

SECTION 3: TOWN OVERVIEWS

A SHREWSBURY

Development Strategy

- 3.1 Within SAMDEV, Core Strategy Policy CS2 sets out the broad Development Strategy for Shrewsbury, supplemented by Policy S16.1. Appropriate development and redevelopment that accords with the Strategy will be encouraged on suitable sites within the town's development boundary, which is identified on the Policies Map.
- 3.2 Shrewsbury will provide the primary focus for development for Shropshire, as a sub-regional centre and Shropshire's growth point, providing approximately 6,500 dwellings and 90 hectares of employment land during the period 2006-2026.
- 3.3 The Shrewsbury South and Shrewsbury West SUEs were identified in the Core Strategy as strategic locations for development to help to meet the housing and employment needs of the town. The Shrewsbury South SUE will deliver approximately 950 dwellings on land to the north and south of Oteley Road, a major new business park on land adjoining Shrewsbury Town Football Club and expansion of Shrewsbury Business Park, a new local centre combined with relocated garden centre south of Oteley Road, and major green infrastructure areas, including in the Rea Brook Valley.
- 3.4 The Shrewsbury West SUE will deliver approximately 750 dwellings on land north and south of Welshpool Road and land for employment use, including an extension to the Oxon Business Park, scope for a health and care business campus off Clayton Way, and a gateway business area adjoining the A5 Churncote junction. The development is planned to provide a new Oxon Link Road between the A5 junction and the Holyhead Road, relieving Welshpool Road of through traffic and forming a leg of the proposed Shrewsbury North West Relief Road, which remains an aspiration of the Council. The SUE also includes an enhanced local centre at Bicton Heath, and major new public open space provision on land north of the Oxon Link Road.
- 3.5 Other infrastructure priorities identified in the Place Plan include additional provision of educational and other community facilities, including facilities for sport and recreation; improved health care facilities and services; provision of affordable and specialist housing; and economic development and regeneration (including the Ditherington Flax Mill).
- 3.6 The next areas for development after the urban extensions are the Radbrook Road/Longden area of the town including major development planned at Bowbrook/Radbrook – land between Mytton Oak Road and Hanwood Road (SHREW210/09, 030/R, 094 and 019) – 550 houses. This comprehensive phased development is intended to provide a countryside park along the Rad Brook, a 7/8

hectare site for community facilities (including sports provision), and a road link between the Mytton Oak and Hanwood Roads.

- 3.7 Key areas of change in Shrewsbury also include the 'Heart' of Shrewsbury where development proposals should have regard to various aims, including:
- Renewing areas of relatively poor environment and greater potential, notably at Riverside, West End, Frankwell, Abbey Foregate and Castle Foregate;
 - Ensuring strong, high quality public realm and links between spaces, particularly walking routes;
 - Enhancing the role of the river and access to it;
- 3.8 Shropshire Council's regard and potential investment in Shrewsbury is enhanced by the new housing coming into the town and the potential of this to deliver substantial investment via CIL or S106. It is therefore important that this Strategic Investment Plan give a strategic overview and vision and an objective assessment in terms of pitch sport provision for the new development in the south west and west of Shrewsbury. Such provision may also serve the wider town.

Place Plan

- 3.9 The 2014/15 Shrewsbury Place Plan restates the objectives set out in the 2010 Playing Pitch Strategy i.e. that Shrewsbury should have four strategically located multi pitch sites providing for competition and training, with good quality on-site changing and toilet provision, appropriate for, and accessible to, all user types, provision on site.
- 3.10 The following priority and key sites are also mentioned in the current Place Plan:

Priority sites (Snapshot Reference No. also listed – please refer)

- S.1 Roman Road Sports Centre
- S.2 Greenfields Recreation Ground (also key site)
- S.3 Springfield Recreation Ground. (also key site)
- S.4 Monkmoor Outdoor Recreation Centre.
- S.5 Shrewsbury Rugby Club.
- S.6 Shrewsbury School playing pitch facilities.
- S.7 Improvement of the Grange Sports Centre.
- S.8 Frankwell County Ground (also key site)

West of Shrewsbury

The West of Shrewsbury, involving SAHA FC (community club for Bicton, Gains Park, Shelton, Copthorne and Radbrook) is a priority area for provision in the town.

