

TELFORD & WREKIN COUNCIL

REPORT AND DECISION NOTICE OF OFFICER

KEY DECISION TAKEN ON 15 JANUARY 2026

PUBLISHED ON 19 JANUARY 2026

DEADLINE FOR CALL-IN 24 JANUARY 2026

**DECISION TO ADOPT PLAYING PITCH AND OUTDOOR RECREATION
STRATEGY**

This **Key Decision** was taken by JAMES DUNN, being the appropriate Officer under Delegated Powers in compliance with the Council's Constitution

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The **Key Decision** related to the following identified item contained within the Council's **Notice of Key Decisions** as published on 16 JANUARY 2026.

Playing Pitch and Outdoor Recreation Strategy

1.0 Recommendations for decision/noting:

- 1.1 Note the findings and recommendations set out within the Playing Pitch and Outdoor Recreation Strategy (PPORS) and Action Plan across Telford and Wrekin.
- 1.2 Approve the adoption and publication of the strategy that reflects the Council's strategic role in ensuring sufficient and appropriate playing pitch and recreational provision. Providing an action plan to ensure outdoor facilities are hierarchically prioritised and sets out the requirement for improved quality and increased quantity for outdoor sports and recreation provision.

- 1.1 Delegate approval of future updates of the Playing Pitch and Outdoor Recreation Strategy to the Director: Prosperity and Investment in consultation with the Cabinet Member for Neighbourhoods, Planning and Sustainability.

1.0 Purpose of Report

- 2.1 This report summaries the Playing Pitch and Outdoor Recreation Strategy (PPORS) and Action Plan that consider the quality, supply and demand for playing pitches and outdoor recreation across the Borough.
- 2.2 The report summarises the consultation and feedback received from the strategic steering group and key stakeholders throughout 2024–25. It notes that the final draft was subject to stakeholder consultation between 15 July and 25 August 2025.

2.0 Background

- 3.1 The PPORS is to ensure that the Council has a framework for the prioritisation, provision and development of outdoor sports and recreation facilities across public, private and independent sectors. It supports the implementation of the Local Plan policies relating to the protection, enhancement and provision of community sport and physical activity facilities. It provides an evidence-based framework to support external funding bids and negotiations with developers which may provide funding or assistance to improve local provision.
- 3.2 The National Planning Policy Framework's section eight: Promoting healthy and safe communities, paragraph 103 states that "planning policies should be based on robust and up to date assessments of the need for open space, sport and recreation facilities (including quantitative and qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessment should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate". Paragraph 104 sets three conditions that ensure existing open space, sport and recreational buildings and land should not be built on unless:
 - a. an assessment has been undertaken which clearly demonstrates the open space, building or land to be surplus to requirement: or

- b. the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- c. the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

- 3.3 The PPORS reflects the Council's strategic role in ensuring sufficient playing pitch provision, recognising that the Borough's playing pitch assets are owned, maintained and managed by a range of organisations; and highlighting opportunities to continue to work with partners to develop sustainable models for the future management.
- 3.4 Subject to the endorsement of this strategy, the PPORS will inform planning policy, including the Local Plan, recognising the importance of open spaces and protection of existing public open spaces used for sports and recreation provision. Furthermore, it will support the Local Plan policies that seek to secure the provision of facilities and contributions from developments to offset the needs arising from the population growth, and it will provide evidence to protect existing sports and recreation areas from development and require replacement for any sport facility affected as a result of the development. Upon adoption the PPORS will replace the existing Telford and Wrekin Playing Pitch Strategy adopted in 2016.
- 3.5 As statutory planning consultees, Sport England recommend all Local Authorities have a robust, up to date Playing Pitch Strategy to ensure there is a sufficiency in quality playing pitches to meet the recreational needs of local communities. The PPORS analyses current and future supply and demand for grass pitches, artificial grass pitches (AGP's) and wider recreational sports provision.
- 3.6 The strategy is delivered in accordance with Sport England's Playing Pitch Strategy Guidance (for playing pitch sport) and Sport England's Assessing Needs and Opportunities Guide (for non-pitch sports). It informs the future direction on aims and objective for sports delivery, including the identification of projects which can draw on investment and funding and help to understand future pressures relating to the management and maintenance of facilities.
- 3.7 The scope of sport and recreational activities covered are Football (including Third Generation Turf pitches (3G)), Cricket, Rugby Union, Hockey, Rugby League (including AGP's) Tennis, Netball, Bowls (Crown Green and Flat

Green) Athletics, Golf, Outdoor Water Sports, Open Water Swimming, Angling, Cycling and other grass pitch sports such as American Football, Rounders and Baseball/Softball.

