

# Sidley Sports Ground Feasibility Study

## Final Report

Prepared by 4 global, in partnership with LK2 Consulting

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Confidential



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## 1 INTRODUCTION

- 1.1.1 Rother District Council, in partnership with the Heart of Sidley, commissioned 4global to conduct a study to ascertain the future use of the site known as Sidley Sports Ground. This study has been commissioned following a Playing Pitch Strategy (PPS) undertaken by Rother District Council (RDC) in 2016.
- 1.1.2 Rother District Council and Hastings Borough Council jointly commissioned the PPS. The PPS presented a number of strategic provided a supply and demand analysis of sports provision across the two local authorities, identifying key recommendations and sites that require future investment and improvement. Sidley is a ward that forms part of the town of Bexhill, within the administrative area of Rother and therefore facilities in Sidley ward were assessed as part of the PPS.
- 1.1.3 As part of the Playing Pitch Strategy outputs, it was recommended that Sidley Sports Ground be specifically protected as playing pitch provision and following this, RDC are looking ensure to that playing pitch/es provision is/are brought back into use and maintained at the site. This Feasibility Study seeks to establish the most appropriate use/s for the site and set out these options whilst establishing whether they are economically viable and sustainable over an extended period of time. A more detailed review of the outcomes of the PPS are included in section 3 of this document
- 1.1.4 Following the work undertaken as part of the PPS, this study will present an options appraisal of the future use of the site, with the principle aim of bringing the site back into sports use. Key considerations that have informed this appraisal are:
- The current need for sporting provision in the area, as identified by the 2016 Playing Pitch Strategy
  - The specific mix of facilities and services that could be included on the site
  - An evidence base with which to justify the benefit of the identified option to the local community
  - Identification of the stakeholders who will benefit from the site being brought back into use
  - The financial viability and sustainability of the site, considering:
  - Ongoing costs, review of the grant, funding and investment opportunities and the scope for income generation within the context of the existing facilities of a familiar nature.
- 1.1.5 The above considerations have been made within the context of the Sidley community, as well as the local sporting community and third sector, Heart of Sidley and the wider town of Bexhill-on-Sea.

## 1.2 Key Stakeholders

- 1.2.1 Heart of Sidley is a key community focussed stakeholder in this project. In 2012 The organisation was awarded one million pounds of funding through the Big Lottery Fund's 'Big Local Scheme'. The funding will be spent over a ten-year period with a key focus being on regenerating Sidley in a cost-efficient manner whilst also facilitating long term growth and development within the community. With this consideration in mind, close attention was paid to ensuring that local residents could have use of the site as a 'community hub' whilst also maintaining a keen awareness of local facilities to avoid any

unnecessary duplication of facilities.

- 1.2.2 Rother District Council (RDC) is a key stakeholder as the findings from this report will enable the Council to make an informed decision regarding the future ownership and management of the site. Throughout this report we will endeavour to present a clear line of thought and a logical recommendation to enable RDC to make necessary decisions.
- 1.2.3 Beaulieu homes are the present land owners and to date have submitted three planning applications to RDC. Two applications have been submitted for solely residential development on the site, both were withdrawn by the applicant. The third application which was for mixed use, including housing and a football pitch, has recently been refused by RDC.
- 1.2.4 Consideration has been given to the needs and aspirations of the sports clubs that occupied the sites previously, Sidley Cricket Club and Sidley Football Club. As part of the project, these organisations have been specifically consulted with. As a point of note, although Bexhill United and Little Common FC have not previously used Sidley Sports Ground historically as their home ground, they are included in the consultations as Little Common is currently unable to meet its ground grading requirements at their current ground. Although Bexhill United is currently able to meet their ground grading requirements, it is expected that they will have further grading requirements in the future, which are unlikely to be able to be accommodated at their present home ground.

### 1.3 Key Outputs

- 1.3.1 The key output of this feasibility study will be to provide a clear picture of the development options available for Sidley Sports Ground.
- 1.3.2 Later in this document we will explore the 9 proposed options, referred to as the 'long-list', as well as the subsequent 4 shortlisted options presented. The process by which the long-list was condensed into a shortened, more condensed, list will be explained in detail further down the document. Though in brief, the process included an evaluation of the feasibility and expected benefits that are likely to be generated by each option.
- 1.3.3 The shortlisted options were then assessed through a detailed business case analysis, with further spatial analysis undertaken and drawings produced, in order to show the potential layout of the site. The 4 shortlisted options will present the critical forecast scope for income generation, because a financially viable solution is key to the future success of the site.
- 1.3.4 Finally, a management options appraisal has been undertaken, to show the potential options for how the site can be operated and managed moving forwards, as well as identifying the potential stakeholders and organisations that should be involved in the process.

## 2 METHODOLOGY

- 2.1.1 In order to produce an objective options appraisal for the site, this report will follow a robust, evidence-based approach.
- 2.1.2 This approach should remove any element of professional bias and through clear, logical reasoning will ensure that no option for the future use of the site is unfairly favoured or prejudiced over any other.
- 2.1.3 The report will include the following sections:

### CONTEXT

- A profile of the local area and its population
- An overview of the history and previous use of the site
- Review of current national, local and strategic policies relevant to reviewing and appraising the options for the site

### EVIDENCE/ASSESSMENT

- A spatial analysis of the site and its limitations for potential future use
- An analysis of the site's 20-minute catchment area
- A site visit carried out to inspect the current condition and surroundings of the site
- Consultation with key stakeholders, summarised into emerging themes
- Identification of options based upon the findings from the context and consultation phases of the report
- Assessment of the long-listed options against the spatial and environmental constraints identified for the site, whilst considering findings from previous sections of the report
- Identification of options to be taken forward for short listing
- Financial viability/sustainability of each short-listed option
- Management options review

### WAY FORWARD – NEXT STEPS

- Recommendations for which option(s) should be taken forward for further consideration for the future use of the site
- Suggested steps for realising the preferred option(s).

### CONCLUSIONS AND CLOSING REMARKS

- 2.1.4 The report will utilise the above sections to determine one or more preferred option(s) for the future use of the site and the impact of these identified options on its future operation and sustainability.

### 3 CONTEXT

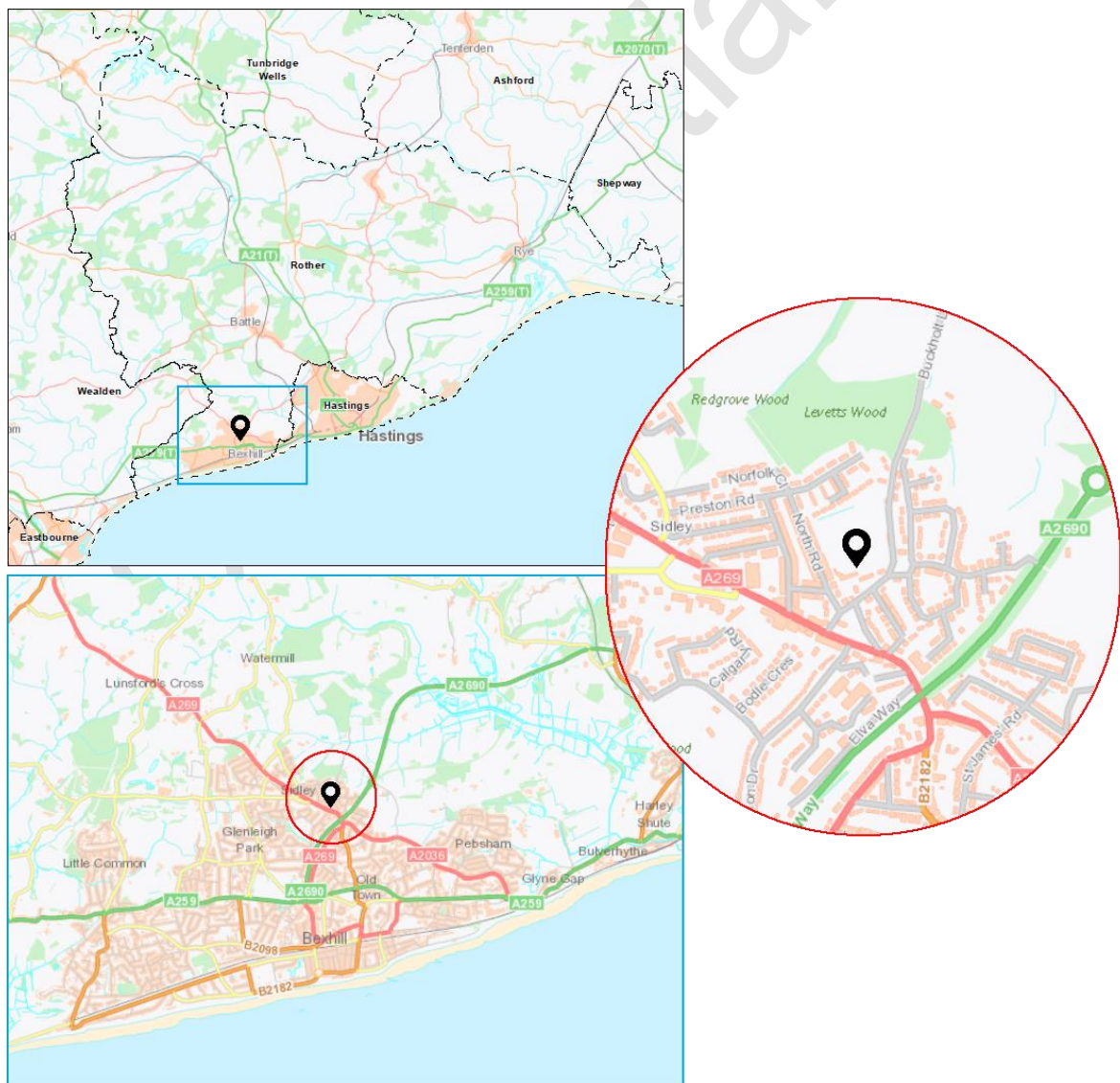
3.1.1 This section lays out the local, situational and historical context of Sidley Sports Ground. This includes a profile of the surrounding area, a history of the site's use and its current situation and a summary review of the strategic policy frameworks that inform how decisions regarding the site's future will be made.

#### 3.2 Local Area Profile

3.2.1 Sidley Sports Ground, also known as Gulliver's and the former Sidley Sports and Social Club to the local community, is located in the residential area of Sidley in North Bexhill. It is bordered by housing and roads on all sides.

3.2.2 Figure 3.1, below, shows the location of the site in relation to the local area.

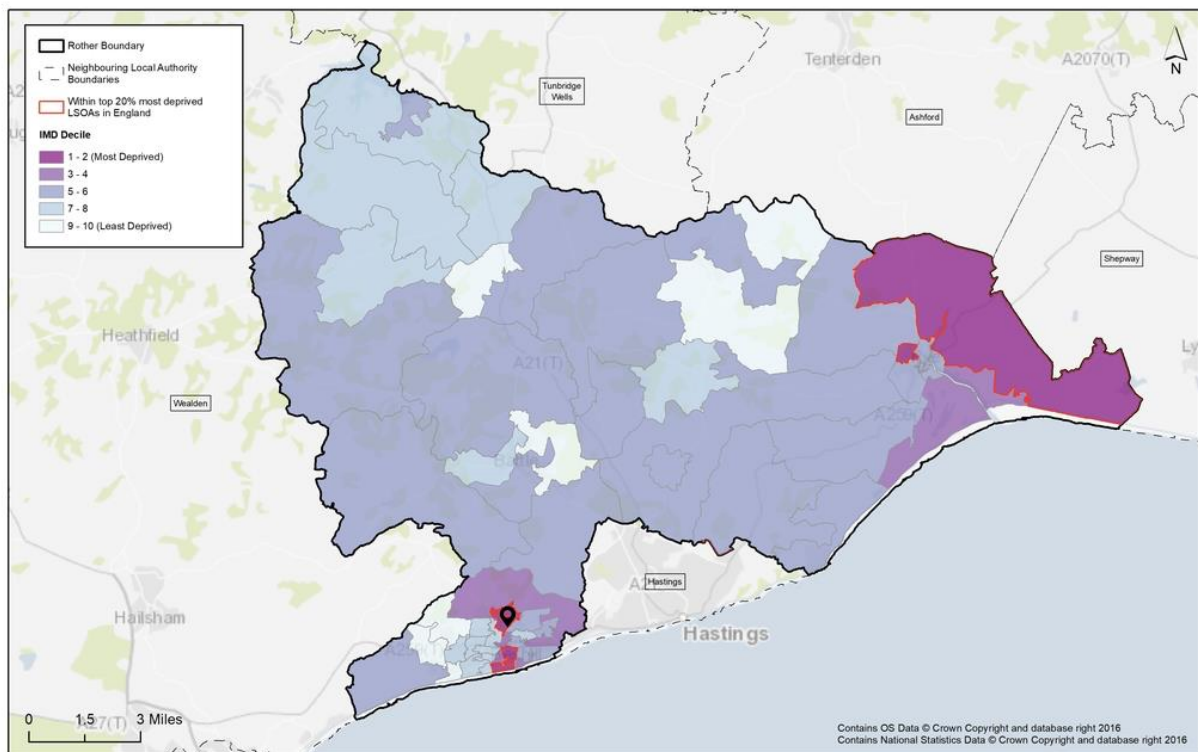
**Figure 3.1 Location of Sidley Sports Ground within Rother District**





- 3.2.3 Bexhill is the largest town within Rother District, located in the eastern part of East Sussex. The District covers roughly 200 square miles and the area is predominantly rural, with the exception of Bexhill.
- 3.2.4 Approximately 94,300 people currently live in Rother (ONS 2014 estimates), of which, just under half reside in Bexhill. The remaining population is mainly dispersed across the predominantly rural area. Based on planned housing growth, Rother's population is projected to increase by approximately 9,300 people between 2011 and 2028 (ESCC projections – April 2018).
- 3.2.5 The district of Rother is an area of relative affluence but includes pockets of severe and enduring deprivation. Sidley constitutes one of these areas. The Office for National Statistics (ONS) records Sidley as one of the top 20% most deprived LSOA's (lower super output area) in England.
- 3.2.6 Figure 2, below, shows the level of deprivation within Rother by ONS' Index of Multiple Deprivation Index decile. Sidley's location, demarked by the black pin in Figure 3.2, can be seen in close proximity to the areas of greatest deprivation in the south west of the District.