Key sites

- S.9 Radbrook Recreation Ground.
- S.10 Shorncliffe Recreation Ground.
- S.11 Oxon Recreation Ground (Pump Lane).

- S.12 Boiler House Recreation Ground.
- S.13 Church Lane Recreation Ground.
- S.14 Upton Lane Recreation Ground.

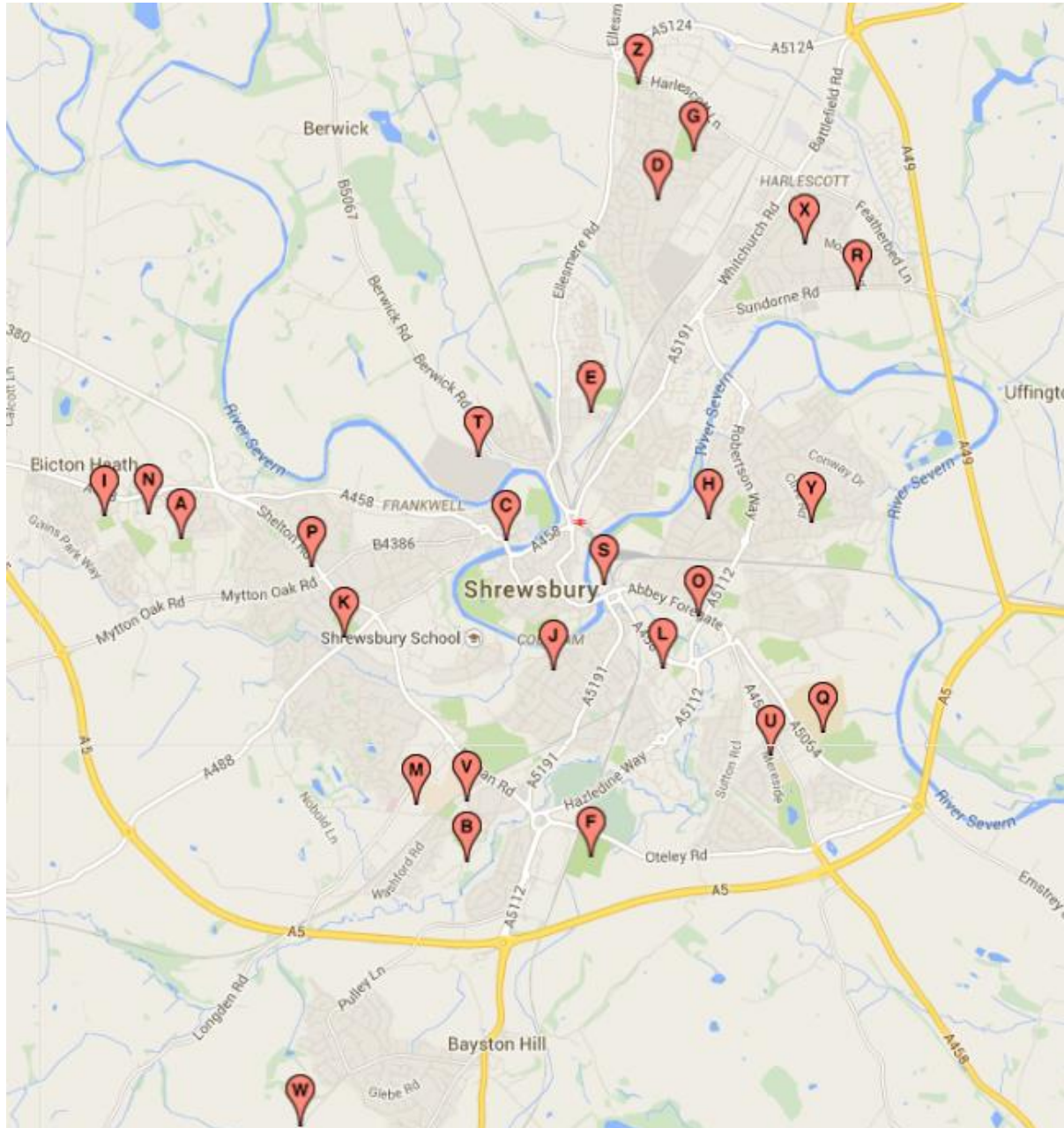
Other Sites identified in this report (and site owner/operator)