- 3.8 Using both qualitative and quantitative ratings for an assessment of the Borough's supply and demand for pitches and outdoor sports provision, the assessment assesses the quantity, quality and usage, aiming to understand stakeholders, ownership and management types, security of tenure, community availability, levels of usage and ancillary provision. Supply and demand information has been used to assess the adequacy of playing pitch provision and has identified key issues, challenges and aspirations to support the development of the PPORS Action Plan. Qualitative ratings were linked to the capacity ratings derived from National Governing Body guidance and tailored to suit the local areas. For playing pitch sports, the quality and use of each pitch is assessed against recommended capacity to indicate how many Match Equivalent Sessions (MES) provision could be accommodated. Each pitch is then said to have potential spare capacity, be at capacity or be overplayed using a RAG rating framework.
- 3.9 An audit of playing pitches identified a total of 134 grass football pitches within Telford and Wrekin across 56 sites, with 118 pitches across 47 sites identified as being available for community use. There are 16 grass wicket cricket squares across 11 sites and all but two are available for community use. The audit for Third Generation turf (3G) and AGP in the Borough, identified a total of 8 11v11 3G pitches and 3 smaller sized pitches. Assessment headlines highlighted a deficit in current and future demand of the following sports: Football, Cricket, Rugby Union and Rugby League. There is sufficient provision for Hockey, Tennis, Netball, Bowls, Athletics, Golf, Cycling and other pitch-based sports, providing current provision is protected and sufficient facilities to cater for future Water Sports and Open Water Swimming across the Borough (please note the sites identified for open water users were non-Council owned sites). A quantified deficit of 3G provision for football and rugby training had been highlighted and ancillary facilities across the Borough are required to be improved.

3.0 Summary of main proposals

- 4.1 Subject to adoption, the PPORS is a pivotal document in the informing of planning policy, including the Local Plan, the Infrastructure Delivery Plan, and the Council's Green Guarantee Scheme.

- 4.2 The strategy and action plan make several recommendations for priority projects relating to the provision of sports and recreation. Providing a framework for improvement, which can be implemented as and when sources of external funding (S106 and grants from sports bodies) become available.
- 4.3 The PPORS presents a comprehensive set of recommendations for managing facilities to enhance outdoor sport and recreation. Providing a structured, evidence-based framework that guides the Council in managing its facilities. It recommends a tiered approach - categorising sites as hub, key, or local centres -to prioritise investment and resource allocation. The strategy also promotes collaboration with stakeholders and the use of tools like Sport England's Playing Pitch Calculator to assess housing growth impacts and secure developer contributions for facility improvements.
- 4.4 Central to the recommendations for managing facilities is the goal of maximising the use of educational sites for community benefit while ensuring long-term sustainability and quality. Schools are encouraged to build structured relationships with local sports clubs, address barriers such as pricing and access, and improve facility standards to support wider use. New schools should be designed with community access in mind, including appropriate pitch types and multi-use courts. Formal community use agreements and leases are recommended to ensure clubs have secure tenure, ensuring reliable access, supported by planning conditions and funding agreements. Facility quality should be improved through upgrades to pitches and courts, installation of sports lighting to extend usage hours, and the establishment of sinking funds for ongoing maintenance and resurfacing. These measures aim to create inclusive, high-quality environments that support participation and community wellbeing.
- 4.5 The PPORS provides possible options to overcome existing and future deficits in sports and recreational facilities. Possible options include.
- Alleviate overplay
 - Reinstate disused provision
 - Loss of access to unsecure sites, (such as school facilities)
 - Partner Use Agreements and long lease options
 - Accommodating current and future demand and provision for women and girls' facilities
 - Improving pitch maintenance and drainage
 - Meeting demand for Artificial Grass Pitches

