



**LA RONDE WRIGHT**  
Development + Planning



## Land to the rear of Heath Crescent / Prince Andrew's Road

Supplementary information submitted in support of site GNLP1021.

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## 1.0 Introduction

- 1.1 The site lies at the eastern edge of the Parish, and is enclosed to the north, south and east by housing, and by an industrial estate to the west.
- 1.2 The site is identified in GNLP documents as 'Land behind Heath Crescent and Prince Andrew's Road' but is known locally as the former Jarrolds Sports and Social Club.
- 1.3 The former Sports and Social Club was established in the early 1950's by Jarrolds Ltd to serve its employees and their families, and closed in 2016 due to declining use of the facility by these private members.
- 1.4 Prior to closure the facility provided a football pitch, two tennis courts and a bowls green. The site also provides parking spaces (circa 15) and there is a brick-built building on site (approx. 50 sq. m floor space) which is connected to fresh and foul water and electricity.
- 1.5 Since closure in August 2016 the site has been mothballed and left unused.

## 2.0 Current Site Submissions to the GNLP Process

- 2.1 In the GNLP process to date, two different submissions, promoting two different uses, were submitted for the site.
- 2.2 The proposal from Hellesdon Parish Council (GNLP1021) seeks to retain the whole site for sports, recreation, and open space, opening up this use to the community. The submission from the landowners (GNLP2173) proposes 35- 50 dwellings, as well as opening the bowls green for community use.
- 2.3 A summary of the submissions is set out in the table below:

GNLP site ref	Submission made on behalf of	Proposed use	GNLP assessment to date	Consultation Comments received to date
2173	Landowner	35-50 new homes and providing public access to the bowls green and potentially the tennis courts	Reasonable Alternative - <i>This site is considered to be a reasonable alternative if additional housing is needed in the urban area. It is well located within the built-up area and highways would support residential development subject to vehicular access via Prince Andrews Road with pedestrian, cyclist and emergency access only via Heath Crescent. However, there is an objection from Sport England which would need careful consideration as would the Parish Council/ Neighbourhood Plan ambition to secure the site for community uses. Residential development would only be appropriate if recreational space requirements in this part of the parish were met</i>	101 representations from the public, all of which oppose the development.  1 objection from Sport England.
1021	Hellesdon Parish Council	Sports and recreation facilities for local community	Reasonable Alternative - <i>This proposal is considered to be a reasonable alternative for further consideration but is not preferred for allocation at the current time as more information is needed about how the plans put forward by Hellesdon Parish Council sit alongside alternative plans for residential/recreational use put forward by the landowner as site reference GNLP2173, which is also considered to be a reasonable alternative</i>	26 representations from the public, all of which support the retention of the site as a recreation facility and opening the site for public use

### 3.0 Additional Information Provided in support of submission ref GNLP1021

3.1 Following submission of the site to the GNLP process by the Parish Council, and the subsequent publication of the Draft Plan, the Parish Council have had further discussions with the GNLP team to better understand exactly what additional information is required to address their concerns regarding the proposed allocation of the site for recreational/leisure use (as proposed on submission 1021).

3.2 In response, officers at the GNLP suggested it would be helpful to clarify the following matters (see Appendix 1 for copy of correspondence):

1. *As the proposed use is different to the use submitted by the Landowners, can you demonstrate how you will be able to deliver the Leisure use on this site? Who has the right to do what with the land? Have agreements been made with the landowner to support your proposed use?*
2. *Can you provide evidence to support/demonstrate the need for your proposed use in this location?*
3. *What actions have been taken, or are being proposed to protect the current use?*
4. *Is there any development/work proposed to facilitate the proposed leisure use, what form do they take, can you demonstrate deliverability?*

3.3 These questions centre on two key issues:

- i) Deliverability; and
- ii) The need/support for the proposed allocation.

3.4.1 These matters are considered, in turn, below.

## 4.0 Deliverability

- 4.0.1 The site is owned by Jarrold & Sons Ltd and it is clear that their aspirations for the site are different from those of the Parish Council.
- 4.0.2 The aspiration to preserve the recreational facilities and open the site up for use by the residents of the Parish is long held, and the Hellesdon Neighbourhood Plan commits the Parish to making efforts to secure use of the site for the local community (see Hellesdon Neighbourhood Plan, 2017, Project 1 – extract included at Appendix 2 of this paper).
- 4.0.3 To this end, the Parish Council has had discussions with the landowner to explore the potential sale of the site, but it is clear that these discussions will not be successful whilst their remains an aspiration to develop the land for housing.
- 4.0.4 With regards to deliverability of the proposed community use, this issue is considered to break down into two areas:
  - 1) The ability of the parish to secure control of the land and implement the allocated leisure use; and
  - 2) The capability of the Parish to deliver the new use if the site were allocated.

### 4.1 Matter 1: Implementation of a Community Use Allocation

- 4.1.1 Considering the first matter, the site is private land owned and controlled by a third party; as such the Parish can neither force the landowner to sell nor require them to deliver the allocated use. Thus, in response to an allocation for community use it is accepted that the landowner could simply continue the ‘mothballing, of the site.
- 4.1.2 However, securing an allocation in the new Local Plan as a recreation/leisure site would help to remove uncertainty regarding potential future uses at the site and, as such, assist the Parish in understanding the true value of land. This, in turn, could assist the Parish and landowner agree an appropriate price for sale.
- 4.1.3 It is also relevant to note that, whilst the Parish has no powers to require the sale of the land, Broadland District Council do.
- 4.1.4 Section 226(1)(a) of the Town and Country Planning Act 1990 provides for the compulsory acquisition of land to facilitate its development, redevelopment or improvement, provided that this will secure social, economic or environmental benefits.
- 4.1.5 Section 226(1)(b) of the 1990 Act provides for the compulsory acquisition of land where it is required for a purpose which it is necessary to achieve in the interests of the proper planning of the area.
- 4.1.6 Government guidance on use of these powers<sup>1</sup> state ‘*This power is intended to provide a positive tool to help acquiring authorities with planning powers to assemble and where this is necessary to implement proposals in their Local Plan or where strong planning justifications for the use of the power exist*’.