**Figure 3.2 Index of Multiple Deprivation by LSOA in Rother (2015) (Source: DCLG)**



Index of Multiple Deprivation by lower super output area in Rother (2015)

### 3.3 History and previous use of Sidley Sports Ground

- 3.3.1 Sidley Cricket Club purchased the grounds in 1940 and consequently it served as the home ground for 3 local clubs; Sidley Cricket Club, Sidley United Football Club and Sidley Stoolball Club. It boasted a cricket pitch and football facilities, this included a senior pitch, spectator stands, floodlights and a club-house. Both football and cricket clubs were considered to be playing to fair standard within the local and regional leagues whilst based at the site. At some point legal ownership of the site came under the Sidley Sports and Social Club, which served as an umbrella organisation to better meet the needs and considerations of each of the sports clubs, as well as the local community.
- 3.3.2 Over the decades Sidley Sports Ground has serviced not only the local sporting community but also the wider community through use of the pavilion for bingo nights and car boot sales, among other activities.
- 3.3.3 Following financial difficulties, Sidley Sports and Social Club went into liquidation in March 2013, effectively closing the site to the community for either sporting or any other use. The land was sold in 2015 for a sum of £300,000. Following its sale, the site has been proposed for housing development. Planning permission has been sought on three occasions, with two applications being withdrawn before a formal decision was made. The third application for housing and a football pitch was recently refused by the District Council (May 2018),
- 3.3.4 The site is currently in the ownership of Beaulieu Homes and is closed to the community for any sporting or informal use.
- 3.3.5 It should also be noted that on 13 April 2018, Sidley Sports Ground was designated an Asset of Community Value. This scheme is intended to assist communities to preserve buildings or land that they consider important to their social wellbeing. The benefit of listing community assets is that it effectively "stops the clock" on the sale of assets to allow community groups to make a bid to purchase the asset and so preserve its social value. The current entry on the Asset of Community Value Register expires on 12/04/2023.

### 3.4 Strategic Context

- 3.4.1 This section will briefly summarise key national and local policies in place that provide further evidence and justification for the recommendations on the site's future use.

#### NATIONAL CONTEXT

- 3.4.2 Sport England are the quasi-autonomous non-governmental organisation (QUANGO) overseeing recreational sport and physical activity in England. As part of its remit of responsibilities, Sport England acts as a statutory consultee on all planning applications concerning the loss, or re-allocation of sports pitches. It has a long-established policy of playing pitch retention, looking to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unsatisfied demand.
- 3.4.3 In March 2018 Sport England updated their Playing Fields Policy and Guidance document. The policy update emphasized that Sport England would oppose;



*“The granting of planning permission for any development which would lead to the loss, or prejudice the loss of ... land which has been used as a playing field and remains underdeveloped<sup>1</sup>”*

- 3.4.4 This statement highlights Sport England’s stance on unused or neglected land which has previously been used as a playing field. Sport England is a key influencing body in this study and this opposition to redevelopment provides a clear opinion from a powerful stakeholder.
- 3.4.5 Sport England considers proposals affecting playing fields in light of the National Planning Policy Framework (NPPF) (in particular Para. 74), and its Playing Fields Policy: ‘A Sporting Future for the Playing Fields of England’<sup>2</sup>.
- 3.4.6 The National Planning Policy Framework (NPPF) sets out the Government’s planning policies for England and provides the framework, which must be taken into account in the preparation of local plans and is a material consideration in the determining planning applications. Paragraph’s 73 and 74 of the NPPF sets out the requirements of local authorities to establish and provide adequate and proper leisure facilities to meet local needs as well as provision for the protections of sport and recreation facilities:

*“Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.*

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

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

#### LOCAL CONTEXT

- 3.4.7 At a district level, extant policies contained within the Rother District Local Plan (2006) and policies within the Rother Local Plan Core Strategy (2014) are also relevant. Policy CO3 of the Core Strategy states that the provision of sufficient, well-managed and accessible open spaces sports and recreation facilities, including indoor sports facilities, will be achieved by;
- Safeguarding existing facilities from development, and only permitting their loss where it results in improved provision (in terms of quantity and quality) as part of a redevelopment or elsewhere within the locality;

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<sup>1</sup> <https://www.sportengland.org/media/12939/20180312-playing-fields-policy-and-guidance-summary-of-changes.pdf>

<sup>2</sup> [www.sportengland.org/playingfieldspolicy](http://www.sportengland.org/playingfieldspolicy)

- Allocating land for open space, sports and recreation purposes, and permitting proposals for the improvement of existing or provision of new facilities, in localities where deficits in facilities are identified;
- Application of the quantity, access and quality standards of Rother's Open Space, Sport and Recreation Study across all open spaces, including indoor sports facilities within the district;
- Requiring either direct provision or financial contributions towards improvements to existing open space, sport and recreation provision to ensure adopted standards are maintained within the locality;
- Increasing access to the countryside by promoting improvements to the rights of way network, especially around the urban areas, particularly in reference to Combe Valley Countryside Park;
- Giving particular support for water-based recreation along the coast near Camber Sands and Bexhill, and at Bewl Water, having due regard to environmental considerations.

3.4.8 The Council's Development and Site Allocations (DaSA) Local Plan will form Part 2 of the Council's new Local Plan and develops the spatial strategies and core policies set out in the '[Core Strategy](#)', which represents Part 1 of the Local Plan. It reviews existing site allocations and development boundaries and, at this stage, puts forward options and preferred options for allocating specific areas of land for particular uses in line with the development provisions of the Core Strategy. It also puts forward more detailed policies where these are needed to provide guidance for the effective management of development in relation to key issues. The draft 'Options and Preferred Options' version of the Development and Site Allocations Local Plan was consulted upon between December 2016 – February 2017.

3.4.9 The draft DaSA included a proposed policy allocating Sidley Sports Ground for playing pitches for formal sport (draft policy BEX11<sup>3</sup>)

#### 2016 ROTHER & HASTINGS PLAYING PITCH STRATEGY

3.4.10 The Playing Pitch Strategy (PPS) for Rother District Council and Hastings Borough Council (2016)<sup>4</sup> identifies the supply and demand capacity balances for Football and Cricket (along with other sports) in Rother. This document is used to inform planning decisions and forms a key part of the evidence base supporting the Council's Local Plan.

3.4.11 The PPS recommended that the former Sidley Sports Ground be protected as playing fields, through the Local Plan. The PPS was reviewed to understand supply and demand for Football and Cricket across Sidley and the surrounding area, with the following key findings identified:

- There are 51 match equivalents of adult pitch capacity in the district and 29.5 match equivalents of demand for adult 11 v 11 pitches. This means that there is spare capacity of 21.5 match equivalents per week for adult pitches in Rother.
- The report also identifies a deficit of 12.5 match equivalents per week in the supply of youth 11v11 pitches.

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<sup>3</sup> <https://www.rother.gov.uk/CHttpHandler.ashx?id=27117&p=0>

<sup>4</sup> <https://www.rother.gov.uk/CHttpHandler.ashx?id=27111&p=0>

- Therefore, across all 11v11 pitches in the district, there is a recorded space capacity of 9 match equivalents per week.
- The projected demand analysis indicates that there will be 2.9 fewer adult 11v11 teams in Rother by 2028, as a result of a projected reduction in overall population within this age range.
- The same projected demand analysis shows that there will be an additional 3.3 youth 11v11 teams added to the district by 2028.
- Taken together, the future demand analysis indicates that there will be additional demand for 0.4 11v11 teams across the District.
- If the identified increase of 0.4 11v11 teams is rounded-up to project a single additional team in Rother, then, provided current supply is maintained there will be a spare capacity of 8.5 match equivalents per week across all 11v11 pitches.
- There is a shortage of step 5 and 6 compliant football grounds in the district with teams forced to travel outside the district in order to find suitable facilities.
- There is an identified need to develop 2 additional full-sized 3G pitches in Rother with at least one of these being located in Bexhill.

3.4.12 The PPS also provides insight about participation levels in Rother. The study areas from The Active People Survey showed that Rother is less physically active when compared to regional and national levels<sup>5</sup>. As a result, there is a need to ensure that facilities are easily accessible to local residents, as well as being affordable and of high quality.

#### **ROTHER DISTRICT COUNCIL OPEN SPACE, SPORTS AND RECREATION STUDY**

3.4.13 In 2006/07, Rother District Council commissioned an audit and assessment of Rother's open spaces, sport and recreation facilities. The Study<sup>6</sup> compiled a full audit of open spaces within the District and assessed these spaces for the open space, sport and recreation needs of people living, working and visiting Rother. The Study produced local provision standards (in terms of quantity, quality and accessibility) for different types of open space. These local standards were then compared to the existing provision, enabling the identification of surpluses and deficits of provision to be identified across the District.

3.4.14 The Study highlighted that Sidley Sports Ground was one of three sites which scored highest in terms of accessibility criteria and one of three sites which scored highest for value in the District. .

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<sup>5</sup> Active People Survey: Sport England (2016)

<sup>6</sup> <http://www.rother.gov.uk/CHttpHandler.ashx?id=6406&p=0>

## 4 EVIDENCE

4.1.1 This section will summarise the emerging findings from the primary research undertaken by 4global as part of this work. The section is divided in two parts:

- A profile and analysis of the site itself
- A summary of the consultations of key stakeholders regarding the site

4.1.2 The findings from this section will be taken forward as key considerations that inform the analysis of the long list of options for the site's future use.

### 4.2 Sidley Sports Ground: Site profile

#### SITE DIMENSIONS

4.2.1 Here consideration will be given to the size and geographical profile of the site and any limitations this places on its future use. Figure 4.1 below shows the outline of the site, demarked by the red line.

**Figure 4.1 Aerial shot of Sidley Sports Ground**





4.2.2 The site area measures approximately 18,660.71 m<sup>2</sup> (200,862.24 ft<sup>2</sup>). There is a rise of around 9 m (c.30 ft) from the southern boundary of the site to the north westerly corner.

4.2.3 From the mid-point of the western boundary to the midpoint of the eastern boundary, the site measures approximately 130m (426.5 ft). Similarly, the site measures approximately 135 m (443 ft) from north to south.

#### IMPLICATIONS FOR USE OF THE SITE FOR SPORTS AND PHYSICAL ACITIVITY

4.2.4 These dimensions confirm that the site is large enough to accommodate a range of formal and informal sporting options as well as other uses, including stand-alone football and cricket facilities.

4.2.5 However, the size of the site means indicates that it cannot fit a facility that would accommodate a football pitch meeting the required ground features (as identified to be required by the PPS), alongside an ECB compliant cricket ground. Importance has been placed on exploring this option below in detail, seeking to returning Sidley Sports Ground to a dual use site. The following paragraphs will provide further explanation as to why 'Option 0' would not be possible.

#### FACILITY REQUIREMENTS

4.2.6 Cricket and football pitches should be orientated north-to-south to avoid players looking directly into the sun in the afternoon or evening (depending on the time of year)<sup>7</sup>. This means that the east-to-west dimensions of a site must be able to accommodate the combined width of a football pitch, cricket square and remaining cricket boundary. The minimum dimension requirements of this are clearly illustrated in the ECB and FA's jointly published: Successful Management of Dual Use Cricket and Football Sites<sup>8</sup> document. The document stipulates that new sites must comply with the following dimensions:

**Table 1 Dual use football and cricket site measurements**

Football		
F1	Hardstanding of 0.9 m surrounding the pitch on at least 3 sides:	0.9 m
F2	A perimeter barrier of 3.66 m surrounding the pitch on <b>all</b> sides:	7.32 m
F3	The pitch must measure a minimum of 64.01 m in width:	64.01 m
Cricket		
C1	The square should have a minimum of 5.5 wickets (due to minimum boundary size measured from the middle stump of the outside wicket of the square) at 3.05 m per wicket:	16.775 m
C2	The boundary must be no less than 45.72 m when measured to the middle stump:	45.72 m
TOTAL SPACE REQUIRED:		134.725 m

4.2.7 Given the east-west dimensions of the site are approximately 130 m at the mid-point, the site does not have the adequate space to meet these requirements. It should be noted the above does not factor in the space required for covered spectator seating (as required for step 6) or the technical

<sup>7</sup> <https://www.sportengland.org/media/4564/natural-turf-for-sport.pdf>

<sup>8</sup> <https://www.sportengland.org/media/4468/successful-management-of-dual-use-cricket-and-football-sites-12256.pdf>

areas and substitutes benches which would typically (and preferably) be added to the side of the pitch close to the half way line. These facility elements would be expected to add a minimum of 10 additional metres to width requirements which would further reduce the maximum possible boundary size of any cricket pitch added to the site.

