5	Good	3	2.5
Sittingbourne Recreation Ground	Sittingbourne	Mini Soccer 7v7	1	Poor	2	0	2	Good	6	6
The Appleyard	Sittingbourne	Adult 11v11	3	Poor	3	9.5	-6.5	Good	9	-0.5
The Appleyard	Sittingbourne	Junior 9v9	2	Poor	2	1.5	0.5	Good	6	4.5
The Appleyard	Sittingbourne	Mini Soccer 7v7	1	Poor	2	3.5	-1.5	Good	6	2.5
The Playstool	Sittingbourne	Adult 11v11	1	Standard	2	0.5	1.5	Good	3	2.5
Borden Grammar School	Sittingbourne	Adult 11v11	2	Poor	2	1	1	Good	6	5
Westlands Primary School	Sittingbourne	Adult 11v11	1	Poor	1	0.5	0.5	Good	3	2.5
Westlands Primary School	Sittingbourne	Mini Soccer 7v7	1	Poor	2	0.5	1.5	Good	6	5.5
Staxson Stadium	Sittingbourne	Adult 11v11	2	Poor	2	2		Good	6	4
Staxson Stadium	Sittingbourne	Youth 11v11	1	Poor	1	3.5	-2.5	Good	3	-0.5
Staxson Stadium	Sittingbourne	Junior 9v9	1	Poor	1	3	-2	Good	3	
Saxson Stadium	Sittingbourne	Mini Soccer 7v7	1	Poor	2	1	1	Good	6	5
Totals			55		91	76.5	14.5		201	124.5

Swale Borough Council

Playing Pitch Strategy

Key:

Under Used
Balanced Play - Played to Capacity
Over Play
Area of Multiple Deprivation (2019)

- 2.30 Should all pitches available for community use that are currently standard or poor quality, be improved to good quality, overplay would be eliminated at most sites in the Sittingbourne sub area. The overplay of youth 11v11 at Staxson Stadium and adult 11v11 at The Appleyard will require matches to be played at sites where there is under use, or the provision of new pitches is required.

Improving poor and standard quality football pitches to good - Sheppey Sub Area

- 2.31 During the pitch assessments, there were 14 sites with 35 pitches available for community use assessed as 'Poor' and 'Standard' quality in the Sheppey Sub Area. Table 6 assesses the impact of improving pitch quality on all these sites to a 'Good' standard.

Table 6: Impact of improving poor and standard quality pitches to good standard pitches Sheppey Sub Area

Site Name	Sub area	Pitch Type	Number of Pitches	Agreed pitch quality rating	Carrying Capacity (MES)	Total Use (MES)	Balance (MES)	Updated Pitch Quality	Updated Capacity	Updated Balance (MES)
Co-op Sports Club	Sheppey	Adult 11v11	1	Poor	1	0.5	0.5	Good	3	2.5
Co-op Sports Club	Sheppey	Youth 11 v11	1	Poor	1	0.5	0.5	Good	3	2.5
EKC Academy	Sheppey	Adult 11v11	1	Standard	2	1.5	0.5	Good	3	1.5
EKC Academy	Sheppey	Youth 11v11	1	Poor	1	3	-2	Good	3	
Festival Playing Field	Sheppey	Youth 11 v11	1	Poor	1	1.5	-0.5	Good	3	1.5
Festival Playing field	Sheppey	Junior 9v9	1	Standard	2	2.5	-0.5	Good	3	0.5
Festival Playing Field	Sheppey	Mini Soccer 7v7	1	Poor	2	2		Good	6	4
Festival Playing Field	Sheppey	Mini Soccer 5v5	1	Poor	2	1	1	Good	6	5
Holm Park	Sheppey	Adult 11v11	1	Standard	2	1	1	Good	3	2
Holm Park	Sheppey	Junior 9v9	1	Standard	2	2		Good	3	1

Swale Borough Council

Playing Pitch Strategy

Site Name	Sub area	Pitch Type	Number of Pitches	Agreed pitch quality rating	Carrying Capacity (MES)	Total Use (MES)	Balance (MES)	Updated Pitch Quality	Updated Capacity	Updated Balance (MES)
Holm Park	Sheppey	Mini Soccer 5v5	1	Poor	2	1	1	Good	3	2
King Georges Playing Field	Sheppey	Adult 11v11	1	Standard	2	0	2	Good	3	3
Leysdown Coastal	Sheppey	Adult 11v11	1	Poor	1	0.5	0.5	Good	3	2.5
Leigh Academy	Sheppey	Adult 11v11	1	Standard	2	0.5	1.5	Good	3	2.5
Range Road	Sheppey	Adult 11v11	1	Poor	1	0	1	Good	3	3
Range Road	Sheppey	Mini Soccer 7v7	1	Poor	2	0	2	Good	6	6
Seager Road	Sheppey	Adult 11v11	1	Poor	1	3	-2	Good	3	
Seager Road	Sheppey	Youth 11v11	1	Poor	1	2	-1	Good	3	1
Sheerness East Working Men's Club	Sheppey	Adult 11v11	1	Standard	2	1.5	0.5	Good	3	1.5
Sheerness East working Men's Club	Sheppey	Youth 11v11	1	Standard	2	1	1	Good	3	2
Sheerness East working Men's Club	Sheppey	Junior 9v9	1	Standard	2	0.5	1.5	Good	3	2.5
Sheppey Sports Club	Sheppey	Adult 11v11	1	Standard	2	1	1	Good	3	2
Sheppey Sports Club	Sheppey	Junior 9v9	1	Standard	2	2.5	-0.5	Good	3	0.5
Sheppey Sports Club	Sheppey	Mini Soccer 7v7	2	Standard	8	4	4	Good	12	8
Sheppey Sports Club	Sheppey	Mini Soccer 5v5	2	Standard	8	1.5	6.5	Good	12	10.5
Shurlands Meadow	Sheppey	Junior 9v9	1	Standard	2	0	2	Good	3	3
Shurlands Meadows	Sheppey	Mini soccer 7v7	1	Standard	4	0	4	Good	6	6
Shurlands Meadows	Sheppey	Mini soccer 5v5	3	Standard	12	0	12	Good	18	18
St George's Primary	Sheppey	Adult 11v11	1	Poor	1	1.5	-0.5	Good	3	1.5
St George's Primary	Sheppey	Youth 11 v11	1	Poor	1	1		Good	3	2
Thistle Hill	Sheppey	Adult 11v11	1	Poor	1	0.5	0.5	Good	3	2.5
Totals			35		75	37.5	37.5		138	100.5

Key:

Under Used
Balanced Play - Played to Capacity
Over Play
Area of Multiple Deprivation (2019)

- 2.32 Should all pitches available for community use that are currently standard or poor quality, be improved to good quality, overplay would be eliminated at all sites in the Sheppey sub area.

Scenario Local Football Facilities Plan (LFFP) team Growth Prediction and Impact on Match equivalent Sessions on Natural Grass Pitches.

- 2.33 The table below provides the 126-team growth prediction which is modelled in the Local Football Facilities Plan to 2030. This includes disability teams within the overall growth projections.

Table 7: Team growth predictions modelled in the LFFP

Adult Male	Adult Female	Youth Male	Youth Female	Mini Soccer
-2	5	36	32	55

- 2.34 For modelling potential growth demand and the impact on the grass pitch supply and demand balance, the same % split as there is currently in terms of how many youth teams play within each playing format has been used as follows:

- Youth Male 11v11 = 62%
- Junior Male 9v9 = 38%
- Youth Female 11v11= 55%
- Junior Female 9V9 = 45%

- 2.35 The team growth predictions will require the following match equivalent sessions (MES):

- Adult 11v11 minus 2 teams = minus 1 adult 11v11 MES
- Adult Female 5 teams = 2.5 MES
- Youth Male 11v11 22 teams = 11 MES

Swale Borough Council

Playing Pitch Strategy

- Junior Male 9v9 14 teams = 7 MES
- Youth Female 11v11 17 teams = 8.5 MES
- Junior Female 9v9 15 teams = 7.5 MES
- Mini soccer 7v7 and 5v5 55 teams = 27.5 MES

2.36 The impact of team growth on the current 2024/25 season capacity of natural grass pitches to 2030 is shown in the table below.

Table 8: Current Shortfall/ Capacity 2024/25 season MES and impact on natural grass pitches with predicted Growth in Team numbers to 2030.

Pitch Type	Current Shortfall/Capacity 2024/25 Total (MES)	Impact of Growth in MES by Predicted Team Growth 2030	Total Shortfall/Capacity 2024/25 Plus Predicted Growth to 2030
Adult Football 11v11	11.5	1.5	13
Youth Football 11v11	4.5	19.5	24
Junior Football 9v9	0.5	14.5	14
Mini Soccer 7v7 and 5v5	3.5	27.5	24

2.37 The growth in team numbers to 2030 increases the shortfall in adult 11v11 MES to 13, Youth football 11v1 24 MES junior 9v9 14 and mini soccer 24 MES.

Recommendations for football

1. Protect existing quantity of pitches unless replacement provision can 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.

Swale Borough Council

Playing Pitch Strategy

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. Given the growth rates for affiliated football, through Stage E monitor the annual growth via annual reviews to gauge how growth in demand is impacting on demand for grass pitches, including women and girls and disability teams.
7. 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.
8. 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.
9. Ensure all teams are playing on the pitches of the correct size.
10. 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. Prioritise those sites that are in areas of deprivation.
11. 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.
12. 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.

3G AGP Summary

2.38 The following summarises the findings for 3G AGP pitches across Swale Borough:

- There is a clear need for an increase in 3G pitch provision in Swale to meet current and future needs.
- With 372 football teams currently affiliated to Swale there is a potential shortfall of five (4.5 rounded up) full size 3G pitches to meet training demand (2024/25 season). This grows with unmet demand and population growth to a shortfall in 20240 of 9 x 3G pitches and possibly 10 when considering rugby union use of 3G pitches to 2040.
- There is a requirement for suitable AGP provision to provide a solution for rugby union training requirements in Faversham and Sittingbourne.
- Consideration should be given to a new 3G AGP with World Rugby Regulation 22 compliance at The Abbey School Faversham (Planning application submitted).
- 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.
- Leigh Academy Sheppey surface will require resurfacing soon.
- 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.
- There is a need to consider transferring football use at Westlands School AGP to 3G AGPs when developed in the Sittingbourne sub area

Scenario Local Football Facilities Plan (LFFP) team Growth Prediction to 2030 and Impact on Current Demand 2024/25 Season Affiliated Football Team Training (38 teams per pitch).

2.39 The table below provides the 126-team growth prediction which is modelled in the Local Football Facilities Plan to 2030.

Table 9: Team growth predictions modelled in the LFFP

Adult Male	Adult Female	Youth Male	Youth Female	Mini Soccer
-2	5	36	32	55

2.40 The Stage C Assessment identifies the current 2024/25 season capacity of training on 3G natural grass pitches using the current 2024/25 season team numbers 372 across the 3 sub areas, The 2024/25 team numbers have been used with the population projections using the new housing needs 2024 – 2040. A total of 17,472 homes with an average household size of 2.4 persons provides a new resident population of 41,933. These figures have been inputted into Sport England’s Playing Pitch Calculator Tool to identify the need and cost for 3G AGP football facilities across Swale up to 2040. The PPC identifies a future need for 2.61 x 3G AGPs.

Swale Borough Council

Playing Pitch Strategy

- 2.41 In addition, the unmet demand of 58 teams has been considered 58 teams divide by 38 equates to 1.53 3G AGPs. In total with the population future demand this equates to 4.14 3G AGPs required in the future to meet new population and latent demand. This should be reviewed on an annual basis as team demand changes on an annual basis.
- 2.42 There is a current need for a further 4.5 full size 3G pitches (2024/25 season), rising to 9 (8.64 rounded up) to cater for future demand and increased population by 2040. This is in addition to the 5.5 3G AGPs which currently service Swale.

Table 10: Impact of LFFP Team Growth to 20230 on Current demand for 3G pitches in Swale for Affiliated Football Team Training (38 teams per pitch)

Analysis Sub Area	Current No. of Teams	Requirement	Identified Additional Need by 2030
LFFP Team Growth to 2030	126	3.3	3.3

- 2.43 When applying the results of Table 10 an additional 3.3 3G AGPs required by 2030 and adding this requirement to the already identified need to 2040 9 3G AGPs (Paragraph 2.42 above) there is a future need for a further 13 (12.3 rounded up) full size 3G pitches across Swale by 2040.

Scenario Moving all Mini Soccer Match Play to 3G AGPs.

- 2.44 The FA have an aspiration for mini soccer games to be played on 3G pitches. This is because of their capacity to provide multiple kick offs on any given match day, plus the quality of experience that they offer the participants. This scenario assesses how many 3G pitches would be required in the Borough to accommodate all mini soccer match play.
- 2.45 Peak demand for mini soccer matches is Saturday mornings. There are currently 677 mini soccer 7v7 teams and 55 mini soccer 5v5 teams who play currently.
- 2.46 Table 11 summaries the number of 3G AGPs required to cater for all mini soccer match play at peak times.

Table 11: Number of 3G AGPs required for mini soccer match play

Format	Number of teams	Number of matches	3G Match Units Required	Total 3G Units Required	3G Pitches Required
Mini Soccer 7v7	77 (58%)	38.5	8	308	4.81
Mini Soccer 5v5	55 (42%)	27.5	4	110	1.71
Total					6.52

Swale Borough Council

Playing Pitch Strategy

2.47 In total there would be 7 x (rounded up from 6.52) 3G AGPs required to cater for mini soccer match play demand at peak times in Swale.

Scenario Moving all Mini Soccer Match Play to 3G AGPs using Current 2024/25 Season Mini Soccer Team data and LFFP Predicted Growth Team Data to 2030.

- 2.48 The LFFP predicts a growth of 55 mini soccer teams by 2030. Using the current % breakdown between mini soccer 7v7 (58%) and mini soccer 5v5 (42%) the predicted growth is 40 mini soccer 7v7 teams and 15 mini soccer 5v5 teams. The current need in 2024/25 is 7 x 3G AGPs.
- 2.49 Table 12 below shows a need for an additional 3 x AGPs when predicted LFFP team growth for mini soccer to 2030 is considered. This is on top of the identified existing need of 7 x 3G AGPs.

Table 12: Number of 3G AGPs required for mini soccer match play using LFFP Predicted Growth in Mini Soccer Teams to 2030.

Format	Number of teams	Number of matches	3G Match Units Required	Total 3G Units Required	3G Pitches Required
Mini Soccer 7v7	40	20	8	160	2.5
Mini Soccer 5v5	15	7.5	4	30	0.5
Total					3

Recommendations for 3G AGPs

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 and Faversham sub area.
3. There are currently 5.5 full size 3G pitches across Swale (Includes Faversham Town FC). All are available for community use. The Abbey School is required to renew FA Registration and Sheppey United FA registration expires May 2025. The other 3G AGPs are FA Registered. There is an existing need for 10 (9.8 rounded up) 3G pitches and a current shortfall of 4.5 3G pitches rising to 9 (8.64 rounded up) to cater for future demand and increased population by 2040. This is in addition to the 5.5 3G AGPs which currently service Swale.
4. 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 and the Faversham sub area.

Swale Borough Council

Playing Pitch Strategy

5. During the consultation it was identified that several football clubs in the Borough were using sand AGPs for their midweek training at Westlands School AGP, due to a lack of 3G pitch provision within the Borough. If a new 3G is provided in the area there should be consultation with England Hockey/ Swale Borough Council and Football Foundation to discuss potential transfer of the football activity on Westlands AGP to the new 3G.
6. Should additional AGPs for hockey from new developments be developed and the PPS Steering Group considers change of existing surplus AGP surfaces to 3G, this should only occur after full consultation with England Hockey the Football Foundation, and the Local Authority. The potential change of surface would also require planning permission (as per recommendation of the local authority)
7. 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.
8. New 3G pitch design proposals must be in accordance with appropriate and relevant sources technical guidance and performance quality standards which are appropriate to external artificial sports facilities for example, flood risk, sports lighting, acoustics (Noise) planning guidance and provide an infill containment strategy.
9. 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.

Rugby Union Summary

2.50 The following is a summary of the Rugby Union findings:

2.51 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 2024.