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<sup>1</sup> Guidance on Compulsory purchase process and The Crichel Down Rules, Ministry of Housing, Communities & Local Government, July 2019

- 4.1.7 This is strong encouragement for councils to take an interventionist role and, if not deliverable by way of negotiation with the landowner, it is clear that fact the Parish do not currently own the land does not mean that an allocation for community use could not be delivered (subject to further discussions with Broadland District Council regarding their willingness to exercise these powers, and mindful of the Parish Council's desire and ability to secure the community use of the site,).
- 4.2 Matter 2: The capability of the Parish to deliver the new use if the site were allocated.
- 4.2.1 This matter concerns the capability and resources of the Parish to actually deliver a community use if it were to be allocated.
- 4.2.2 In terms of acquiring the site, the White Rose development by Persimmon (former Royal Norwich Golf Course Site), failed to provide sufficient recreation space for formal use. In lieu of delivery of this community provision on site, the Parish council has been awarded a commuted sum. This funding could be used in the development of the Jarrolds site. In addition, Hellesdon Parish Council has an ear marked reserve for the acquisition of land which would part fund the development.
- 4.2.3 Other options include the potential access to the public works loan board for the capital expenditure. Regarding the funding for new equipment for the site, there are a number of funding pots available through Sports England, Broadland District Council which Hellesdon Parish Council could access
- 4.2.4 In addition to these potential funding streams, Hellesdon Parish Council has a neighbourhood plan in place. This attracts a 25% Community Infrastructure Levy (CIL) contribution. Mindful of the substantial existing housing commitments (which are reflected in the emerging GNLP), income from CIL will provide additional capital sums over the next few years as these schemes are built out.
- 4.2.5 Considering longer-term viability and the ability of the Parish to manage the site in a viable and sustainable manner, Hellesdon Parish Council currently manages and maintains the four principle parks/areas of open space within the parish and, accordingly, has the staff, machinery and expertise to deliver a new community leisure/recreation use at this site.
- 4.2.6 The Jarrolds site is approximately one-third the size of the current formal recreation facilities managed by the Parish and, mindful of the synergies available in expanding an existing maintenance operation (as opposed to initiating an entirely new system) and projected revenue arising from increased usage of the bowls and football facilities at the Jarrolds site, it is considered that the Parish has a sound and viable business plan for the long-term future of a community leisure use at the site.
- 4.2.7 Finally, following discussion with the local community (including a local drop in event and articles in the local magazine inviting comments) and local sports club, the Parish has prepared a draft site layout identifying what level of sports and open space provision they would deliver at the site.
- 4.2.8 This plan demonstrates the Parish Council have a clear vision for the site, informed by local need and their experience of running similar facilities elsewhere in the Parish. A copy of this plan is included at Appendix 3.

## 5.0 The need – and support - for formal recreation provision within the Parish

- 5.1 Hellesdon is a densely developed, urban, parish with limited existing public open space and recreation provision, and virtually no opportunities (other than the former Jarrolds site) to create new, publicly accessible facilities.
- 5.2 In 2018 the estimated population of the parish was 11,231 (Office for National Statistics), and recent major planning consents will provide a further 1,300 new homes in the parish.
- 5.3 Whilst these new developments will include some degree of public open space and formal sports provision, it is the case that policy compliant levels of provision cannot be accommodated within the site and, as such, shortfalls have been made up by way of financial contributions to delivery secure off-site.
- 5.4 Existing data concerning the demand for, and supply of, sports and open space provision in the parish is aging and fails to reflect the significant new housing consents/allocations within the parish. Consequently, to inform the case for establishing a need for sports and open space provision, Hellesdon Parish Council have commissioned an assessment, prepared in accordance with Sport England's *'Playing Pitch Strategy Guidance'* (2013) and *'Assessing Needs and Opportunities Guidance'* (2014).
- 5.5 A summary document and the full assessment are included with this representation, and submitted in support of submission GNLP1021 (see Appendices 4 and 5, respectively).
- 5.6 In summary, the key findings of the assessment are:
- There is a substantial undersupply of publicly accessible green space of all types in the Parish
  - There is a lack of available football pitches – and 'clear evidence of shortfalls' in provision - within the parish means that local football teams have no 'home' ground and no security of tenure. This, in turn, may explain the team generation rates which are substantially lower than the average across Broadland District
  - The poor quality of existing bowls facilities may be determining potential new players and leading to lower engagement rates
  - The size and layout of the Jarrolds site could accommodate both football pitch(es) and an outdoor gym and children's play, in an area of the parish with very little alternative green space.
- 5.7 The assessment is considered to be a robust and up to date analysis of existing and projected demand set against existing and projected supply of open space and recreation provision. The assessment and clearly evidences a significant undersupply in the parish.
- 5.8 The findings of the assessment are supported by representations from the local football club and Hellesdon Bowls Club (see Appendix 6), who cite both the lack of



facilities, and the poor quality of existing facilities as difficulties they encounter as local sports clubs seeking to boost participation.

- 5.9 Finally, there is evidence of strong local support for the proposed allocation of the Jarrolds site for a community recreation/leisure use. This is evidenced by the provisions of the adopted Neighbourhood Plan (which was adopted following a vote where 1,111 parishioners voted in favour of the plan), the comments in support of GNLP submission 1021 (and the level of objection to submission GNLP2173) and the feedback from a community drop in event held on 8<sup>th</sup> February 2020.
- 5.10 At this event, which was attended by over 70 local residents, the local community were invited to make suggestions as to what they would like to see delivered at the Jarrolds site. The results (pictured in Appendix 7) show an overwhelming preference from the local community for use of the site as publicly accessible recreation space.

## 6.0 Conclusion

- 6.1 This submission provides further information regarding the deliverability, need for and support for allocation of the former Jarrolds Sports and Social Club site as a site for community recreation and leisure uses.
- 6.2 The submission is made on behalf of Hellesdon Parish Council, acting in the interests of the residents of the Parish.
- 6.3 The Parish Council has evidenced an identified undersupply of open space, and formal and informal recreation space. There is sound evidence (provided with this submission) to suggest that this undersupply is adversely impacting participation rates in local sports teams, and feedback from local sports clubs supports this, clearly identifying both a lack of provision and the poor quality of existing provision.
- 6.4 As a parish, Hellesdon has sought to engage with the planning process including preparing and adopting a Neighbourhood Plan and accepting a significant amount of new housing development. It is true that, in return, the Parish Council has received some additional funding (from CIL and financial contributions in lieu of on-site delivery of open space), but this money can have limited positive impact if it cannot be used to address identified shortfalls in provision and quality.
- 6.5 The Jarrolds site represents one of the few – possibly the only – sites which could help meet this need and address this shortfall. Consequently, in the interest of the proper planning of the local area, and in order to deliver the '*mixed, inclusive, resilient and sustainable communities*' envisioned by the emerging GNLP, the allocation of this site for community uses is considered to be essential.
- 6.6 It is considered that the information provided in this further submission demonstrates that such an allocation is both necessary and deliverable, and would provide a significant community benefit to both existing and planned future residents of the parish.

Appendix 1: Correspondence with GNLP following publication of Reg 18 GNLP draft plan

**From:**  
**To:**  
**Subject:** GNLP 1021 (Rear of Heath Crescent/ Prince Andrew's Rd)  
**Date:** 19 December 2019 12:34:18

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Good afternoon Fergus,

Following your call this morning regarding site reference: GNLP1021 Land Rear of Heath Crescent/ Prince Andrew's Rd

I have had a quick look into this and can provide the following information.

The has been listed as a 'reasonable alternative' as there are two contrary submissions for the same piece of land. GNLP2173 has been submitted by the landowner for housing development, GNLP1021 is to retain the site for Leisure uses.