- Access to performance specific 3G pitches
- Securing club tenures with sites hosting existing provision such as schools
- Increasing sport-lit provision

4.6 Recommendations have been provided for specific sports; the following subsections provide headlines of the primary sports

4.6.1 Football

- Protect existing provision: Safeguard all current pitches unless replacement meet Sport England and NPPF criteria. Ensure any loss of pitches is offset by equivalent or better provision in terms of quality, quantity and location
- Improve pitch quality: Prioritise investment in overplayed or poor/standard quality pitches. Use the Football Foundations PitchPower to assess and improve pitch conditions and address overplay by enhancing maintenance and/or installing pitch drainage,
- Enhance ancillary facilities: Upgrade changing rooms and pavilions, especially at multi pitch and club-led sites and focus on facilities that support adult women's and girls' football.
- Secure tenure for clubs: Formalise long-term usage agreements, especially at education sites. Support clubs obtaining long leases or Partner Use Agreements where feasible.
- Maximise use of existing sites: Redirect demand from overplayed to underused or newly accessible sites. Improve access to school pitches and underutilised community facilities.
- Develop new provision where needed: Address shortfall in 3G pitches and prioritise new 3G development in the Northern Analysis Area of the Borough. Ensure new housing developments contribute to football provision via on-site pitches or developer contributions.
- Support club growth: Monitor and accommodate future demand from club expansion and population growth. Assist clubs in accessing funding and planning for facility improvements.
- Strategic planning: Use Sport England's Playing Pitch Calculator to assess needs from housing growth. Focus in creating Multi-pitch sites for sustainability and strategic impact.

4.6.2 Cricket

- Protect existing provision: Safeguard all current cricket squares, including those not currently in use, to meet future demand.
- Improve pitch quality: Upgrade standard and poor-quality grass squared to good quality and maintain good quality squares through appropriate maintenance regimes.
- Address overplay: Alleviate overuse at key sites by improving pitch quality, installing or increasing use of Non-Turf Pitches (NTPs) for junior and midweek play and rotate usage across available wickets.
- Support club growth: Assist clubs with aspirations to expand, especially those with aspirations to develop junior and women's sections and monitor the impact of the new East Shropshire Midweek League on pitch demand.
- Enhance ancillary facilities: Improve changing rooms and practice nets at sites across the Borough.
- Secure tenure: support clubs in securing long-term leases to ensure sustainability and access to funding

4.6.3 Rugby Union

- Protect existing provision: Safeguard all rugby union pitches, including those used for curricular and extra-curricular activities. Ensure any loss of provision complies with National planning policy and offset by equivalent or better facilities.
- Improve pitch quality: Support clubs in using the Grounds Management Association and Pitch Advisory Service to assess and enhance pitch quality. Improve maintenance and drainage to increase pitch capacity and reduce overplay. Address overplay at key sites such as Newport (Salop) RUFC and Telford Hornets RUFC
- Enhance ancillary facilities: Upgrade changing rooms and support facilities to accommodate simultaneous male and female games and poor-quality facilities.
- Support club aspirations: Assist clubs with plans to grow participation, including women and girls' teams. Aid clubs to bring unused pitches back into use (e.g. training pitches at Telford Hornets RUFC)
- Develop 3G provision: Deliver additional World Rugby regulation 22-compliant 3G pitches to support training and alleviate overplay on grass pitches. Ensure new 3G pitches have community use agreements and meet quality standards.

- Secure tenure: Support clubs in securing long-term leases or community use agreements to ensure sustainability and access funding.
- Plan for future demand: Use Sport England's Playing Pitch calculator to assess needs from housing growth and for large developments to consider on-site rugby provision or developer contributions to enhance existing sites.