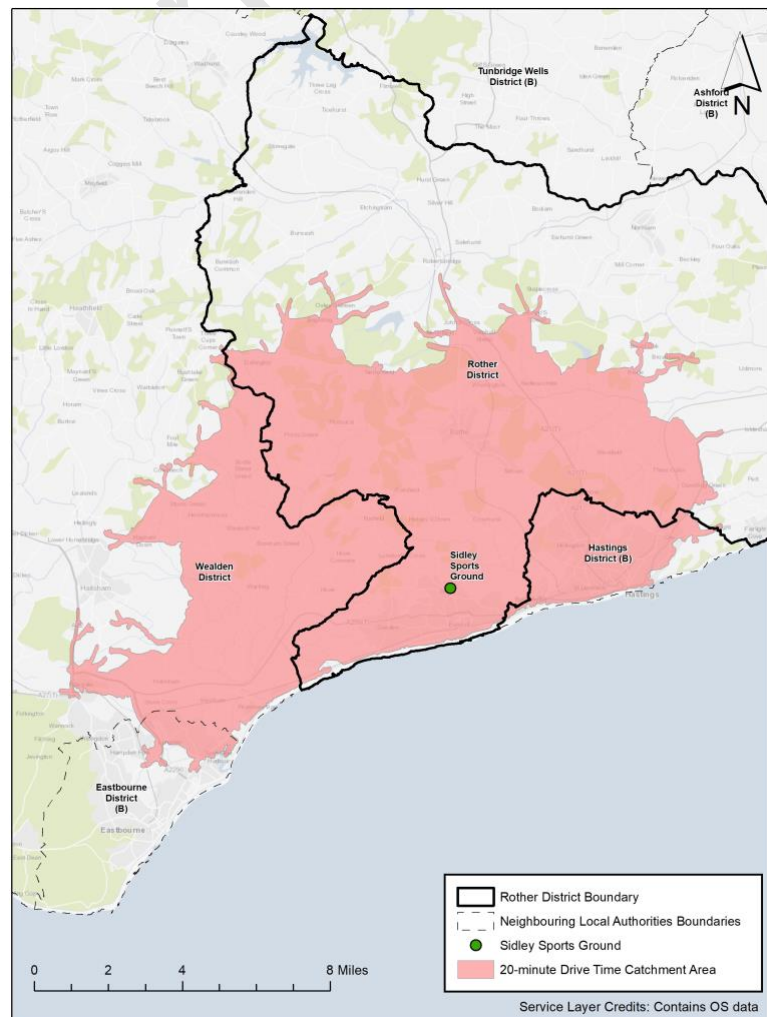
- 4.2.8 As mentioned, the site was previously a dual use site with a step 5 football pitch and, due to the historical nature of the site, a non-ECB compliant cricket pitch. The calculations above indicate that a step 5 football pitch with an ECB compliant cricket pitch could not fit on Sidley Sports Ground. However, we have included the figures with accompanying commentary in Annex 1, in order to rule out any potential, compliant, dual – use site.
- 4.2.9 It should also be noted that a football-cricket site with a non-step-compliant football pitch requires a combined width of 128 m and therefore could be considered to fit on the site. This option will be explored as part of the appraisal long-list of options in the ‘Options’ chapter below.

### 4.3 Understanding the catchment area of the site

#### 20 MINUTE DRIVETIME ANALYSIS

- 4.3.1 Figure 4.2 provides a catchment area analysis of the site, showing the catchment area with a 20 minute drive time. This is a key part of the analysis, as it shows that the majority of neighbouring Hastings Local Authority fall within the catchment area, as well as a significant portion of the neighbouring Wealden District. If the site is determined to be suitable for new, high quality sports provision it is likely to import significant demand (residents travelling from outside of the Rother Local Authority) from neighbouring local authorities.

**Figure 4.2 Sidley Sports Ground, 20 Minute Drive Time Catchment Area**



**Sidley Sports Ground 20- Minute catchment area in Rother District Council**



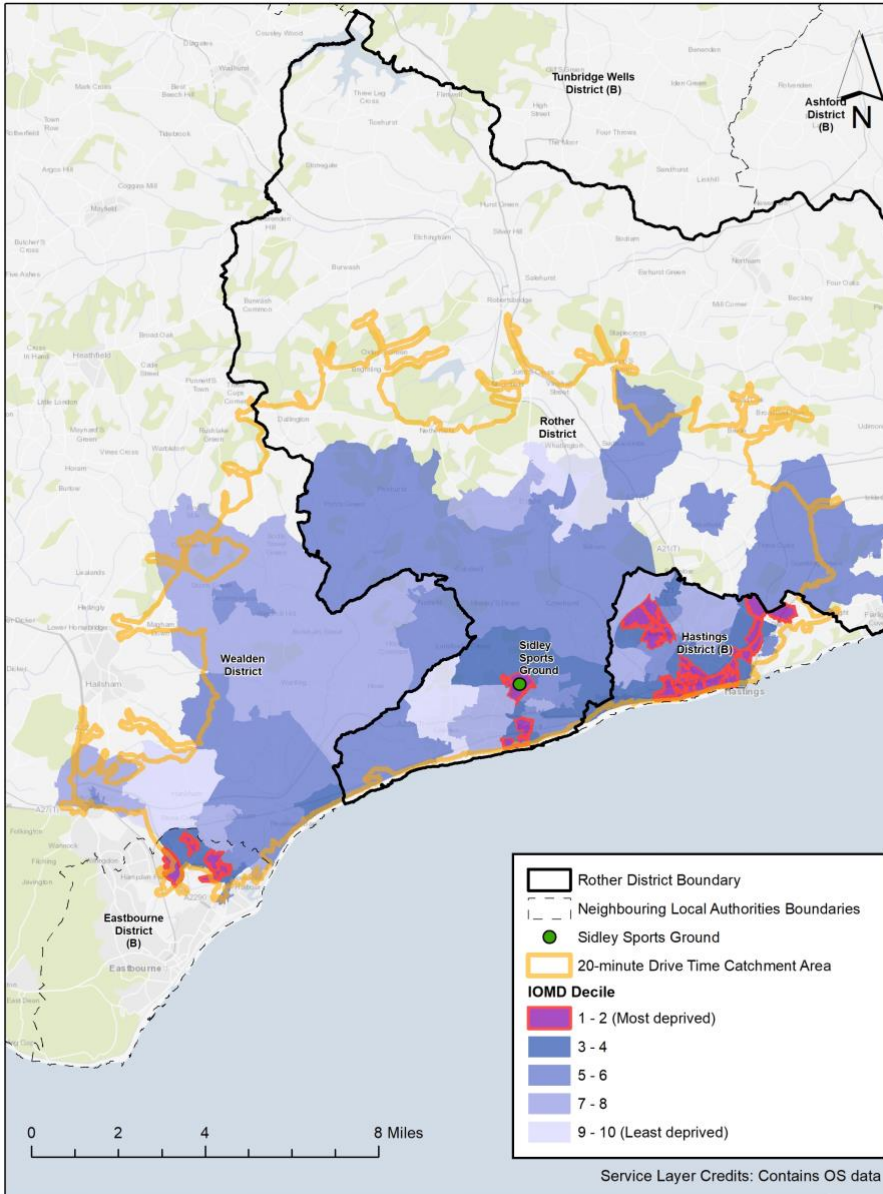
- 4.3.2 The incorporation of population statistics within the catchment area shows a minimum of 58,818 people served within Rother district. This figure calculated by analysing which LSOA's centroids fell within the catchment area.
- 4.3.3 Table 2 summarises the other local authority's population which the LSOA's are within the 20-minute drive time catchment (selected via centroid of LSOA inside catchment), because residents from the surrounding district will export significant people to the site. The projections were calculated the same as Rother via SNPP.

**Table 2 Population of external local authority's population and projected population (ONS 2014 Estimates)**

LA Name	2018	2033
Eastbourne	21,243	24,504
Hastings	90,872	101,368
Wealden	2,1671	25,063

- 4.3.4 This analysis indicates that there is potentially a greater market for the facility than just the residents of Sidley. Understanding of the location and demographic of surrounding population indicates that a sporting provision located at Sidley Sports Ground would be accessible by enough people to potentially make it a viable business prospect.
- 4.3.5 Finally, figure 4.3, below shows the profile of the 20 minute catchment area from the office of national statistics (ONS) index of multiple deprivation (IOMD).

**Figure 4.3 Sidley Sports Ground, 20 Minute Catchment Area by DCLG IMD**



**Index of multiple deprivation by lower super output area within a 20-minute drive time of Sidley Sports Ground**

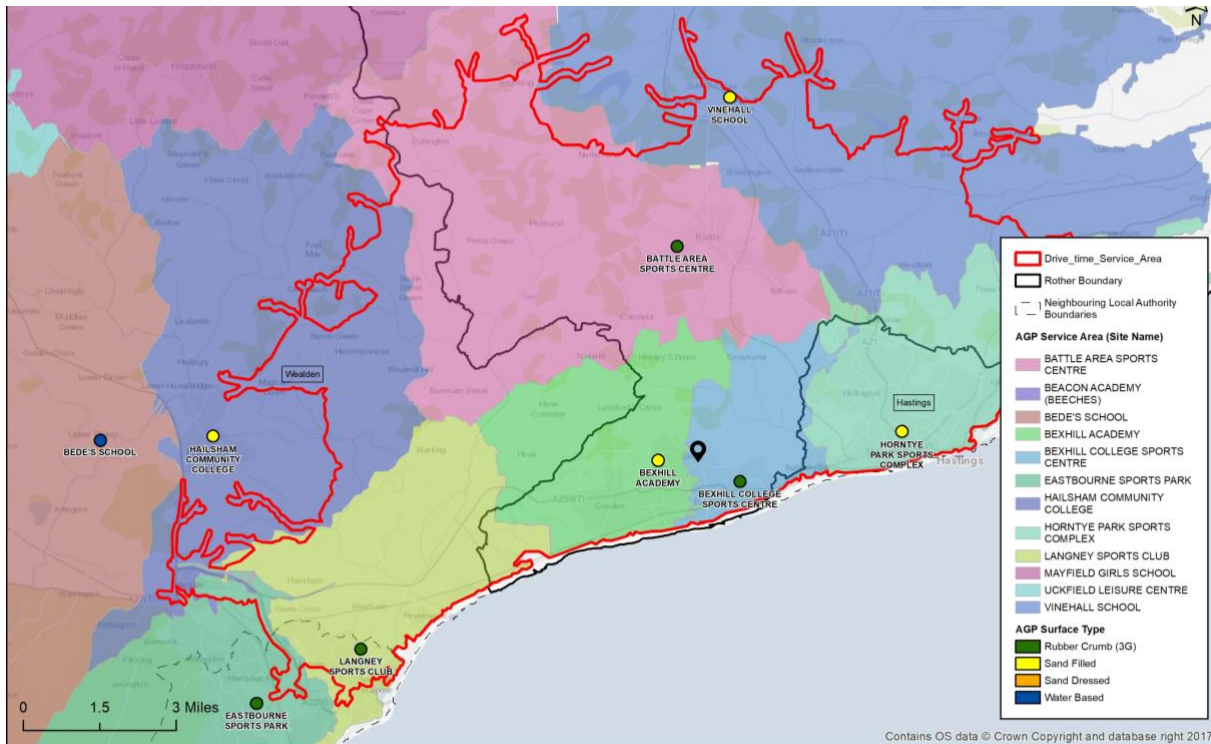


- 4.3.6 Figure 4.3 shows that any facility added at Sidley Sports Ground would be within a 20 minute drive time of some of the most deprived Lower Super Output Areas (LSOAs) in an area stretching between Eastbourne in the West to Fairlight in the east. This includes a substantial number of wards which are classified as being in the top 20% most deprived LSOAs in England.

#### CONSULTATIONS WITH SURROUNDING SITES WITHIN A 20 MINUTE DRIVE TIME

- 4.3.7 Consultations with surrounding sites (see figure 4.3 for names and location) indicated that surrounding sites were either fully booked out or had limited availability during peak times (6-9pm Monday – Friday, Saturday and Sunday, all day). A new 3G AGP would address this deficit.

Figure 4.4 AGPs within a twenty minute drive time



AGPs service areas around Sidley Sports Ground (up to 20 minute drive time)

### Supply and demand analysis for 3G AGP provision in the catchment

4.3.8 Figure 4.3 shows a summary of the consultation of 4 neighbouring sites

4.3.9 6 sites, with an AGP were identified to be within a 20 minute drive time of the site, as part of the qualitative research, All six sites were contacted to ascertain capacity data for block booking for the next football season (starting September 2018). 4 sites responded with information of their availability for the upcoming season, the table below shows that these sites were almost entirely at capacity (no further capacity for further rental). Two sites were completely at capacity whilst one has spare capacity.

Table 3 – Pitch availability, Full 3g, Monday to Friday 6-9pm & Saturday and Sunday all day from September (start of the football season)

Site Name	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Battle Area Sports Centre	At Capacity	5-6pm	At Capacity	At Capacity	5-6pm	9-12am	At Capacity
Bexhill College Sports Centre	At Capacity	At Capacity	At Capacity	At Capacity	At Capacity	At Capacity	At Capacity
Eastbourne Sports Park	At Capacity	At Capacity	At Capacity	At Capacity	At Capacity	At Capacity	At Capacity
Hornbye Sports Park	6-9pm	At Capacity	6-7pm, 8.30 - 9.30pm	At Capacity	6-9pm	Evening availability	Afternoon availability

- 4.3.10 This supply and demand analysis indicates that across the majority of sites within the catchment of the Sidley Sports Ground site, there is limited spare capacity during peak times for community use. Of note, Bexhill College Sports Centre, which is the closest site to Sidley Sports Ground, is at full capacity throughout the week.
- 4.3.11 This analysis not only indicates that there is likely to be latent demand for additional 3G AGP provision (in line with the findings from the PPS), but also shows that existing sites within the catchment are unlikely to be negatively affected by the delivery of a new 3G AGP site. This is emphasised by the findings from the consultation process, which identified that it is likely that a large amount of demand for the site will be from clubs and teams that have previously been exported outside of the study area, rather than clubs and teams that are currently using 3G AGP provision.

#### CURRENT CONDITION OF THE SITE

- 4.3.12 In order to verify the reported profile and condition of the site, 4global undertook a site visit on 17th January, 2018. Although access to the site is currently not possible, given that it is currently in private ownership, the site can be clearly viewed from the public footpaths surrounding it. The site visit confirmed that the images below are a fair indication of the site's current condition.

**Figure 4.5 Sidley Sports and Social Club Club-house (Source: 'The charred remains of the Sidley Sports and Social Club' Bexhill Observer, 2015)**





Figure 4.6 Sidley Sports Ground (2018) as captured on site visit



- 4.3.13 The site is overgrown with wild grass and is uneven in places. The southern part of the field is relatively flat but the rise to the north of the site would mean significant earth-works would be required to make any other area of the site suitable for any sports pitches.
- 4.3.14 The site contains a disused supporter's stand located on the south-western corner of the plot. As can be seen in figure 4.1 above, the condition of the club house building is in a state of severe disrepair and has severely deteriorated as a result of vandalism, arson and neglect. It is expected that this building would need to be removed as part of any future use of the site.
- 4.3.15 The site has no formal car parking at present. Any facility build on the site would require car parking to be incorporated into the facility mix.