- There is a clear shortfall of rugby union capacity to meet current demand in Swale, with a significant shortfall identified and with all three clubs utilising overplayed provision. When factoring in population growth, the overall shortfall exacerbates. There is a significant shortfall in training pitches with sports lighting particularly in the Faversham and Sittingbourne sub areas.
- In the 2024/25 season, there are 6 sites providing 10 senior rugby pitches across Swale Borough. Faversham sub area has 3 senior pitches, Sittingbourne sub area 4 senior pitches and Sheppey sub area 2 senior pitches. 3 sites are schools and have 4 pitches that are not used by community clubs.
- Faversham Rugby Club is considered to have unsecured tenure of its pitch at Faversham Recreation Ground although has secured tenure of the club house at the ground. The pitch is currently rented with no longer term agreement in place. The club uses the 3G AGPs at The Abbey School and King Georges Playing Fields Faversham for non-contact training and require access to a World Rugby Regulation 22 compliant AGP or natural grass pitch with sports lighting.
- Faversham Rugby club would like to provide for junior's boys and girls but have a lack of pitch capacity.
- Sittingbourne Rugby Club will be moving to a new developer venue in the future with a new clubhouse and 2 natural grass pitches but with no sports lighting. There is a requirement to secure a facility either natural grass or an AGP that is World Rugby Regulation 22 compliant.
- Sheppey Rugby Club have recently upgraded their changing rooms and social facilities to meet the needs of the community including women and girls.
- Through population growth there be an increase in rugby teams with a need for additional pitch provision particularly in Faversham and Sittingbourne
- Increased female demand from the RWC 2025 is to be expected and associated development initiatives are in place to meet this future demand e.g. 100,000 participants targeted, Inner Warrior, Legacy funding, social space, toilet and sanitary provision funding.

Rugby Union Scenarios

Improving maintenance on senior natural turf rugby union pitches to improve quality

2.52 The RFU have a pitch improvement programme that they deliver in conjunction with the Ground Management Association (GMA). This provides community rugby union clubs with an opportunity to have their pitches assessed by a GMA Regional Pitch Advisor using the PitchPower app.

Swale Borough Council

Playing Pitch Strategy

- 2.53 This provides a qualitative pitch rating, along with recommendations on how clubs can improve the quality of their pitches through increased maintenance. Clubs then have an opportunity to apply for funding towards the purchase of maintenance equipment and external maintenance contractor services.
- 2.54 Improving pitch quality and drainage of existing rugby union pitches and the impact on weekly capacity is considered in the table below.
- 2.55 Sheppey Rugby Club pitch improvements would increase capacity by 4.5 MES per week. Providing room for weekly MES to meet future growth.
- 2.56 Sittingbourne Rugby Club pitch improvements to its existing pitches at Gore Court 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 has sports lighting. There would still be a deficit of 8 MES for mid-week training.
- 2.57 Faversham Rugby Club has balanced play for match play but a shortfall of 1.5 MES for training mid-week under a pitch with sports lighting. As the club has no access to a rugby pitch with sports lighting. 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 sports lighting.

Table 13: 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 (with sports lighting) 2 MES Pitch 3 (Back pitch) 2MES (All pitches Maintenance M1/ Drainage D1) Total 6 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 3 pitches = 10.5 MES) from D1/M1 (2 MES x 3 pitches = 6 MES) weekly improvement = 4.5 MES Total weekly increased capacity equates to 4.5 MES.	6.25 MES

Swale Borough Council

Playing Pitch Strategy

Site	Match & Training Capacity Weekly	Overplayed MES Weekly	Improve Quality of Maintenance/ Drainage	Overplay/Spare Capacity after improving quality of Drainage and Maintenance Weekly
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 M0/ 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

Key:

Under Used
Balanced Play - Played to Capacity
Over Play
Area of Multiple Deprivation (2019)

- 2.58 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.
- 2.59 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 Move to Wises Lane

- 2.60 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 training shortfall as none of the pitches will have sports lighting.

Scenario- Increasing Access to Midweek Rugby Union Sports Lighting Training Provision

- 2.61 If Faversham Rugby Club could have access to 2 rugby pitches as part of any new development in Faversham and these pitches had sports lighting and provided maintenance M2 and the 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 mid-week and match play weekly and provide the necessary MES weekly for junior teams to be developed.
- 2.62 Sittingbourne Rugby Club weekly training midweek equates to 8 MES. The club does not have access to pitches with sports lighting. If 1 pitch with sports lighting was provided this would be equivalent to 3.5 MES weekly. There would still be a shortfall of 4.5 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.
- 2.63 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. There is also a need to explore the possibility of providing a World rugby Regulation 22 compliant AGP in the Faversham area to meet the current needs of Faversham Rugby Club.

Scenario - Impact OF Team Growth at Sheppey Rugby Club on Pitch Capacity

- 2.64 Sheppey RFC continues to be identified as an RWC Impact 25 focus club with additional planned support from the recruitment of an RFU School Rugby Manager for the area. The club has seen growth across the women and girls' game of approximately 10% and this is anticipated to continue, with agreed interventions of the School Rugby Manager, T1 Rugby offer, Coach and Match Official support and engagement with the RFU Girl Guides programme."
- 2.65 Paragraph 2.55 above identifies that pitch quality improvements would increase capacity at Sheppey Rugby Club by 4.5 MES per week. Providing room for weekly Mes to meet future growth of the women and girl's game.

Recommendations for Rugby Union

2.66 The following are the recommendations for rugby union:

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 2.59 pitches. The Playing Pitch calculator identifies that population increases between 2023 and 2040 generates match play MES of 2.59 per week and training MES under sport lighting 2.92 per week.
3. There is a need to monitor the growth of teams in Stage E including women and girls and disability teams.
4. 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).
5. 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 developer 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.
6. 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 senior rugby pitches with sports lighting and clubhouse.
7. Sittingbourne Rugby Club and Sheppey Rugby Club have both undertaken Pitch Power assessments. Faversham Rugby Club needs to undertake a PitchPower assessment of its pitch to identify what improvements need to be undertaken to improve pitch maintenance and pitch quality with a view to increase capacity for match equivalent sessions.
8. 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 Faversham and Sittingbourne sub areas. This will alleviate the shortfall of weekly training MES currently and in the future.

Hockey Summary

- 2.67 This section summarises the findings from the hockey analysis.
- 2.68 There are 2 AGPs suitable for hockey play across Swale Borough, Borden Grammar School AGP and Westlands School AGP.
- 2.69 Borden Grammar School AGP:
- The facility provides secured community use for Sittingbourne Hockey Club and Faversham Ladies Hockey Club.
 - The lease between Borden Grammar School and Sittingbourne Hockey Club for the AGP and Pavilion expires in 2053
 - Sittingbourne Hockey Club men's and women's teams play matches on Saturdays, and the juniors play matches on a Sunday.
 - Faversham Ladies Hockey Club has 1 adult ladies' team and plays matches on Saturdays.
 - The 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. LED lamps were fitted to the sports lighting in 2023.
 - The pavilion with changing and bar facilities adjacent to the AGP are in good condition, the bar area has been refurbished. However, there is a need to replace a boiler.
- 2.70 Westlands School AGP:
- The facility provides secured community use for Gore Court Hockey Club.
 - The Lease between Gore Court Ltd and Westlands School expires in 2032. To date all attempts to hold discussions about extending the lease have failed.
 - Gore Court Hockey Club men's and women's teams play matches on a Saturday and juniors including Boy's U18 play on a Sunday.
 - The AGP shock pad and carpet were replaced July 2023. The lights also need upgrading to LED.
 - 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 clubhouse has good social facilities, but the changing rooms require refurbishment. The car park at the clubhouse at Gore Court has recently been resurfaced and remarked as part of this section 106 agreement.
- 2.71 The Sittingbourne Hockey Club and Gore Court Hockey Club AGPs are currently overplayed on a Saturday by 1 match equivalent session weekly. There is match overplay currently on both existing AGPs and there will not be sufficient accessible and secured community use hockey provision to meet future demand.

Swale Borough Council

Playing Pitch Strategy

- 2.72 A third hockey AGP is required by 2040 or potentially by 2032 due to current lease timeframes at Westlands School AGP. Ideally provision of a 2 x AGP facility with changing and clubhouse would be a sustainable option but leave one of the existing AGPs possibly redundant or available for additional demand in the future.
- 2.73 Gore Court Hockey Club and Sittingbourne Hockey Club are currently discussing a merger of the two clubs. The aspiration would be a double pitch site to accommodate all players and memberships and protect long term viability of the clubs. The ancillary facilities on the double pitch site would provide wider opportunities for social facilities and more targeted sessions for certain groups.

Scenario - Impact of Gore Court and Sittingbourne Hockey Club Team Growth on Pitch Capacity

- 2.74 The growth team trends for hockey in the table below have been added to the Playing Pitch Calculator population projections to 2040 to provide a scenario for additional hockey growth.

Table 14: Growth in Hockey Teams added to Playing Pitch Calculator with population projections to 2040

Hockey	% increase
Men (17-55yrs)	10%
Women (17-55yrs)	10%
Boys (14-16yrs)	10%
Girls (14-16yrs)	10%
Boys (11-13yrs)	20%
Girls (11-13yrs)	20%
Mixed (5-10yrs)	20%

- 2.75 When inputting the hockey team growth in table 14 above into the Playing Pitch Calculator to 2040 the requirement for AGPs rises to 1 AGP for hockey use. A difference of 0.07 AGPs.

Hockey AGP Development Scenario

- 2.76 There is a proposal for a development of a 2 AGP hockey pitch site at Land South and Southeast of Sittingbourne (Highsted Park) housing development. Gore Court Hockey Club have been in discussion with the developer with regards to using the facility if planning permission is agreed along with a Section 106 agreement.

Swale Borough Council

Playing Pitch Strategy

- 2.77 This would be alongside retaining one or both current pitches at Westlands and Borden Grammer. Due to the likely length of time before the proposed delivery of a 2 AGP hockey pitch site there would need to be a focus on the leases of the existing school sites to protect the current stock until delivery.
- 2.78 If the land South and Southeast of Sittingbourne (Highsted Park) development is not approved, then a new location will need to be sought for the club to support their aspirations for a 2 AGP site and clubhouse.

Hockey AGP Conversion to 3G

- 2.79 Hockey can only be played competitively on sand or water based Artificial Grass Pitches (AGPs). Water based AGPs are not common and only found at elite sites, whereas sand based/sand dressed AGPs can be found on secondary school sites, leisure centres and higher education establishments.
- 2.80 Its popularity on school sites was due to the surface being able to be used for several sports to be played and taught. However, a large majority of these facilities did not financially plan to replace the surface, or carpets as they are known. A carpet has roughly a 12–15-year life span dependant on use and maintenance.
- 2.81 Since the introduction of the 3G surface, and its popularity with football, schools have seen this as a way of replacing the tired carpet and generating money from the hire to football clubs/ commercial football provider. This is at the expense of hockey, and in some areas in England, hockey players are travelling over 40 minutes to access to a suitable AGP (in some cases this is doubling the travel time). Additionally, because of the conversion to 3G surfaces some local authorities no longer have hockey teams playing within their areas and they have been displaced to different areas or had to disband all together.
- 2.82 The 3G surface is limited in the range of sports which can be played or taught on it and has a range of piles. Those proposing to change the carpets should take advice from the appropriate sports' NGB or refer to Sport England's guidance on artificial grass pitches ([Sport England - Outdoor Surface Guidance](#)).
- 2.83 Due to the impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained for the playing development of hockey within the local authority administrative area. To that end, a change of an Artificial Grass Pitch's surface or carpet will require a planning application, and as part of it this applicant will have to show that there is sufficient AGP provision available for hockey in the locality if the surface is changed. Otherwise planning permission will not be granted. Advice from Sport England and England Hockey should be sought prior to any planning application being submitted.
- 2.84 During the consultation it was identified that several football clubs in the Borough were using the sand AGP at Westlands School for their midweek training, due to a lack of 3G pitch provision within the Borough. If a new 3G AGP is provided in the area there should be consultation with England Hockey, the Swale Borough Council and the Football Foundation to discuss potential transfer of the football activity on Westlands AGP to the new 3G.

Swale Borough Council

Playing Pitch Strategy

- 2.85 Should additional AGPs for hockey from new developments be developed and the PPS Steering Group considers change of existing surplus AGP surfaces to 3G, this should only occur after full consultation with England Hockey the Football Foundation, and the Local Authority. The potential change of surface would also require planning permission (as per recommendation of the local authority)

Recommendations for Hockey

- 2.86 The following are the recommendations for hockey:

1. Protect all current hockey 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 removed from hockey use.
2. There is a need to provide an additional 1 x AGP to meet future demand for hockey, but an aspiration to provide a double pitch site with ancillary facility. Retain a presence on educational sites for future recruitment of players.
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 hockey AGP demand and the capacity of existing hockey AGPs 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. New housing development if approved at Land South and Southeast of Sittingbourne (Highsted) could be seen as an opportunity to meet future needs for hockey. It is therefore essential for the local authority to collaborate with England Hockey, Gore Court Hockey Club and Sittingbourne Hockey Club to obtain the future facility needs required for both clubs from future population growth from the new developments through the Planning process. If the new housing development at Land South and Southeast of Sittingbourne (Highsted) is not approved, then a new location will need to be sought for the club to support their aspirations for a 2 AGP site and clubhouse.
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:
 - Gore Court Hockey Club – Club and or Gore Court Ltd to negotiate with Westlands School extending lease from 2032.
6. Need to improve the quality of pavilions at the following sites:
 - Gore Court Cricket Club – Refurbish changing provision
 - Sittingbourne Hockey Club – Provide a new boiler.

Swale Borough Council

Playing Pitch Strategy

7. Need to improve sports lighting:
- Westlands AGP

Cricket Summary

2.87 The following is the summary of the cricket findings at Stage C Assessment of need:

- In total there are 23 affiliated cricket clubs in Swale which collectively provide 54 adult male cricket teams, 22 junior male teams and 1 junior girls' team and 5 mixed teams. A total of 81 teams.
- No club exports demand outside of Swale. However, Rainham Cricket Club imports two teams the 3rd XI and 4th XI from the Medway Council area and play home games at Newington Cricket Club and at Bobbing and Lower Halstow Cricket Club on alternate Saturdays. A third club Chelsfield Cricket Club 3rd XI is imported and plays at Norton Park on alternate Saturdays.
- Due to insufficient squares at their home ground. Bapchild Cricket Club 3rd XI play at Bobbing Court and Lower Halstow Cricket Club – Saturdays.
- Eight clubs have indicated aspirations to increase their levels of participation, with potential growth equating to five senior men's and eleven junior teams. Approximately requiring 105 match equivalent sessions per season.
- The ECB and Kent Cricket advise that they expect the women's teams to increase by 5.5 teams in the future. Approximately requiring 52.5 match equivalent sessions per season. This is consistent with the principle of County- wide 'catch up' as female participation continues to grow at a 20-25% annual rate and girls cricket becomes increasingly accepted as a norm at the local level. If this principal is extended towards the ECBs vision of becoming the most inclusive team sport by 2028 and those clubs with a mature boy's section having a girls offer at the regular age groups, will lead to potentially plus 13 girl's teams in due course in 5 years. Such growth will have a further impact on pitch capacity.
- The ECB Disability Champion Clubs programme expected to continue to grow. The ECB would welcome one being in every borough/district in due course; with at least one being accessible to all Swale residents.
- There are 708 available match equivalents per season. The demand in 2025 is for 593 match equivalent sessions per season, with a theoretical underplay of 115 match equivalent sessions per season across the whole of Swale Borough.
- The new population generates 215 match equivalent sessions per season. The latent demand equates to 105 MES per season and women and girls demand is expected to rise by 52.5 match equivalent sessions per season. The total increase in match equivalent sessions per season is projected to be 373. This will provide a shortfall of 258 MES per season by 2040 and will require developer contributions to be used to provide new and improved existing cricket facilities across Swale to meet the needs of the new population by 2040.

Swale Borough Council

Playing Pitch Strategy

- Some of the existing overplay could be reestablished via investment into, and enhanced maintenance regimes at Norton Sports (30% Indices Multiple Deprivation 2019), and Rodmersham.
- There is limited capacity for improvements to poor quality pitches at Sparrows Hill and Hernhill Village because of:
 - Sparrows Hill is only c. 81m wide and therefore only compliant for junior cricket
 - Hernhill Village has boundaries unsuitable even for junior cricket (25m to the SE; 29m W; 34m to tennis court)
- There is substantial uncertainty around two major housing developments in the Faversham assessment area, which would primarily impact Faversham CC and Bapchild CC. Together, the two clubs deliver over 60% of the cricket teams in the Faversham sub area and are both projecting additional teams, prior to any new housing development.

Cricket Scenario Improving quality on pitches used by cricket clubs

- 2.88 The quality assessments of cricket facilities have been undertaken using the onsite visual assessment criteria within the Sport England Playing Pitch guidance cricket club consultation and local knowledge of cricket facilities from Kent Cricket. The ECB now advocate that a Pitch Power Assessment is undertaken to assess the quality of cricket pitches. Pitch Power ratings have shown certain trends that lower the quality assessments rating compared to non-visual inspections.
- 2.89 The table below identifies those cricket clubs going from standard to good quality and what MES impact that has.