4.6.4 Hockey

- Protect existing Hockey-suitable Artificial Grass Pitches (AGPs): Safeguard all full-size AGPs suitable for hockey, specifically those with community use and avoid conversion to 3G unless an equally equivalent or better replacement is provided
- Improve quality of existing facilities: resurface the poor- pitch quality to ensure safe and effective use and maintain good quality pitches across the Borough.
- Secure Long-term access: ensure existing clubs, maintain long-term tenure through partnership working and formal community use agreements.
- Support club growth: Monitor capacity at existing sites to accommodate potential growth in senior and junior teams. Ensure sufficient access to pitches for training and match play.
- Facility management: Ensure all hockey AGP's have a sinking fund for future refurbishment and improve the management and accessibility of sites to meet club need.
- Planning for future demand: consider hockey provision in large housing developments and use developer contributions to improve existing sites or create new multi-sport venues if justified.

4.6.5 Rugby League

- Support community clubs: Ensure Rugby Football League (RFL) has the capacity and resource to implement the strategy. Help clubs maintain good quality grass pitches and inclusive changing/social facilities. Promote sustainable clubhouse operations to ensure long-term viability. Increase the number of clubs with secure tenures through dedicated funding and partnership support. Share success stories to inspire best practice across the sector.
- Deliver Social and Environmental Impact: Encourage clubs to open facilities for non-rugby league activities. Work with Shropshire's Active Partnership Energize to increase usage of rugby league venues for broader community

benefit. Prioritise clubs in high-deprivation areas for development as wellbeing hubs. Link capital funding for clubhouses to demonstrated community activation.

- Collaborate with key partners: Continue working with Sport England and other national governing bodies (NGB's) to align investment. Leverage Football Foundations Multi-sport funding opportunities.
- Improve pitch quality: Prioritise investment in overplayed or poor/standard quality pitches. Use the Football Foundations PitchPower to assess and improve pitch conditions and address overplay by enhancing maintenance and/or installing pitch drainage.

4.6.6 Tennis

- Protect existing provision: Safeguard all current tennis courts to maintain access and participation opportunities
- Improve court quality: upgrade courts rated as poor or standard quality and sustain good quality courts, especially those used by clubs and those with strong recreational use.
- Understand club capacity: investigate membership at Lilleshall Village Tennis Club and Boughey Gardens Tennis Club to identify any capacity, club growth or access issues.
- Ensure long-term sustainability: Encourage providers to establish sinking funds for future maintenance
- Plans for Padel Tennis: Consider developing Padel tennis courts to meet growing demand identified by the Lawn Tennis Association (LTA).

4.6.7 Netball

- Protect existing provision: Safeguard all current outdoor netball courts, especially those used by clubs and leagues
- Improve court quality: upgrade courts rated as poor or standard quality and priorities improvements at key sites, where poor grip, moss and worn markings affect usability.
- Increase sports lighting: install lighting at key venues to enable year-round use and support midweek training and league play.
- Secure community access: formalise long-term community use agreements at sites currently used by clubs across leisure and education facilities.

- Support inclusive participation: Improve access to community facilities during daytime hours to support initiatives like walking netball and netball now, which are currently limited by school-based site restrictions.

4.6.8 Bowls

- Protect existing greens: maintain the current number of bowling greens and ensure any development aligns with the NPPF
- Monitor capacity at busy clubs: Monitor club operations at or near capacity and ensure the clubs continue to have sufficient provision to meet demand
- Support club growth: Assist clubs with plans to increase membership, including both senior and junior players
- Improve ancillary facilities: Support clubs enhance their pavilions and support infrastructure where required.

4.6.9 Athletics

- Protect existing facilities: maintain the current athletic provision, particularly the track at Oakengates Leisure Centre, which hosts the Boroughs only formal athletic facilities
- Sustain track quality: continue to maintain the track to UK Athletic Trackmark standards and plan for future resurfacing (due 2028)
- Support club development: assist Telford Athletics Club with their aspirations to build a clubhouse with change room and toilets adjacent to the track to support club growth.
- Encourage participation: Promote and expand participation through initiatives like Parkrun and other community running events. Explore opportunities to introduce ActiveTrack (walk/jog/run/cycle) routes in parks and open spaces or as part of new housing developments.