#### 4.4 Consultations

- 4.4.1 In order to ensure that the analysis within this report is based on a robust evidence base, a number of key stakeholders have been consulted to provide key insight and a variety of unique perspectives.
- 4.4.2 Stakeholders have been broken down into 4 key groups:
- **Local Authority** – Officers and Councillors within Rother District Council. The local authority will play a key decision making role in determining the future use of the site
  - **Sports Clubs** – Community organisations that constitute the potential primary users of the site for formal sporting activity
  - **National Governing Bodies (NGBs)** – The bodies that administer their respective sports.

These organisations set the minimum requirements for new and existing facilities and represent a potential source of funding towards facility provision or enhancement

- 4.4.3 **Third Sector Organisations** – Local, community based groups that are involved in representing the interests of the Sidley community.

**Table 4 List of Consultees**

Group	Organisation	Individual Consulted	Role / Title
Local Authority	RDC Sport & Leisure	Adrian Gaylon	Sports Development Officer
	RDC Councillors	Jim Carroll	Councillor – Bexhill Sidley
		Maurice Watson	Councillor – Bexhill Sidley
Sports Clubs	Bexhill United FC	Bill Harrison	Club Chairman
	Little Common FC	Daniel Eldridge	Club Secretary
	Sidley United FC	Keith Bird	Club Secretary
	Sidley Cricket Club	Jamie Ramsden	New Ground Coordinator
National Governing Bodies and Sport England	Sussex County Cricket Board	Hamish Russell	Cricket Development Officer
	The England and Wales Cricket Board	Rob Chambers	Regional Club and Facilities Manager
	Sussex Football Association	Paul Saunders	Development Manager
	Sport England	Laura Hutson	Planning Manager
Third Sector Organisations	Heart of Sidley	Jay Carroll	Chairman
		Linda Seddon	Secretary
		Helen Bridger	Volunteer
	Big Local	Matt Friedman	Big Local Representative
	Optivo	Zoe Jackson	Head of Region

- 4.4.4 Table 4.2 summarises the key themes that emerged as a result of the stakeholder consultation process. Alongside these themes are quotes from aforementioned stakeholders to provide justification for the themes identified.

- 4.4.5 It should be noted that the table below contains comments that have been para-phrased from the consultations and are not direct quotes.

**Table 5 Key Consultation Themes**

Theme	Comment
<b>Loss of Community Hub</b>	<p><i>The club used to be the heart of the community – it was a really thriving place, not just for those playing sport but also those watching and being involved in other ways</i></p> <p><b>– Cllr Maurice Watson (Rother District Council)</b></p>



Theme	Comment
	<p><i>The loss of the Sport and Social Club meant that the community lost a very key meeting place. The area was used regularly for things like bingo, car boot sales, jumble sales, bridge and all sorts of other activities. I would really like to see it return in a similar way if possible</i></p> <p><b>– Cllr Jim Carroll (Rother District Council)</b></p> <p><i>Since the loss of the Sports and Social Club, there is a real lack of community meeting spaces for local organisations and events to be put on. Aside from the church halls, Sidley residents do not have many spaces they can use for community activity.</i></p> <p><b>– Helen Bridger (Heart of Sidley)</b></p> <p><i>Heart of Sidley was established to empower the community to drive and invest in projects that will improve the lives of local residents. Within the organisation, there is a strong desire for Heart of Sidley not just to benefit the community in the short term, but to leave a lasting and sustainable legacy for years to come. Ensuring the Sidley Sports Ground is brought back for the benefit of future generations of the community is seen as a key opportunity to achieve this by the members of Heart of Sidley.</i></p> <p><b>– Linda Seddon (Heart of Sidley)</b></p>
<b>Loss of designated sports facilities</b>	<p><i>It is key that the loss of formal sports provision is avoided or minimised, especially where a need for facilities has been demonstrated through the PPS. If any provision is to be lost as part of the development process, it is important that this is supported by the relevant NGB and, where, required, the loss is mitigated through investment or development elsewhere in the catchment.</i></p> <p><b>- Laura Hutson (Sport England)</b></p>
<b>Attractive Anti-social behaviour</b>	<p><i>The site is now effectively waste ground and despite the fencing, the land can still be easily accessed. The site has become an attractive place for low-level crime with regular anti-social behaviour and drug taking place, along with some instances of arson. The sooner the site can be brought back into regular use the better as this will provide a great place for the youth of Sidley to spend time and expend energy, as well as removing a hotspot of crime from the area.</i></p> <p><b>– Helen Bridger (Heart of Sidley)</b></p>
<b>Displacement of teams outside of Sidley</b>	<p><i>Since the closure of the facility at Sidley Sports Ground, Sidley United FC have played at the Hooe Recreation Ground, which is not only located outside of Sidley but also outside of Rother all together (the site is over 4 miles from Sidley Sports Ground). The club has very limited security of tenure on the site and if this were to be lost the club would face great difficulty in continuing due to the lack of alternative facilities</i></p>

Theme	Comment
	<p><b>– Keith Bird (Sidley United FC)</b></p> <p><i>Sidley CC currently play at Sandhurst Recreation Ground in Hastings around 7 miles away. Whilst the facilities are ok the strong preference for the club is to return to the area. Given the new location, the club is now competing for players against clubs that are much more established clubs within the area. It is our aspiration to return to Sidley as soon as possible but only to a site that is suitable to the club's development needs.</i></p> <p><b>– Jamie Ramsden (Sidley CC)</b></p>
<b>Loss of Participation Opportunities within Sidley</b>	<p><i>The key priority is getting local residents active and participating in physical activity, especially for health and wellbeing benefits. There is no other immediate demand for formal affiliated sports development in the area. RDC would be keen to ensure the facility is not just being used on a Saturday PM and is for the benefit for the wider community as much as possible. Other sporting and community use is suffering with the absence of the site also; for example, local martial arts clubs are currently understood to need space to meet and train.</i></p> <p><b>– Adrian Gaylon (Rother District Council)</b></p> <p><i>Prior to the loss of the recreation ground, Sidley CC used to run 3 adults teams on a Saturday playing in the Sussex leagues, a Sunday team and 6 junior teams. The club probably had around 65-80 senior members and a similar number of junior members. Today we run just 1 adult team. The club cannot formally say if or where the current residents of Sidley are playing cricket but strongly expects that many people who would be playing for the club under different circumstances are unlikely to be playing any cricket what-so-ever. The club is considering a couple of options to return to the area.</i></p> <p><b>– Jamie Ramsden (Sidley CC)</b></p>
<b>Lack of appropriate football facilities in the Bexhill</b>	<p><i>Sidley United FC play in the East Sussex Football Premier Division. Promotion from this league would mean the club would play in the Southern Combination League which sits on step 7 of the FA's football pyramid. This means that if Sidley were to achieve promotion, they would be required to meet the minimum ground grading requirements for this level. Their current ground, Hooe Recreation Ground, does not comply with these requirements as it has no parking or ancillary facilities. The club would have to pay for the provision of these facilities themselves which it currently does not have the funding to achieve.</i></p> <p><b>– Keith Bird (Sidley United FC)</b></p> <p><i>Bexhill United FC competes in Division 1 of the Southern Combination</i></p>

Theme	Comment
	<p>League which sits at step 6 of the football pyramid. All teams in this league are required to have a ground which meets a minimum of grade H of the FA's ground grading system. Bexhill United FC play at the Polegrove in Bexhill which currently meets the ground requirements to play at step 6. However, Premier division of the Southern Combination league sits at step 5 of the football league pyramid which requires a grade F compliant home ground. At present, there is minimal possibility for the club to develop the ground further to meet the requirements for step 5. If the club's first team were to be promoted, they would therefore not be able to meet the ground grading requirements. This would stifle the club's ability to continue to grow and threaten the club with losing players who would be keen to play at that level.</p> <p><b>Bill Harrison (Bexhill United FC)</b></p> <p>Little Common FC are one of the largest clubs in Rother with 3 senior sides and 11 junior teams. The club's first team play at the same level as Bexhill United in Division 1 of the Southern Combination league and are subject to requiring a minimum of step H compliant facilities. The club is currently based at Little Common Sports Grounds, located 2.5 miles from Sidley Sports Ground but to meet the ground grading requirements, the club's first team play at 'The Oval'. This ground is located 10 miles from Little Common in Eastbourne. The club has little security of tenure on the site meaning it is difficult for it to plan for the future and The Oval is not thought to be compliant with grade F requirements meaning that promotion to the Southern Combination Premier League would not be possible. This in turn, would threaten the club's ability to retain its first team players. The club would be open to sharing the ground with another team (such as Sidley United FC) and has a very strong volunteer base. If it were asked to take on the operation of a facility, the club feels it would have the skills and capacity to do so effectively (Following the consultation Little Common FC finished 1<sup>st</sup> in the Southern Combination division 1 which would give them the right to be promoted into the Southern Combination Premier Division (step 5 - grade F compliant ground)).</p> <p><b>Daniel Eldridge (Little Common FC)</b></p>

4.4.6 The consultations above reflect that the loss of the Sidley Sports ground has had a profound effect on the local area in the following ways:

- **Loss of a community hub** – The community has lost a key meeting and congregation space
- **Attractive to Antisocial behaviour** – The disuse of the site has created an area that is a

focal point of low-level crime, which in turn, is having a negative impact on the local youth

- **Displacement of Teams outside of Sidley** – Both the cricket and football clubs that used to use the site have had to move to facilities located a considerable distance away from Sidley outside of Rother District to Hastings and Hooe respectively.
- **Loss of Participation Opportunities within Sidley** – Both the cricket and football clubs have seen a significant decrease in the number of teams they operate. This participation does not appear to have been re-distributed to other clubs located closer to Sidley, but seems to have become latent, unrealised sporting demand
- **Lack of appropriate football facilities in Bexhill** – The consultations supports the findings of the PPS that there are insufficient facilities that meet the ground grading requirements of teams playing at step 5,6 and 7 of the football pyramid. This is forcing teams to play at sites located significant distances from their preferred location and with limited security of tenure.

4.4.7 The findings from both the site profile and consultations sections of this report will be taken forward for consideration as part of the options appraisal for the long-list of options for the site.

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## 5 SUMMARY OF OPTIONS

### 5.1 Appraisal of Options Long-list

- 5.1.1 This section will examine 9 potential, 'long-listed' options for the future use of the site. These options include:
- **Option 1** – Stand-alone, step 5 (grade F) compliant 11v11 grass football pitch with appropriate ancillary facilities
  - **Option 2** – 11v11 grass football pitch (not step compliant) and adult cricket square with ancillary provision
  - **Option 3** – Stand-alone cricket facility with grass square (including NTP) & ancillary provision
  - **Option 4** – 11v11 3G AGP with ancillary provision and open space
  - **Option 5** – 11v11 3G AGP with ancillary provision and housing development
  - **Option 6** – 11v11 3G AGP and dedicated community facility
  - **Option 7** – Combined residential/community facility
  - **Option 8** – Full site used for alternative physical activity or play
  - **Option 9** – Site Disposal, reallocation for housing.
- 5.1.2 These options have been selected due to the need to clearly evaluate the case to re-instate the former sporting use of the site along-side wider opportunities for physical activity and the option to use the site for residential development.
- 5.1.3 It is noted that the previous use of the site was as a cricket, step 5 football pitch and stoolball site. This hasn't been considered as an option because, as per section 4 of this report, the site does not fit the minimum requirements of a dual use cricket and football site, if the football is going to be used as a step 5 compliant site.
- 5.1.4 These options have also been refined through comprehensive consultation with RDC and key stakeholders, throughout this feasibility study.
- 5.1.5 Table 5.1 below contains a summary of the appraisal of each of the long-listed options. Each appraisal has considered;
- The current and future facility needs of the population as informed by the 2016 PPS
  - The economic viability and sustainability of the site
  - The facility and services required on site.
- 5.1.6 Along with the considerations above, the findings from the 'Context' and 'Evidence' sections of this report (above) will be central to determining the suitability of each option to be taken forward for 'short-listing'.
- 5.1.7 The 'Recommendation' section at the foot of each table provides a concluding statement as to whether the option should be taken forward to the next stage of detailed evaluation. These have been colour coded appropriately for clarity.

Table 5.1 Proposed ‘Long List’ of Options

Option 1- Stand-alone, step 5 (grade F) compliant 11v11 grass football pitch with community hub ancillary facilities	
Facility Mix	<ul style="list-style-type: none"> <li>• 11v11 Step 5 (grade F) compliant grass football pitch, with ancillary facilities for spectators, visiting officials and press</li> <li>• Car parking</li> <li>• Clubhouse and changing room with community space</li> <li>• Spare space with basic grass landscaping</li> </ul>
Key Considerations/ Requirements	<ul style="list-style-type: none"> <li>• The site must have hard standing on a minimum of 3 sides of the ground (preferably surrounding the pitch) and have covered accommodation with a minimum capacity of 200 (of which 100 must be seated).</li> <li>• Ancillary provision must be useable for community events and have standalone bar/function room.</li> <li>• The site must also have a carpark and adequate space for Step 5 requirements.</li> <li>• Planning considerations for floodlighting</li> </ul>
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>Step 5 facility meets strategic priorities of PPS and will allow 1 or more local clubs to have security of tenure at a suitable site. Site will require little investment (compared to other options) but will require significant maintenance at a considerable ongoing cost. The presence of a community space provides a capacity for community-based activities, as well as providing a revenue stream for the site, which in turn will increase the long-term viability of the site.</p> <p><b>Disadvantages and key risks</b></p> <p>According to Sport England’s playing pitch guidance, the capacity for any grass pitch is 3 match equivalent sessions per week. Assuming 2 teams playing alternative home and away matches and each training on the pitch once per week per team (under floodlights) this would leave just one match equivalents worth of capacity for broader community use, this could lead to a risk that the site is not available for community use, thus mitigating the potential for added value to the site. Given the stipulation from RDC that it is crucial that any sporting provision should benefit the wider Sidley community, a single grass pitch would limit the extent to which this can be the case.</p>
Recommendation	Evaluate business model and proceed to next stage as lower-cost option that provides Step 5 facilities for local club(s).