Swale Borough Council

Playing Pitch Strategy

Table 15: Improving quality on pitches used by clubs to Good from Standard Quality

Sub Area	Playing Pitch Sites – currently providing community use for cricket	Squares (B)	Pitches (Grass 37m+ to Boundary) (C)	Quality Grass Pitches (Wickets) (D)	Capacity per pitch (Wicket) (E)	Cricket Capacity Grass pitch per season (2023) (F)	Demand per season (2025) (H)	Capacity Demand Balance per Season (2025) (I) = (F) – (H)	Cricket Capacity Grass pitch per season (2025) when Quality changed to Good	Capacity Demand Balance when Pitches Improved too Good
Faversham	Bapchild Cricket Club	1	9	Standard	4	36	48	-12	45	-3
Faversham	Belmont Park Throwley	1	6	Standard	4	24	24	0	30	6
Faversham	Cadmans Meadow	1	8	Standard	4	32	10	22	40	30
Faversham	Davington Priory Cricket Club	1	6	Standard	4	24	10	14	30	20
Faversham	Faversham Cricket Club	1	8	Standard	4	32	67	-35	40	-27
Faversham	Sheldwich Lees. Village Green	1	5	Standard	4	20	29	-9	25	-4
Sittingbourne	The Playstool	1	8	Standard	4	32	11	21	40	29
Sittingbourne	Bredgar Recreation Ground	1	4	Standard	4	16	18	-2	20	2
Sittingbourne	Chapel Meadow	1	11	Standard	4	44	25	19	55	30
Sittingbourne	Gore Court Cricket Club (The Grove)	1	15	Standard	4	60	19	41	75	56
Sittingbourne	Gore Court Cricket Club (The Grove Top Field)	1	8	Standard	4	32	9	23	40	31
Sittingbourne	Milstead Cricket Club	1	9	Standard	4	36	11	25	45	34

Swale Borough Council

Playing Pitch Strategy

Sub Area	Playing Pitch Sites – currently providing community use for cricket	Squares (B)	Pitches (Grass 37m+ to Boundary) (c)	Quality Grass Pitches (Wickets) (D)	Capacity per pitch (Wicket) (E)	Cricket Capacity Grass pitch per season (2023) (F)	Demand per season (2025) (H)	Capacity Demand Balance per Season (2025) (I) = (F) – (H)	Cricket Capacity Grass pitch per season (2025) when Quality changed to Good	Capacity Demand Balance when Pitches Improved too Good
Sittingbourne	Murston Recreation Ground	1	7	Standard	4	28	0	28	35	35
Sittingbourne	Rooks Woods	1	11	Standard	4	44	40	4	55	15
Sheppey	Gilbert Hall Nursery Ground	1	5	Standard	4	20	15	5	25	10
Sheppey	Shurlands	1	12	Standard	4	48	24	24	60	36
Totals		16	132	0	64	528	360	168	660	300

Key:

Under Used
Balanced Play - Played to Capacity
Over Play
Area of Multiple Deprivation

Swale Borough Council

Playing Pitch Strategy

- 2.90 Improving pitch quality to good from standard would result in there being spare capacity at each of the currently over played sites except Bapchild Cricket Club, Faversham Cricket Club and Sheldwich Lees Village Green. The pitches currently overplayed are:
- Bapchild Cricket Club – Currently overplayed by 12 MES per season when quality is improved to good capacity increases and overplay reduces to 3 MES per Season.
 - Faversham Cricket Club – Currently overplayed by 35 MES per season when quality is improved to good capacity increases and overplay reduces to 27 MES per Season.
 - Sheldwich Lees Village Green – Currently overplayed by 9 MES per season when quality is improved to good capacity increases and overplay reduces to 4 MES per Season.
 - Bredgar Recreation Ground – Currently overplayed by 2 MES per season when quality is improved to good capacity increases and provides 2 spare MES per Season.
- 2.91 The only cricket facilities after improving the pitch quality from standard to good that still have overplay are Bapchild Cricket Club, Faversham Cricket Club and Sheldwich Lees Village Green. This means that there is a need for new or alternative pitch capacity facilities to meet the current overplay at these cricket club sites.
- 2.92 Improving poor quality pitches to good quality, especially on local authority or parish council pitches, is potentially unrealistic in the medium term given budgetary constraints. The table below excludes improvements to poor quality pitches at Sparrows Hill and Hernhill Village due to the size of the existing facilities but includes Norton Sports and Rodmersham Cricket Club. The table identifies Norton and Rodmersham going from Poor to Standard and what MES impact that has first, versus Poor too Good for both.
- 2.93 Sparrows Hill and Hernhill Village cricket facilities are not of a suitable size for adult cricket. This means that there is a need for new or alternative pitch capacity facilities to meet the current play at these cricket club sites.

Swale Borough Council

Playing Pitch Strategy

Table 16: Improving quality on pitches at Rodmersham Cricket Club and Norton Sports from Poor too Standard versus Poor too Good

Sub Area	Playing Pitch Sites – currently providing community use for cricket	Squares (B)	Pitches (Grass 37m+ to Boundary) (c)	Quality Grass Pitches (Wickets) (D)	Capacity per pitch (Wicket) (E)	Cricket Capacity Grass pitch per season (2023) (F)	Demand per season (2025) (H)	Capacity Demand Balance per Season (2025) (I) = (F) – (H)	Cricket Capacity Grass pitch per season (2025) when Quality changed to Good	Capacity Demand Balance when Pitches Improved too Good	Cricket Capacity Grass pitch per season (2025) when Quality changed to Good	Capacity Demand Balance when Pitches Improved too Good
Faversham	Norton Park	1	8	Poor	0	0	19	-19	32	13	40	21
Sittingbourne	Rodmersham Cricket Club	1	15	Poor	0	0	61	-61	60	-1	75	14
Totals		2	23		0	0	80	-80	92	12	115	35

Key:

Under Used
Balanced Play - Played to Capacity
Over Play
Area of Multiple Deprivation

Swale Borough Council

Playing Pitch Strategy

- 2.94 Norton Park Cricket Club – Currently overplayed by 19 MES per season when quality is improved to good capacity increases and provides 21 spare MES per Season.
- 2.95 When Norton Park Sports Club is improved from poor quality to standard quality, capacity increases to 13 spare MES per season when quality improves to good capacity increases to 21 spare MES per season.
- 2.96 When Rodmersham Cricket Club is improved from poor quality to standard quality, capacity increases 60 MES per season. Providing over play of 1 MES per season. When quality is improved from poor to good capacity increases to 75 match equivalent sessions per season and provides 14 MES spare per season.
- 2.97 It is important that overtime all sites receive a Pitch Power Assessment and overplay and any spare capacity is revisited for each site once a Pitch Power Assessment has been undertaken. This must occur at Stage E of the PPS process. Kent Cricket have identified the following sites as a priority for a Pitch Power Assessment:
- Bapchild CC
 - Faversham CC
 - Upchurch CC x 2 squares
 - Rodmersham CC

Recommendations for Cricket

- 2.98 The following are the recommendations for Cricket:
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. There is a need to monitor future growth in cricket teams including women and girls and disability teams through Stage E.
 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).

Swale Borough Council

Playing Pitch Strategy

4. New housing development if approved around Bapchild Cricket Club and Faversham Cricket Club could be seen as an opportunity if current and future needs are met or a threat if current and future needs are not met. It is therefore essential for the local authority to collaborate with Kent Cricket and the ECB to safeguard current facilities for both clubs and obtain the future facility needs required for both clubs from future population growth from the new developments through the Planning process.
5. 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.
6. 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.
7. Need to improve the quality of pavilions at the following sites:
 - Faversham Cricket Club
 - Davington Priory Cricket Club
 - Bredgar Cricket Club
8. There is a need to undertake Pitch Power Assessments of all Swale Cricket sites as part of the Stage E PPS process. The following sites require urgent Pitch Power Assessments:
 - Bapchild CC
 - Faversham CC
 - Upchurch CC x 2 squares
 - Rodmersham CC
 - Newington CC
9. Need to improve quality from Poor to at least standard increasing pitch capacity at the following sites:
 - Norton Sports Club
 - Rodmersham CC

Tennis Summary

2.99 The following is the summary of the cricket findings at Stage C Assessment of need:

- Swale Borough Council in collaboration with the LTA and The Department for Digital, Culture, Media, & Sport has carried out the following refurbishment works:
 - King George Playing Fields (4 Courts) - court resurface and repaint, reconstruction where required, re clad fencing, new nets and posts and access gate system.
 - Milton Recreation Ground (3 Courts sports lighting) = court resurface and repaint and premium access gate system.
 - Swale Borough Council has provided funding for upgrading the tennis court lighting at Milton Recreation Ground to LED
- There are 47 tennis courts and 2 mini courts in operation in Swale Borough located at 15 sites.
- Secured community use tennis sites are provided by:
 - The Local Authority who manages and operates tennis courts located across 2 park sites that have recently been refurbished – King George Playing Fields Sittingbourne 4 courts and Milton Recreation Ground 3 with sports lighting.
 - Sheppey Leisure has 1 court at Sheppey Leisure Centre, which is very poor quality.
 - The Appleyard a private sports club operates 2 all-weather tennis courts with sports lighting and a grass court in the summer months.
 - Dawes Community Association Hernhill operates a tennis court that is also used for 5-side football with sport lighting.
- There are two membership tennis clubs affiliated to the Lawn Tennis Association in Swale.
- Faversham Lawn Tennis Club – Faversham Recreation Ground 3 courts with sports lighting and 2 mini courts). Secured community use.
- Sittingbourne Tennis Club – Milton Recreation Ground (3 courts with sports lighting), Secured community use
- There are 2 tennis courts at HMP Swaleside (Sheppey) that are not currently available for public use and 1 poor quality court at Little Groves Leisure Park (Sheppey).
- 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.
- There are 4 disused tennis courts at Sittingbourne FC Woodstock Park Broad Oak Road, Sittingbourne. This site is part of the Highsted planning application Land to the South and East of Sittingbourne, currently undecided. The developer is proposing that 4 tennis courts will be replaced as part of any new developments.

Swale Borough Council

Playing Pitch Strategy

- Swale Borough Council in collaboration with the LTA and The Department for Digital, Culture, Media, & Sport has carried out the following refurbishment works:
 - King George Playing Fields (4 Courts) - court resurface and repaint, reconstruction where required, reclad fencing, new nets and posts and access gate system.
 - Milton Recreation Ground (3 Courts sports lighting) = court resurface and repaint and premium access gate system.
 - Swale Borough Council has provided funding for upgrading the tennis court lighting at Milton Recreation Ground to LED
- 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.
- 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.
- 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).
- Standard quality courts are provided at The Appleyard, Tunstall Primary School, Dawes Community Association Hernhill and Queen Elizabeth Grammar School. Poor quality courts are provided at EKC Academy Sheerness, Sheppey Leisure Centre, Little Groves Leisure Park and Highsted Grammar School, and Borden Grammar School.
- The Sport England Facility Calculator identifies a need for 6 additional courts (5.51 rounded up) to meet the need of new housing development to 2040.
- There are currently no padel courts in Swale. The LTA has stated that it is interested in any opportunity to provide Padel Tennis courts particularly as part of any developments at Sheppey Leisure Centre and new housing developments the LTA Padel Calculator for Swale identifies the need for 15 padel courts across the Borough.
- 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 sport lighting 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.
- The LTA are keen to increase provision in the Swale borough area and will object to the loss of any tennis court across Swale borough.

Swale Borough Council

Playing Pitch Strategy

- 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.
- There is a need for a Swale Borough wide Strategic Plan for Padel courts.
- There is a need for a Strategic Plan on how to obtain all-round tennis courts on Sheppey.

Tennis Recommendations

2.100 The following are the Tennis 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 sports lighting 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.

8. There is a need for the LTA to provide a Strategic Plan for the provision of Padel Courts across Swale Borough in the future.
9. Regarding the lack of public tennis courts on Sheppey. There is a need for Swale Borough and the LTA to consider a Strategic Plan to bring into use the existing poor quality unused tennis courts in Sheppey and as to consider the need to provide outdoor tennis courts and padel courts in Sheppey as part of any new future housing developments.
10. There is a need to consider provision of tennis courts as part of new housing developments as there is currently a limited supply of tennis provision in Swale. The Sport England Sports Facility Calculator should be used to identify developer contributions towards tennis courts from new housing population and the LTA Padel calculator should be used to identify the number of Padel courts required.

Bowls Summary

2.101 The following is the summary of the bowls findings at Stage C Assessment of need:

- There are eight England Bowls flat green bowls greens in Swale Borough.
- All Swale bowls sites, 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 unsecure due to problems with the lease between the new landlord and the club.
- 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.
- Boughton under Blean leases its site from a local farmer. The remainder are in private club ownership.
- 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.
- If participation trends remain the same. The projected population projections will create a requirement for 0.24% additional capacity of the new population by 2040. This equates to approximately 100 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 13 (12.5 rounded up) new members each by 2040.

- 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. To accommodate this participation clubs may wish to consider artificial grass replacements for the fine turf greens ensuring bowls play all year round.
- There will be a need to ensure that bowls clubhouses are large enough to accommodate the additional demand.

Recommendations for Bowls

2.102 The recommendations for bowls are:

1. 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.
2. 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.
3. Where clubs have larger memberships artificial grass greens should be considered to replace the fine turf green and provide for all year-round participation.

Netball Summary

2.103 The following is the summary of the netball findings at Stage C Assessment of need:

- 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 EKC Academy.
- The Sittingbourne School 3 netball courts are provided on a MUGA, and the EKC Academy 4 netball courts are provided on tarmac with no additional markings.
- 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.
- Standard quality courts are provided at The Sittingbourne School, EKC Academy and Queen Elizabeth Grammar School. Poor quality courts are provided at Westlands School, Highsted Grammar School, and Borden Grammar School.
- In the past an England Netball affiliated league has taken place at The Sittingbourne School but currently this league is not operating.
- There are two unaffiliated netball leagues operated by Bloom Netball Leagues 4 You. One at EKC Academy on Monday evenings providing netball (Indoor League). A second non-affiliated league operates at The Sittingbourne School (Outdoor League) on Wednesday evenings
- There is one identified affiliated netball club in Swale Comets Netball Club. 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.
- By applying the Active Lives 0.5% of Swale Borough residents participating in netball in the past twelve months to the increased population 41,933 equates to an increase in participation of 210 people. This will create a requirement for additional capacity by 2040. With 2 teams of 7 and 6 reserves equating to 20 persons. A minimum requirement of 11 (10.5 rounded up) netball courts is required to meet the needs of future housing development.

Recommendations for Netball

2.104 The recommendations for netball are:

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 as 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.
5. Swale Borough and England Netball to work together to provide indoor provision for netball.

Athletics – Summary

2.105 The following is the summary for athletics:

- There is a high demand of athletics and running within Swale BC.
- England Athletics NEW: GEN Strategy identifies Swale as an area requiring NEW: GEN athletic facilities.
- England Athletics Assessing Needs and Opportunities Assessment identifies Sittingbourne in Swale as the most suitable area to provide NEW: GEN facilities.
- To ensure that demand can continue to be met, priority should be placed on protecting and improving provision, with a particular focus on purpose-built track and field facilities and improving changing provision at Cromers Corner Playing Fields given current quality issues. This does not mean a 400m synthetic track but a suitable facility to meet the existing club's needs for training. These facilities can also be used by other Swale running clubs for track and interval training.

Swale Borough Council

Playing Pitch Strategy

- Away from the formal track and field facilities, emphasis should also be placed on supporting the other activities taking place in Swale BC, although this does not require dedicated provision.
- Current - Athletics Tracks Provision required (entry level for track and field activity and running clubs/groups e.g. mini tracks and endurance loops).
- Future - Provision required (entry level for track and field activity and running clubs/groups e.g. mini tracks and endurance loops).

Recommendations for Athletics

2.106 The recommendations for athletics are:

1. Explore opportunities to establish purpose-built facilities at Cromer Corner Playing Fields, linked to England Athletics current priorities, and seek funding from developer contributions from new housing developments to assist with new athletic facility developments.
2. Support clubs, running groups, events, and England Athletics initiatives such as Park Run and pursue increased participation, where possible.
3. Ensure all clubs/groups continue to have home bases to operate from and pursue improved security of tenure where it is required.

Housing Growth

2.107 There is some significant housing developments planned within the Borough that will result in an increase in the population and demand for outdoor sports facilities. To understand what this demand might look like, population growth, based on the number of houses delivered within any planned development has been entered into the Sport England Playing Calculator to assess what facilities will be required to meet this demand. To calculate the population generated by any new development, a ratio of 2.4 people per household has been used.

2.108 Any developments which are under construction or that have detailed planning permission, outline planning permission or permission in principle have been excluded from these scenarios. This is because requirements for playing pitch should have been already dealt with during the planning process.

2.109 Scenarios of need from known housing developments have been provided as appendices these are:

- Appendix 2: Scenario Planning application 24/502123/EIOUT - Land North and South of the A2 Boughton Bypass Dunkirk Kent ME13 9LG.
- Appendix 3: Scenario Planning application 23/505533/EIHYB - Land at Southeast Faversham Between A2 Canterbury/London Road And M2 Faversham Kent ME13 9LJ.