- S.15 Shelton Cricket Club, Hospital Site (Health service)
 - S.16 Kynaston Road Playing Field (STC)
 - S.17 Reman Services Sports Ground, Shrewsbury. (Private owner)
 - S.18 Greenhous Meadow (Shrewsbury Town FC)
 - S.19 Shrewsbury Cricket Club (Private club)
 - S.20 Shrewsbury Sports Village (Shropshire Council)
 - S.21 Shrewsbury College of Art & Technology (College)
- 3.11 The remainder of this section sets out an assessment of requirements for each of the main pitch sports in turn and artificial turf pitches. Much background data is contained within the accompanying snapshots of key sites which should also be referred to; this avoids duplication of information.

FOOTBALL

- 3.12 There are a number of football sites in Shrewsbury, as shown in the map below. Map 3.1 below indicates the location of each site and the characteristics of each site, patterns of use and comments on occupancy/capacity are shown in Table 3.1.

Map 3A.1: Football sites in Shrewsbury



For key see Table 3.1 below

Shropshire Playing Pitch Strategy Investment Plan/ 3A/SHREWSBURY

Table 3A.1 Football pitch sites, ancillary facilities and usage information for Shrewsbury

KEY	Owner	Site Name	PITCHES			TEAMS			Changing?	Usage Notes
			Adult	Junior	Mini	Adult	Junior	Mini		
A	STC	Boiler House Pitch SY3 5PS	1			3			N	At capacity (junior teams have moved to other pitches). Changing nearby, can be hired.
B	STC	Church Lane Recreation Ground SY3 9HG	1			1			Y	Senior pitch can accommodate extra team
C	STC	Frankwell County Ground SY3 8LG		1			1		Y	Could accommodate one extra team.
D	Ed	Grange Sports Centre SY1 3LP	1	1		1			?	New business plan which may include allowing a quality community football club to have use at weekends
E	STC	Greenfields Recreation Ground SY1 2QN							N	No pitch at present; could be reinstated. Private bowls club
F	P	Greenhous Meadow (ST FC) SY2 2QN	2			2				Shrewsbury Town FC
G	STC	Kynaston Road Recreation Ground SY1 3JR	1			1			Y	Senior pitch can accommodate 1 extra team. Changing at adjacent community centre
H	STC	Monkmoor Outdoor Rec. Centre SY2 5AY	2			3			y	Capacity for 2 additional teams Saturday only
I	STC	Pump Lane SY3 5BL		1					N	Junior pitch available
J	STC	Raby Crescent Recreation Ground		1				1	N	
K	STC	Radbrook Recreation Ground SY3 9BE		1			1		N	Cannot accommodate any more teams, but could put more mini pitches if needed
L	STC	Rocke Street Recreation Ground SY3 7PY			1				N	Mini pitch available
M	SC	Roman Road Sports Centre SY3 9DW	1	1	1		4	3	Y	Pitches well used
N	Priv	Shelton CC football pitches SY3 8DN		2						May be used by SAHA
O	SC	Shirehall SY2 6AU	1			2	1		?	
P	STC	Shorncliffe Recreation Ground SY3 8UE		1			3		N	Junior pitch overused.

Shropshire Playing Pitch Strategy Investment Plan/ 3A/SHREWSBURY

KEY	Owner	Site Name	PITCHES			TEAMS			Changing?	Usage Notes
			Adult	Junior	Mini	Adult	Junior	Mini		
Q	Ed	Shrewsbury College of Art & Tech SY2 6PR	8	4		11	20	17	Y	Heavily used site
R	SC	Shrewsbury Sports Village SY1 4RQ	8	4	4	16	16	11	Y	Heavily used site
S	Ed	Shrewsbury Sixth Form SY2 6AA	2							No information on usage
T	Priv	Shropshire County Showground SY1 2PF		2			5	11		SAHA teams
U	STC	Springfield Recreation Ground SY2 6LF	2	1		5	3		Y	Junior pitch could accommodate another team
V	STC	Stanley Lane Recreation Ground		1						By Meole Brace Primary School; no further info
W	PC	Stanley Parker Playing Fields SY3 0AA	3	1	2	1	5	3	Y	Well used site
X	Ed	Sundorne School & Sports College SY1 4LL			2					Just mini pitches, no info on use
Y	STC	Upton Lane SY2 5RR		1			1		Y	Junior pitch can accommodate 1 extra team. Changing for hire in adjacent community centre
Z	STC	Waincott Recreation Ground SY1 3RX		1					N	