The additional information/evidence that may help to support your proposal would be:

- As the proposed use is different to the use submitted by the Land owners, can you demonstrate how you will be able to deliver the Leisure use on this site? Who has the right to do what with the land? Have agreements been made with the land owner to support your proposed use?
- Can you provide evidence to support/demonstrate the need for your proposed use in this location?
- What actions have been taken, or are being proposed to protect the current use?
- Is there any development/work proposed to facilitate the proposed leisure use, what form do they take, can you demonstrate deliverability?

I hope that this is of some assistance as a starting point? Evidence and additional information can be submitted to support your proposal during the Regulation 18 consultation period which is due to run from 29<sup>th</sup> January to 16<sup>th</sup> March 2020, subject to agreement from the GNLP on 6<sup>th</sup> January and the district council's cabinets as follows: South Norfolk 13<sup>th</sup> January, Broadland 14<sup>th</sup> January, Norwich 15<sup>th</sup> January.

Kind Regards

Sam

Samuel Walker

**Policy Planner**

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Appendix 2: Extract from Hellesdon Neighbourhood Plan, 2017, Project 1

## Catering for an aging population

- 4.35. Consultation has indicated that housing provision for specific parts of the older community in Hellesdon is limited. Research has also demonstrated that Hellesdon contains a relatively high proportion of older residents. Ensuring that the supply of housing and services meets the needs of this significant component of the local community is therefore important and is likely to be of increasing importance as the population as a whole continues to age. This is reflected in the NPPF and PPG in particular which states that ‘the need to provide housing for older people is critical given the projected increase in the number of households aged 65 and over accounts for over half of the new households (Department for Communities and Local Government Household Projections 2013)’.
- 4.36. Consultation suggested that there is a particular need for older residents who are no longer able to live entirely independently but do not want or require full care services. Limited supply of these sorts of facilities could mean that older residents not in need of full residential care are forced to give up a certain amount of independence and move into full care locally or move away from the area, severing social ties and familial links.
- 4.37. Housing with care provides older residents with care and support when it is needed but otherwise allows for complete independent living. Demographic trends suggest that there will be a growing demand for this type of facility.

### Intention

- 4.38. The intention of this Policy is to promote further provision of housing with care facilities in Hellesdon. The Policy does not seek to allocate a specific site but supports provision generally and preferably where it can be delivered on previously developed land and in close proximity to existing neighbourhood centres.

#### **POLICY 7: HOUSING WITH CARE**

**Developments that provide housing with care facilities (as described above) for the elderly will be encouraged where they comply with other development plan policies.**

**Preference should be given to provision at existing allocations and brownfield sites with good proximity to existing facilities, amenities and services.**

## Projects

### Background

- 4.39. The Parish Council owns and maintains a number of parks and green spaces across the Plan area. It is committed to providing green spaces for its residents and recently took control of a large area of land off Cottingham Drive that has become Hellesdon’s newest park (Cottingham Park). These resources are highly valued by the local community, providing opportunities for relaxation, exercise and community interaction:
- Wood View Road Recreation Ground in the centre of the Parish

- Mountfield Park, in the south east of the Parish to the rear of B&Q
- Meadow Way Park, in the east of the Parish close to the Cromer Road
- Cottingham Park, on the north-east edge of the Parish

### **Intention**

4.40. The intention of this project is to improve the quality and diversity of green spaces in Hellesdon.

#### **PROJECT 1: ENHANCED PARKS AND OPEN SPACES**

**The Parish Council will seek to improve the quality and diversity of existing parks and open spaces throughout Hellesdon. This would include:**

- **Securing the use of Jarrold's Sport Ground / Heath Crescent for the local community**
- **Improving signage and entrances to raise awareness and use**
- **Reviewing the function of existing parks to ensure they meet with residents needs and aspirations**
- **Making better use of smaller pieces of incidental greenspace, for example through the provision of play equipment and seating for individual neighbourhoods**
- **Supporting community groups to come forward to create and manage their own pocket parks**
- **Exploring opportunities for 'edible parks' growing fruit and produce to increase awareness and promote healthy lifestyles.**

Appendix 3: Draft site layout plan prepared by Hellesdon Parish Council



**JARROLD'S SITE – HPC PROPOSAL 1**



## Appendix 4: Summary of the Sport and Open Space Needs Assessment for Hellesdon

**Ploszajski Lynch  
Consulting Ltd.**



**Hellesdon Parish Council**  
*Sport and Open Space Needs  
Assessment for Hellesdon*  
***SUMMARY REPORT***

**March 2020**

## **Introduction**

- 1) Ploszajski Lynch Consulting Ltd. was commissioned by Hellesdon Parish Council to undertake a needs assessment for a sports and open space provision in the parish, to support the proposed allocation of a former sports and social club as a leisure site.

## **The local context**

- 2) **Population growth:** The parish has a current population of 11,213. This is projected to increase by more than 3,000 people by 2038. This will provide additional demand for all types of sports facilities and green space.
- 3) **Age profile:** Hellesdon has a relatively elderly age structure, which is typically associated with lower rates of participation in sport and physical activity.
- 4) **Local deprivation:** Hellesdon is a relatively affluent area, which is typically associated with higher rates of participation in sport and physical activity.
- 5) **Participation rates:** Whilst rates of participation in sport and physical activity in Broadland district as a whole are well above the county and national averages, rates in Hellesdon are below the comparator figures, which suggests that a lack of available facilities supply is likely to be a causal factor.
- 6) **Facilities implications:** Providing and retaining physically and financially accessible sports facilities and green spaces will be key to improving local opportunities.

## **The strategic context**

- 7) **Hellesdon Neighbourhood Plan:** The Neighbourhood Plan contains a specific commitment to ‘securing the use of Jarrolds Sport Ground/Heath Crescent for the local community’. This was endorsed by the local community through the Neighbourhood Plan consultative process.
- 8) **Broadland Business Plan:** The district council’s business plan includes an ambition for ‘improving health and wellbeing and quality of life’. Ensuring that there is adequate sports facilities and green space provision to achieve this is a fundamental requirement.
- 9) **Greater Norwich Core Strategy:** The current local plan includes specific policy commitments to ‘encourage the development of healthy and active lifestyles’ and states that ‘existing cultural assets and leisure facilities will be maintained and enhanced’.
- 10) **Greater Norwich Local Plan:** The draft Local Plan makes provision for an additional 1,330 dwelling in Hellesdon by 2038. Sites have already been identified to deliver this requirement (Royal Norwich Golf Club and Hellesdon Hospital) and the additional population arising from the developments will create extra demand for sport and green space provision.
- 11) **Greater Norwich Playing Pitch Strategy:** The Strategy concludes the following:
  - a) **Football:** The Strategy concludes that ‘despite the overall spare capacity in the area at present, 20-30 additional football pitches are likely to be required up to 2026’. The specific action noted for the Jarrolds sports ground is to ‘retain and maintain for football and American football’.