- Appendix 4: Scenario Planning application 21/503906/EIOUT- Land North of the A2, Teynham, Sittingbourne
- Appendix 5 Swale PPS - Scenario Planning application 21/503914/EIOUT Site: Land South and East of Sittingbourne, ME9 0AA (Highstead Park)
- Appendix 6 Swale PPS - Scenario Planning application 22/503654/EIOUT- Land to The West of Bobbing Sittingbourne Kent ME9 8QL.

3. Strategic Recommendations

- 3.1 The strategic recommendations within this strategy are based on the aims set out by Sport England within their Playing Pitch Strategy Guidance (2013). These are Protect, Enhance and Provide. These recommendations have been informed by consultation and research that has been carried out throughout the process of developing this strategy.

Protect

Protect sites through planning policy

- 3.2 The National Planning Policy Framework (NPPF) sets out the governments planning policies for England and how these should be applied. Paragraph 102 states that access to a network of high-quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities and can deliver wider benefits for nature and support efforts to address climate change. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.
- 3.3 Paragraph states 103 existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:
- a) an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
 - b) 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
 - c) the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

Disused sites

- 3.4 A disused site is one that has previously provided pitches but no longer does. There are Identified disused sites, an AGP at Central Park Sittingbourne a bowls green and 4 tennis courts at Sittingbourne FC Woodstock Park.

Swale Borough Council

Playing Pitch Strategy

- 3.5 Given the shortfalls that have been identified, disused sites and unmarked pitches shouldn't be deemed surplus to requirements, and opportunities to bring them back in to use should be explored further so that they can contribute to the supply of provision within the Borough to meet demand, unless one of Sport England's policy exceptions can be met, these are:
- **Exception 1** - A robust and up-to-date assessment has demonstrated, to the satisfaction of Sport England, that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted, and the site has no special significance to the interests of sport;
 - **Exception 2** - The proposed development is for ancillary facilities supporting the principal use of the site as a playing field, and does not affect the quantity or quality of playing pitches or otherwise adversely affect their use;
 - **Exception 3** - The proposed development affects only land incapable of forming part of a playing pitch and does not reduce the size of any playing pitch. It does not result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas), reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or reposition playing pitches to maintain their quality or result in the loss of other sporting provision or ancillary facilities on the site. It does not prejudice the use of any part of a playing field and any of its playing pitches;
 - **Exception 4** - The area of playing field to be lost as a result of the proposed development will be replaced, prior to the commencement of development, by a new area of playing field of equivalent or better quality, of equivalent or greater quantity, in a suitable location that is subject to equivalent or better accessibility and management arrangements.
 - **Exception 5** - The proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice the use, of the area of playing field.

Secure tenure on unsecured sites

- 3.6 Several sites are currently being used by clubs within the Borough where tenure is deemed unsecured. Where possible the Council and the relevant NGB should look to work with those clubs to seek to provide an agreement that helps to secure use of the site for that club. This should be through the provision of a formal lease or license agreement. This should also be the case should the Council look to provide long term lease or license agreements on any of its sites through a. Community Asset Transfer (CAT). If this is progressed on any sites, it is recommended that a minimum of 25 years is provided to the club or organisation who are taking on management of the site. This is often seen by external funders as the minimum term required for them to invest in any capital developments. This will optimise any opportunities for sites to meet the recommendations set out in the Action Plan. When this process is carried out it is recommended that all parties refer to the Sport England Community Asset Transfer Toolkit ([Sport England - Community Asset Toolkit](#)).

Swale Borough Council

Playing Pitch Strategy

- 3.7 Clubs who currently have agreements in place with sites should be supported to renew these when required to ensure that use of that site remains secured.
- 3.8 Where any new sites are developed, or facilities at an existing site are enhanced, efforts should be made to ensure that clubs are provided with the right level of tenure to use that site or facilities and ensure that provision is secured.
- 3.9 Formal community use agreements should put in place as part of planning conditions for use of Education sports pitches and any developments from new housing if appropriate.

Enhance

Improve pitch quality

- 3.10 The Ground Management Association (GMA) now runs a pitch improvement programme that covers football, rugby union, rugby and cricket. Through this programme clubs can seek advice on how to better manage and maintain their pitches. There is also funding available via the Football Foundation to support clubs in this programme purchase maintenance kit or buy in contractor maintenance services. Pitch sites requiring improvements in areas of multiple deprivation should be a priority eg Sheppey, Murston, Milton Regis and West Faversham.
- 3.11 Where possible, clubs should be supported to access this programme and follow the recommendations that have been identified. This may relate to increasing the amount or frequency of maintenance that is carried out on pitches. In certain instances, improving pitch quality will help to alleviate overplay on sites. Several sites where this could be achieved have been identified within the Individual Site Action Plans.
- 3.12 Where any new natural turf pitches are developed, the GMA should also be consulted with to ensure that the pitches provided are to the required standard and that appropriate ongoing maintenance of pitches is also considered. This should also be the case when a club is considering taking on management of a site through a CAT. This will ensure that any club is fully aware of the requirements to maintain the pitches appropriately and also the costs that are associated with this.

Improve ancillary provision

- 3.13 Several sites have been identified where ancillary provision either isn't available, is insufficient or of poor quality. The Individual site Action Plans identify several sites where new or improved ancillary provision is required to meet demand. Clubs or sites that have been identified as having poor quality or insufficient ancillary facilities should be supported to improve or develop ancillary provision where appropriate, to ensure that they can meet current and future demand. Areas of multiple deprivation should be considered eg pitch sites in Sheppey, Murston Milton Regis and West Faversham.

Swale Borough Council

Playing Pitch Strategy

- 3.14 Where new sites are developed, and ancillary provision is proposed, the relevant NGB and Sport England should be consulted, to ensure that it meets NGB guidance as well as the needs of local clubs and users.

Securing funding

- 3.15 Where possible, any funding secured should be directed to priorities identified within the action plan. Members of the steering group should work collaboratively to identify funding opportunities and align them to the strategic priorities identified within the individual site action plan.

Developer contributions

- 3.16 Throughout Stage E of the Playing Pitch Strategy. This Stage D Strategy should inform planning policies relating to any new housing developments and requirement for playing pitches and facilities. The Council should endeavour to work with Sport England to secure developer contributions via Section 106 or Community Infrastructure Levy (CIL). Where new developments are provided Sport England's Playing Pitch Calculator may also be used to determine the level of provision required. This has already been used within the Appendices testing scenarios for live planning applications for current housing developments in Swale.
- 3.17 Stage E must ensure that developer contributions are either provided for on-site playing pitch and court provision or pooled to provide off-site contributions towards playing pitches and courts. To determine the nature and amount of provision required, it is imperative that the PPS is used, and that consultation is carried out with the relevant NGBs and Sport England as part of the planning process. This will ensure that facilities adequately meet demand and avoid provision becoming unsustainable and unused.

Provide

Improve facilities to meet demand

- 3.18 The Individual Site Action Plans identify several sites where improvements can be made to facilities to meet current and future demand. It is important that the steering group work together to help deliver these actions and ensure that current and future demand can be catered for. Sites in areas of deprivation should be considered as a priority the main areas of deprivation are Sheppey, Murston, Milton Regis and West Faversham.
- 3.19 The steering group should also work together to update the PPS, identifying where actions have been delivered and the impact this has on supply and demand locally. The monitoring of demand growth across all pitch sports is particularly important at Stage E and must include growth in disability teams and women and girls' teams.

Provide new provision

- 3.20 Whilst there will be opportunities identified to improve the quality of provision on existing sites, the Action Plan will also identify opportunities where new provision can be developed to meet shortfalls that have been identified, for example, developing new 3G AGPs. This will help to meet training and match play demand from clubs but can also help to alleviate overplay on certain sites, such as reducing the amount of midweek training that grass rugby union pitches cater for. There may also be opportunities where 3G AGPs can accommodate significant demand for mini soccer match play, and grass pitches can then be reconfigured to meet shortfalls identified on other pitch types.
- 3.21 Where new AGPs are considered, it is recommended that Sport England's Selecting the Right Artificial Grass Surface guidance is reviewed, ([Sport England - Selecting the Right Artificial Grass Surface](#)).
- 3.22 There are also opportunities where new housing developments within the Borough can meet current and future demand through the provision of sports facilities, in particular, developments such as those identified in the appendices. The PPS steering group should work collaboratively to ensure that these developments, and other others can support meeting current and future demand of pitch provision.

4. Summary of Recommendations

Table 17: Summary of Recommendations

Objective	Recommendation
OBJECTIVE 1: To protect the existing supply of outdoor sports facilities to meet current and future needs	• Recommendation 1: Ensure, that all existing outdoor sports facilities are protected through the implementation of local planning policy. • Recommendation 2: Secure tenure and access to sites for participation-focused development clubs, through a range of solutions and partnership agreements. • Recommendation 3: Ensure continued use of education facilities where there is a need.
OBJECTIVE 2: To enhance outdoor sports provision and ancillary facilities through improving quality and management of sites	• Recommendation 4: Improve quality of playing pitches and ancillary facilities. Consider playing pitches and ancillary sites in areas of multiple deprivation. • Recommendation 5: Secure external funding in partnership with other stakeholders; and • Recommendation 6: Secure developer contributions.
OBJECTIVE 3: To provide new outdoor sports facilities where there is current or future demand to do so	• Recommendation 7: Monitor team demand growth annually for all pitch sports to inform the supply of pitches required to meet demand. Particularly monitor the growth for each pitch sport for Disability team growth and Women and Girls participation. • Recommendation 8: Identify opportunities to add to the overall stock to accommodate both current and future demand possibly at multi sports sites and areas of multiple deprivation. • Recommendation 9: Rectify quantitative shortfalls through the current stock, particularly considering sites with areas of multiple deprivation.

5. Monitoring and Review

- 5.1 It is important that the Playing Pitch Strategy Steering group keep this strategy alive. This will be achieved by:
- Monitoring the delivery of recommendations and actions.
 - Providing up to date annual supply and demand for pitch stock.
 - Addressing changing trends and formats for the different pitch sports as they develop and monitor participation of these changes and trends.
- 5.2 The on-going monitoring of the strategy will be led by Swale Borough Council will be linked to the Playing Pitch Strategy Steering Group. The Strategy will be updated every 3 – 5 years to fit in with Planning Policy reviews.
- 5.3 Sport England recommends that a process should be put in place to ensure regular monitoring of how the recommendations and action plan are being delivered. This monitoring should be led by the local authority and supported by all members of, and reported back to, the steering group. Understanding and learning lessons from how the Playing Pitch Strategy has been applied should also form a key component of monitoring its delivery. This should form an on-going role of the steering group.
- 5.4 As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off by the Steering Group, then Sport England and the NGBs would consider the PPS and the information on which it is based to be out of date.
- 5.5 Once the PPS is complete the role of the steering group should evolve so that it:
- Acts as a focal point for promoting the value and importance of the PPS and playing pitch provision in the area.
 - Monitors, evaluates and reviews progress with the delivery of the recommendations and action plan.
 - Shares lessons learnt from how the PPS has been used and how it has been applied to a variety of circumstances.
 - Ensures the PPS is used effectively to input into any new opportunities to secure improved provision and influence relevant programmes and initiatives.
 - Maintains links between all relevant parties with an interest in playing pitch provision in the area.
 - Reviews the need to update the PPS along with the supply and demand information and assessment work on which it is based. Further to review the group should either:
 - Provide a short annual progress and update paper.
 - Provide a partial review focussing on sport, pitch type and/or sub area; or
 - Lead a full review and update of the PPS document (including the supply and demand information and assessment details).

Swale Borough Council

Playing Pitch Strategy

- 5.6 The steering group should meet at relevant points throughout the year to ensure that this role is progressed. This could be at six months and a year on from when the steering group signed off the PPS and/or arranged to tie in with the different seasons of the sports and any meetings with the NGBs.
- 5.7 Ideally the PPS could be reviewed on an annual basis from the date it is formally signed off by the Steering Group. This will help to maintain the momentum and commitment that would have been built up when developing the PPS. Considering the time to develop the PPS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.
- 5.8 An annual review should not be regarded as a particular resource intensive task. However, it should highlight:
- How the delivery of the recommendations and action plan has progressed, and any changes required to the priority afforded to each action (e.g., the priority of some may increase following the delivery of others)
 - How the PPS has been applied and the lessons learnt
 - Any changes to particularly important sites and/or clubs in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues
 - Any development of a specific sport or format of a sport or recent information e.g. the FA modelling for 3G pitch requirements.
 - Any new or emerging issues and opportunities.
- 5.9 There is further information in Section E of Sport England's Playing Pitch Strategy guidance.
- 5.10 The table below provides general Planning Policy recommendations and Playing Pitch Strategy Development recommendations.

Table 18: General Recommendations

General Planning & Playing Pitch Strategy Development	Action
General Recommendations	Agree with the following Actions for the Local Plan To protect the existing supply of playing pitch facilities where it is needed for meeting current or future needs. Lapsed and disused – protect playing field sites that formerly accommodated playing pitches but are no longer used for formal or informal sports use within the last five years (lapsed) or longer (disused).

Swale Borough Council

Playing Pitch Strategy

General Planning & Playing Pitch Strategy Development	Action
	Secure tenure and access to sites for clubs through a range of solutions and partnership agreements and maximise community use of education sites where there is demand A number of sites are being used in Swale but do not have security of tenure or a short lease and there are also school sites where there is no community agreement in place. The Council should undertake further works to ensure an appropriate Community Use Agreement (CUA) is in place (including access to changing provision where required). NGBs can often help to negotiate and engage with schools, particularly academies where the local authority may not have direct influence. Sport England has also produced guidance, online resources and toolkits to help open up and retain school sites for community use and can be found at: http://www.sportengland.org/facilities-planning/accessing-schools/ It would be sensible to set up a working group to review community use of schools in the local area and seek to improve access. As well as improving the quality of well-used, local authority sites, there are several sites which have poor quality (or no) ancillary facilities. The Council should further explore opportunities where security of tenure could be granted to the clubs playing on these sites (minimum 25 years as recommended by Sport England and NGBs) so the clubs are able to apply for external funding to improve the ancillary facilities. There could be examples in the local authority area where long term leases could be put into place for the continued use of a site. Each club should be required to meet service and/or strategic recommendations. However, an additional set of criteria should be considered, which considers the quality of the club, aligned to its long-term development objectives and sustainability. Following central government cuts, it is important for the Council to work with sports clubs in order that they may be able to take greater levels of ownership and support the wider development and maintenance of facilities. Local sports clubs should be supported by partners including the Council, NGBs or the County Sports Partnership (CSP) to achieve sustainability across a range of areas including management, membership, funding, facilities, volunteers and partnership working. For example, support club development and encourage clubs to develop evidence of business and sports development plans to generate an income through their facilities. All clubs could be encouraged to look at different management models such as registering as Community Amateur Sports Clubs (CASC). Clubs should also be encouraged to work with partners locally whether volunteer support agencies or linking with local businesses. Sport England has also produced the following guidance on Community rights for Sport guidance to help Clubs. https://www.sportengland.org/facilities-planning/tools-guidance/community-assets-guidance/ New 3G pitch design proposals submitted with planning applications must be in accordance with appropriate and relevant sources of technical guidance and performance quality standards which are appropriate to external artificial sports facilities. For example, flood risk assessments, sports lighting assessments, acoustics (Noise) planning assessments and provide an infill containment strategy.

Swale Borough Council

Playing Pitch Strategy

General Planning & Playing Pitch Strategy Development	Action
General Recommendations Playing Pitch Strategy Development	Swale Borough Council will work in partnership with the: • Football Foundation and Kent County Football Association. • England Cricket and Wales Cricket Board and Kent Cricket Board • Rugby Football Union • England Hockey • Lawn Tennis Association • England Athletics • Bowls England • England Netball • Active Kent and Medway Sports Partnership • Sport England Short Term Action by January 2026 Swale Borough Council will continue working with the Playing Pitch Strategy Steering Group. The Steering Group will monitor and review the PPS and site action plans on a six-monthly basis. The first meeting to be set up for January 2026. Short Term Action September 2025 - Long Term July 2027: The action plan from the PPS should be implemented by Swale Borough Council with the assistance of the Steering Group. It is important that the Playing Pitch Strategy Steering group keep this Strategy alive. This will be achieved by: • Monitoring the delivery of recommendations and actions. • Providing up to date annual supply and demand for pitch stock. • Addressing changing trends and formats for the different pitch sports as they develop and monitor participation of these changes and trends. Consider improving existing pitches and ancillary facilities in areas of multiple deprivation to have a major impact on health and wellness and provide new facilities in areas of multiple deprivation when appropriate opportunities arise. The on-going monitoring of the strategy will be led by Swale Borough Council and will be linked to the Playing Pitch Strategy Group. The Strategy will be updated every 3-5 years.