4.6.10 Golf

- Protect existing sites: safeguard the five golf venues in the borough to ensure continued access to a variety of golfing experiences (18 hole, 9 hole, 27 hole and driving ranges)

- Maintain and improve quality: sustain the quality of course and ancillary facilities and address any emerging maintenance or infrastructure needs to ensure long-term usability.
- Support club sustainability: Assist clubs in retaining and growing membership and encourage collaboration between clubs to create clear player pathways and share best practices.
- Expand entry-level opportunities: explore the development of par 3 course or other beginner-friendly formats to attract new players and support casual participation
- Protect against developer pressures: ensure that nearby developments do not negatively impact golf course, through ball-strike risks or access issues

4.6.11 Outdoor Water Sports

- Protecting existing provision: safeguard current outdoor water sports facilities such as Priorslee Lake, the River Severn and local canals and lakes, ensuring continued access for clubs and community groups
- Maintain facility quality: ensure supporting infrastructure, such as access points, storage and safety equipment remain in good condition to support safe and inclusive participation,
- Support Club Development: Work with clubs to understand their needs and development plans and help clubs to maximise usage and participation through programming and outreach
- Secure long-term access: Ensure clubs have secure, long-term access to the water bodies they use, especially where access is shared or seasonal

4.6.12 Open Water Swimming

- Existing Provision: There is currently no water body owned by TWC identified in the Borough for open water swimming, , where existing provision is facilitated by others, this will be retained to ensure the facilities remain of sufficient quality where possible.
- Supporting Community Use: Work with the relevant partners to further understand requirements and development plans
- Ensure safety and infrastructure: Work with partners to maintain and improve safety measures, including signage, water quality monitoring and emergency

access. Provide or enhance supporting infrastructure such as changing areas, parking and access paths.

4.6.13 Angling

- Protect existing provision: Safeguard access to current angling sites, including lakes, rivers and canals used by local clubs and individuals
- Support club development: work with angling clubs to understand their needs and support their development plans. Encourage clubs to encourage with wider community initiatives and promote inclusive participation
- Maintain and improve facilities: Ensure that access points, pegs, and supporting infrastructure (e.g. parking, signage, pathways) are well maintained and accessible:
- Promote environmental stewardship: Encourage sustainable practices and management at angling sites and support clubs in working with environmental agencies to protect water quality and biodiversity.

4.6.14 Cycling

- Protect existing provision: safeguard current cycling facilities, including BMX and pump tracks and other informal cycling routes and trails
- Support club and community use: Work with local cycling clubs and community groups to maintain and expand participation opportunities and encourage inclusive programming for all ages and abilities.
- Explore expansion opportunities: Investigate the potential for developing cycling opportunities in Newport, responding to local demand and interest
- Enhance infrastructure: Improve access, signage and safety features at existing cycling venues and ensure facilities are well-maintained and meet user's needs.
- Promote active travel: Integrate cycling into wider active travel and green infrastructure strategies and encourage use of cycle routes for recreation, commuting and health.

4.6.15 Other Pitch Based Sports

- Protect existing provision: Safeguarding current sites used for sports such as Baseball, Rounders and American Football, ensuring they remain available for community and club use
- Support club development: Engage with clubs and informal groups to understand their needs and aspirations and assist with access to facilities, equipment and funding opportunities
- Improve facility quality: maintain and enhance pitch quality and supporting infrastructure (e.g. changing rooms, storage and lighting if relevant and appropriate at the site) where these sports are played.
- Enable flexible use: Promote the use of multi-sport pitches and shared spaces to accommodate a variety of pitch-based sports, especially where dedicated provision is limited
- Encourage participation: Support initiatives that promote inclusive and recreational formats of these sports, particularly in schools and community settings

4.7 The PPORS outlines specific recommendations for sports provision in the proposed Sustainable Communities to ensure the new housing developments are supported by adequate outdoor sport and recreation infrastructure.