Football Assessment

Distribution and quality of pitches

- 3.13 The map shows that the east of Shrewsbury, both north and south, is relatively well provided for by pitches, compared to the west and south west. The largest concentrations of pitches on one site are at the Sports Village (Map Ref. R) to the north east, and Shrewsbury CAT (Map Ref. Q) to the south east.
- 3.14 Shrewsbury Town Council are a major owner and manager of sites, particularly in the east of the town. The pitches are well maintained and the Council is able to invoke economies of scale and expertise in sports turf management. The Council is keen to maintain its pitch stock and enable local teams to use high quality facilities. The Council states that its hire charges are cheaper than Shropshire Council; pitch hire charges have not been verified in this study.
- 3.14 There are a high proportion of one pitch sites. Of 13 recorded in above table: 4 are adult pitches, 8 are junior and 1 is a mini pitch. Shrewsbury Town Council has a programme to develop such sites to be multi functional, developing usage of, and providing links to, other facilities on site including bowling greens, attached play areas and BMX tracks. This will increase revenue from the sites and make them more sustainable. A lot of one pitch sites – rationalisation?
- 3.15 A high proportion of the single pitch sites also do not have changing facilities (although some have changing nearby in other community buildings.) Expectations around the quality of ancillary facilities – toilets, changing facilities and car parking are rising all the time, and there is a cost implication to this. The Town Council has a schedule to provide changing facilities, although some proposals are pending what is decided in terms of new pitch provision to serve new residential development. Younger age groups tend not to require changing and so are placed on pitches without changing accommodation; however, some people have indicated that more use would be made of these pitches if they did have changing. .
- 3.16 Many of the single and smaller pitch sites are protected open space and are used for a variety of activities other than sport, including dog walking. Often marking out the pitches lessens the problem and Town Council officers now have mobile phones to report fouling by dogs.

Demand for grass pitches

- 3.17 Although we have not been able to obtain comprehensive data, as would be available through a full playing pitch strategy, we have reached conclusions around the demand for football in Shrewsbury, as follows.
- 3.18 There is a robust demand for grass pitches, especially from juniors. The Saturday League Alliance has folded (the Mercian League is still operating) but Sunday football (Shrewsbury & District League) is very strong. Junior play is split between Saturday mornings and Sunday afternoons, so the peak day is Sunday. The Town Council reports that most of its grass pitches are used to capacity the exception being Springfield which has been kept to one team whilst it “beds in” as it is a new pitch. The Town Council reports that there are teams waiting to use the proposed new pitch at Greenfields. Spare slots on Town Council pitches (e.g. at Springfield, Rocke and Monkmoor) have received requests from teams currently playing at Shrewsbury Sports Village and SCAT,

as pressure to accommodate all teams here means that some teams are squashed in. The Council is aware that there are a number of clubs which do not have a permanent home and/or a site where all their teams can play. Clubs are frequently 'loyal' to a particular pitch.

- 3.19 The Town Council do have a couple of pitches not used such as Rocke Street due to team moving up to a bigger pitch and the Pump Lane pitch which has issues relating to dogs and lack of changing facilities. All pitches are available to the public to use informally and teams do use them to train on as well.
- 3.20 There are major concentrations of pitches at Shrewsbury College of Art and Technology (CAT: 8 adult and 4 junior pitches) and Shrewsbury Sports Village (8 adult, 4 junior and 4 mini pitches). At Shrewsbury CAT, the grass football pitches – are heavily used and virtually full on Sundays with Sunday league fixtures – junior and adult. There are very few spare slots.
- 3.21 At the Sports Village, adult pitches are being played on at least twice a weekend. Junior pitches can host up to 4 matches on each pitch at the weekend, with 4+ matches on each mini pitch. Further comments provided by the management are:
- Due to no lights on the pitches, we do not have fixtures after 4pm unless on the competition pitch, which is used fortnightly on Wednesday and Thursday evenings.