6. Individual Site Action Plans

Introduction

- 6.1. This section of the report provides an action plan that looks at recommendations on a site-by-site basis. This has been set out for each of the three sub analysis areas that have been used for this PPS. Considering investment into pitch sports, courts and ancillary facilities Investing in the most deprived areas will have most impact on both reducing inactivity and health inequalities. Most 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 in Murston and Milton Regis and in Faversham in West Faversham. The sites with the areas of deprivation have been placed at the front of the Site-Specific Action Plans and highlighted in yellow.
- 6.2. The Site-Specific Action Plans provide individual sport recommendations and individual site recommendations and reflect the outcomes of the scenarios and identified quantitative and quality improvements identified in this report and Appendix 1: Stage C Playing Pitch Stage C Assessment Report.
- 6.3. The Sport Specific and Individual Site Action Plans are given timescales to deliver:

Short Term Delivered against or worked towards within three years (ahead of the first full review of the PPS);	Medium Term. Delivered within 6 years; and	Long Term. No specific date – In many instances the action is an aspiration and is general support for clubs or other bodies to progress with and is not an action the Council or the Playing Pitch Steering Group have control over.
---	---	--

- 6.4. The strategic actions within the individual site action plans have also been ranked as low, medium, or high based on cost. These are based on Sport England’s estimated facility costs. The range in which these sit at are:

(L) - Low - less than £50k	(M) - Medium - £50k-£250k	(H) - High £250k and above
-----------------------------------	----------------------------------	-----------------------------------

- 6.5. In addition to using the planning system to lever in developer contributions, it is recognised that external partner funding will need to be sought to deliver much of the action plan. Although seeking developer contributions in applicable situations and other local funding/community schemes could go some way towards meeting deficiencies and/or improving provision, other potential/match sources of funding should be investigated e.g. look to apply for grants and work with NGBs and Sport England to seek partnership funding for several projects.
- 6.6. It is important that the PPS Steering Group keep this strategy alive. This will be achieved by:
- Monitoring the delivery of the recommendations and actions;

Swale Borough Council

Playing Pitch Strategy

- Providing up to date annual supply and demand for pitch stock; and
- Addressing changing trends and formats for the different pitch sports as they develop and monitoring participation of these changes and trends.

Faversham Sub Area Individual Site Action Plans in Areas of Deprivation

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Review Date
Norton Park Sports Club (ECB identified area of multiple deprivation)	ME13 0SN	Club (Secured)	Football	1 adult 11v11 grass pitch standard quality. Currently underplayed. Standard Changing facilities	PitchPower Assessment has been carried out resulting in Basic assessment, Implement the Pitch Power assessment findings and build future site capacity.	Norton Park sports Club/ Kent CFA/ Football Foundation	S - M	Protect: Local Plan	L	
			Cricket	1 square 8 pitches. Poor quality overplayed by 19 MES per season.	Carry out a Performance Quality Standard assessment via PitchPower to identify works to Improve quality to from poor to good and alleviate overplay.	Norton Park Sports Club/ Kent Cricket Board/ ECB		Enhance Improve quality of pitches to increase capacity	L	

Sittingbourne Sub Area Individual Site Action Plans in Areas of Deprivation

Site	Post Code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site recommendation	Cost	Review Date
Milton Recreation Ground – Area of Deprivation	ME10 2BL	Swale BC	Tennis	3 tarmac courts with sports lighting recently refurbished (2023) Good condition. Sittingbourne Tennis club lease the courts for 26 hours a week from Swale BC for use by the tennis clubs membership.	Maintain the current quality of the courts	Swale BC /Lawn Tennis Association	S - L	Protect Local Plan	L	
								Enhance Improve quality of football pitches to improve capacity of play Provide Seek funding to refurbish changing facilities and pavilion.	L M - H	
			Football	1 junior 9v9 grass pitch. Poor quality underplayed by 1 MES per week. Poor changing facilities need modernising.	Carry out a PitchPower Assessment and implement findings to improve pitches from poor to good quality and increase capacity of play. Seek funding for changing facilities.	Swale BC/ Kent CFA/ Football Foundation	S			
Milton Regis Bowls Club – Area of Deprivation	ME10 2PS	Club (Secured use)	Bowls	1 grass green 6 rinks. Green and ancillary facilities in good condition.	Maintain current good quality of green and rinks.	Milton Regis Bowls Club	S - L	Protect Local Plan	L	
Murston Recreation Ground – Area of eprivation	ME10 3RT	Leased by Swale BC to Woodcombe Sports and Social Club (Secured use)	Football	1 adult 11v11 grass pitch. Poor quality overplayed by 1 MES. 1 youth 11v11 grass pitch, Poor quality overplayed 0.5 MES per week. 2 junior 9v9 grass pitches. Poor quality. Overplayed 1 MES per week. 1 mini soccer 7v7 grass pitch. Poor quality. Underplayed. 3 mini soccer 5v5 grass pitches. Poor quality underplayed. Poor changing facilities need modernising	Carry out a PitchPower assessment and implement the findings to improve the pitch quality from poor to good. Increasing the pitch quality will alleviate current overplay of adult and youth 11v11 and junior 9v9 grass pitches. Seek funding for refurbishing/rebuilding changing and pavilion provision. Woodcombe Youth FC is exploring options to take on a lease for the site which will allow the potential development of a new pavilion on a section of land immediately adjacent to Church Road.	Woodcombe Sports and Social Club/ Kent CFA /Football Foundation	S - M	PROTECT Local Plan	L	
								Enhance Improve quality of pitches to increase capacity and alleviate overplay. Provide Refurbish/Rebuild and provide modern changing facilities.	M H	

Sheppey Sub Area Individual Site Action Plans (All Sites in Area of Deprivation)

Site	Post Code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site recommendation	Cost	Review Date
EKC Academy	ME12 1HL	Education Unsecured use	Football	1 adult 11v11 and 1 youth 11v11both standard quality. Adult 11v11 underplayed Youth 11v11 overplayed,	Carry out pitch power assessment to identify pitch improvements.	EKC Academy/Kent CFA	S = M	Protect Local Plan Seek a formal community use agreement	L	
			Tennis/ Netball	3 tarmacadam courts poor quality non floodlit	Improve netball courts for unaffiliated use when funding becomes available. Consider the tennis courts in any strategic Plan for Tennis in Sheppey.	EKC Academy/LTA/ Swale BC		Enhance Improve the quality of pitches to alleviate overplay. Improve quality of tennis/ netball courts	L L	
Festival Playing Fields	ME121BW	Swale Borough Council – Arranging to lease to Football Club (Secured use)		1 youth 11v11, 1 mini soccer 7v7 and 1 mini soccer 5v5 grass pitch all poor quality. Youth 11v11 overplayed, 7v7 balanced play and 5v5 is underplayed. Changing rooms Poor 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.	Complete the lease of the ground to the club. Undertake a PitchPower assessment to identify what is required to raise the quality of pitches from poor to good. Carry out the findings of the assessment and alleviate overplay. Club to seek funding to provide new changing rooms.	Football Club/Swale BC/ Kent CFA/ Football Foundation	S	Protect Local Plan Enhance Improve the quality of pitches to alleviate overplay Provide Seek funding for new changing rooms Swale Borough Council have commenced discussions with the Football Foundation around utilising the Home Advantage Fund to help support the project.	L L H	
Gilbert Hall & Nursery Ground	ME12 3RF	Minster Cricket Club Kent County Council 10-year lease remaining (Secured use)	Cricket	1 square 11 pitches and pavilion good quality. Nursery ground square standard quality 5 pitches. Main square overplayed by 8 MES per season nursery ground square underplayed by 5 MES per season.	Maintain quality of main square. Carry out a PitchPower assessment of the nursey square and implement the findings to improve the square to a good quality. Move some MES to the nursery square to alleviate overplay	Minster Cricket Club/ ECB/ Kent Cricket Board	S	Protect Local Plan Enhance Improve the quality of pitches to alleviate overplay	L L	
Halfway Houses Primary School	ME12 3AR	Education (No available for community use)	Football	1 mini soccer 7v7 grass pitch	Maintain for school use	School	S	Protect Local Plan	L	
Holm Park	ME12 3DB	Club (Secured use)	Football	3G AGP Stadia pitch used by Sheppey United Firsts FC (Step 4 Club).and Sheppey Sports FC (Formerly K Sports Step 10 Club). Good pitch with sports lighting and FA Registered. 1 adult/youth 11v11 pitch standard quality. Underplayed. Good changing provision.	Maintain current quality. Ensure sink fund is in place to replace carpet and sports lighting when required.	Sheppey United	S	PROTECT Local Plan Provide Sink fund to replace carpet and sports lighting when required.	L M	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site recommendation	Cost	Review Date
HMP Elmley	ME12 4DZ	HM Prison (Not available for community use)		Small sand based AGP standard condition no sports lighting.	Maintain for HM Prison use. However, consider in a Strategic Plan for Tennis in Sheppey.	HM Prison Elmley/ LTA/Swale BC	S - L	Protect Local Plan	L	
HMP Swaleside and Stamford Hill	ME12 4AX	HMP Prisons (Not available for community use)	Tennis	2 tarmac courts no sports lighting. Standard condition	Maintain for HM Prison use. Also consider as part of a Strategic Plan for Tennis in Sheppey dual use with the open prison operating the courts with access to the community for activities such as Free Parks Tennis.	HM Prison Swaleside/LTA /Swale BC	S - L	Protect Local Plan	L	
			Football	1 adult 11v11 grass pitch and 3G AGP no sports lighting standard condition						
King Georges Playing Field	ME11 5BS	Swale BC (Secured use)	Football	1 adult 11v11 grass pitch. Standard quality no identified use currently. No changing	Carry out a PitchPower assessment and implement the findings to improve the football pitch to a good quality. Seek future use of the pitch by local clubs. Pitch could help alleviate shortfall in the sub area, Provide toilet facilities as a minimum.	Swale BC/ Kent CFA	S	PROTECT Local plan	L	
								Enhance Improve quality of pitch form poor to good	L	
								Provide Toilet facilities as a minimum.	L	
Leysdown Coastal Path	ME12 4RJ	Leased to club by Swale BC (Secured Use)		1 adult 11v11 grass pitch poor quality. currently overplayed. Changing room standard quality	Carry out a PitchPower assessment and implement the findings to improve the football pitch to a good quality to improve capacity and alleviate overplay	Leysdown FC/ Kent CFA/ Football Foundation	S	PROTECT Pitch could help to reduce shortfalls in the area	L	
								Enhance Improve pitch quality to improve capacity of use.	L	
Leigh Academy	ME12 3JQ	Education (Unsecured use)	Football	1 Adult 11v11 grass pitch standard quality. No identified community use.	Maintain current pitch quality.	Academy/ Kent CFA/Football Foundation/ Local Football League and clubs.	S	PROTECT Local Plan	L	
				Changing room standard quality.				Seek a formal community use agreement as part of any funding grants towards replacement 3G AGP carpet.	L	
			3G AGP	Full size 3G AGP with sports lighting. Carpet needs replacing. 3G AGP is used by clubs for matches and training. There is no formal community use agreement, and it is unknown if there is a sink fund in place to replace the carpet and sports lighting.	Carpet needs to be replaced. Possible formal community use agreement could be put in place with a grant of funding. Ensure a sink fund is in place to replace the carpet and sports lighting in the future.	School/LTA/Swale BC		Enhance Seek funding to renew the 3G AGP carpet and improve quality of the tennis courts.	H	
			Tennis/Net ball	4 tarmac courts no sports lighting. Poor condition. Include in a Strategic Plan for Tennis in Sheppey.	Seek funding to improve the condition of tennis courts.			Provide Ensure a Sink fund is in place to replace the 3G AGP carpet and sports lighting in the future.	M	
Little Groves Leisure Park	ME12 4LL	Commercial (Unsecured)	Tennis	1 tarmac tennis court no sports lighting. Poor condition.	As part of a Strategic Plan for tennis in Sheppey consult with the owners to open up the court for community use.	LTA/ Swale BC/ Owner Little Groves Leisure Park		Protect Local Plan	S	
								Seek a formal community use agreement as part of any funding grants towards quality improvements of the tennis court.	S	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site recommendation	Cost	Review Date
								Enhance Seek funding to improve the quality of the tennis court.	S	
Queenborough Bowls Club	ME11 5DP	Local Authority – Leased to Club 99 years subject to 10-year reviews.	Bowls	1 grass green 6 rinks. Green standard condition ancillary facilities good condition.	Maintain at current standards	Queenborough bowls Club /Swale BC	L	Protect Local Plan	L	
Range Road	ME12 4DU	Crown Estates	Football	1 adult 11v11 grass pitch and 1 mini soccer 7v7 grass pitch. Both poor quality, No identified current use Poor changing	Previously used by Range Rovers FC. Site is owned by the Crown Estates and needs to be protected in the Local Plan	Swale BC	L	PROTECT Local Plan	L	
Rose Street Primary School	ME12 1AW	Education (Not available for community use)	Football	1 mini soccer 7v7 grass pitch	Maintain for school use	Rose street Primary School	L	Protect Local Plan	L	
Seager Road	ME12 2BG	Leased to Range rovers FC by Swale BC (Secured use)	Football	1 adult 11v11 and 1 youth 11v11 grass pitches with space for additional pitches. Both pitches are poor quality and overplayed. Changing rooms are poor quality. Club wishes to provide a new clubhouse with changing rooms and has applied for planning permission.	Carry out a PitchPower assessment and implement the findings to improve the football pitches to a good quality to improve capacity and alleviate overplay. Support the club in seeking funding and planning permission for a new clubhouse and changing rooms.	Swale BC / Range Rovers FC/ Kent CFA/ Football Foundation	L	PROTECT Local Plan Enhance Improve quality of pitches to increase capacity of play Provide New clubhouse and changing facilities.	L L H	
Sheerness East Working Men's Club	ME12 3BZ	Private club	Football	1 adult 11v11, 1 youth 11v11 and 1 junior 9v9 grass pitches. All pitches are standard quality. Overplay occurs on the adult 11v11 pitch and underplay occurs on the youth 11v11 and junior 9v9 pitch. A PitchPower assessment has been undertaken and identified the pitches as basic quality. Standard changing rooms	Implement the findings to improve the adult 11v11 football pitch to a good quality to improve capacity and alleviate overplay.	Sheerness East Working Men's club/ Kent CFA	S	PROTECT Local Plan Enhance Improve quality of adult 11v11 pitch to good to alleviate overplay.	L L	
Sheerness Town (St Georges) Bowls Club)	ME12 1QT	Club Ltd Company (Secured use)	Bowls	1 grass green 6 rinks. Green standard condition ancillary facilities good condition.	Maintain bowls green and pavilion to existing standards	Sheerness (St Georges) Town bowls Club	S - L	Protect Local Plan	L	
Sheppey Leisure Centre	ME12 1HH	Leisure Contractor – Swale BC (Secured Use)	Tennis	1 tarmac court no sports lighting. Standard condition.	There is a need to consider padel courts in Sheppey as part of any future developments.	Swale BC /Leisure Contractor / Lawn Tennis Association	S	Protect Local Plan Provide Minimum of 2 padel tennis courts	L M	
Sheppey Rugby Club	ME12 3RT	Club	Rugby Union	3 senior rugby pitches 1 with sports lighting. Pitches are good quality, naturally drained and adequate, however pitch maintenance could be improved. Spare capacity on the training pitch midweek of 1 MES. The spare mid-week 1 MES can accommodate some	Support further development of the club house and rugby pitches to ensure growth in all formats of the game particularly women and girls rugby.	Sheppey rugby Club/ England rugby Union/ Swale BC	S	PROTECT Local Plan Enhance	L L	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site recommendation	Cost	Review Date
				Sunday training and match play. Overall, there is a spare capacity of 1.75 MES. The club has recently completed the erection of a single-story front and single storey rear extension to the existing clubhouse. The club is modernising 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. There is a larger area for match officials along with a suitable first aid room/physio room for the club's members. An extension of the bar area allows comfortable viewing of the pitch from the clubhouse and provides a separate function area and members area. The club is being supported via the Grass Pitch Maintenance Fund and RFU Impact funding for Social Space.				Improve the quality of both rugby and football pitches. Provide Provide the new clubhouse and changing rooms.	H	
Sheppey Sports Club FC	ME12 3DB	Club (Secured use)	Football	1 adult 11v11, 1 junior 9v9, 2 mini soccer 7v7 and 2 mini soccer 5v5 grass pitches. The adult 11v11 is played to capacity, the junior 9v9 is overplayed and the Mini soccer pitches have underplay All pitches are standard quality. A PitchPower assessment has been undertaken assessing the pitches as basic. Changing room quality standard	Implement the findings of the PitchPower assessment to improve the adult 11v11 and junior 9v9 to increase capacity.	Sheppey Sports Club/ Kent CFA	S	Protect Local Plan Enhance Enhance quality of pitches to improve capacity.	L	
Shurlands Meadow East Church		Shurlands Meadow Trust Peppercorn Rent to Swale BC (Secured use)	Cricket	1 square with 12 pitches standard quality. Underplayed by 24 MES per season. 1 non turf pitch standard quality not used for competitive matches. Changing rooms are standard quality. 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.	Ensure that the developer contribution is used for improvements to the Pavilion.	Shurlands Meadow Trust/Swale BC	S	Protect Local Plan Enhance Use the developer contributions to improve the pavilion facilities on site.	L	
			Football	1 junior 9v9, 1 mini soccer 7v7 and 3 mini soccer 5v5 provided on the cricket outfield all standard quality.					L	
Co Op Sports Club	ME12 1EJ	Sports and Social Club (Secured use)	Football	1 adult 11v11 and 1 youth 11v11 grass pitch. Poor quality pitches. PitchPower assessment has been undertaken and assessed the pitches as basic. Both pitches are currently underplayed. Standard changing	Implement the findings of the PitchPower Assessment to increase the quality of the pitches to improve capacity of play.	Co-op Sports club/ Kent CFA	S	PROTECT Local Plan Enhance Improve quality of playing pitches to improve capacity of play.	L	
St George Primary	ME12 3QU	Education (Unsecured)	Football	1 adult 11v11 and 1 youth 11v11 poor quality. Both pitches are overplayed. No changing	Carry out a PitchPower assessment and implement the findings to improve the football pitches to improve capacity and alleviate overplay of the football pitches.	St Georges Primary School/ Kent CFA	L	PROTECT Local Plan	L	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site recommendation	Cost	Review Date
				No formal community use agreement	Provide toilets as a minimum Seek to secure a formal community use agreement.			Seek to put in place a formal community use agreement. Enhance Improve quality of pitches to alleviate overplay. Provide Toilet facilities as a minimum	L L	
Thistle Hill	ME12 3FG	Swale BC (Secured use)		1 adult 11v11 grass pitch. Poor quality. No current identified use No changing	Carry out a PitchPower assessment and implement the findings to improve the football pitch to improve capacity. Provide toilets as a minimum	Swale BC/ Kent CFA	S	PROTECT Local Plan Enhance Improve quality of pitches to alleviate overplay. Provide Toilet facilities as a minimum	L L M	