- b) **Bowls:** The assessment of need was based upon the green at the Jarrolds Sports Ground being operational and the recommendation is to ‘protect all existing functioning bowling greens’.
  - c) **Tennis:** The assessment of need was based upon the courts at the Jarrolds Sports Ground being operational and the recommendation to ‘retain the current level and distribution of tennis courts to meet current and future demand within the area.’
- 12) **Greater Norwich Green Infrastructure and Recreational Open Space Study:** The Study identifies per capita levels of green space provision that can be applied to the population of new housing developments to determine needs.
- 13) **Government planning policies:** National planning policies provide a high level of protection to existing sports facilities, directing local planning authorities to ‘guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community’s ability to meet its day-to-day needs’.
- 14) **Sport England planning policies:** Sport England’s planning policies strongly support the case for the retention of playing fields unless it can be shown that developing them for alternative uses would not be detrimental.

### **Football needs**

- 15) **Current needs:** These can be summarised as follows:
- a) **Expressed demand:** Hellesdon FC has 12 teams at present and runs additional sessions for 4-6 year olds and girls.
  - b) **Displaced demand:** The lack of pitches in Hellesdon means that Hellesdon FC has to play some of its ‘home’ matches at facilities in neighbouring parishes.
  - c) **Unmet/latent demand:** Team Generation Rates in Hellesdon are well below the district average for Broadland district, which reflects the shortage of available pitches to accommodate more teams. Based upon the average Team Generation Rate for Broadland, Hellesdon should have 28 football teams rather than the current 14.
  - d) **Secured access:** Three of the four community accessible pitch sites in Hellesdon are on education sites with no secured access, so usage could be rescinded at any time.
- 16) **Future needs:** These can be summarised as follows:
- a) **Population growth:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
  - b) **Changes in demand:** Projecting future need based on current latent demand patterns, is a reasonable basis for forecasting.
  - c) **Changes in supply:** Two adult grass pitches are proposed at the Royal Norfolk Golf Club housing development.

- d) **Existing spare capacity:** There is no spare capacity at present and clear evidence of shortfalls.
- e) **Future needs:** Based on projected population growth and a latent demand calculation, additional future needs have been assessed as follows by Sport England's Playing Pitch Calculator:

- Adult grass pitches: 0.82 pitches.
- Youth grass pitches: 1.64 pitches.
- Mini-soccer grass pitches: 1.36 pitches.
- '3G' football turf pitches: 0.20 pitches.

17) **Jarrolds Sports Club:** The disused site at Jarrolds Sports Club could meet some of the unmet needs, either to provide a base for Hellesdon FC's adult football teams or as a single site for its youth/mini teams. The Norfolk FA is supportive of the proposed approach.

### **Bowls needs**

18) **Current needs:** These can be summarised as follows:

- a) **Used capacity:** Hellesdon Bowls Club has indicated that there is spare capacity to attract additional members.
- b) **Unmet demand:** There is some evidence of unmet demand due to the non-compliant dimension of the green and poor quality ancillary facilities at the existing site.
- c) **Accessibility:** The Community Centre is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon.

19) **Future needs:** These can be summarised as follows:

- a) **Population growth:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- b) **Changes in demand:** Projecting future need based on current demand patterns, is a reasonable basis for forecasting.
- c) **Spare capacity:** Hellesdon Bowls Club has indicated that it has capacity to accommodate additional members, but that the poor quality of its existing facilities is deterring prospective members at present

20) **Jarrolds Sports Club:** The disused site at Jarrolds Sports Club could meet some of the unmet needs, in particular to provide better quality facilities for Hellesdon Bowls Club.

## Tennis needs

21) **Current needs:** These can be summarised as follows:

- a) **Used capacity:** The courts at Hellesdon Recreation Ground are not heavily used for tennis and there is significant spare capacity. The Parish Council commented that the courts 'are mainly used during Wimbledon week, however they double up as Netball Courts which are used by Norwich and District Netball league for their summer fixtures'.
- b) **Unmet demand:** There is no evidence of unmet demand.
- c) **Changes in supply:** There are no known planned changes to tennis court supply.

22) **Future needs:** These can be summarised as follows:

- a) **Demand increases:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- b) **Participation trends:** National tennis participation has declined significantly over the past decade, with the number of regular (at least once a week) players falling by more than 59,000, from 457,200 in 2005 to 398,100 in 2016.
- c) **Spare capacity:** The Hellesdon Recreation Ground courts have the capacity to accommodate any additional tennis demand arising from the increased population and offset by the likely decreases in participation rates.

23) **Jarrolds Sports Club:** The disused site at Jarrolds Sports Club could meet some of the unmet needs, in particular to provide on-site parking for Hellesdon FC's adult football teams and Hellesdon Bowls Club.

## Green space needs

24) **Current needs:** These can be summarised as follows:

- a) Applying the standards contained in the Greater Norwich Development Partnership's *'The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper'* (2011), Hellesdon should have 37.23ha of publicly accessible green space of all types, whereas it actually has 17.15ha which is less than 50%. The Jarrolds site extends to 2.07ha which would address at least some of the identified deficiency.
- b) Nominal surpluses in amenity greenspace and allotments are more than offset by deficiencies in the other forms of provision.
- c) The quality of several amenity greenspace sites is below 'average', which reflects the fact that three of the six sites are very small and can necessarily only serve a very limited range of green space functions.
- d) There are a number of accessibility deficiencies, even taking account of provision in neighbouring parishes.

25) **Future needs:** These can be summarised as follows:

- a) The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- b) The additional green space requirements arising from the increased population amount to 9.98ha. Some of the additional provision will be made as part of the major developments at the Royal Norwich Golf Course and Hellesdon Hospital sites:

<i>Typology</i>	<i>Standard (Ha./1,000 people)</i>	<i>Additional needs</i>
Parks and gardens	1.13ha	3.39ha
Natural/semi-natural greenspace	-	-
Informal/amenity greenspace	0.22ha	0.66ha
Allotments/community gardens	0.16ha	0.48ha
Provision for children and young people	0.84ha	2.52ha
Outdoor sports facilities/recreation grounds	0.97ha	2.91ha
<b>TOTAL</b>	<b>3.32ha</b>	<b>9.96ha</b>

- c) Hellesdon is so heavily built-up already that there are very limited opportunities for adding new green space in areas where it is currently deficient. The 2.07ha at Jarrols Sports Ground can therefore make a vital contribution.

26) **Jarrols Sports Club:** If the site is developed either to provide a base for Hellesdon FC's adult football teams or as a single site for its youth/mini teams, it would still be possible to create a separate perimeter area that could accommodate an outdoor gym and children's play in an area of the parish with very little alternative green space.