Option 2- 11v11 grass football pitch (not step compliant) and adult cricket square with community hub ancillary provision	
Facility Mix	<ul style="list-style-type: none"> <li>• 6 wicket grass cricket square</li> <li>• 11v11 grass football pitch (non-step compliant)</li> <li>• Clubhouse and changing room with community space</li> <li>• Car parking</li> </ul>
Key Considerations/ Requirements	<p>The site must be a minimum of 128 m in width to install compliant facilities, which the site is able to accommodate. The site would need to have a high netting to prevent balls from going into neighbouring gardens.</p> <p>Ancillary provision must be useable for community events and have standalone bar/function Room.</p> <p>Car parking would also be required in order to adhere to Sport England specifications.</p>
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>This option would enable the site to return to a similar facility profile as before the closure of the site. A cricket pitch would also enable Sidley CC to return to the area. The presence of a community space provides a capacity for community-based activities, as well as providing a revenue stream for the site, which in turn will increase the long-term viability of the site.</p> <p><b>Disadvantages and key risks</b></p> <p>Whilst the cricket pitch would comply with ECB's minimum requirements it would be a very small ground and would therefore struggle to constitute a 'good' facility. Even with netting, the pitches' proximity to housing would inevitably lead to balls entering and damaging neighbour's property leading to a risk of nuisance complaints and poor relations between the site and neighbours.</p> <p>According to Sport England's playing pitch guidance, the capacity for any grass pitch is 3 match equivalent sessions per week. Assuming 2 teams playing alternative home and away matches and each training on the pitch once per week per team (under floodlights) this would leave just one match equivalents worth of capacity for broader community use. Given the stipulation from RDC that it is crucial that any sporting provision should benefit the wider Sidley community, a grass pitch would risk limiting the extent to which this would be the case. Furthermore, the playing pitch strategy shows that there is limited need for adding new non-step-compliant 11v11 pitches to the district.</p>
Recommendation	Do not take forward to next stage as there is insufficient benefit to the local community in adding a non-step 5-compliant pitch, coupled with a ground which would be at the minimum size requirements for pitch size.

Option 3 – Stand-alone cricket facility with grass square (including NTP) & ancillary provision	
Facility Mix	<ul style="list-style-type: none"> <li>• 9 wicket grass cricket square (including 1x NTP)</li> <li>• Clubhouse and changing room with community space</li> <li>• Car parking</li> </ul>
Key Considerations/ Requirements	<p>The cricket pitch must comply with ECB dimension requirements for adult pitches (which requires a minimum width of 118.89 m). The site would need to have high netting to prevent balls leaving the ground in high risk areas.</p>
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>The option would allow Sidley CC to return to the area with a facility more appropriate to their needs. The presence of a community space provides a capacity for community-based activities, as well as providing a revenue stream for the site, which in turn will increase the long-term viability of the site.</p> <p><b>Disadvantages and key risks</b></p> <p>This solution fails to meet the pressing facility needs for football as identified in the PPS strategy. The solution only seeks to add cricket to the site which, in terms of participation, typically has a lower appeal to residents than football. It is therefore uncertain as to whether this solution would be meeting the needs of the community as broadly as other options and would therefore risk decreasing the amount of potential sports participation around the site.</p>
Recommendation	Evaluate business model and proceed to next stage as an option for reinstating cricket in Sidley.

Option 4 - Step 5 Compliant 11v11 3G AGP with community hub, ancillary provision and open space	
Facility Mix	<ul style="list-style-type: none"> <li>1x 110m x 70m 3G Floodlit AGP to Step 5 (grade F) specification</li> <li>Clubhouse and changing room with community space.</li> <li>Car parking</li> </ul>
Key Considerations/ Requirements	<ul style="list-style-type: none"> <li>The site must have hard standing on a minimum of 3 sides of the ground and have covered accommodation with a minimum capacity of 200 (of which 100 must be seated).</li> <li>Planning considerations for floodlighting</li> <li>Management and the financial sustainability of the facility.</li> <li>Ancillary provision must be useable for community events and have standalone bar/function room.</li> <li>The site must also have a carpark and adequate space for Step 5 requirements.</li> </ul>
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>PPS identifies the need for a step 5 football facility and a further 3G pitch in the district. This option would therefore meet this identified need.</p> <p>As 3G pitches can be used for many more hours than grass facilities this option can meet the requirement of having a wider community use. This could include hosting 5v5 leagues, a high number of children’s coaching sessions or use by local schools or programmes. Should the 3G be managed appropriately, it offers a potentially financially sustainable facility for the future.</p> <p>The presence of a community space provides a capacity for community-based activities, as well as providing a revenue stream, which in turn will increase the long-term viability of the site.</p> <p><b>Disadvantages and key risks</b></p> <p>Significant capital investment required and high management risk.</p> <p>There is limited evidence for a need an additional facility of this type therefore there is a risk that it is not used sufficiently, especially with the installation of a community skate park being installed in a nearby site imminently</p> <p>This option eliminates the possibility of cricket being played on the site in the future</p> <p>There is also a possibility of planning opposition to floodlights or use of the site post 9 pm. There is a risk of planning application rejection.</p>

<b>Recommendation</b>	Evaluate business model and proceed to next stage as a solution that satisfies strategic priorities in the PPS.
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Option 5 - Step 5 Compliant 11v11 3G AGP with ancillary provision and housing development	
Facility Mix	<ul style="list-style-type: none"> <li>1x 110m x 70m 3G Floodlit AGP to Step 5 specification</li> <li>Clubhouse and changing room with community space</li> <li>8 x 3 bed dwellings (assumed for purposes of financial modelling)</li> <li>Car parking adequate for step 5 requirements</li> </ul>
Key Considerations/ Requirements	<ul style="list-style-type: none"> <li>The site must be hard standing on a minimum of 3 sides of the ground and have covered accommodation with a minimum capacity of 200 (of which 100 must be seated).</li> <li>Planning considerations for floodlighting along with lack of space for an adequate housing development.</li> <li>There would need to be a strong working relationship between the developer and all other parties.</li> <li>The management option of the site would need to be strongly considered along with a robust secured community use agreement.</li> <li>The local community must be able to use the ancillary provision for community events and have standalone bar/function room.</li> </ul>
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>The PPS identifies the need for a step 5 football facility and a further 3G pitch in the district.</p> <p>As 3G pitches can be used for many more hours than grass facilities this option can meet the requirement of having a wider community use. This could include hosting 5v5 leagues, children’s coaching sessions or use by local schools or programmes.</p> <p>Opportunity to benefit from revenue, from sale of the land (assuming initial acquisition by Rother DC) and Section 106 planning gain.</p> <p><b>Disadvantages and key risks</b></p> <p>Significant capital investment required and high management risk.</p> <p>There is limited evidence for a need an additional facility of this type therefore there is a risk that it is not used sufficiently, especially with the installation of a community skate park being installed in a nearby site imminently</p> <p>This option eliminates the possibility of cricket being played on the site in the future</p> <p>There is also a possibility of planning opposition to floodlights or use of the site post 9 pm, with a risk of planning application rejection.</p>

<b>Recommendation</b>	Do not take forward to next stage as releasing the land for housing is not compliant with the planning policy designation afforded to the site.
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Option 6 – Step 5 Compliant 11v11 3G AGP and dedicated community facility	
Facility Mix	<ul style="list-style-type: none"> <li>• 11v11 Step 5 compliant AGP and ancillary facilities</li> <li>• Clubhouse and changing room with community space</li> <li>• Dedicated community facility (such as a destination play park, high ropes etc)</li> <li>• Car parking adequate for step 5 requirements</li> </ul>
Key Considerations/ Requirements	<ul style="list-style-type: none"> <li>• Management and the financial sustainability of multiple facilities.</li> <li>• The site must be hard standing on a minimum of 3 sides of the ground and have covered accommodation with a minimum capacity of 200 (of which 100 must be seated).</li> <li>• Planning considerations for floodlighting</li> <li>• There would need to be a strong working relationship between the developer and all other parties.</li> <li>• The management option of the site would need to be strongly considered along with a robust secured community use agreement.</li> <li>• The local community must be able to use the ancillary provision for community events and have standalone bar/function room.</li> </ul>
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>A step 5 3G facility meets strategic priorities of PPS and will allow 1 or more clubs to have security of tenure at suitable site. 3G AGP facility will allow significant amount of community use in all conditions. The dedicated community facility also be useable by other community groups/physical activity.</p> <p><b>Disadvantages and key risks</b></p> <p>Significant capital investment required and high management risk.</p> <p>There is limited evidence for a need an additional facility of this type therefore there is a risk that it is not used sufficiently, especially with the installation of a community skate park being installed in a nearby site imminently</p> <p>This option eliminates the possibility of cricket being played on the site in the future</p> <p>There is also a possibility of planning opposition to floodlights or use of the site post 9 pm, with a risk of planning application rejection.</p>
Recommendation	Do not take forward for further consideration as the destination community facility represents an expensive and onerous option for which there is limited evidence of need.

Option 7 – Combined residential/community facility	
Facility Mix	<ul style="list-style-type: none"> <li>Part of the site allocated for housing</li> <li>Dedicated community facility (Destination play park, high ropes etc)</li> <li>Other parts of the site allocated for housing (number of dwellings to be confirmed through future negotiation if needed)</li> <li>Car parking</li> </ul>
Key Considerations/ Requirements	Any S106 allocation from housing development to be used for community facility on site. Dedicated play area to be a 'physical activity destination' and be run in conjunction with indoor community facility.
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>Expected that the scheme may be able to - be delivered by the landowner. No capital expenditure for RDC and revenue generated through S106 will help to finance the indoor and outdoor community facilities and ensure there is enough capital funding to make these facilities sustainable.</p> <p>There is a low capital cost required as formal sports provision is not delivered.</p> <p><b>Disadvantages and key risks</b></p> <p>Facility does not meet grass roots sports provision requirement as identified in PPS and subsequent consultation.</p> <p>Policy presumption against the loss of part of the site to become housing.</p> <p>There would need to be a significant and robust management/finance/legal negotiation as there is a high management and financial risk involved in this development.</p> <p>There is limited evidence for an addition of a facility of this type, especially with the installation of a community park being installed in a nearby site imminently.</p>
Recommendation	Do not take forward to next stage as does not address need for formal sports provision and clear demand for informal/commercial play area has not been demonstrated.

Option 8 – Full site used for alternative physical activity or play	
Facility Mix	<ul style="list-style-type: none"> <li>• Full site used for community play facility (Run by operator with rent paid to site management group)</li> <li>• Indoor community facility</li> <li>• Limited open space provision for play and recreational use</li> <li>• Car parking</li> </ul>
Key Considerations/ Requirements	<p>Is the revenue from any commercial facility able to ensure community facility is sustainable?</p> <p>Open space or play areas to be maintained to high standard to encourage use from residents of all ages.</p>
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>Low capital cost required as formal sports provision not delivered.</p> <p>Indoor community facility can be run with lower risk (associated with playing pitch provision on same site).</p> <p><b>Disadvantages and key risks</b></p> <p>Does not meet grass roots sports provision requirement as identified in PPS and subsequent consultation.</p> <p>There is a risk that the site is not used frequently due to lack of formal sports provision and is also therefore unlikely to provide Heart of Sidley with significant 'legacy' project that is sought after.</p>
Recommendation	Do not take forward to next stage as does not address need for formal sports provision and clear demand for an informal play area or open space has not been demonstrated.

Option 9 – Site Disposal, reallocation for housing	
Facility Mix	<ul style="list-style-type: none"> <li>No community facilities</li> <li>100% use for housing</li> </ul>
Key Considerations/ Requirements	Replacement sports pitches and ancillary provision provided elsewhere in the locality or S106 revenue to be allocated to relevant sports development projects on other sites
Evaluation	<p><b>Advantages – Added value of the proposed facility mix</b></p> <p>No capital expenditure required from RDC or HoS</p> <p>Potential for planning gain from new housing site to be re-invested into sports and physical activity provision across the local authority</p> <p><b>Disadvantages and key risks</b></p> <p>The option does not meet grass roots sports provision requirement as identified in PPS and subsequent consultation</p> <p>Site has been identified as being protected as part of PPS and subsequent planning policy, therefore it is in conflict with national and local policy, as there is an identified need for sports and physical activity provision</p> <p>Additionally, there is a risk that the site is not used frequently due to lack of formal sports provision and is also therefore unlikely to provide Heart of Sidley with significant ‘legacy’ project that is sought after.</p>
Recommendation	Do not take forward to next stage as does not address need for formal sports provision and opportunity for the delivery of community indoor facility is lost.

5.1.8 Following the options appraisal of the 9 long-listed options, 3 options will be taken forward to the 'short-list' for more detailed business planning and the delivery of architectural drawings:

**Option 1** – Stand-alone, step 5 (grade F) compliant 11v11 grass football pitch with community hub ancillary facilities

**Option 3** – Stand-alone cricket facility with grass square (including NTP) & ancillary provision

**Option 4** – 11v11 3G AGP with ancillary provision and open space

## 5.2 Appraisal of Options Short-list

5.2.1 Following the appraisal of the long-list, 3 options have been taken forward for further consideration. This section will show the outcomes and key considerations for these three options, including a 5-year business case analysis and profit/loss projection for the facility type under a favourable management model. A 5-year business plan has been created as this is the typical requirement for public funding applications, to organisations such as the Football Foundation or Sport England. While longer term projections may be useful, they are unlikely to maintain accuracy given the number of factors that could change over this period of time.

5.2.2 It should be noted that the expenditure includes staffing costs and a contribution towards a sinking fund for the facilities refurbishment/ replacement as required, however does not include the cost of land purchase. The costs outlined within the options below are based on Sport England Facility Cost guidance, which can be found in the reference below.<sup>9</sup> The detailed business case analysis is available in the appendix of this document.