Saturdays

- Competition pitch is used every weekend by either Shrewsbury Town Academy or Haughmond
- Adult pitches: usually about 4 games in use in between 10:30 and 15:30
- Junior pitches: usually 2 fixtures take place through the day from 10:00-15:30.
- 9v9 pitch usually averages 2 games through the day from 10:00-15:00
- Mini soccer pitches average 3 a day from between 10:00-15:00; this stops from January due to futsal starting.

Sundays

- Adult pitches usually average 6 matches a week from Sunday league 10:30-12:30.; then there are 2 or 3 games in the afternoon.
- Junior pitches: average 3 games through the day.
- 9v9: average 2-3 fixtures a day.
- Mini pitches can be anything between 2-5 fixtures a day. This stops from January due to futsal starting.
- All this depends on the weather; usually in January there is a massive stoppage because of frozen pitches or waterlogged.

SAHA FC

- 3.22 SAHA FC is currently using a variety of sites, as set out in Table below:

Table 3A.2 Matchplay and training venues for SAHA FC

Matches Played at....	Training Venue	Teams
Springfield (STC)	Roman Road SC	U16 Buccaneers, U16 Girls + 1
Shorncliffe (STC)	Roman Road SC	U14 Buccaneers, U14 Colts, U15 Galaxy
Shrewsbury CAT	Shrewsbury CAT	SAHA (SSL) FC 1st & 2nd
West Midland Showground (Private)	Monkmoor Campus	U10 Girls, U10 Jets, U10 Mustangs, U10 Sharks, U10 Storm, U11 Colts, U11 Tigers, U7 Creche, U8 Marvels, U8 Strikers, U9 Galaxy, U9 (Shropshire) U9 Tornadoes (16 in total)
West Midland Showground (Private)	Roman Road SC	U12 Galaxy, U12 Vikings, U14 Girls,
Upton Lane (STC)	Roman Road SC	U14
Radbrook (STC)	Roman Road SC	U14G
Frankwell (County Ground)	Roman Road SC	9v9 teams
Blcton	Roman Road SC	U12s
Shrewsbury Sports Village	Roman Road SC	Adults & U18

3.23 Relevant points are:

- There is no central hub for the club and it is difficult to engender a sense of ‘club identity’
- Playing such a large proportion of teams on the Showground site means that teams have to be relocated when there are events on at the Showground (we have tried to obtain further information on this)
- Historically SAHA members are drawn from the south and west of Shrewsbury and would like a base there
- The south and west of Shrewsbury does not have pitches where teams can grow
- SAHA uses a variety of training facilities, throughout the town.

Summary

3.24 The report concludes that there are some ‘spare’ slots for football across Shrewsbury. There is enough spare capacity to accommodate teams on a temporary basis when their home pitches are out of action. However, there are no sites where there are enough pitches or sufficient spare capacity in one location to meet the needs of a club with more than one team.

Artificial Grass Pitches

3.25 There has been recent investment by the FA in the east of the town into two, new full size 3g pitches at Shrewsbury Sports Village and Shrewsbury College of Art and Technology. These pitches are not currently used for matches, as have not been put on the FA Register of Sites (i.e. match compliant).

3.26 Appendix 2.2 sets out the usage of AGPs across Shrewsbury in detail. Appendix 3.1 lists all the teams playing in the Shrewsbury and Atcham area, together with their training venues (this list does not fully accord with the pattern of play as provided by

Shrewsbury Town Council, but we have used the FA list in order to ascertain the number of teams which do not train, to help in assessing latent demand for training facilities).