## **Recommendations**

27) The recommendations emerging from the sports facilities and green space needs assessment for Hellesdon are as follows:

- a) Subject to acceptance of the findings of needs assessment, the Parish Council should consult the key stakeholders (in particular Hellesdon FC and Hellesdon Bowls Club) on the key issues and agree in principle the potential role of the Jarrols Sports Ground in meeting their needs.
- b) Assuming that stakeholder support is forthcoming, the Parish Council should make submissions to Broadland District Council for the site to be designated as recreational land in the emerging Greater Norwich Local Plan.
- c) Subject to achieving the designation in the Local Plan, the Parish Council should commence negotiations with Jarrols regarding the purchase or long-term lease of the site.



## Appendix 5: Sport and Open Space Needs Assessment for Hellesdon

**Ploszajski Lynch  
Consulting Ltd.**



**Hellesdon Parish Council**  
*Sport and Open Space Needs  
Assessment for Hellesdon*

**March 2020**

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# 1 INTRODUCTION

## 1.1 Introduction

Ploszajski Lynch Consulting Ltd. (PLC) was commissioned by Hellesdon Parish Council (HPC) to undertake a needs assessment for a sports and open space provision in the parish, to support the proposed allocation of a former sports and social club as a leisure site.

## 1.2 Background

Hellesdon is an urban parish within Broadland district, on the north-west outskirts of Norwich. The population in 2018 was estimated by the Office for National Statistics to be 11,213. The parish is scheduled to experience substantial housing growth, with existing planning consents and emerging allocations proposing over 1,300 new homes. The majority of these new homes will be delivered by development on two sites, the Royal Norwich Golf Club (up to 1,000 homes) and the Hellesdon Hospital site (300 homes).

These new developments, together with a proposed new green space allocation in the emerging Local Plan, will deliver some new open space and sports provision, although it is understood that in both cases delivery of formal and informal open space will not be policy compliant, with under-provision addressed by way of off-site contributions.

The former site Jarrolds Sports and Social Club site is located in the north-east of the parish. It extends to 2.07ha (see below). Prior to its closure in 2016, provided one adult football pitch, two tennis courts and bowls green. The site also provides around 15 car parking spaces and there is a brick-built changing pavilion on site, which is connected to fresh and foul water and electricity.



Given the densely developed nature of the majority of the parish, and mindful of the pressure on existing sports and recreational facilities, the Parish Council wishes to purchase (or lease) the former sports and social club site and operate it as a facility for the benefit of the parish. The Council envisages retaining the existing bowls, tennis and football facilities.

The Jarrolds company would prefer to develop the entire site for housing, although at one stage it offered the northern portion of the site, comprising the bowling green, tennis courts and changing rooms, to Hellesdon Parish Council, with housing still proposed on the entire playing field area.

### **1.3 The project brief**

The brief for the project an open space and sports needs assessment of the parish and its immediate surrounds, to provide the evidence base for identifying the role(s) that the former Jarrolds Sports and Social Club might play in meeting identified sport and leisure needs. The study must comply with Sport England's *'Playing Pitch Strategy Guidance'* (2013) and *'Assessing Needs and Opportunities Guidance'* (2014), to include an evaluation of:

- The existing and future supply of sports and related facilities.
- The existing and future demand for sports and related facilities.
- The existing and future balance between supply and demand, including any deficiencies.
- The extent to which any deficiencies could be met by facilities located at the former Jarrolds Sports and Social Club.

Specific issues to be examined include:

- How the existing provision will be impacted by the two large current housing commitments (Hellesdon Hospital and Royal Golf Club), in terms of the increase in the local population and the open space delivered by the two sites.
- The extent to which the existence of facilities in neighbouring parishes is relevant.
- The weight to be afforded to the emerging allocation of 12ha. of open space in the north of the Parish.

### **1.4 The scope of the study**

Whilst the principal focus is on outdoor sports facilities, the study will also need to address the provision of publicly accessible greenspace for informal recreation.

### **1.5 The approach adopted**

The approach adopted to meet the terms of the brief was as follows:

### 1.5.1 The local context

The local context for sport and open space provision was established by examining current and projected population, health and deprivation indices and existing rates of physical activity.

### 1.5.2 Strategic priority

The strategic priority for the facilities developments was established in relation to:

- ***Hellesdon Parish Council:*** The council's Neighbourhood Plan.
- ***Broadland District Council:*** The district council's Corporate Plan, the Greater Norwich Development Plan, Local Plan, Green Infrastructure Study and Playing Pitch Strategy were examined.
- ***Governing bodies of sport:*** Facilities strategies of the relevant governing bodies of sport.
- ***Central Government:*** Government planning policies and its strategy for sports and physical activity were evaluated.
- ***Sport England:*** Sport England's policies were assessed in relation to the project, in particular '*Towards an Active Nation*' (2016) and its planning objectives and policies.

### 1.5.3 Facilities and open space supply

We assessed existing local facilities and open space supply by analysing the following:

- ***Quantity:*** The number, size and location of sports and related facilities in and around Hellesdon.
- ***Quality:*** The quality of provision.
- ***Accessibility and availability:*** The accessibility of provision (including opening hours, costs and membership arrangements).
- ***Gap analysis:*** A competitor analysis and identification of gaps in provision.

### 1.5.4 Facilities and open space demand

We assessed local facilities and open space demand by analysing consultation with local sports clubs and related organisations undertaken by Hellesdon Parish Council. We evaluated demand in relation to:

- ***Expressed demand:*** Overt intentions articulated by perspective users.
- ***Displaced demand:*** Demand that is imported or exported from the parish.
- ***Unmet demand:*** Existing demand that cannot currently be met due to shortcomings in the quantity and quality of provision.

- **Latent demand:** Demand that may be generated from the current and future population if they have access to more/better provision.

### 1.5.5 The balance between supply and demand

We applied the supply and demand data to identify the extent to which there are current and future surpluses or deficiencies in facilities provision within Hellesdon.

### 1.5.6 Assessment of the project site

We assessed the potential of the project site to accommodate the most appropriate range of identified local demand by examining:

- **Potential:** The physical potential of the site, including its size and relationship to existing facilities.
- **Constraints:** The constraints of the site, including residential setting, traffic and parking issues.

## 1.6 Report format

The structure of the needs assessment report is as follows:

- The local context.
- The strategic context.
- Football needs in Hellesdon.
- Bowls needs in Hellesdon.
- Tennis needs in Hellesdon.
- Green space needs in Hellesdon.
- Conclusions.

# 2 THE LOCAL CONTEXT

## 2.1 Introduction

This section identifies the context within which sport and related facilities provision is made in Hellesdon.

## 2.2 Location

Hellesdon is located on the north-west outskirts of Norwich and lies within the area administered by Broadland District Council. Much of the housing in the parish was constructed during the 20<sup>th</sup> century, initially spreading out from Norwich along major roads such as Holt Road and Cromer Road. Mid-20th century, post-war housing was then built in the blocks between arterial routes creating low-density neighbourhoods of loop-roads and cul-de-sacs.