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<sup>9</sup><https://www.sportengland.org/media/13346/facility-costs-q2-18.pdf>



### OPTION 1 – STAND-ALONE, STEP 5 (GRADE F) COMPLIANT 11V11 GRASS FOOTBALL PITCH WITH A COMMUNITY HUB ANCILLARY FACILITY



Business Case analysis	Option 1
<b>Capital Costs:</b>	
2 x changing room pavilion with bar/social area	£400,000 - £500,000
Full-size natural grass stadia pitch	£150,000 - £250,000
Access and car parking	£125,000 - £150,000
<b>Total</b>	<b>£675,000 - £900,000</b>
<b>Income</b>	
Year 1:	£31,500
Year 5:	£35,454
<b>Expenditure</b>	
Year 1:	£29,980
Year 5:	£33,232
<b>Profit/ Loss</b>	
Year 1:	£1,520
Year 5:	£2,222

The site incorporates a 100 covered seating and 100 covered standing stadia pitch, with a grass surface. Surrounding this is a 4 changing room ancillary, which incorporates a social space. There has also been 50 car park spaces allocated here, deemed suitable for step 5 provision. The site generates a surplus from Year 1 to Year 5, generating a total of £2,222 in Year 5.

This option will require little investment, in comparison to other options, however it is anticipated that the site will require significant maintenance. The site meets strategic priorities of the PPS, and will allow 1 or more clubs to have security of tenure at suitable sites, however capacity of the grass pitch is likely to be limited here.

### OPTION 3 – STAND-ALONE CRICKET FACILITY WITH GRASS SQUARE (INCLUDING NTP) & ANCILLARY PROVISION



Business Case analysis	Option 3
<b>Capital Costs:</b>	
2x changing room pavilion with bar/social area & flexible space	£500,000 - £600,000
6 x wicket natural grass cricket square with 1 x non-turf pitch	£200,000 - £250,000
Access and car parking	£150,000 - £175,000
<b>Total</b>	<b>£850,000 - £1,025,000</b>
<b>Income</b>	
Year 1:	£49,650
Year 5:	£55,882
<b>Expenditure</b>	
Year 1:	£49,190
Year 5:	£54,557
<b>Profit/ Loss</b>	
Year 1:	£460
Year 5:	£1,325

The site incorporates a 6 wicket grass square along with one non turf pitch. There will also be development of a 4 changing room ancillary along with community space. There is flexible space to the north of the site, and car parking for 48 cars.

The site development would be large enough for all modern requirements, however the pitch must comply with ECB dimension requirements. It would return the site to its original use and provide a ground for Sidley CC. However, in comparison to the above, significant investment would be required in order to establish this level of provision.



#### OPTION 4 – 11V11 3G AGP WITH COMMUNITY HUB ANCILLARY PROVISION AND OPEN SPACE



Business Case analysis	Option 4
<b>Capital Costs:</b>	
4x changing room pavilion with bar/social area & flexible space	£600,000 - £750,000
Full-size 3G AGP	£650,000 - £750,000
Access and car parking	£125,000 - £175,000
<b>Total</b>	<b>£1,375,000 - £1,675,000</b>
<b>Income</b>	
Year 1:	£105,500
Year 5:	£118,741
<b>Expenditure</b>	
Year 1:	£92,490
Year 5:	£108,508
<b>Profit/ Loss</b>	
Year 1:	£13,010
Year 5:	£10,233

The site incorporates a full sized 3G AGP, with covered seating and standing for 100 people each. There is also development for 4 changing rooms, with additional community and social space. There is suitable provision for 45 car parking along with flexible open space to the north of the site.

The site satisfies the need, identified in the PPS, for a step 5 football facility and further 3G AGP in the district. Due to the income predicted, as shown above, this development offers a financially suitable facility for the future. This development however, does eliminate the possibility of cricket playing on the site, along with potential possibility of planning opposition to the future.

- 5.2.3 The business case analysis of the short-listed options above indicates that from a profit/loss perspective, a step 5 compliant 3G has the greatest opportunity to be financial viable. Furthermore, as this option meets the identified strategic needs identified in the PPS and during the consultation this therefore represents the most favourable option for the future use of the site.

### 5.3 Management Options Appraisal

- 5.3.1 This study has focussed on the recommended facility mix, which should be invested in as part of bringing Sidley Sports Ground back into sporting use.
- 5.3.2 While it is clearly vital to ensure that future development meets the facility requirements of local residents and stakeholders, it is of perhaps greater importance to the future management model for the site. The ongoing management and operation of the site is likely to prove the difference between a successful community facility and an example of community investment that is not sustainable in the long-term.
- 5.3.3 As a result, a management options appraisal has been undertaken to evaluate the potential management structures that could be utilised for the ongoing operation of the site. Table 6 identifies each of these options and provides a short description of how these would typically be delivered for a community facility such as this one. Each of the options is appraised and rated (Red, Amber, Green or RAG), depending on their suitability for the site. Red refers to an option that is not considered favourable, Amber a site that is somewhat favourable and Green as the most favourable option of those presented.

**Table 6 Management options appraisal**

Option Name	Description	Benefits	Risks	Appraisal	RAG
Community Operator Model	Heart of Sidley takes on sole management of the site	The facility is run by and for the community with all profit being reinvested into the facility.	The organisation lacks the expertise to maximise the revenue opportunities of the making the facility financially unviable in the future	This represents a medium level of risk as failure to properly manage the facility will lead to the site to potentially become disused once again in 10-15 years' time. This would be difficult to monitor without clear and regular reporting and support from and outside organisation.	A
Commercial Operator Model	Commercial/Leisure Operator takes on sole management of the site	The site will be run by a professional outfit with the risks of underwriting the site's cost taken on by a larger organisation	The site is run for profit and risks pricing out local residents. Revenues are not adequately reinvested into the sinking fund risking the sites renewal in 10-15 years' time.	This option represents a low level of risk regarding the site's ability to be viable and its ability to continue to be used beyond the next 10-15 years. However, there are some concerns that the facility would not be seen to be 'of the community' especially as a community organisation (Heart of Sidley) would have worked so hard to realise its development in the first place. This could be mitigated by guaranteeing a number of affordable 'community' hours to local schools and organisations as well as offering using other times to capitalise on the sites commercial potential	A
Club Operator	Community sports clubs takes on sole management of the	Local community club can help to ensure that local	These organisations can lack the skills and capacity to maximise the	Club run 3G pitches have a tendency to rely heavily on volunteer skills and capacity. This can fluctuate as the	R

Option Name	Description	Benefits	Risks	Appraisal	RAG
	site. This would be best suited to a share model between Little Common FC and Sidley United FC at present. This is because LCFC have a more established volunteer capacity than SUFC, but SUFC have the historical links to the site.	children will gain access to the site regularly. It can also help to develop the club beyond its current capacity and provide playing opportunities and community pride well above its current capacity.	revenue opportunities. Also, the club can become focused on its own use of the facility – giving preferred slots to members of the club over the community. This may lead to resentment and a loss of ‘community ownership’ of the site.	availability of volunteers varies over time. It can also be subject to internal club politics. Whilst this model would potentially have the greatest community ‘ownership’ of the site it also carries the greatest risk for the site’s sustainability and continued use.	
Combined Operator	Mixed model between community organisations and community sports clubs through a trust	The combined resources and skills of clubs and community groups with the community ownership of the site	Trustees could become entrenched along the lines of interest for the organisations they represent. Also, just because there is more capacity does not mean that the skills exist to maximise the revenue opportunities of the site.	This model mitigates some of the concerns around the capacity of both club and community organisations to effectively manage facilities over a long period of time. The combined model also mitigates the risks around the facility not being ‘of the community’ and enables the associated clubs to provide playing opportunities and community pride well above its current capacity. Despite these advantages, the model	G



Option Name	Description	Benefits	Risks	Appraisal	RAG
				retains significant concerns around the ability of the group to make the site financially sustainable over the long term due to the potential for limited expertise. It is therefore recommended that if this model is to be taken forward, there must be significant support and oversight of the management trust group to ensure the facility is realising its revenue potential and is therefore sustainable beyond the 10-15 year life span of the site.	

- 5.3.4 The table above shows that of the four management options, the combined operator model is considered the most favourable. However, it should be noted that this is caveated by the need for substantial assistance, training and performance monitoring from an external body(ies) such as relevant NGBs, charities or businesses to ensure the site is being run in a sustainable manner.

## 6 FUNDING OPTIONS APPRAISAL

### 6.1 Grant Aid Analysis

- 6.1.1 An initial appraisal of potential grant aid opportunities has been undertaken to review organisations that may provide capital funds towards the identified development project at Sidley Sports Ground.
- 6.1.2 This following list is not an exhaustive list of grant aid providers, but provides a synopsis of initial strategic grant aid opportunities. Additional grant aid could be sourced as the project is defined in greater detail.
- 6.1.3 It should be noted that it is un-realistic to expect significant funds to be raised by a “traditional” single external grant aid provider.

### 6.2 Potential Sources of Grant Aid

#### 6.2.1 Sport England - Community Asset Fund

In 2016 Sport England announced their new Towards an Active Nation Strategy 2016 – 2021. The new strategy outlined the creation of seven new investment priorities:

1. Tackling Inactivity
2. Volunteering
3. Taking Sport & Activity into the Mass Market
4. Facilities
5. Children and Young People
6. Sustaining Sports Core Market
7. Local Delivery

Under the facilities banner, the Community Asset Fund is designed for community facilities like those at Sidley Sports Ground:

- Dedicated to enhancing the spaces in local communities that give people the opportunity to be active.
- Help local organisations to create quality and financially sustainable facilities that benefit their community for years to come.
- Grants of between £1,000 - £150,000.
- No application deadline and funding decisions expected with two months of submission.

Fund Objectives:

- Improve and protect existing sports facilities that support the needs of local communities
- Invest in new and different places that meet the needs of local communities.
- Ensure capital investment reaches organisations who have not accessed Sport

England funding before.

- Create a more resilient, sustainable, less grant dependent sport sector

6.2.2 Sport England's investment opportunities align to the proposed development objectives at Sidley Sports Ground, however the final management structure will need to ensure that the proposals achieve additional usage from other local sports clubs, groups and organisations in a range of sports to fully meet the grant criteria. Working closely with Sport England to identify the project as a strategic opportunity is recommended to help deliver a high-quality sports and leisure destination.

#### **FOOTBALL FOUNDATION – PREMIER LEAGUE & FA FACILITIES FUND**

6.2.3 The Foundation's mission is to improve facilities, create opportunities and build communities throughout England and all projects should look to support this mission. The FA, via its investment into The Football Foundation, looks to support projects that will make a difference to a club and the community it serves. All applicants must have security of tenure either by freehold or leasehold of at least 21-years (25-years is preferred).

6.2.4 The Premier League & The FA Facilities Fund gives grants of between £10,000 and £500,000 for building or refurbishing grassroots facilities, such as changing pavilions, artificial playing surfaces and grass pitch improvements works for community benefit. In addition, projects should look to:

- Improve facilities for football and other sport in local communities.
- Sustain or increase participation amongst children and adults, regardless of background age, or ability.
- Help children and adults to develop their physical, mental, social and moral capacities through regular participation in sport.

6.2.5 The Sidley Sports Ground project can align itself to supporting the requirements for football development in Sussex by offering a detailed programme of use (identified community club usage), identified partnership funding and a proposed value for money.

6.2.6 Initial discussions with the Sussex County Football Association have identified the following key points:

- Investment is required to ensure the pitch quality and ancillary provision is fit for purpose and has the required access
- A new pavilion and stand structure is required if the site was to be used for football and if it was required for step 6 football and above
- An evidence base would need to be produced to ensure there is no displacement from nearby facilities, i.e. (Other Facilities)
- A potential applicant would need to adhere to the current application process in line with the Sussex CFA, FA and Football Foundation
- Potential projects are prioritised in November for allocation in the next financial year.

6.2.7 The relevant sports clubs, in liaison with Rother District Council should be encouraged to approach with the Sussex County FA and complete a project outline form as the project meets the aims and

objectives of The Premier League & The FA Facilities Fund. These include:

- Number of teams proposed to use the facility
- The variety of football the site will support
- Level of FA Charter Standard and ability to promote Charter Standard ethos
- Supporting coach education programmes and initiatives, women & girls Football opportunities
- Potential for wider sport (non-football) usage.

#### FOOTBALL STADIA IMPROVEMENT FUND

- 6.2.8 The Football Stadia Improvement Fund (FSIF) provides financial support to football clubs towards their ground improvement projects. Funded by the Premier League with an annual budget of £6m, the FSIF awards capital grants to clubs from the Football League down to the lower levels of the National League System to improve safety at their stadia and to enable them to satisfy The FA's ground grading requirements.
- 6.2.9 The FSIF helps to pay for crucial work that can be very costly to clubs, but which is essential to allow the national game to function. Most importantly, FSIF investment also helps ensure that players and supporters can enjoy the national game in safety and comfort.
- 6.2.10 FSIF grants provide financial assistance towards a wide range of stadia projects, including the construction of new stands, installation of floodlights, turnstiles, or even relocating to an entirely new ground.
- 6.2.11 Please note that a club can only apply for grant aid to meet the membership conditions of their current league. As the highest ranked step club at the site plays at Step 5 of the National League System they would be able to apply for up to £100,000 (minus any previous FSIF grants received within the last five years), however artificial pitches are not eligible for funding at this level.

Clubs in The FA National League System	Maximum cumulative grant value	Maximum percentage grant
Steps 5 and 6	£100,000	70%

#### PLAYING FIELDS LEGACY FUND

- 6.2.12 The Playing Fields Legacy Fund (PFLF), a registered charity, is providing grant funding to not-for-profit organisations that run or manage community playing fields anywhere in the country. The funding is aimed at getting more people, especially the young and disadvantaged, to play outdoor sport through more effective use of playing fields.
- 6.2.13 Grants are available to not-for-profit voluntary groups, organisations and clubs that run or manage community playing fields, so their pitches and facilities can be revived and well used and thus result in more people taking part in outdoor sport.
- 6.2.14 Priority will be given to the following:
- Increasing the number of people participating in sport across the country
  - Establishing voluntary playing field groups in parts of the country where none

exist, particularly in inner city areas

- Training for leaders of local groups and organisations connected to playing fields
- Helping more voluntary groups to make high quality applications for funding that helps to protect or make greater use of local playing fields
- Providing seed money to stimulate new investment in playing fields, such as drainage, levelling, re-turfing, artificial turf pitches, MUGAs, pavilions and floodlighting
- Providing match funding to help unlock grants from other bodies, such as Sport England and Football Foundation, in applications with a playing fields focus.