See also Map 3: Artificial Grass Pitches in Shrewsbury

3.27 Taking these two sources of information together:

- There are very few spare slots for training on 3gs in Shrewsbury – they are either before 6pm or after 9pm, which are not convenient times for most teams, or on Friday evenings (traditionally a quiet time for training because of matches at the weekends). Operators we spoke to confirmed that they had requests for 3g training on weekday evenings which they could not accommodate.
- Out of the 152 teams listed in Appendix 3.1 which play their matches in Shrewsbury, 76% (116) train on a 3g surface. 36 are not recorded as training on 3g pitches. There may be various reasons for this:
 - They may train on 3g pitches, but we do not have details
 - They train on grass pitches (Shrewsbury Town Council state that many of their pitches are used for training)
 - They do not train
 - They do not want to/cannot afford to train on 3g pitches
 - The timeslots when they wish to train are not available.
 - They could play in the small sided Power league and do not wish to train any more
 - They may double up in training with other teams (from their club)

3.28 The potential demand from teams wanting to play their matches on approved 3g surfaces in the future is difficult to assess. (Whilst this would mean that the demand for grass pitches for matchplay would decline, 3gs do not solve the problem of all teams wanting to play at same time e.g. 10.30am).

Summary of Issues

3.29 The main characteristics of provision and use of football pitches in Shrewsbury are:

- Town Council: good quality, mostly single pitch sites. Some spare slots identified, but most used to capacity.
- Grass pitches at Shrewsbury CAT and Sports Village heavily used, especially on Sundays. Little spare capacity
- Healthy demand for football, especially Sunday league and buoyant junior & minis
- Many grass pitch matches postponed/cancelled during winter months.
- Popular junior futsal league during winter
- Demand for training facilities at peak time weekday evenings cannot be met
- Several clubs without permanent, secure home (e.g. SAHA).

3.30 Other considerations for future provision

- Increasing demand for high quality changing facilities
- Need for range of appropriately sized junior pitches
- Town Council Programme to increase usage/multi-functionality of sites (provide changing facilities) through links with other sports and nearby community facilities

CRICKET

3.31 The key issues to arise from cricket in Shrewsbury relate to three sites (since the situation at Shelton CC seems to have been resolved). Please refer to the snapshots for detail, but essentially:

3.32 Shrewsbury CC is a centre of excellence and a performance centre and is currently top of the Birmingham Cricket League. It is an important club with large junior section. The club struggles with space to accommodate its lower teams; it has used the cricket pitch opposite its site at Shrewsbury College of Art and Technology, but this is not ideal, as the season is curtailed and starts late due to the needs of the winter pitch sports.

3.33 Frankwell County Ground is a large open site with two cricket pitches, adjacent to the river in the centre of Shrewsbury. The ground is prone to flooding, although this has not impacted on the quality of the pitches. It is home to Beacon CC – a very successful club, again with a range of teams - juniors, women’s and girls, and also hosts Quayside CC, a thriving midweek league and events such as the Shropshire Junior Cricket Tournament. There is very limited spare capacity – possibly for the odd game midweek. Its first pitch is one of the best cricket wickets in the county, and Shrewsbury Council, who manage the site, are planning to improve the quality of the second pitch by lifting and levelling it next year. Shrewsbury Town Council would also like to improve and upgrade the pavilion, both to better serve the cricket teams on site but also to increase its attractiveness and use by other sports, including football (there is a junior pitch on site), running, rounders and river based activities such as canoeing.

3.34 Shropshire Cricket Board keeps a watching brief on clubs where security of tenure may be an issue. Reman Services cricket ground falls in to this category and needs to be protected from development.

RUGBY

3.35 There are a few rugby pitches in Shrewsbury on school and college sites, but the main club is Shrewsbury Rugby Club which operates from a standalone multi pitch site just outside the town.

3.36 Shrewsbury RFC is an active club, running a full range of mini, junior and senior sides off 4 pitches. The main issues here concern floodlighting of the pitches and improvements to drainage but otherwise the club seems fairly well catered for. It is possible that some kind of outreach facility for rugby could be run in west Shrewsbury.

HOCKEY

- 3.37 There are currently two sand based AGPs in Shrewsbury – one which is heavily used for hockey by Shrewsbury Hockey Club, Shrewsbury High School Hockey and Shropshire County Hockey and summer league hockey at Roman Road Sports Centre, and a second at Shrewsbury School. At present, the existing pitch at Shrewsbury School has only very occasional use by community hockey – any community use has to work around school sporting programme, so it cannot be considered as an accessible venue (unlike Oswestry School). However, the addition of floodlights here may be an opportunity to negotiate some community use; it also appears that the School is looking to provide a second AGP on its site (surface to be confirmed).
- 3.38 The study concludes that there is an undersupply of hockey facilities in Shrewsbury as the one community use pitch at Roman Road, whilst just able to accommodate demand at present has very little spare capacity for a growth in the number of teams. Growth and development in hockey in the town could be compromised by lack of another pitch and we would recommend that consideration be given to an additional sand based pitch (options include negotiating access to the existing sand based pitch or the proposed new one – if suitable – at Shrewsbury School (although given past record for community use this seems unlikely).