## 2.3 Population

### 2.3.1 Current population

The Office of National Statistics (ONS) 2011 Census data recorded a population of 11,132 people in Hellesdon. The mid-2018 population estimate was 11,213.

### 2.3.2 Future population

The 'Greater Norwich Development Plan' (2019) identifies a deliverable housing commitment of 1,325 homes in Hellesdon between 2018 and 2036, which will increase the population by an estimated 3,000 people.

### 2.3.3 Age structure

The age structure in Hellesdon is tabulated below, with comparator figures for Norfolk and England as a whole. The figures show that Hellesdon has a relatively elderly age structure, with significantly more people aged 65 and over than the county and the country as a whole.

<i>Age</i>	<i>Hellesdon %</i>	<i>Norfolk%</i>	<i>England %</i>
0-15	14.3%	16.9%	19.2%
16-64	56.0%	58.8%	62.6%
65+	29.7%	24.3%	18.2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### 2.3.4 Ethnicity

Hellesdon's population is less ethnically diverse the national average. At the 2011 Census 97.5% of the resident population was White, 1.2% Asian/Asian British, 0.4% are Black/Black British and 0.9% are from mixed/multiple/other ethnic groups.

## 2.4 Deprivation

Based upon the Government's Indices of Local Deprivation (2018), Broadland district is ranked as 11th least deprived local authority in England (out of 326):



## 2.5 Health

Public Health England’s *Health Profile for Broadland* (2019) records that in the district as a whole:

- Life expectancy at birth is higher than the national averages by 1.5 years for men and 1.4 years for women.
- 15.5% of year 6 children in Broadland are obese, compared with the national average of 20.1%.
- 59.6% of adults in the district are overweight or obese, compared with the national average of 62.1%.

## 2.6 Local demand for sport and physical activity

### 2.6.1 ‘Active Lives’ survey

Sport England’s *Active Lives* survey measures physical activity rates amongst people aged 16 and over. The definitions used in the survey are as follows:

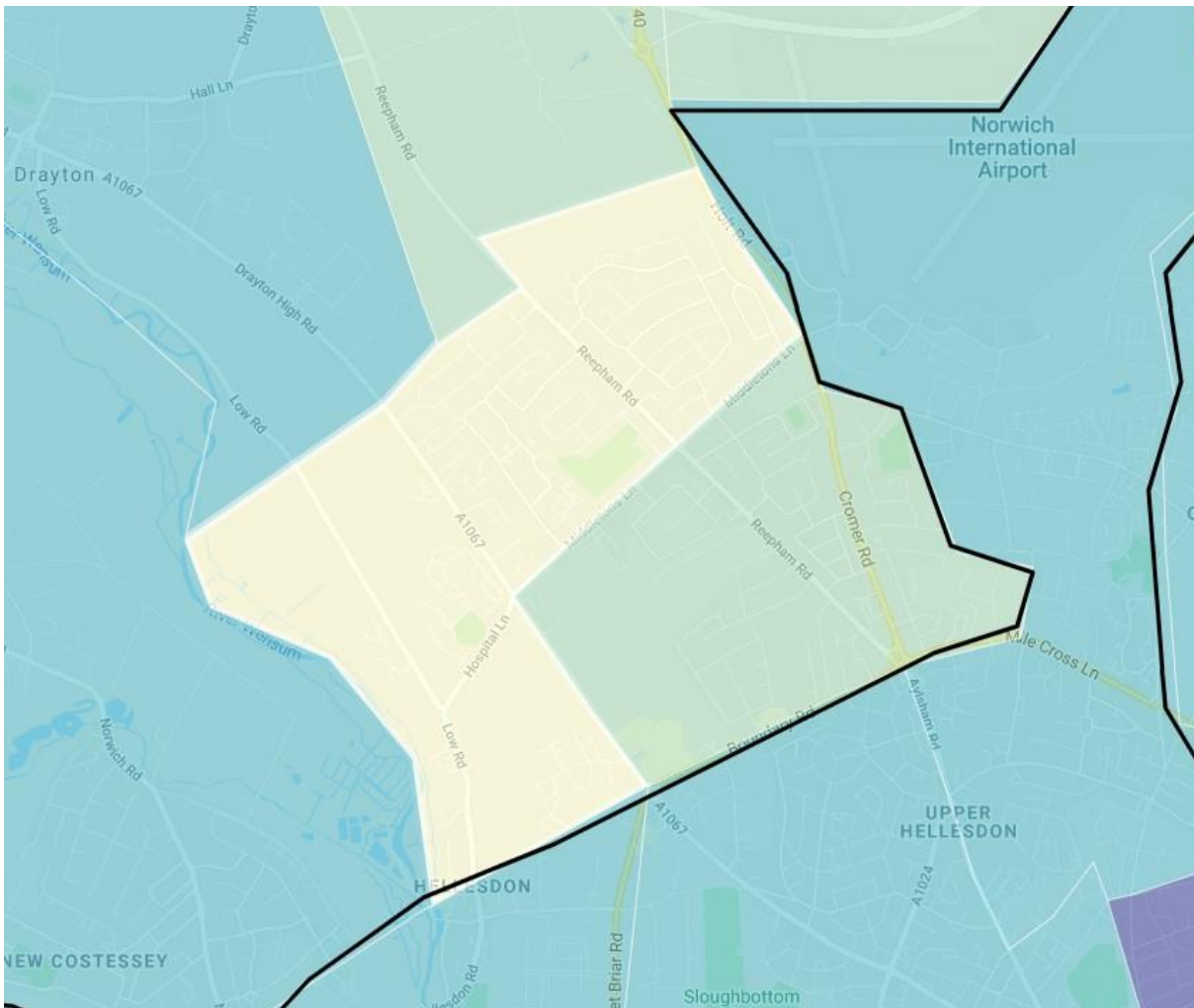
- **Sport and physical activity:** This includes at least 10-minutes of moderate or higher intensity sports activities, walking and cycling for leisure or travel, fitness and dance.
- **Active:** The ‘Active’ population is defined as those doing at least 150 minutes of the above activities per week.
- **Fairly active:** The ‘Fairly active’ population is defined as those doing between 30 and 149 minutes of the above activities per week.
- **Inactive:** The ‘Inactive’ population is defined as those doing 30 minutes or less of the above activities per week.

The key data for Broadland, with county and national comparators from the 2019 survey is set out below. The results showing activity levels above the county and national averages:

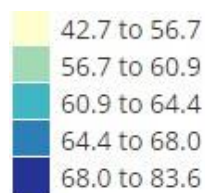
<i>Area</i>	<i>Active</i>	<i>Fairly active</i>	<i>Inactive</i>
Broadland	65.6%	11.6%	22.8%
Norfolk	61.6%	13.8%	24.6%
England	63.2%	12.0%	24.8%

### 2.6.2 Geographical variations

Notwithstanding the district average figures, the *Active Lives* survey data shows significant variations at Middle Super Output Area (MSOA), with the figures for Hellesdon in the ‘Active’ category being relatively low.