6.2.15 The funding can be used for the following:

- Pitch improvements
- Construction of new pitches on existing sites and new sites
- Renovation of changing rooms or community rooms
- Feasibility studies for any of the above
- Unlock funding from trusts and statutory grant-giving bodies, such as Sport England
- The maximum grant amount is normally £10,000 in any 12-month period and applications can be made at any time.

#### **ROTHER DISTRICT COUNCIL COMMUNITY GRANTS SCHEME**

6.2.16 Rother District Council's Community Grants Scheme supports the development of community facilities, community activities and sustainable local action.

6.2.17 Applications are welcomed from voluntary or community organisations for services and activities which benefit the residents of Rother.

6.2.18 Large Grants Scheme - The maximum grant for any project is £30,000. Rother District Council will fund a maximum of 50% of the project or scheme. It is necessary to demonstrate the long-term viability of the project, together with details of how on-going costs will be met.

6.2.19 Applications for medium and large grants are considered by the Grants Panel twice a year. The Panel will then make recommendations to Cabinet who has the final decision.

#### **BIG LOCAL**

6.2.20 Big Local is an exciting opportunity for residents in 150 areas around England to use at least £1 million to make a massive and lasting positive difference to their communities. It's about bringing together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

6.2.21 The four programme outcomes for Big Local are:

1. Communities will be better able to identify local needs and take action in response to them.
2. People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
3. The community will make a difference to the needs it prioritises.
4. People will feel that their area is an even better place to live.

6.2.22 Heart of Sidley Big Local currently has an initial grant and has been working hard to achieve the targets to enable it to start accessing the £1 million allocated to it. This is called the Pathway and is illustrated below:

- Heart of Sidley BL has developed its Partnership terms of reference and membership criteria.
- Heart of Sidley BL has produced a Community Profile describing the area and its facilities. It includes a map of its Big Local area and its vision and key themes identified from consultation and survey work.
- A draft Community Plan and Communication Plan have been submitted to Local Trust.

6.2.23 The plan has been fully endorsed, and Heart of Sidley can now draw down the allocated £1 million funding.

#### **POWER TO CHANGE – COMMUNITY BUSINESS FUND**

6.2.24 Power to Change – Community Business Fund was set up in January 2015 to support community businesses in England to help create more prosperous, cohesive communities which are positive about their future.

6.2.25 Power to Change will support the development of projects that are controlled by their communities and many of their profits flow back into their area to deliver positive social impact. Grants of between £50,000 and £300,000 are available for organisations to apply for.

6.2.26 Organisations must meet the definition of a community business:

- Locally rooted - They are rooted in a geographical place and respond to its needs, for example high levels of urban deprivation or rural isolation.
- Accountable to local community - They are accountable to local people. This can be demonstrated in many ways – but you must have evidence of regular community influence on your business.
- Trading for benefit of local community - They are businesses. Their income comes from activities like renting out space in their buildings, trading as cafés or selling the produce they grow.
- Broad community impact - They benefit the community and can clearly evidence the positive social impact on the broader community.



6.2.27 Capital funding can be requested for:

- Building-related: purchasing, renovating or adapting. You can request up to a maximum of 75% of these costs.
- Non-building related: purchasing other equipment and physical assets. You can request 100% of these costs.

6.2.28 The Sidley Sports Ground project fits with Power to Change's capital funding criteria as they are looking to refurbish an amenity for community benefit, therefore application to this fund should be progressed.

#### **HENRY SMITH CHARITY - COUNTY GRANTS**

6.2.29 Grants of up to £20,000 are available to small not-for-profit organisations and registered charities for projects involved with health and social welfare in the counties of Gloucestershire, Hampshire, Kent, Leicestershire, Suffolk, Surrey, East Sussex and West Sussex.

6.2.30 The Henry Smith Charity was founded in 1628 with the objectives of relieving people from need and suffering. The funding is for registered charities and small not-for-profit organisations that are working with a range of groups or communities. The applicant's annual income must be below £250,000, or if working county-wide, below £1 million.

6.2.31 Match funding of at least 75% is required if the application is for part-funding of capital works, equipment of high value that forms part of a larger project. This funding should be raised before applying.

6.2.32 Priority is given to work benefitting groups experiencing social and/or economic disadvantage (people with disabilities, for example) and to work that tackles problems in areas of high deprivation, by which is meant areas in the bottom third of the National Indices of Deprivation (Sidley Recreation Ground is in the top 10% deprived areas of England).

6.2.33 The grants can be used for revenue costs (running costs, salaries, project costs) and capital costs (one-off capital expenditure such as building refurbishment or equipment). Capital grants must be used within six months of award.

6.2.34 The Henry Smith Charity makes grants in the following categories with some examples of the type of work that will be funded:

- Community Service - Projects providing support for communities in areas of high deprivation; including projects providing furniture recycling services, debt advice and community centres
- Disability - Projects providing rehabilitation, support services, training and advocacy for people who are disabled; this includes people with learning and physical disabilities
- Family Services - Projects providing support to families in areas of high deprivation
- Older People - Projects providing residential care, health care or emotional support, such as befriending services and day care centres. Priority will be given

to projects in areas of high deprivation and those where rural isolation can be demonstrated

- Young People - Projects maximising the potential of young people who experience educational, social and economic disadvantage; including young people in, or leaving, care
- Priority is given to work with groups experiencing social and/or economic disadvantage and to work that tackles problems in areas of high deprivation (those that fall within the bottom third of the National Indices of Deprivation).

6.2.35 The following are not eligible for funding:

- Local authorities or work usually considered a statutory responsibility.

#### **WILLIAM WATES MEMORIAL TRUST**

6.2.36 The William Wates Memorial Trust, a registered charity set up in 1998, offers grants to other registered charities and not-for-profit organisations for projects that help the most disadvantaged young people who are between the ages of five and 19 years. The Trust primarily supports registered charity and not-for-profit group projects in London and the South East of England. Typical grants are approximately £30,000 over three years, however at any one time the Trust will have two to three grants of around £150,000 over three years.

6.2.37 Eligibility:

- To help the most disadvantaged young people keep away from a life of crime and violence, and to fulfil their potential
- To support projects that engage young people, aged between 5 years and 19 years old, through the mediums of sport, art and education.

6.2.38 The Trust will look favourably on projects that continue to have impact after the Trust's support has ended. For example, helping a young person get a coaching qualification is preferable to facilitating that same young person to play football once a week.

6.2.39 Although there are no specific exclusions cited in the guidelines for this scheme, interested parties wishing to apply are encouraged to contact the funding provider in the first instance to discuss eligibility. To be eligible, applicants should have no more than 60% of their turnover from public service contracts or other commissioned work.

#### **GARFIELD WESTON FOUNDATION**

6.2.40 The Garfield Weston Foundation is a family-founded, grant-making trust that has been supporting charities across the UK since it was established in 1958.

6.2.41 It provides funding to a wide range of organisations that share a commitment to making a positive impact to the lives of the communities in which they work, and that are driven by a desire to achieve excellence and support activities across fields including the arts, community, education, environment, youth, faith, health, welfare, museums and heritage.

6.2.42 The Foundation donates around £60 million per year with around 1,500 charities from across the UK

receiving via two levels of funding, which can be used towards capital, revenue or project costs:

- Regular Grants of up to £100,000
- Major Grants of £100,000 and above. (When awarding major grants, the Foundation would typically expect that the project and organisation's overall annual income is in excess of £1million.).

6.2.43 **Capital costs** - funding for tangible things, such as a building project, repairs, equipment etc. A grant is unlikely to be more than around 10% of the total Capital project cost.

6.2.44 The following categories are part of those typically funded:

**Community** - A large volume of grants are made every year to community projects, many of which rely on the time and goodwill of volunteers. The majority of projects tend to be relatively small compared to other categories due to their local grass-roots nature, and correspondingly the grants made tend to be smaller in comparison. Typical projects supported include capital grants for the restoration of village halls and community centres and for facilities to support community life.

**Youth** - Grants for charities that consistently demonstrate the commitment of volunteers and professionals across the country to support and inspire young people to achieve their potential. This includes small local groups, such as girl guides and youth clubs to larger national youth development charities.

The following are not eligible for support:

- Social enterprises without UK Charity Commission registration
- Charitable Incorporated Companies (CICs)
- Sporting associations, unless they are a registered charity
- Local authorities and councils.

#### TRUSTHOUSE CHARITABLE FOUNDATION

6.2.45 Trusthouse Charitable Foundation, founded in 1997, is a medium sized grantmaker distributing around £2 million a year to projects run by charities and not-for-profit organisations in the UK.

6.2.46 The Foundation's grants programme targets small, local projects working to address community issues in areas of extreme Urban Deprivation or remote, socio-economically deprived Rural Areas. Organisations need to have a demonstrable track record of success.

6.2.47 The Foundation offers large grants of between £10,000 and £50,000 for capital projects where the total cost of the project is under £1 million. Applicants must have secured at least 50% before making an application to Trusthouse.

6.2.48 Under these two main aims, the Foundation supports projects working under the general headings of:

- Community Support
- Arts, Heritage and Education
- Disability and Healthcare.

6.2.49 To be eligible, applicants should be small to medium sized organisations with a demonstrable track

record of success working to address local problems in communities in areas of extreme urban deprivation or remote, needy rural locations.

- 6.2.50 Urban Deprivation - Applications are accepted from local or national charities or not-for-profit organisations which are working with residents of urban areas (ie more than 10,000 inhabitants) which are classified in the latest government Indices of Multiple Deprivation as being in the lowest 20%.
- 6.2.51 Grants are available for covering overheads and salary costs are available capital projects, for one-off expenditures such as equipment and new builds are also available.
- 6.2.52 Match funding is required for all levels of funding. Applicants will need to have secured 50% of their funding from other sources.

### 6.3 Developer Contributions

#### COMMUNITY INFRASTRUCTURE LEVY

- 6.3.1 The Community Infrastructure Levy (CIL) is a planning charge, introduced by the Planning Act 2008 as a tool for local authorities to help deliver infrastructure to support the development of their area. It came into force on 6 April 2010 through the CIL Regulations 2010.
- 6.3.2 A new development may be liable for a charge under the CIL if the local planning authority has chosen to set a charge in its area. Rother District Council has adopted a CIL charging schedule which came into force in April 2016. In Rother residential and retail development which creates net additional floor space of 100 square metres or more, or creates a new dwelling, is potentially liable for the levy which is directed towards a pre-defined designated list of community infrastructure types (e.g. play areas, parks and green spaces, cultural and sports facilities, academies and free schools, district heating schemes and police stations and other community safety facilities).
- 6.3.3 A subsequent list of infrastructure on which monies will be spent, including Leisure, Sport, Open Space, Environment and Green infrastructure (The Regulation 123 List):
  - Provision of facilities for addressing open space deficiencies in terms of quantity, quality or accessibility, particularly those identified in Rother District Council's Open Space, Sport and Recreation Audit and Assessment
  - Provision of facilities to address deficiencies in indoor and built sports, recreation or leisure facilities in accordance with Policy CO3 in the adopted Rother Local Plan Core Strategy and in particular those identified in the Hastings - Rother Leisure Facilities Strategy ('09-'20).

### 6.4 Crowdfunding

- 6.4.1 Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet and several crowdfunding resources are available online.
- 6.4.2 There are an increasing number of sports related projects that are raising funds from crowd funding. This means is particularly suited to innovative projects involving large networks of interested individuals / beneficiaries.

## 6.5 Independent / Alternative Sources of Investment

- 6.5.1 There is a range of capital funding sources could be considered to finance the proposed development. These would need to be further evidenced on an individual basis if an opportunity arose, including:
- Public / Private Partnership – with local businesses for example
  - Receipts from sale of other assets / land.

## 6.6 Summary of Grant Aid

- 6.6.1 Any proposed capital funding for the Sidley Sports Ground project is likely to be a combination of monies from the identified sources above. It is envisaged that significant capital investment is unlikely from any one source, and thus a range of grant aid providers maybe required dependent upon the final proposed scheme (E.g. Football Foundation, FSIF, other potential charities).
- 6.6.2 Any grants to be provided by partnership funders may be dependent on the final management structure's own financial contribution as this will underline the organisation's commitment to the project.
- 6.6.3 Additional sports provision and / or community emphasis will aid the project in identifying the proposed capital and revenue costs to progress and develop the proposed scheme.

### POTENTIAL PARTNERSHIP FUNDING

- 6.6.4 Grant aid can never be guaranteed to a specific development scheme, but with specific development outcomes and dialogue with the appropriate organisations from experience, the final management structure could potentially see the following partnership funding breakdown for a project of this type.