4.8 The PPORS recommends that the Council uses Sport England's Playing Pitch Calculator to quantify facility needs and to determine the specific type of facilities required based on population growth. The calculator will be used to secure offsite contributions on all new developments of 10 or more dwellings.

4.9 Estimated requirements for the proposed 7,900 new homes include 23 new pitches (grass and artificial), 25 changing rooms, with a prioritisation on multi-pitch and multi-sport sites that accommodates club and community uses. The PPORS recommends that the development of the Boroughs Sustainable Communities integrate wider strategic planning to align sports provision with green infrastructure, active travel networks and community wellbeing strategies, ensuring facilities are accessible, inclusive and designed for long-term community benefit.

4.10 The Strategy and Action Plan recommend a site hierarchy to guide investment, management and strategic planning for outdoor sports facilities, suggesting the establishment of a tiered system, classified by:

- Hub sites – Large, strategically located, multi-sport venues with high quality facilities and capacity for significant community use.
- Key sites – Well-used sites with good-quality provision, often club based, serving localised demand
- Local sites – smaller, often singular sport sites or informal sites that meet neighbourhood level needs.

- 4.11 The PPORS proposes using the site hierarchy to support strategic planning to inform decisions on facility upgrades, developer contributions, long-term asset management and programming and community outreach. Recommendations are for a prioritised facility investment, focusing funding and development efforts on hub sites to maximise impact and sustainability. Ensuring key sites are well maintained and to a good standard to support club development and that local sites are maintained to ensure accessibility and community reach.
- 4.12 The Strategy and Action Plan recommend the design of hub sites to accommodate multiple sports and flexible programming, promoting shared use and collaboration between clubs and community groups. Ensuring the hierarchy aligns with Sport England and NGB facility strategies to support wider funding bids and policy compliance.
- 4.13 Consultees included National Governing Bodies, sports clubs, Ward Members, Parish and Town Councils and Schools. Overall, 12 respondents completed the questionnaire, with a majority strongly agreeing/agreeing with the strategic aims, priorities and recommendations.
- 4.14 The consultation highlighting pitch and facilities maintenance, proposed an alternative management models around central venues for Telford Junior League matches. This would meet Aim 1, Recommendation B in the PPORS, in providing a support structure to newer and developing clubs to have access to sites in high demand, remove current capacity demands on smaller pitches and increase play capacity across grass pitch facilities.
- 4.15 Following further consultation with stakeholders it was determined that changes to the PPORS were required the approach to Community Asset Transfer to better reflect that many publicly owned pitch sites form part of larger open spaces with a range of community users, Utilising Partner User Agreements now replaces Community Asset Transfers

4.0 Alternative Options

- 5.1 The Council is committed to ensuring sufficient accessible green spaces for sport and recreation across the Borough. The PPORS will provide fundamental evidence for the Local Plan review, informing the planning process, and the Council's maintenance and management of Play Pitches and outdoor recreation facilities. It will support local sports development, guide investment and support funding opportunities. Continued engagement with stakeholders to deliver the Action Plan will be maintained.
- 5.2 Should the Council choose not to publish the PPORS, this would impact the evidence base for the Local Plan, and give rise to objections from stakeholders, including Sport England. The Council would have no clear strategy for the management and enhancement of playing pitches or outdoor recreation facilities. The Council could be challenged on the requests for planning applications to deliver on site facilities, or contributions towards offsite facilities. The Council would not have the evidence base to secure external funding.

5.0 Key Risks

- 6.1 Adopting the strategy carries minimal risk. The Council is expected to continue progressing the advisory Action Plan, which is already underway in parts. Implementation will depend on the viability of individual projects, as well as the availability of resources and funding.