Key: Percentage of the population who are physically active for 150+ minutes per week



## 2.7 The implications for sports and open space provision

The implications of the local context for sport and green space provision in Helleston are as follows:

- **Population growth:** The parish population is projected to increase by more than 3,000 people by 2036. This will provide additional demand for all types of sports facilities and green space.
- **Age profile:** Helleston has a relatively elderly age structure, which is typically associated with lower rates of participation in sport and physical activity.

- **Local deprivation:** Hellesdon is a relatively affluent area, which is typically associated with higher rates of participation in sport and physical activity.
- **Participation rates:** Whilst rates of participation in sport and physical activity in Broadland district as a whole are well above the county and national averages, rates in Hellesdon are below the comparator figures, which suggests that a lack of available facilities supply is likely to be a causal factor.
- **Facilities implications:** Providing and retaining physically and financially accessible sports facilities and green spaces will be key to improving local opportunities.

## 3 THE STRATEGIC CONTEXT

### 3.1 Introduction

This section examines the influence of relevant strategic priorities.

### 3.2 The Hellesdon Neighbourhood Plan

#### 3.2.1 Introduction

The 'Hellesdon Neighbourhood Plan 2017 - 2026' (2017) was produced by the Parish Council and provides a vision for the future of the parish, setting out clear planning policies to realise this vision. The document was produced over a five-year period, with extensive community and stakeholder engagement. Its policies and provisions are reflective of the Greater Norwich Development Partnership's Joint Core Strategy (see section 3.3 below), but it comprises a more locally-derived evaluation of need based on detailed community consultation. The main material of relevance to additional sports facilities and green space provision is set out below.

#### 3.2.2 Vision

'A green, peaceful and friendly suburb for people of all ages with a good range of community facilities; one step from a vibrant City and one step from the Norfolk countryside'.

#### 3.2.3 Objectives

The objectives include:

- 'To protect and enhance existing and create new local green infrastructure'.
- 'To protect and enhance local amenities including shops, services, community facilities, play areas and open spaces'.

#### 3.2.4 Green infrastructure

The Neighbourhood Plan notes that:

- 'Consultation and research clearly demonstrated that people in Hellesdon care deeply about their green open spaces'.
- 'The reason the community cares so deeply about green open space could be down to the fact that the majority of the Plan area is covered by residential neighbourhoods with few large areas of public open space remaining'.
- As a result, the Plan includes policy provision for the creation and maintenance of the Hellesdon Green Grid 'to build on the concept of the River Wensum green infrastructure corridor and create smaller, local branches that spread out along roads and through neighbourhoods throughout Hellesdon'.

### 3.2.5 Enhanced parks and open spaces

The Plan states that ‘the Parish Council owns and maintains a number of parks and green spaces across the Plan area. It is committed to providing green spaces for its residents and recently took control of a large area of land off Cottinghams Drive that has become Hellesdon’s newest park (Cottinghams Park). These resources are highly valued by the local community, providing opportunities for relaxation, exercise and community interaction’.

‘The Parish Council will seek to improve the quality and diversity of existing parks and open spaces throughout Hellesdon. This would include:

- Securing the use of Jarrolds Sport Ground/Heath Crescent for the local community.
- Improving signage and entrances to raise awareness and use.
- Reviewing the function of existing parks to ensure they meet with residents needs and aspirations.
- Making better use of smaller pieces of incidental greenspace, for example through the provision of play equipment and seating for individual neighbourhoods.
- Supporting community groups to come forward to create and manage their own pocket parks.
- Exploring opportunities for ‘edible parks’ growing fruit and produce to increase awareness and promote healthy lifestyles’.

## 3.3 **Broadland Business Plan**

### 3.3.1 Introduction

Broadland District Council’s ‘*Broadland Business Plan 2019 - 2023*’ (2019) sets out the Council’s ‘visions, ambitions and objectives for the local area’. The aims of relevance to sports facilities and green space provision in Hellesdon are as follows:

### 3.3.2 Ambitions

The key ambitions include the following:

- ‘Delivering environmental excellence’.
- ‘Improving health and wellbeing and quality of life’.

## 3.4 Greater Norwich Core Strategy

### 3.4.1 Introduction

The 'Greater Norwich Core Strategy 2008 - 2026' (2011) was produced by the Greater Norwich Development Partnership, which comprises representatives from Norwich City Council, Broadland District Council and South Norfolk District Council. The Strategy 'sets out the long-term vision and objectives for the area, including strategic policies for steering and shaping development. It identifies broad locations for new housing and employment growth and changes to transport infrastructure and other supporting community facilities, as well as defining areas where development should be limited. It helps co-ordinate and deliver other services and related strategies'. The content relevant to sports and green space provision in Hellesdon is summarised below.

### 3.4.2 Spatial vision

The spatial vision includes the following provisions:

- 'The area will be renowned for its culture, creativity and spirituality, with high quality cultural and leisure opportunities that improve people's well-being'.
- 'There will be excellent public open space, sport and recreational facilities and community centres'.

### 3.4.3 Spatial planning objectives

The planning objectives include the following provisions:

- **Objective 8 To positively protect and enhance the individual character and culture of the area:** The objective states that 'adequate public open space, sport and recreational facilities, as well as access to the countryside, is needed locally to make sure everyone can take part in community activities'.
- **Objective 11 To encourage the development of healthy and active lifestyles:** The objective states that 'within Broadland, Norwich and South Norfolk the accessibility of open space, the countryside, sports and recreational facilities will be improved'.

### 3.4.4 Area wide policies

Policy 8 on culture, leisure and entertainment states that 'the cultural offer is an important and valued part of the area. Existing cultural assets and leisure facilities will be maintained and enhanced'.

## **3.5 Greater Norwich Local Plan**

### **3.5.1 Introduction**

The draft *'Greater Norwich Local Plan 2018 - 2038'* (2019) was produced by the Greater Norwich Development Partnership and will supersede the Core Strategy once it has been adopted. It is currently the subject of consultation and has been produced 'to plan further ahead to 2038 to keep our plan up-to date in rapidly changing times and to meet Government requirements'. The content of relevance to sports and green space provision in Hellesdon is summarised below.

### **3.5.2 Vision and objectives**

The vision and objectives for community include 'our new communities will be safe and attractive places to live. People of all ages will have good access to services and facilities including schools, health care, shops, leisure and community facilities and libraries - which will in turn reduce the need to travel. This will also help create communities in which people can interact socially, be independent and have the opportunity for healthy and active lifestyles'.

### **3.5.3 Growth strategy**

Hellesdon is classified as part of the Norwich Urban area and has an allocation of 1,330 homes by 2038.