Faversham Sub Area Individual Site Action Plans

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
Bapchild Cricket Club	ME9 9LZ	Club rented from Farmer (Secured Use)	Cricket	1 cricket square 9 pitches. Standard quality Overplayed seasonally by 7 MES. Pavilion standard quality Highsted Park New Garden Community proposal and planning application for 11,500 dwellings. The club 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.	Need to protect Bapchild Cricket Club in the Local Plan. Urgent need to undertake Pitch Power Assessment If planning of the Highsted Garden village is approved, It is essential for the local authority to collaborate with Kent Cricket and the ECB to safeguard current facilities for Bapchild CC and obtain the future facility needs required from future population growth from the new developments through the Planning process.	Bapchild Cricket Club/ ECB/ Kent Cricket Board /Swale Planning Dept/ Developer	S - M	Protect: Local Plan Enhance: If planning of the Highsted Garden village is approved. Bapchild Cricket Club should be improved to meet the needs of additional population see Appendix 5.	L M	
Belmont Park Throwley	ME13 0HH	Trust (House and Gardens) (Secured Use)	Cricket	1 cricket square, 4 pitches standard quality. Balanced play per season. Pavilion standard quality	Protect in the Local Plan and maintain current quality of cricket pitches, outfield and pavilion. Kent Cricket in time to undertake a Pitch Power Assessment to identify pitch improvement requirements.	Cricket Club/Trust Kent Cricket/Club	S - L	Protect Local Plan Enhance Pitch Power Pitch Improvements	L L	

Swale Borough Council
Playing Pitch Strategy

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
Boughton under Blean Bowls Club	ME13 9NA	Club -Long term lease from Local Landowner Wellbrook Farm (Secured Use)	Bowls	1 green, 6 rinks standard quality. Clubhouse standard quality.	Protect in the Local Plan and maintain current quality of green and clubhouse. If new housing developments take place in the area, consider how quality can be improved via developer contributions.	Bowls Club/ Swale Borough Planning Dept.	S - L	Protect Local Plan Enhance Provide quality improvements to meet the needs of future population from new housing via developer contributions.	L L	
Bull Lane Recreation Ground	ME13 9AH	Parish Council (Secured Use)	Football	1 poor quality adult 11v11 pitch providing balanced play. PitchPower assessment undertaken - Poor Changing rooms provided in nearby village hall require modernisation.	Undertake the recommendations provide by the PitchPower Assessment to improve the identified Poor quality and increase capacity of play.	Parish Council / Kent CFA.	S	PROTECT Local Plan ENHANCE Enhance quality of pitch.	L L	
Bysing Wood Primary School	ME13 7NU	Education (Not available for community use)	Football	2 mini soccer 7v7 pitches poor quality	Retain for school use. Protect in Local Plan	School	S	Protect Local plan	L	
Cadmans Meadow – Selling Cricket Club	ME13 3RQ	Club (Secured use)	Cricket	Selling Cricket Club 1 square, 8 pitches standard quality. Underplayed 22 MES per season. Pavilion good quality.	Can accommodate additional play Saturdays and Sundays. Maximise use to accommodate shortfalls in the Area. In time Kent Cricket to undertake a Pitch Power Assessment.	Selling Cricket Club/ Kent Cricket Board/. ECB Kent Cricket/ Club	S S - M	Protect: Local Plan Enhance Pitch improvements	L L	
Courtney Road Dunkirk	ME13 9LH	Parish Council (Not available for community use)	Football	Mini soccer 5v5 pitch poor quality	Protect in Local Plan	Parish Council/Kent CFA.	S - L	Protect: Local Plan	L	
Davington Primary School	ME13 7EQ	Education (Not available for community use)	Football	2 youth 11v11 pitches poor quality	Retain for school use. Use as strategic reserve if demand increases.	Davington Primary School/Kent CFA.	S - L	Protect: Local Plan	L	
Davington Priory – Davington Priory Cricket Club	ME13 7TE	Local Authority Leased to Club (Secured use)	Cricket	Davington Priory Cricket Club – 1 square 6 pitches standard quality. Underplayed by 14 MES per season. Pavilion is poor and requires improvement.	Can accommodate additional play Saturdays and Sundays. Maximise use to accommodate shortfalls in the Area. Consider refurbishment of the pavilion. In time undertake a Pitch Power Assessment to identify pitch improvement needs.	Davington Priory Cricket Club/Kent Cricket Board/ ECB Kent Cricket/Club	S - L	Protect: Local Plan Enhance Pavilion requires refurbishment Pitch Power Assessment – Pitch improvements	L M L	
Eastling Primary Junior School	ME13 0BA	Education (Not available for community use)	Football	1 youth 11v11 poor quality	Retain for school use. Protect in the Local Plan.	Eastling Primary School/Kent CFA.	S - L	Protect: Local Plan	L	

Swale Borough Council
Playing Pitch Strategy

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
Faversham Cricket Club	ME13 8XF	Club leased for the Duchy of Cornwall (Secured use)	Cricket	1 square 8 pitches standard quality overplayed by 35 MES per season. Pavilion standard quality needs refurbishment. 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.	Urgently carry out a Performance Quality Standard assessment via PitchPower to Improve quality and investigate potential to increase number of wickets on the square or discuss with Kent Cricket Board the possibility of access to an additional pitch to accommodate overplay. It is essential for the local authority to collaborate with Kent Cricket and the ECB to safeguard current facilities for both clubs and obtain the future facility needs required for both clubs from future population growth from the new developments through the Planning process. If Planning is approved for the Duchy of Cornwall new housing development, then any new cricket facilities provided must meet Sport England and ECB Cricket design guidance. Any new facility must be available for use before the existing facility is lost In addition, the Sport England Playing Pitch Calculator tool should be used to determine the cricket demands from the new development as well as replacing and improving the existing facilities See appendix 3	Club/ ECB / Kent Cricket Board / Developer/Swale Planning Department.	S-M	Protect: Local Plan Enhance: Improve quality of existing pitches. Provide: If Planning is approved for new housing any new facility provided must meet ECB and Sport England design guidance and be of matching quality or better quality than the existing facility. Additional cricket facilities must be provided to meet the needs of the new population See appendix 3.	L L H	
Faversham Recreation Ground	ME13 8BF	Faversham Municipal charities Lease the Recreation Ground to Swale BC (Secured use) Swale BC Pitches (Secured use) Rugby Club lease the Club House from Swale BC (Secured use)	Football Rugby Union	2 adult 11v11 and 1 junior 9v9 grass pitches. Poor quality. Junior 9v9 pitch is underplayed adult 11v11 is overplayed. Changing facilities good quality Faversham Rugby Club have a single senior pitch (no sports lighting) at Faversham Recreation Ground rented on a weekly basis 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 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. These facilities are in reasonable condition. Faversham Rugby Club – considers its 1 pitch to be adequately naturally drained but has had safety 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 nor sports hall can be used for full contact training. The current training requirement is for 2 men's teams and 1 women's team 1	Carry out a PitchPower assessment to Improve quality to help accommodate additional capacity to provide for shortfalls in the area and to illuminate overplay. Initially there is a need to carry out a PitchPower assessment of the existing rugby pitch and implement its findings to improve quality, safety and capacity of the existing single pitch. Secondly Faversham Rugby club, England Rugby Union/ Football Foundation/ Kent CFA/ The Abbey School & Swale BC to work together to provide an AGP suitable for football and rugby at the Abbey School that would as a minimum provide contact training for Faversham Rugby club men's and women's teams and enable the club to grow its junior section. Thirdly, as part of any new housing developments across the Faversham sub area consider bringing developer contributions together from different developments, if need be, to provide a minimum of a 2 senior pitch facility with sports lighting and club house for the future development of Faversham Rugby Club.	Swale BC/ Kent CFA/ Football Foundation. Local Faversham Football clubs Faversham Rugby club, England Rugby Union/ Football Foundation/ Kent CFA/ The abbey School & Swale BC	S S - L	PROTECT Local Plan ENHANCE Improve quality of football and rugby pitches to increase capacity of play. PROVIDE Increased facilities for Rugby Union and tennis through developer contributions within the sub area.	L L H	

Swale Borough Council
Playing Pitch Strategy

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
		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. (Secured use)		night per week equivalent to 1.5 match equivalent sessions. An AGP for football and World Rugby Regulation 22 compliant is being considered at the Abbey School (Planning application Submitted). The pitch would not be large enough for adult match play but would allow contact training and junior rugby match play. With new housing development and Faversham rugby club's partnerships with local schools the club would like to expand the junior boys and girl's game. However, there are insufficient natural grass rugby pitches with sports lighting to fulfil this ambition.						
			Bowls	1 Green – 6 rinks – Good Quality and Pavilion good quality.	Protect in the Local Plan and maintain current quality of bowls green and clubhouse.	Faversham Bowls Club/Swale BC	S - L			
			Tennis	3 courts and 2 mini courts – The courts have been resurfaced (2024) with artificial clay. and have sports lighting – good quality. The club house is good quality. The club had been considering a 4 th court. However, this would have meant the loss of a tree with a preservation order.	Protect in the Local plan and maintain current quality of bowls green and clubhouse. Consider how best to expand tennis courts for this successful club to meet the needs of new housing development and population in and around the Faversham Sub Area in the future.	Faversham Tennis Club/ Developers/ Swale BC	S - L			
Faversham Town Football Club	ME13 8ND	Club (Secured use)	3G AGP Stadia Pitch	3G AGP Stadia Pitch – FA registered – Good quality Used by Faversham Town FC – Step 5 Club and Faversham Strike Force Step 6 Club (Faversham Strike force has an agreement to ground share with Faversham Town FC. (Faversham Strike Force moving to another stadium outside Swale 2025/2026 Season) The stadia 3G pitch is used extensively by Faversham town Colts and has additional agreed use with Faversham Strike Force. The club house has recently received football foundation funding for improvements.	Duchy of Cornwall have a Planning application for hew housing in southeast Faversham and are proposing to provide an additional training 3G AGP size not currently known below the existing stadia 3G AGP. The development proposes 2500 new homes. The average number of people per new home is calculated as 2.3. When applying the population from the new development to Sport England Playing Pitch Calculator there is a need for 2.59 Ha of playing pitch space for football. Almost equivalent to 3 adult 11v11 (0.74 Ha) and 1 mini soccer 7v7 (0.27 Ha). See appendix There is a need for a full size 3G AGP to meet the above requirements rather than a training 3G AGP. An additional full stadia pitch could meet the needs of both Step clubs going forward. A formal community use agreement must be put in place as part of Planning obligations for any new 3G AGP development to safeguard community use in the future. Any new facilities must meet FA and Sport England design and access guidance.	Faversham Town Football Club/ Faversham strike force FC/ Kent County FA / Football Foundation/ developers/ Swale BC	S = L	Protect Existing facilities in the Local Plan and any future facilities developed. Ensure a formal community use agreement is in place for any new facilities developed as part of any new housing developments. Provide Provide new playing pitches to meet the need of new population from housing development using the Sport England Playing Pitch Calculator.	L L H	
Frognall Lane Playing Field	ME9 9DD	Developer but to be leased to Teynham Parish Council once	Football and Cricket	Previously 2 poor quality adult 11v11 pitches and poor ancillary facilities.	Planning application: 16/507689/OUT The existing playing fields would be replaced with improved sports ground (at least three	Developer/ Teynham Parish Council/ ECB/Kent	S	PROTECT		

Swale Borough Council

Playing Pitch Strategy

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
		new facilities are developed. (Secured use)			hectares of sports pitches) including a new pavilion and changing room. The sports field would be located in between the residential development (to the south) and the employment area (to the north) and provide 3 adult 11v11 football pitches and cricket square and outfield. The ECB would wish to see within the Pavilion design: mandatory requirement for team changing areas is 20m²; and a hall/club room size of not less than 70m² is strongly recommended. Cricket pitch: Minimum length should be 117m for minimum boundary compliance. A Labosport ball trajectory assessment should be carried out to assess whether any ball-strike risk is presented. This will also establish scale and location of protective netting mitigation required as part of the development. In terms of future use, there is interest from local Kent cricket clubs and football clubs with a view to becoming appropriate anchor users. Kent FA are supportive of the proposal as long as a community usage agreement is in place and the site is secure from vehicle access and meets design guidance.	Cricket Board/ Kent FA Football Foundation		Protect new sports ground via the Local Plan. Ensure a formal community use agreement is in place for use of the new playing pitch development. PROVIDE Develop new pavilion and sports pitches in accordance with sport England and National Governing Body design advice and guidance.	L L H	
Hernhill C of E Primary School	ME13 9JG	Education (Not available for use)	Football	1 mini soccer 5v5 poor quality	Retain for school use. Use as	Herrnehill C of E Primary School	S - L	Protect: Local Plan	L	
Hernhill Recreation Ground	ME13 9JU	Club rent from Dawes Community Centre (Secured use)	Football	1 adult 11v11 and 1 youth 11v11 grass pitch – Poor quality. Both pitches are overplayed. Standard changing facilities	Carry out a PitchPower assessment to Improve quality to help accommodate additional capacity to provide for shortfalls in the area.	Dawes Community Association / Dawes Herons Hernhill FC /Kent CFA/ Football Foundation.	S – M	Protect Local Plan	L	
		Club rent from Dawes community Centre (Secured use)	Cricket	Three Horseshoes Cricket Club – 1 square 5 pitches poor standard. Overplayed by 12 MES per season. Hernhill Recreation Ground Cricket boundaries are unsuitable for adult and junior cricket (25m to the SE; 29m W; 34m to tennis court)	Three Horseshoes Cricket Club to consult with Kent Cricket with regards to transferring to an alternative pitch site to meet the pitch size requirements for adult cricket.	Three Horseshoes Cricket Club /Kent Cricket	S - M	Enhance. Improve quality of pitches	L	
		Dawes Community Centre (Secured use)	Tennis	1 court sand based with sports lighting standard quality	Maintain quality of tennis court and sports lighting.			Provide Alternative pitch to meet adult play requirements.	S	
ISP Teynham	ME9 9EA	Education – (Unsecured use)	Football	1 youth 11v11 poor standard pitch. Currently unused previously used by Sittingbourne FC Ladies and girl's teams. No changing facilities	Carry out a PitchPower assessment to Improve quality to help accommodate additional capacity to provide for shortfalls in the area. Provide toilet facilities as a minimum	ISP Teynham. Sittingbourne FC Ladies and girls / Kent CFA	S	Protect Local Plan	L	
								Enhance Improve quality of pitches	L	
								Provide Toilet facilities as a minimum.	L	