Latent and Future Demand

- 3.39 Based on the population projections set out in Section 2, we have estimated that the remaining new development scheduled for Shrewsbury, including the West and South Sues, will generate a population of 7865 people. Based on existing team generation rates, this is expected to generate the following numbers of teams:

Football:

- 7 adult male teams
 - 5 junior male (10-15 yrs) teams
 - 1 junior female (10-15 yrs) team
 - Minis: 6 minis teams
- For football, the FA estimates that there is a further growth potential of c.10 teams in Shrewsbury & Atcham (mostly adult male teams. Some junior clubs predict small increase in the number of teams e.g. SAHA.
- There will also be teams generated through natural population growth (this number still to be agreed, following consultation with Shropshire Council on population figures but could be c.6 teams)

Rugby: 1 men's team (19-45 yrs) (+ minis)

Cricket: 4 men's teams (18-55 yrs) (+ juniors)

Hockey: 1-2 men's + women's teams (16-55 yrs)

- 3.40 Much of the new development in Shrewsbury will be focused in the South SUE and the West SUE. There is some recreational land scheduled in the West SUE, which would

actually be located in Bicton Parish, but no land for playing fields, other than kickabout areas, in the South SUE (the nearest multi pitch sport playing fields to which will be Springfield and Shrewsbury CAT). As referred to in 3.6, a large residential development (550 houses) is planned to the south west between Mytton Oak Road and Hanwood Road

- 3.41 We believe that this supports the provision of a multi pitch sport hub in west Shrewsbury, in the vicinity of the development planned between Mytton Oak Road and Hanwood Road, on the 8 hectare site which has already been designated for community sports use. A sports hub within this area would be well placed both to serve this new residential development and the other SUEs, and help to meet demand from existing residents in the south and west of Shrewsbury who currently have some distance to travel to facilities. High quality facilities will sustain teams to grow in the south of the town.
- 3.42 We believe from the evidence gathered for this report that there is a strong case to be made for the relocation of the SAHA FC to one, composite site, with a range of pitch sizes to accommodate its teams.
- 3.43 Whilst it is recognised that the provision of new grass pitches will cause some displacement from existing sites in Shrewsbury, including single pitch sites, which may then result in spare capacity at these sites, the provision of a multi pitch sport hub enables the development of a range of age groups and junior development and progression and the creation of a sustainable hub.

West Shrewsbury Sports Hub Opportunities

3.44 Considerations for the sports hub are therefore as follows:

- Development of multi pitch sport hub in West Shrewsbury
- It is recommended that further consideration to be given to the number and possible layout of football pitches and possible mix of sizes, management options etc. The above number of teams would support, say, two adult pitches, a large junior pitch, a 9v9 pitch and two mini pitches – the aim would be for flexibility so that pitch sizes could be changed to suit the appropriate age ranges.
- As well as grass football pitches, there are a range of other possible pitches/facilities which could be located here.

Cricket

- Cricket in Shrewsbury is buoyant and the new development will increase demand and pressure on existing pitches which are already at capacity. Options to meet this new demand include:
- The provision of a new cricket pitch at the West Shrewsbury Sports Hub, which could become a second ground for Shrewsbury CC. Although it would be some distance from the club's main site, it would provide a high quality facility which could be planned with the club from the outset. With good planning, it would be possible to place two junior/mini soccer pitches on the outfield, so that maximum use is made of the space.

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- An alternative, or additional, way of partially catering for increasing demand for cricket would be to invest in the required improvements to the Frankwell County ground to increase its capacity i.e. assisting with pitch regrading and upgrading of the pavilion.