**Table 7 List of potential partners and their respective available funding**

Partnership Funding Breakdown (£ figures have been rounded)	Potential Identified Allocation	Proposed Dates (Ex of Interest & Deadlines)
Rother District Council Community Grant Scheme	Up to £30,000	Applications dependent upon development of proposed project and strategic alignment.
Football Foundation – The Premier League & The FA Facilities Fund	£500,000	
Football Stadia Improvement Fund	£100,000	
Sport England Community Asset Fund	£50,000	Timescales to be incorporated at the appropriate time.
Playing Fields Legacy Fund	£5,000	
Big Local (via Heart of Sidley)	TBC	All grant aid opportunities are open and provide a distinct opportunity for investment.
Power to Change	£150,000	

Other charities	£50,000	
Capital Receipts	£117,000	
Community Infrastructure Levy	TBC	
Crowdfunding	TBC	
<b>Budgetary Partnership Funding (unconfirmed)</b>	<b>TBC</b>	

Confidential



## 7 WAY FORWARD AND NEXT STEPS

- 7.1.1 This report has identified a selection of options for the future use of Sidley Sports Ground, which have been evaluated based on their financial viability and ability to meet the needs of the Playing Pitch Strategy, as well as the requirements identified through consultations with key stakeholders.
- 7.1.2 As part of the project process, the project steering group, including senior representatives from the Council, were briefed on the emerging recommendations identified by the delivery team.
- 7.1.3 This briefing included an identification of next steps, we recommend these be undertaken in order to progress the wider development plans for the site. These are identified below, with the initial feasibility study (as summarised in this report) referenced as 'Phase 1';
- **Follow-up engagement with all sports clubs who were consulted as part of Phase 1:** It is key that sports clubs continue to be engaged in the ongoing development plans of the site, especially in the case of clubs who may be involved in the future ownership model. Furthermore, it is important to demonstrate to local clubs who have given time to support feasibility work, that the time is beneficial for the future delivery of sport and physical activity in the local area.
- 7.1.4 **Delivery of a public consultation programme:** As identified in the point above, it key that the public are given the opportunity to comment on proposed plans for the site. This will not only help shape the final proposed plan for the site, but will also support future planning applications. It is proposed that a programme of consultation and briefing is prepared, to be led by Heart of Sidley, culminating in a public presentation or workshop to discuss potential plans for the site.
- **Public consultation survey:** In addition to the public consultation event(s) identified in the above point, it is recommended that, with the chosen consultancy, HoS (or an appropriate local community group) design and publish a public survey, to gather wider views on the proposed plans. This will be an important part of any evidence that is used to support a future planning application, as it will demonstrate the local support (or otherwise) for the proposed project.

## 8 CONCLUSION AND CLOSING REMARKS

- 8.1.1 This report has summarised the Sidley Sports Ground Feasibility Study, as commissioned by Rother District Council following recommendations from the recent Playing Pitch Strategy.
- 8.1.2 Following a review of the relevant strategic context for the feasibility study, the project has identified a 'long-list' of potential site uses and layouts, based on the outcomes of the PPS, as well as specific local consultation and an independent identification of 'need'.
- 8.1.3 Following this, three shortlisted options have been identified, based on the likely viability and overall benefit of the facility mix and future usage. For each of these three shortlisted options, a detailed business case analysis has been undertaken, with 2D architectural diagrams developed to show the proposed facility mix and site layout.
- 8.1.4 Finally, a management options appraisal has been undertaken, to identify the management structure and potential organisations that would be best placed to manage the ongoing delivery and development of the site, should it be invested in as a dedicated community sports facility.
- 8.1.5 Through the development of this feasibility study, it is clear that there are a number of unique characteristics, which ensure the Sidley Sports Ground is an excellent opportunity for investment and development;
- There is a clear need for high quality sports facilities in the district, with a specific deficit of football provision that meets the requirements of Step 5 and 6 facilities in line with the latest Football Foundation guidance
  - Sidley Sports Ground has previously been the home to high level amateur sports teams, with facilities including covered stands, floodlights and a community facility with changing rooms. As a result, there are a number of precedents that may support future planning applications
  - Following the closure of the Sidley Sports Ground, clubs have been displaced outside of the local authority area and there is an appetite to bring these back into the district through the provision of a fit-for-purpose home ground and the introduction of planning policies to protect such facilities. It was also identified that there was a deficit of provision of enclosed grounds, thus providing justification for the creation of an enclosed sports ground on the site.
  - Given current trends in the industry, significant funding is available on a national scale for facility improvement, especially for the development of full sized 3G AGP provision
  - The Heart of Sidley, through the Big Local scheme, have the opportunity to access significant levels of funding to be used for local facility improvement and the delivery of programmes for the benefit of local residents. This, coupled with the above point, ensure that there is likely to be access to funding from local and national organisations if the site can be demonstrated as meeting local need and having a robust future business model.
- 8.1.6 With the above points in mind, a selection of next steps have been identified to be undertaken alongside the recommendations in the site and management options appraisal. Through the delivery of the proposed 'Phase 2' of the project, there is a very real opportunity to move closer to the agreed development of a community sports hub at the Sidley Sports Ground.

## 9 APPENDIX

### 9.1 Appendix 1: Option 0, drawing of scale models for a compliant dual use site

- 9.1.1 All the images below, have used the minimum pitch measurements required by the FA and the ECB respectively<sup>10</sup>.

**Table 8 Consideration of a dual use compliant football and cricket site**

Football (Step 5 compliant) <sup>1112</sup>		
F1	Hardstanding of 0.9 m surrounding the pitch on at least 3 sides (one of which can be a temporary surface):	0.9 m
F2	A perimeter barrier of 3.66 m surrounding the pitch on <b>all</b> sides:	7.32 m
F3	The pitch must measure a minimum of 64.01 m in width:	64.01 m
F4	The pitch must measure a minimum of 100 m in length:	100 m
Cricket (ECB Compliant) <sup>13</sup>		
C1	The square should have a minimum of 6 wickets (due to minimum boundary size measured from the middle stump of the outside wicket of the square) at 3.05 m per wicket:	18.3 m
C2	The boundary must be no less than 45.72 m when measured to the middle stump of either of the outermost wickets (strips):	45.72 m

- 9.1.2 In order to calculate the width of a Step 5 compliant football pitch, we add 0.9m, the width of the hard standing surface one side, to 7.32, the width of the surrounding perimeter barrier on two sides. 8.22 is then added to the width of the pitch (64.01). Therefore the total width of the football pitch will measure 72.23m.

- 9.1.3 The cricket square measures a minimum of 45.72m from the boundary to the middle stump of the outermost wicket, the square must have a minimum length of 3.05m, although the square must have a minimum of 6 wickets, we multiple 5.5 by 3.05 in order account for the boundary being calculated from the middle stump of the outside wicket, thus subtracting 0.5 from the calculation. Therefore the total width from the cricket square to the outside boundary is 62.495.

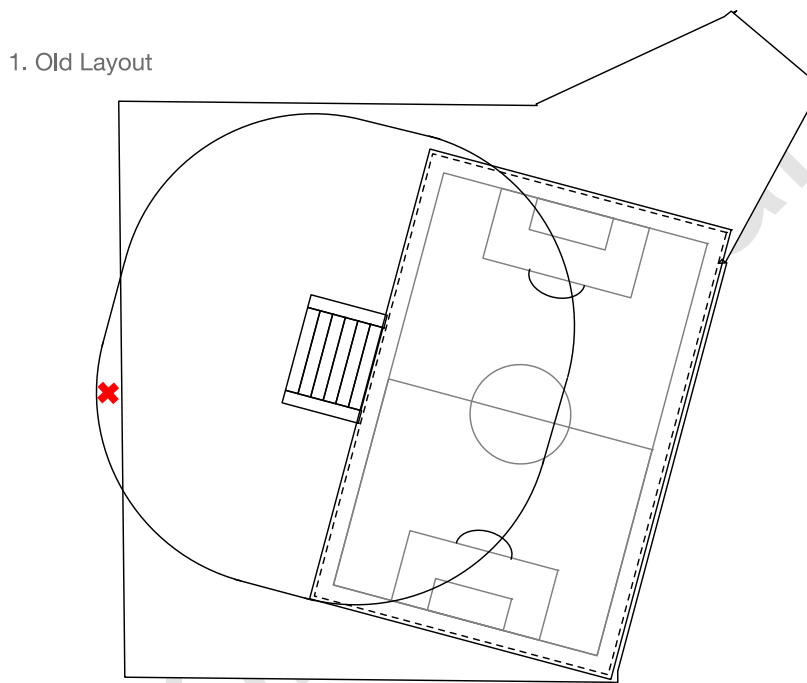
<sup>10</sup><https://www.sportengland.org/media/4468/successful-management-of-dual-use-cricket-and-football-sites-12256.pdf>

<sup>11</sup> Ibid

<sup>12</sup><https://www.stadiumsolutions.co.uk/static/media/uploads/Ground%20Gradings/May2017/grade-f-may-2017-v3.pdf>

<sup>13</sup><https://www.sportengland.org/media/4468/successful-management-of-dual-use-cricket-and-football-sites-12256.pdf>

- 9.1.4 Consequently, the total minimum width of a dual use cricket and football pitch will be 134.725.
- 9.1.5 Notably, stands that are required in the National Ground Grading have not been included in these drawings as not to prejudice the drawings. The FA advise that: “These 100 seats must afford a good view of the pitch and be clean, functional and in good condition.”<sup>14</sup> The required seating would have to be built at the North and South ends of the football pitch, arguably, a less favourable position for spectators to be able to have the “good view” as required in the specification above.
- 9.1.6 Figure 4.1 shows a compliant dual use site in the same position as the previous pitches. The red ‘x’ on the diagram clearly indicates that the minimum cricket boundary, measured from the outside wicket, would not fit within the boundary of the site.

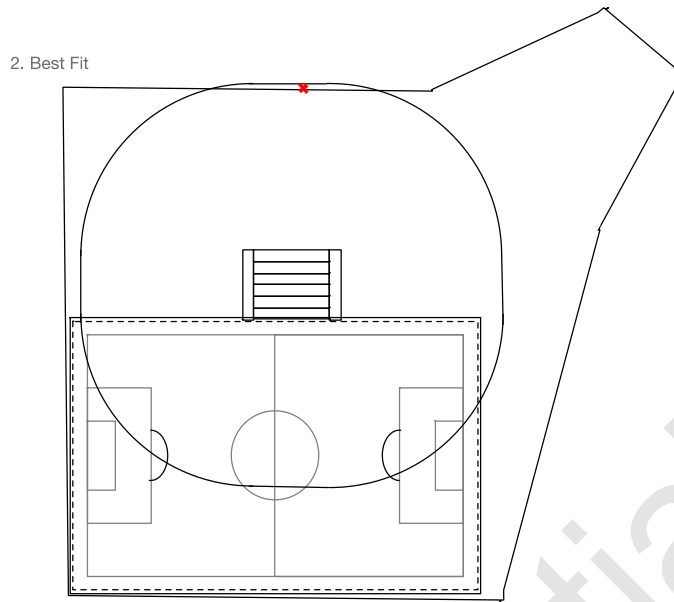


**Figure 9.1: Option 0.1 Dual-use Step 5 football and ECB compliant site, in the same position as before the site fell into disrepair**

- 9.1.7 Option 0.2 is how we envisage a dual-use site would best fit on Sidley Sports Ground. However it is important to note that this would be against FA and ECB recommendations because both pitches

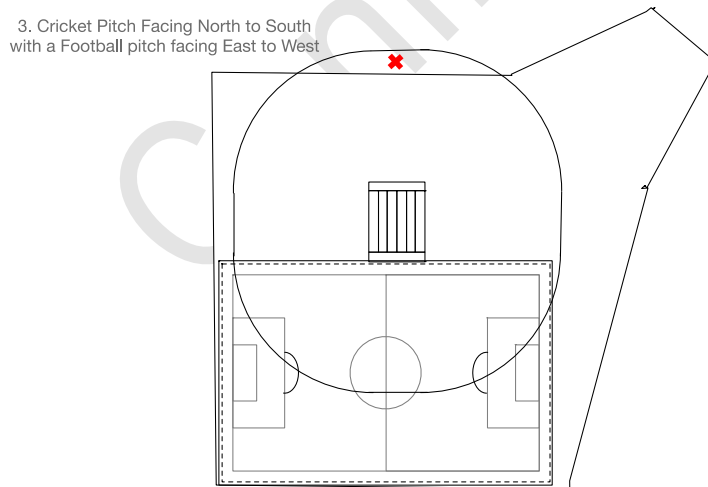
<sup>14</sup><https://www.stadiumsolutions.co.uk/static/media/uploads/Ground%20Gradings/May2017/grade-f-may-2017-v3.pdf>

would be facing East to West, thus play would be impaired because play would invariably be in the direction of sunlight.



**Figure 9.2: Option 0.2 Dual-use Step 5 football and ECB compliant site, in best fit position**

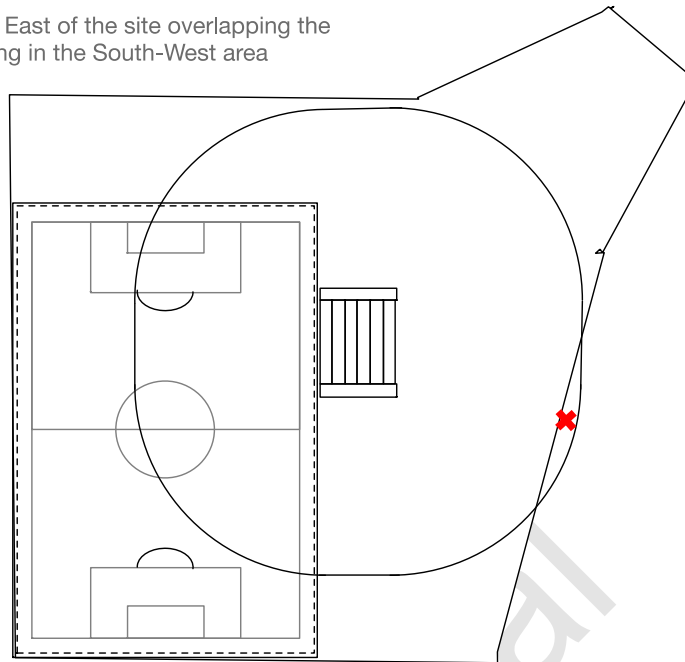
- 9.1.8 Option 0.3 fits a Step 5 Compliant Football pitch that would run horizontally across the site, however the red cross indicates where the cricket pitch, facing North to South would run outside the boundary. Another difficulty with this layout would be where seating would be built surrounding the football pitch because the western side of the pitch would be blocked by the boundary of the site.



**Figure 9.3: Option 0.3 Vertically placed football pitch with a horizontal cricket pitch layered over the top**

- 9.1.9 Option 0.4 has both Cricket and Football facilities facing North to South as per the aforementioned recommendations. However we have again encountered the problem of where seating would be built because the southern and western sides of the pitch would be unavailable due to its proximity to the boundary and the cricket oval would occupy the two remaining sides.

4. Cricket square to the East of the site overlapping the football pitch sitting in the South-West area



END