Swale Borough Council
Playing Pitch Strategy

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
King George's Playing Field	ME13 8TH	Club lease from Swale BC (Secured use)	Football	1 adult 11v11, 1 junior 9v9 1 mini soccer 5v5 with markings over the pitches. All pitches are overplayed. Standard changing facilities	A PitchPower Assessment has been undertaken on the adult 11v11 resulting in a basic assessment and junior 9v9 pitch resulting in a poor assessment. It is recommended the findings from the PitchPower assessment are implemented to improve the quality of pitches and increase capacity of play. However, by increasing the quality of the pitches to good will not meet the overall MES required per week or the additional MES that will be required from future housing developments in the Faversham sub area. There will be a need to provide additional pitches both natural grass and 3G AGP to meet current and future needs.	Faversham Strike Force FC / Kent CFA/ Football Foundation/Swale Borough council	S = M	Protect Local Plan	L	
			AGP (3G)	Recently refurbished 3G pitch 2024 with new fencing	Maintain FA 3G pitch registration and provide a sink fund for replacement of carpet and sports lighting in the future.			Enhance Improve quality of existing pitches.	L	
								Provide Need for additional new grass pitches and 3G AGP to meet current and future needs of the club.	H	
Leavesland Bowls Club	ME13 0NP	Private House (Secured use)	Bowls	! green, 2 rinks good quality	Protect in the Local Plan and maintain quality of green and clubhouse.	Bowls Club	S	Protect Local Plan	L	
Lynsted and Norton Primary School	ME9 0RL	Education (Not available for community use)	Football	1 mini soccer 7v7 pitch poor quality	Retain for school use. And protect in the Local Plan.	Lynsted and Norton Primary School /Kent CFA.	S - L	Protect: Local Plan	L	
Ospringe C of E Primary School	ME13 8UA	Education (Not available for community use)	Football	1 youth 11v11 pitch poor quality.	Retain for school use.	Ospringe C of E Primary School /Kent CFA.	S - L	Protect: Local Plan	L	
Queen Elizabeth Grammar School	ME13 7BQ	School Hire football pitches to Faversham Strike Force FC (Unsecured use)	Football	1 senior and 1 youth grass 11v11 pitches. Both pitches poor quality. Adult pitch overplayed and junior pitch discounted due to no formal community use agreement in place. PitchPower assessment has been undertaken for both pitches recording basic pitches. Poor outdated changing facilities requires rebuilding.	Carry out the findings of the PitchPower assessment to improve pitch quality and capacity. Club and school to consider seeking funding for new changing provision, If funding can be provided seek a formal community use agreement for use of the changing rooms and playing pitches.	School / Faversham Strike Force FC/ Kent CFA/Football Foundation/ Swale BC	M	PROTECT Local Plan	L	
								Seek a formal community use agreement		
								ENHANCE Improve pitch quality to increase capacity	L	
								Replace ancillary facilities.	L	
			Cricket	1 non turf pitch school use only	Protect tennis, non turf cricket pitch and rugby pitch in Local Plan and maintain for school use.					
			Tennis/ Netball	4 tarmac courts no sports lighting, standard quality.					H	
			Rugby Union	1 junior rugby pitch school use only.						

Swale Borough Council
Playing Pitch Strategy

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
Sharsted Sports Club	ME9 0LG	Sports Club (Secured use)	Football	1 adult 11v11 grass pitch, 1 junior 9v9, 1 mini soccer 7v7 and 1 mini soccer 5v5 all poor quality. The adult 11v11 and mini soccer 5v5 pitch have spare capacity.	Carry out a PitchPower assessment and use findings to improve pitch quality and capacity.	Sharsted Sports Club/ Kent CFA	S	PROTECT	L	
				Standard changing provision.	There is a need to work with the club and landowner to secure a long-term lease			Local Plan /Secure long term lease		
				Leo's FC has moved to Sharsted Sports Club (Faversham sub area) from Shurlands (Isle of Sheppey sub area) in December 2024 and wish to create a home ground. The club has a rolling annual lease.				Improve pitch quality to provide additional capacity of play.		
Sheldwich Lees Village Green – Sheldwich Cricket Club	ME13 0LY	Common Land Sheldwich Lees (Secured use)	Cricket	Sheldwich Cricket Club. 1 square 5 pitches standard quality. Overplayed by 9 MES per season.	Undertake a PitchPower assessment to identify what is required to raise the quality of pitches from standard to good to increase capacity of play. Consider an additional pitch on the square to meet MES yearly demand.	Sheldwich Cricket Club /Kent Cricket Board	S	Protect	L	
				Standard quality changing rooms.				Local Plan		
								Enhance		
								Improve quality of pitches to improve capacity of play	L	
Sheldwich Primary School	ME13 0LU	Education (Not available for community use)	Football	1 mini soccer 7v7 pitch.	Retain for school use.	Sheldwich Primary School.	S - L	Protect:	L	
							Local Plan			
Sparrows Hill – Boughton under Blean Cricket Club	ME13 9TX	Club rent from mount Ephraim Estate (Secured use)	Cricket	1 cricket square and 4 pitches poor quality. Overplayed by 11 MES per season.	Boughton Under Blean Cricket Club to consult with Kent Cricket with regards to transferring to an alternative pitch site to meet the pitch size requirements for adult cricket.	Boughton under Blean Cricket Club/Kent Cricket Board	S	Protect	L	
				Sparrows Hill is only c. 81m wide and therefore only compliant for junior cricket				Local Plan		
				Changing rooms are standard quality				Provide		
								Seek to provide alternative suitable size pitch for adult cricket	L	
Teynham Parochial C of E School	ME9 9SA	Education (Not available for community use)	Football	1 mini soccer 7v7 pitch poor quality.	Retain for school use.	Teynham Parochial C of E School	S - L	Protect:	L	
							Local Plan			
The Abbey School	ME13 8RZ	Education (Unsecured use)	Football	2 adult 11v11, 2 youth 11v11 and 1 junior 9v9 pitches all standard quality. PitchPower assessments have been undertaken resulting in basic standard.	Implement the recommendations from the PitchPower assessment to improve quality of pitches and increase capacity of play.	The Abbey School/ Faversham strike force FC/ Faversham Town FC/ Kent CFA/ Football Foundation/ England Rugby Union Faversham Rugby club /Swale BC	L	PROTECT	L	
					Local Plan					
			3G AGP	Existing 3G AGP full size with sports lighting. FA Pitch Register.	Recommend that a feasibility is considered to develop an additional 3G AGP with the school to provide provision for Football and Rugby Union particularly linked to Faversham Rugby Union Club and Faversham Strike Force.			Seek a formal community use agreement as part of any future pitch development e.g. 3G AGP.	L	
					Seek a formal community Use Agreement for use of all the school playing pitch facilities.			Enhance Carry out improvements to grass pitches to increase capacity of play.	L	
					The school needs to ensure the existing 3G AGP and any new World Rugby 22 compliant AGP has a sink fund in place to replace the carpet and sports lighting when required. The school needs to ensure all 3G AGPs on site remain on the FA 3G Pitch Register.			PROVIDE Football in conjunction with Rugby Union provide a World Regulation 22 compliant pitch to mitigate for the loss of the school's rugby pitch and provide a pitch that can be used for contact rugby union	H	
			Rugby Union	1 junior rugby. School use only	This pitch may be lost due to a new World Rugby Regulation 22 compliant pitch being considered on site with football and rugby use Planning application submitted). Mitigation					

Swale Borough Council
Playing Pitch Strategy

Site	Post code	Management	Sport	Current Status	Recommended Actions	Partners	Timescales	Site Recommendation	Cost	Date Reviewed
					would be use of the new AGP for school rugby and junior rugby, adult training would also be allowed but not match play.			training and junior school matches but not adult matches. compliant 3G pitch.		
			Cricket	1 non turf pitch school use only	Maintain non turf pitch			3G FA Pitch Registration. Sink fund required to provide for new carpet and floodlights when required		
Perry Court Faversham	ME13 ARY	Housing Development	Football	Development provides for a playing pitch football and additional shared car park facilities. No changing provision	Due to the lack of changing provision, the pitch is unlikely to contribute to affiliated football demand.			Protect Local Plan	L	
Land east of Station Road Teynham, Faversham		Housing Development		Planning application 18/503697/FULL provides for developer contributions towards sports facilities.	Consider utilising developer contributions at nearby existing outdoor playing pitch facilities to enhance and improve the quality of existing facilities to be discussed at Stage E of the PPS by the steering Group.	Parish Council's /Swale BC /Kent Cricket Board/ Kent CFA	S	Enhance Improve the quality of local outdoor playing pitch provision.	H	
Preston Park Faversham		Housing Development		Planning application 21/500766/OUT provides for developer contributions for sports facilities	Consider utilising developer contributions at nearby existing outdoor playing pitch facilities to enhance and improve the quality of existing facilities to be discussed at Stage E of the PPS by the steering Group.	Parish Council's /Swale BC /Kent Cricket Board/ Kent CFA	S	Enhance Improve the quality of local outdoor playing pitch provision.	H	
Graveney Road and Lady Dane Farm Faversham		Housing /Development		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.	Consider football requirements for the site.	Swale BC/ Kent CFA	S	Provide Additional outdoor playing pitches for new population via developer contributions	H	
Land North and South of the A2 Boughton Bypass Dunkirk Kent ME13 9LG		Housing Development		The current planning application proposes 1815 new houses and formal playing pitch and pavilion provision. There are no current playing pitches within the proposed development sit	If planning is approved use the Sport England Playing Pitch Calculator to provide the need for additional playing pitches for new population via developer contributions. See appendix 2.	Swale BC / Kent CFA/ ECB /Kent Cricket Board. England Rugby Union/. Lawn Tennis Association/ England Hockey Swale BC	S	Provide Additional outdoor playing pitches for new population via developer contributions	H	
Land At Southeast Faversham Between A2 Canterbury/London Road and M2 Faversham Kent ME13 9LJ Duchy of Cornwall – Faversham		Housing Development		Development considering 2500 new homes. Proposal to relocate Faversham Cricket Club and Faversham Football Club expanded.	If planning is approved use the Sport England Playing Pitch Calculator to provide the need for additional playing pitches for new population via developer contributions. See appendix 3.	Swale BC / Kent CFA/ ECB /Kent Cricket Board. England Rugby Union/. Lawn Tennis Association/ England Hockey Swale BC	S	Provide Additional outdoor playing pitches for new population via developer contributions	H	

Sittingbourne Sub Area Individual Site Action Plans

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
Central Park Stadium	ME10 3SB	Swale BC (Secured use)	Football	2 adult grass pitches – played to capacity with 1 imported team Saturday pm. Home to Bredhurst Junior FC. Club exports 3 teams 1.5 MES per week to Medway Towns Pitches. Standard quality. FA PitchPower Assessment –has been carried out and assessed the pitches as Basic. Ancillary facilities poor quality needs rebuilding.	Implement the findings of the Pitch Power assessment to provide good quality pitches and increase capacity of play. Seek funding to replace the ancillary facilities on site.	Swale BC /Kent County FA/ Bredhurst Juniors FC Swale BC / Bredhurst Juniors FC and Kent CFA.	S S - M	Protect Local Plan Enhance Improve quality of pitches to increase playing capacity. Provide Seek funding to provide new ancillary facilities.	L L H	
			AGP sand Based	AGP Sand Based poor quality disused	Protect the AGP facility in the Local Plan. Possible to refurbish as 3G AGP.	Swale BC	S - L	Protect Local Plan	L	
Borden Grammar School	ME10 4DB	Education (Unsecured use except for Hockey Secured use)	Tennis /Netball	6 Tarmac courts no sports lighting poor condition.	Maintain for school use	Borden Grammar School	S - L	Protect Local Plan	L	
			Football	2 adult 11v11 grass pitches no identified community use school use only. No changing facilities on school field.	Maintain for school use	Borden Grammar School	S - L	Protect Local Plan	L	
			Cricket	1 non turf pitch school use only.	Maintain for school use	Borden Grammar School	S - L	Protect Local Plan	L	
			AGP Hockey	Used by Sittingbourne Hockey Club. And Faversham Women Hockey Club. AGP good quality sports lighting, good changing and pavilion. Club has a formal community use agreement with the school with a Lease for AGP and pavilion to 2053.	Ensure that a sink fund is in place to replace the carpet and sports lighting when required. Future demand identifies that a 2 x AGP hockey facility will be required in the Sittingbourne sub area in the future. When considering new facilities for hockey in the Sittingbourne sub area provided by developer contributions. Ensure consultation is undertaken with Sittingbourne Hockey Club, and England Hockey.	Borden Grammar School/ Sittingbourne Hockey Club Swale BC / England Hockey/ Sittingbourne Hockey Club.	S S - L	Protect Local Plan Provide Sink fund for replacement carpet and sport lighting when required. Provide 2 x new hockey AGPs are provided from developer contributions.	L M H	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
Bredgar Recreation Ground	ME9 9EP	Parish Council (Secured use)	Cricket	Used by Bredgar Cricket Club. 1 cricket square with 4 pitches standard quality. Overplayed by 2 MES per season. Ancillary facilities are poor and need replacing.	Carry out a PitchPower assessment to identify works required to improve quality of cricket pitches to good quality and increase capacity and alleviate overplay. Seek funding for a new pavilion	Parish Council/ Bredgar Cricket Club / Kent Cricket Board / ECB	S S - M	Protect Local Plan Enhance Improve quality of pitches to increase capacity of play. Provide New pavilion	L L H	
Chapel meadow	ME9 7AA	Parish council Leased to Cricket Club (Secured use)	Football	3 youth 11v11 grass pitches. Poor quality. Under played 1 MES per week. Poor changing requires rebuilding	Carry out a PitchPower assessment to identify works required to improve quality to good. Implement findings and increase capacity of play. Seek funding to provide new changing and pavilion facilities for football and cricket.	Parish council/ Bobing and Lower Halstow Cricket Club/ Kent CFA/ Football Foundation/ ECB/ Kent Cricket Board	S - M S	Protect Local Plan Enhance Improve quality of football pitches Provide New pavilion required	L L H	
			Cricket	Used by Bobing court & lower Halstow Cricket Club, Bapchild Cricket club 3 rd XI and Rainham Cricket Club (Imported) 4 th XI. 1 square with 11 pitches standard quality. 19 MES underplayed per season. Has capacity for Sunday and midweek play. Poor changing needs rebuilding	Maintain existing quality and use as an overflow for additional play Sunday and midweek.	Bobing Court and Lower Halstow Cricket Club/ Kent Cricket Board.				
Gore Court Cricket Club	ME10 1YT	Club subject to a 299-year lease with Swale BC (Secured use)	Cricket	1 square 15 pitches, standard quality. Underplayed by 41 MES per season. Club requires new practice nets. Pavilion and Changing rooms: - Bar and social area are good quality - Changing rooms need refurbishing.	Maintain current quality Seek additional funding for provision of new nets. Seek funding to refurbish changing rooms.	Gore Court Cricket Club Gore Court Cricket Club/ Kent Cricket Board/ ECB Gore Court Cricket Club/ Kent Cricket Board/ ECB /Gore Court Hockey Club.	S – L M S - M	Protect Local Plan Enhance Refurbish changing rooms Provide New cricket practise nets.	L	
				Used by Sittingbourne Rugby Club 2 senior rugby pitches no sports lighting. No formal training facilities but use sports lighting from old tennis court area. Club are moving to Wises Lane. Facility currently being built see Wises Lane Individual site Action Plan below.	Once Sittingbourne Rugby Club move match play to Wises Lane consider alternative sports use of the rugby pitches in the winter season.	Gore Court Cricket Club / Kent CFA/ Gore Court Hockey Club/England Hockey	S - M	Protect Local Plan Provide Alternative pitch use of existing rugby pitches.	L L - H	
			Cricket	1 square 8 pitches, standard quality. Underplayed by 23 MES per season.	Maintain current quality					