Rugby

- There will be some new demand for rugby from the new developments. Shrewsbury Rugby Club may be able to accommodate this at their out of town ground, but this also gives an opportunity for a rugby pitch to be provided within the West Shrewsbury Sports Pitch hub, to serve this side of the town.

Ancillary facilities

- There will also need to be a range of ancillary facilities – changing, clubhouse, car parking etc

Artificial turf pitch

- It is difficult to state categorically that a full size 3g pitch is required to meet demand for football. (According to the FA Modelling, 250 teams in the wider Shrewsbury and Atcham area would suggest enough demand for up to 5 full size AGPs). There is a shortage of training slots during weekday evenings, but it is not clear whether a pitch could be sustained from current demand. Roman Road Sports Centre sand based AGP has noticed some decline in usage by football since the new 3gs in the town have come on stream. However, the pitch would be on the FA Register of Sites for matchplay and as such, would be able to host matches, and this market is set to grow in the future, from both junior and senior sides. However, some of this demand could also be met on the existing 3g AGPs at Shrewsbury Sports Village and Shrewsbury CAT, which are currently not used for matchplay. Shrewsbury RFC could be an occasional user of a 3g pitch if located here for outreach work – touch rugby so non-shock pad surface would be OK (desirable rather than essential).

Site Management and implementation

- 3.45 The management of the sports hub will need to be carefully considered. It may be that some of the pitches lie within a school site; this will have implications for the amount of use they could sustain outside school hours at weekends. Locating an AGP on the secondary school site will ensure weekday, term time use, and this may be a more sustainable and efficient way of providing an AGP, providing that community use can be ensured and protected in perpetuity. It may be that a school would opt for a sand based AGP – this could meet the need for additional hockey capacity within the town, and provide a surface for training for the football clubs located in the area, but this would not be supported by the FA as an appropriate surface for football or as appropriate provision for a multi pitch football hub site. A Business Plan/Feasibility Study for a 3g pitch needs to be carried out.
- 3.46 The pitch sports hub should embrace principles of sustainability in that a range of playing field sports can be accommodated and all year round use ensured.
- 3.47 Facilities within the West Shrewsbury Sports Hub could be funded both through CIL, the neighbourhood fund and S106, as an element of demand will emanate directly from the new developments. There is potential for them to be accommodated with other

community infrastructure proposals such as police posts, health care establishments, schools etc.

3.48 Thus, as set out in the Schedule 4.1 Shrewsbury SIP, the priorities for Shrewsbury are as follows:

West Shrewsbury Sports Pitch Hub:

- Development of a multi pitch sport hub in West Shrewsbury – to include provision for football and cricket, and possibly rugby. To provide a base for SAHA FC and/or other teams from the west of the town.
- Provision of 3g AGP to be further investigated

Shrewsbury – Other Opportunities

- Improvements to the Frankwell County Ground
- Shrewsbury CC: To address need for second ground (could be accommodated within West Shrewsbury pitch sport hub),
- Shrewsbury RFC – completion of new floodlighting & drainage improvements
- Provision of grass football pitch at Greenfields and development of changing facilities in partnership with the private bowls club
- Support for other pitch enhancements, according to identified priorities (Shrewsbury Town Council) including Monkmoor Recreation Ground
- Keep provision of sand based AGPs under review . Improvement of existing sand based provision to enhance capacity – improvements to floodlighting at Roman Road Sports Centre and addition of floodlighting to pitch at Shrewsbury school (together with community use agreement)
- Protection of existing cricket facilities (e.g. Reman CC)
- Shrewsbury Sports Village Resurface of 3g in next five years

The 2010 Playing Pitch Strategy stated that within Shrewsbury, the following should be identified: 4 strategically located multi pitch sport sites providing for competition and training, with good quality on-site changing and toilet provision, appropriate for, and accessible to, all user types, provision on site. From this study, these sites are identified as:

- Roman Road Sports Centre
- Shrewsbury Sports Village
- Monkmoor Outdoor Recreation Centre
- New multi pitch sport hub in West Shrewsbury

Sites outside Shrewsbury

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- Bomere Heath School playing pitches. Priority site in Place Plan, but no issues/projects have been identified through the strategy
- Shrewsbury Condover CC (Snap 22).
- Stanley Parker Playing Fields (Snap 23).