7.0 Council Priorities

- 7.1 The proposals set out in this report support the following council priorities:
- Every child, young person, and adult lives well in their community
 - All neighbourhoods are a great place to live
 - A community focused innovative council providing effective, efficient and quality services

8.0 Financial Implications

- 8.1 There are no direct financial implications arising from the PPORS or its Action Plan. The responsibility for funding improvements or the development of new outdoor sports pitches lies with the individual site owners. In most cases, these sites are managed by schools, colleges, town and parish councils, sports clubs, voluntary organisations, or private landowners.
- 8.2 For council owned sites the proposals outlined in this strategy exceed the current budget allocated to these facilities. As such, the Council will collaborate with partners and stakeholders to identify alternative funding sources to support project delivery, using the evidence from the strategy to secure external funding.
- 8.3 Investment in new or upgraded sports pitches is expected to be financed by the relevant site owners providing onsite delivery, or developer contributions providing offsite enhancements, and potentially through external funding from organisations like Sport England, Football Foundation and other national governing bodies for sport.

9.0 Legal and HR Implications

- 9.1 Under section 19 of the Local Government (Miscellaneous Provisions) Act 1976, Local Authorities have the power to provide recreational amenities. This report outlines options, as identified by external consultants, for enhancing and securing future access to specific sports facilities across the Borough.
- 9.2 While there are no immediate legal implications arising from this report, any future contracts or projects resulting from its recommendations will require appropriate legal review to ensure compliance with relevant legislation and governance procedures.
- 9.3 The Strategy will support existing planning policy and help inform and justify the emerging Local Plan and policy, providing a robust evidence base for planning decisions.

10.0 Ward Implications

- 10.1 The PPORS is a borough wide strategy and action plan. However, a strategic focus has been given to the proposed Sustainable Communities in the wards

of Admaston and Bratton, Shawburch and Dothill, Ercall Magna and Apley Castle, and Muxton, Donnington, and Church Aston and Lilleshall. With an increase of up to 7900 new houses proposed to be built, the PPORS proposes accumulative figures to meet the future demand created from these strategic developments.

11.0 Health, Social and Economic Implications

- 11.1 The strategy aims to provide opportunities for residents to access a variety of outdoor facilities that are fundamental for sustaining and improving health, social, emotional and cultural wellbeing. The inclusion of wider recreational activities aims to meet the growing needs of the residents of the Borough. The PPORS promotes physical activity and mental wellbeing by improving access to sports facilities, fosters stronger community connections and youth engagement, and supports inclusive participation. Economically, it can attract external funding, stimulate local investment, and create jobs, while helping the Council allocate resources more efficiently and plan for long-term sustainability.

12.0 Equality and Diversity Implications

- 12.1 The adoption of the Playing Pitch and Outdoor Recreation Strategy supports the Council's commitment to promoting equality, diversity, and inclusion. By identifying gaps in provision and ensuring facilities are accessible to all, the strategy aims to remove barriers to participation in sport and physical activity. It recognises the needs of underrepresented groups—including women and girls, disabled people, ethnic minorities, and lower-income communities—and seeks to ensure fair and inclusive access to outdoor sports opportunities. The strategy aligns with the Council's wider equality objectives and contributes to reducing health inequalities, fostering inclusive community engagement, and promoting active lifestyles for all residents.

13.0 Climate Change, Biodiversity and Environmental Implications

- 13.1 The adoption of the Playing Pitch and Outdoor Recreation Strategy supports the Council's environmental commitments, including its duties under climate change and biodiversity legislation. By promoting sustainable design and management of outdoor sports facilities, the strategy encourages the use of low-carbon materials, energy-efficient infrastructure, and active travel options to reduce emissions. It also provides opportunities to enhance local

biodiversity through sensitive landscaping, tree planting, and habitat creation around playing pitches. Delivery of the strategy will be aligned with the Council's climate action plans and biodiversity objectives, ensuring that environmental sustainability is embedded in future investment and site development.

DECISION –

Having considered the report of Jade Jackson, and having also consulted with Cllr Carolyn Healy, Cabinet Member for Neighbourhoods, Planning and Sustainability, I approve the following:

The adoption of the Playing Pitch and Outdoor Recreation Strategy to protect, enhance and provide outdoor sport and recreation facilities across the Borough

In accordance with the authority granted to me as a Chief Officer under the Consultation of the Council

Signed:



James Dunn

Director of Prosperity and Investment

Dated: 15th January 2026