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
Fulston Manor School – Cromers Corner Paying Field	ME10 4HS	Education (Unsecured use)	Football	2 adult grass pitches – played to capacity. Standard quality. 1 junior 9v9 grass pitch – overplayed 0.5 MES Standard quality 1 mini soccer 7v7 grass pitch. underplayed 3 MES but discounted due to unsecure tenure Standard quality Ancillary facilities – standard quality	Provide a PitchPower assessment to identify works required to provide good quality pitches. To improve capacity of play. Seek to provide a formal community use agreement for football pitch use by providing grants funding for pitch improvements.	Eulston Manor School/ Kent CFA/ Fulston Manor School/ Kent CFA/ Swale BC	S S -M	Protect Local Plan Seek to put in place a formal community Use Agreement. Enhance Improve pitch quality and increase capacity for play. Provide Explore opportunities to establish purpose-built facilities at Cromer Corner Playing Fields, linked to England Athletics current priorities, and seek funding from developer contributions from new housing developments to assist with new athletic facility developments. Support clubs, running groups, events, and England Athletics initiatives such as Park Run and pursue increased participation, where possible. Ensure all clubs/groups continue to have home bases to operate from and pursue improved security of tenure where it is required.	L L L	
			Athletics	One grass athletics track (400m Summer), one long jump pit and run up track and changing rooms	There is an identified need to provide an athletics facility at entry level for track and field activity and running clubs/groups e.g. mini tracks and endurance loops. The most suitable sub area is identified is Sittingbourne at Cromers Corner Playing Fields. Developer contributions should be used to fund this facility.	Fulston Manor High School /England Athletics /Swale Borough Council /Swale Athletics Clubs/ Milton and Fulston FC F				
			Cricket	1 non turf pitch School use only	Maintain for school use	Fulston Manor School	S - L	Protect Local Plan	L	
			Rugby Union	2 senior rugby union pitches school use only.	Maintain for school use	Fulston Manor School	S - L	Protect Local Plan	L	
Herons School	Park ME9 8SD	Leased by Swale BC for 125 years to Iwade Herons FC (Secured use)	Football	1 junior 9v9 grass pitch. Standard quality. Played to capacity. 1 mini soccer 7v7 grass pitches. Standard quality underplayed. 1 mini soccer grass pitch. Standard quality underplayed. Good changing facilities,	Carry out a PitchPower Assessment to identify what improvements to pitch quality could be made.	Iwade Herons FC/Kent CFA	S	Protect Local Plan	L	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
Highsted Grammar School	ME10 4 PT	Education (Unsecured use)	Tennis/Netball	7 tarmac courts with sports lighting poor condition	Mainly used for netball. School to seek funding for resurfacing and marking.	Highsted School Grammar School	S - M	Protect Local Plan Enhance Seek funding to resurface and mark courts	L M	
Hollywell Meadow	ME9 7HN	Club – Leased (Secured use)	Football – used by Upchurch FC and Upchurch Colts FC	1 Adult 11v11 grass pitch good quality. 1 adult 11v11 standard quality. Standard quality pitch has additional pitches marked. Adult pitches underplayed 0.5 MES per week. 2 youth 11v11 standard quality underplayed 1 MES per week. Ancillary facilities good quality.	Carry out a PitchPower Assessment to identify what works are required to improve quality of pitches.	Upchurch Fc and colts / Kent CFA	S	PROTECT Local Plan ENHANCE Improve quality of football pitches and maintain quality of cricket pitches.	L L	
			Cricket – Upchurch Cricket Club	2 squares, 1 spare MES seasonally. Good quality pitches and ancillary facilities. 1 square 16 pitches 1 square 9 pitches	Maintain good quality cricket pitches Urgent need to undertake Pitch Power Assessment to identify if there are requirements for pitch improvements.	Upchurch Cricket Club	S - L			
Kemsley Bowls Club	ME10 2RL	Private ownership Leased to Club (Secured use)	Bowls	1 grass green 6 rinks. Green is Standard and ancillary facilities good condition.	Maintain current quality of the green and ancillary facilities.	Kemsley Bowls Club	S - L	Protect Local Plan	L	
Kemsley Recreation Ground	ME10 2RL	Swale BC (Secured use)	Football	1 adult 11v11 grass pitch. Poor quality played to capacity. 1 mini soccer 7v7 grass pitch. Poor quality no identified use. No changing facilities	Carry out a PitchPower Assessment and implement findings to improve pitches from poor to good quality and increase capacity of play. Seek funding for changing facilities or as a minimum provide toilets.	Swale BC / Kent CFA	S - M	Protect Local Plan Enhance Improve quality of pitches to increase capacity of play. Provide Seek funding for changing rooms or provide toilets as a minimum	L L H - M	
King George Playing Field	ME10 1QX	Swale BC (Secured use)	Tennis	4 tarmac courts no sports lighting. Recently (2023) refurbished good condition.	Maintain the current quality of the courts	Swale BC /Lawn Tennis Association	S - L	Protect Local Plan		
			Football	2 adult 11v11 grass pitches poor quality 1.5 MES underplayed at peak time of play. Poor changing facilities need modernising.	Carry out a PitchPower Assessment and implement findings to improve pitches from poor to good quality and increase capacity of play. Seek funding for changing facilities.	Swale BC/ Kent CFA/ Football Foundation	S	Enhance Improve quality of pitches and changing/ pavilion facilities.		
Milstead Cricket Club	ME9 0RX	Club (Secured use)	Cricket	1 square, 9 pitches, standard quality. Underplayed by 25 MES per season. Good quality pavilion.	Maintain current pitch quality.	Milstead Cricket Club	S - L	Protect Local Plan	L	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
Newington Recreation Ground	ME9 7NH	Parish Council (Secured use)	Football	1 adult 11v11 grass poor quality. underplayed 0.5 MES 1 youth 11 v11 grass pitch. Poor quality underplayed by 1 MES per week. Poor changing facilities need modernisation	Carry out a PitchPower assessment and implement the findings to improve the pitch quality from poor to good. Increasing the pitch quality will alleviate current overplay of adult and youth 11v11 and junior 9v9 grass pitches. Seek funding for refurbishing/rebuilding changing and pavilion provision.	Newington Parish Council and Social Club/ Kent CFA /Football Foundation	S - M	PROTECT Local Plan Enhance Improve quality of pitches to increase capacity and alleviate overplay. Provide Refurbish/Rebuild and provide modern changing facilities.	L L M – H	
Rectory Playing Field	ME10 4UD	Swale BC (Secured use)	Football	1 junior 9v9 grass pitch, Poor quality. No identified use. No changing facilities	Consider changing pitch to alternative sports use. Football pitch has no current use.	Swale BC / Kent CFA/ Football foundation	S	Protect Local Plan so pitch can be brought back into use if required in the future,	L	
Rodmersham Cricket Club	ME9 0PR	Club Leased from developer (Unsecured)	Cricket	1 Square 15 pitches poor quality. Overplay 61 MES per season. Pavilion has recently been refurbished inside and outside. Facility needs to be protected in the Local Plan due to lease issues with owner.	Urgently carry out a PitchPower assessment and implement the findings to improve the pitch quality from poor to good. Increasing the pitch quality will remove the current overplay and provide additional capacity.	Rodmersham Cricket Club / Kent Cricket Board /ECB	S	PROTECT Local Plan ENHANCE Improve quality of pitches and remove current overplay.	M L	
			Football	2 mini soccer 7v7 grass pitches. Good quality underplayed. 2 mini soccer 5v5 grass pitches. Good quality underplayed. Standard changing facilities	Maintain current good quality pitches	Rodmersham Cricket Club / Kent County Football Association/ Milton & Fulston United FC				
Rooks Woods Newington Cricket Club	ME9 8NN	Leased to Sports Club by a Private Individual	Cricket	Used by Newington Cricket Club and Rainham Cricket Club 3rd XI (Imported). 1 square, 11 pitches standard quality. Underplayed by 4 MES per season. Good changing rooms and pavilion.	Urgent need to undertake a Pitch Power Assessment to identify improvements required. The Cricket club is close to the following planning application Appendix 6. Scenario Planning Application 22/503654/EIOUT-Land to The West of Bobbing Sittingbourne Kent ME9 8QL. There is a need to ensure the club is considered for developer contributions to provide cricket facilities for the new development's population.	Kent Cricket / Newington Cricket Club	S - L	PROTECT Local Plan Enhance Carry out pitch improvements following the Pitch Power Assessment. Enhance facilities to meet the need of any new development if planning is approved to the West of Bobbing.	L	
Sittingbourne Recreation Ground	ME10 1EL	Swale BC (Secured use)	Football	1 adult 11v11 grass pitch poor quality. 1 MES spare capacity 1 mini soccer 7v7 grass pitch. Poor quality no identified use. No changing facilities	Carry out a PitchPower Assessment and implement findings to raise pitch quality from poor to good. Seek funding for changing rooms on site or as a minimum provide a toilet facility.	Swale BC [Kent CFA	S - M	Protect Local Plan Enhance Improve quality of pitches and increase capacity of play. Provide	L L	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed	
								Provide changing facilities or toilets as a minimum.	M - H		
The Appleyard	ME10 1QN	Private (Secured use)	Football	3 adult 11v11 grass pitches poor quality. Overplayed by 5.5 MES.	Carry out a PitchPower Assessment and implement findings to raise pitch quality from poor to good. This will remove all current overplay.	The Appleyard/ Kent CFA	S-M	Protect	L		
				2 junior 9v9 grass pitches. Poor quality overplayed 0.5 MES per week.				Local Plan			
				1 mini soccer 7v7 grass pitch. Poor quality overplayed 0.5 MES.				Enhance			L
			Standard changing facilities	Improve quality of pitches and remove overplay.							
			Tennis	2 All-weather courts with sports lighting & 1 grass court. Standard condition.	Maintain existing quality standard						
			Bowls	1 grass green 6 rinks, Green standard condition ancillary facilities good condition.	Maintain existing quality standard						
The Playstool	ME9 8LR	Parish Council (Secured use)	Football	1 adult 11v11 grass pitch. Poor quality. Played to capacity.	Carry out a PitchPower Assessment and implement findings to raise pitch quality from poor to good. This will remove all current overplay.	Parish Council / Kent County FA	M	Protect	L		
				PitchPower Assessment has been undertaken and the pitch was rated as Basic.				Local Plan			
				Poor changing facilities showers need replacing				Enhance			
								Improve quality of pitches and remove overplay.			M
					Seek funding to refurbish changing rooms.			Refurbish changing rooms and showers.	M		
The Sittingbourne School	ME10 4NL	Education (Unsecured use)	Football	3 adult 11v11 grass football pitches. Standard quality. 2 MES underplayed weekly.	Maintain current quality of pitches	The Sittingbourne School	S - L	Protect	L		
				1 junior 9v9 grass pitch. Standard quality. No identified community use.				Local Plan			
				1 mini soccer 7v7 grass pitch. Standard quality underplayed.				Seek a formal community use, agreement.			
				Standard changing facilities				Enhance			
			3G AGP	3G AGP with sports lighting. Built 2012 – will need a new carpet soon.	Kent County FA to discuss how the refurbishment of the carpet can be undertaken as the school has no sink fund in place.	School to seek ways of funding new 3G AGP carpet.	M				
				Issue with school not having funds to replace carpet. Originally funded by Football Foundation.		Provide					
AGP Sand Based	Sand based small AGP with sports lighting too small for hockey use.	Consider changing the carpet surface to 3G and or World Rugby Regulation 22 Compliant.	S	Replace the small hockey AGP surface with 3G and or provide a World Rugby Regulation 22 compliant AGP.	M						
	Ensure a sink fund is in place to replace the carpet and sports lighting when required.			Put in place a sink fund and ensured the AGP is FA Registered.		M					
	Ensure any new 3G AGP is FA Registered.					M					

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
			Netball	3 courts (MUGAs) with sports lighting standard condition.	Maintain current quality of MUGA	The Sittingbourne School	S - L			
			Cricket	1 non turf pitch school use only.	Maintain non turf cricket pitch.	The Sittingbourne School	S - L			
Tunstall C of E Primary School	ME10 1YG	Education (Unsecured use)	Tennis	6 tarmac courts no sports lighting. Standard condition. School advertises courts for hire.	Maintain for school and public use.	Tunstall Primary C of E School	S - L	Protect Local Plan	H L	
Westlands Primary School	ME10 1XN	Education (Unsecured use)	Football	1 adult 11v11 grass pitch. Poor quality has been used in the past by community clubs. No current identified use.	Carry out a PitchPower Assessment to identify what is required to improve pitch quality to good.	Westlands Primary School / Kent CFA.	S - L	Protect Local Plan	L	
				1 mini soccer 7v7 grass pitch. Poor quality. No current identified use.	Pitches have been used by community football teams in the past – if a formal community use agreement can be put in place, then bring the pitches into use.			Seek a formal community use agreement, Keep as a strategic reserve	L L	
Westlands School	ME10 1PF	Education (Unsecured use) Except for Hockey AGP – Leased to Gore Court Management Committee (Secured Use). Lease expires in 2032.	AGP Hockey	Good quality Used by Gore Court Hockey Club recently replaced carpet 2023. Club house is at Gore Court Sports Club where the changing rooms need refurbishing. Lease of AGP expires in 2032 Future demand identifies that an additional AGP for Hockey will be required in the Sittingbourne sub area in the future. Changing rooms at Gore Court Sports Ground require refurbishment.	Secure an extension to the lease beyond 2032 (Priority Action)	Westlands School/ Gore Court Management Committee/ Gore court Hockey Club/ England Hockey	S	Protect Local Plan Secure an extension to the lease beyond 2032 (Priority Action)	L M	
					Ensure that a sink fund is in place to replace the carpet and sports lighting when required.	Gore Court Hockey Club	S - L	Provide Sink fund for replacement carpet and sport lighting when required.	H	
					When considering new facilities for hockey in the Sittingbourne sub area provided by developer contributions. Ensure consultation is undertaken with Sittingbourne Hockey Club, Gore Court Hockey Club and England Hockey. If the AGP becomes redundant for hockey use it could be refurbished as an AGP for football and or Rugby. This would require consultation between England Hockey / Football foundation and Swale Borough council and would also require planning permission.	Swale BC / England Hockey/ Sittingbourne Hockey Club and Gore Court Hockey Club		Provide 2 x new hockey AGPs from developer contributions in the Sittingbourne Area.	H	
			Cricket	1 non turf pitch – school use only	Maintain current non turf pitch for school use					
			Netball	6 courts tarmac no sports lighting. Standard condition. – school use only	Maintain current tennis courts for school use.					
Woodstock Park Broadoak Road		Club (Secured)	Football	1 adult 11v11 Stadia pitch used by Sittingbourne FC Step 4 Club. 1 adult 11v11 pitch Stadia pitch PitchPower good quality the rest poor quality. 1 MES underplayed per week	The facility is impacted by Highsted village Garden housing Development application. This is still to be determined.	Sittingbourne FC / Swale BC/ Kent CFA /Football Foundation/ Developer	S - L	Protect Local Plan	L	

Swale Borough Council
Playing Pitch Strategy

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
				1 youth 11v11 grass pitch. Poor quality underplayed 0.5 MES per week. 1 junior 9v9 grass pitch. Poor quality. 1.5 Mes underplayed per week. 1 mini soccer 7v7 grass pitch. Poor quality. Underplayed. Changing rooms standard quality,	All football pitches are to be protected and replaced only if they are of an improved quality. Sport England Playing Pitch Calculator must be used to identify the playing pitch requirements from any new development population. See Appendix 5 for planning proposals.			Use the Sport England Playing Pitch Calculator to determine the number of playing pitches required to meet the needs of any new development population either on site or mitigation provided off site.		
			Tennis/Netball	4 tarmac courts no sports lighting poor condition – Disused	Protect and provide all 4 courts if planning application is successful					
			Bowls	1 green 6 rinks poor condition – Disused.	Protect and provide 1 green with 6 rinks if planning application is successful.					
Stones Farm Sittingbourne			Playing Pitches Generally	Formal sports contribution has been agreed towards enhancement of sports pitches and related facilities in the general area.	Use the Playing Pitch strategy to distribute the developer contributions where required.	Swale BC/ PPS Steering Group	S - L	Provide Provide the developer contributions to improve existing playing pitch facilities.	L	
Highsted Garden Village. Land South and East of Sittingbourne			Planning application to be determined	See Appendix 5.	Ensure all existing playing pitch facilities are protected in the Local Plan and Sport England Playing Pitch Calculator is used to determine the future playing pitch needs from the new development's population.	Swale BC	S - L	Protect All existing playing pitch facilities in the proposed new development area in the Local Plan. Provide Use the Sport England Playing Pitch Calculator to determine the playing pitch requirements for the new development population See Appendix 5.	L	
Land West of Bobbing				New development 2,500 dwellings	Ball stop Netting may be required for existing cricket facility. There will be a need for developer contributions towards new or enhanced facilities for playing pitches on site or off-site at existing facilities. This PPS should be used to identify the strategic need alongside Sport England Playing Pitch Calculator Tool for Football, Cricket, Hockey and Rugby Union	Swale BC	S - L	PROTECT Protect all existing playing pitch facilities in the development area in the Local Plan. Use the Sport England Playing Pitch Calculator to identify the need for playing pitches from the new population.	L	
Wises Lane		Leased to club for 125 years	Rugby Union	2 story clubhouse and 2 senior pitches. No sport lighting When the site is completed only matches and junior training will take place at the ground. There will be a shortfall of 11 mid-week training MES which requires sports lighting. Sittingbourne Rugby club have stated they will continue to use the informal training area midweek at Gore Court Cricket Club.	There is a need for a World Rugby Regulation 22 compliant AGP in the Sittingbourne sub area to meet the demand of Sittingbourne Rugby club's mid-week training needs. Westlands School AGP could if it becomes available in the future be reengineered to meet this need.	Sittingbourne Rugby Club / England Rugby Union / Football Foundation/ England Hockey/ Kent County FA/Swale BC		Protect Protect Wises Lane in the Local Plan Provide Consider options for a world rugby Regulation 22 AGP in the Sittingbourne sub area.		

Site	Post Code	Management	Sport	Current Status	Recommended actions	Partners	Timescales	Site recommendation	Cost	Date Reviewed
				A planning application has been submitted for a rugby training pitch on open space near to the Wises Lane development. Sports lighting is not included.	Other considerations could be the reengineering The Sittingbourne School AGP.					