## **3.6 Greater Norwich Playing Pitch Strategy**

### **3.6.1 Introduction**

The *'The Greater Norwich Playing Pitch Strategy'* (2014) identifies the current and future needs for playing pitches and outdoor sports facilities.

### **3.6.2 Football**

The key findings are as follows:

- In Broadland district as a whole, in the peak period there is spare capacity for 13 matches at adult pitches, a deficit of 1.5 matches at youth 11v11 pitches, spare capacity of 2 matches at youth 9v9 pitches and spare capacity of 21.5 matches at mini-soccer pitches.
- 'The general conclusion is that at present there is no overall need for additional football pitches in the Greater Norwich area, although there are a number of clubs where existing facilities are at or over capacity. Some clubs have to play on multiple sites when they would ideally like to be located at one venue for easier club development and clubs forced to play fixtures away from their preferred ground'.
- Modelling future pitch demand to 2026 identified a projected increase of 19 adult football teams, 62 youth teams and 37 mini-soccer teams.
- 'The implications for pitch demand in the future are that despite the overall spare capacity in the area at present, 20-30 additional football pitches are likely to be required up to 2026, particularly at those clubs identified in this study who are already at capacity and the new housing growth areas where identified and local demand cannot be met by existing clubs'.

The key issues for the strategy to address are therefore:

- 'Some spare capacity for all types of pitches particularly at peak times and the need for additional pitches now and in the future.
- Quality issues at pitches influencing pitch capacity. Overuse (in relation to the quality and capacity of the pitch) is causing further deterioration of pitches.
- Need for investment to bring the quality of pitches up to required standards and consequent programme of maintenance at all pitches to cope with usage levels.
- Participation, particularly for juniors, is continuing to increase and there are significant aspirations for club development. Several clubs express concerns however about longer term sustainability.
- The need to consider hub sites where junior and senior clubs have the opportunity to develop teams more consistently.
- The implications of changing demand in participation with the introduction of 9v9 pitches as well as the push for the use of '3G' pitches for match play.
- The specific needs of especially multi team clubs whose main aim is to develop on single sites with multiple pitches.
- More sustained use of school pitches on a regular basis where appropriate, and their particular value as hub sites.
- Several clubs have aspirations to manage their own facilities. The lease of pitches could provide clear benefits to both the clubs and pitch providers.
- There are several former playing fields sites that are not currently used but could be brought back into use to meet any existing deficiencies.
- The continued need for training facilities particularly hard surfaced and floodlit.
- The relative lack of '3G' pitches inhibits the quality of football training and means that there are limited opportunities to use artificial grass pitches for match play'.

Strategic recommendations include the following:

- 'Protect all current football pitches and incorporate a presumption against their loss in local plans'.
- 'Retain all other (former) pitches as green space pending the need for additional pitches in the future but consider disposal and redevelopment of some sites where there is a single pitch and reinvestment in alternative pitches is in the best interests of football'.
- 'Consider the reinstatement of former playing fields where there is a demand in the area'.



The action plan for football pitches in Hellesdon is as follows:

<i>Site</i>	<i>Overview of current situation</i>	<i>Proposed/required action</i>
Hellesdon Recreation Ground	Two pitches, with some spare capacity including at both peak periods for one additional team each	Protect and maintain
Hellesdon High School	<ul style="list-style-type: none"> <li>• Three pitches available to the community on Saturday but no current use</li> <li>• School-based small AGP used by school in daytime and available for community evenings, mainly used by local football clubs for training. No usage weekends unless a specific demand on Saturdays.</li> </ul>	Protect and promote availability for community use, subject to needs of school.
Firside Junior School	Theoretical overuse of 9v9 and mini pitches but in reality probably usage of larger pitches by younger sides, and some spare capacity overall, though constrained by primary needs of the school	Protect and maintain for school and community use.
Jarrolds Sports & Social Club	Usage of one adult pitch by Saturday adult side and spare capacity overall, though understood to be some threat to retention of the pitch in community use. Some occasional use for American football	Retain and maintain for football and American football
General	Need to find alternative site for Hellesdon Youth FC to accommodate teams displaced from Anglian Windows to allow partnership with senior club	Provide new site in Hellesdon area or consider Hellesdon HS or Rec Grd

### 3.6.3 Bowls

The assessment was based upon two operational bowls facilities in Hellesdon at the time that the study was undertaken (Hellesdon Community Centre and Jarrolds Sports ground). The key findings are as follows:

- ‘Bowls participation in the area is relatively high. Participation is dominated by older people and there is very little junior activity. All clubs wish to attract younger players. Membership levels have declined over the years’.
- ‘Greens and pavilions are generally considered good in quality, though there are improvements required at some locations’.
- ‘Despite the vacancies in membership at most clubs, there is considered to be a broad balance between supply and demand at present. If development initiatives and demographic changes occur as anticipated, most existing greens should be retained up to 2026 though there is no identified need for additional greens, with the exception of where a demand is identified for new greens in the growth areas, which cannot be met by nearby clubs and facilities’.
- ‘Innovative improvements to facilities and to marketing the sport would be likely to raise participation’

The key issues for the strategy to address are therefore:

- ‘The retention of greens to meet the current and future needs of clubs.
- Population growth will increase the number of players and place additional demands on existing facilities, but there is no requirement for the creation of more greens, although all current functioning greens are considered valuable resources.
- There is a need to ensure that the quality of greens is maintained through the retention of ongoing maintenance practices and knowledge sharing.
- Improvements to ancillary facilities to maintain and enhance their attractiveness to existing and potential new users, including young people, women and the disabled.
- Site specific improvements are also required.
- There are significant opportunities to grow the sport of bowls within the Greater Norwich area as elsewhere and to promote opportunities to participate. There is a need to maximise income into bowls clubs to ensure their ongoing sustainability.
- Improved opportunities for casual pay-and-play by better access to private clubs and in particular local authority sites in Norwich, which are available for public informal use.

Strategic recommendations include the following:

- ‘Retain the current level and distribution of bowls greens to meet current and future demand within the area’.
- ‘Protect all existing functioning bowling greens. Former bowls greens that are now redundant are not required to meet current or projected future need. Recently closed greens not to be considered for reopening unless feasible and a demand identified’.
- ‘All bowls greens should include access to appropriate greens, surrounds and pavilions’.
- ‘Support clubs and others in the improvement of clubhouses to meet current requirements, including disabled access, bar area, kitchen, toilets, showers and other needs’.
- ‘Consider the provision of new bowls greens in the main new housing areas if required to meet a local demand in these areas’.

There are no site-specific action plan recommendations for bowls facilities in Hellesdon.

### 3.6.4 Tennis

The assessment was based upon five operational tennis courts in Hellesdon at the time that the study was undertaken (three marked on the Multi-use Games Area at Hellesdon Community Centre and two at Jarrolds Sports ground). The key findings are as follows:

- ‘There are 20 affiliated clubs in the area which together with public courts meet the demand for tennis’.
- ‘Quality is generally adequate’.
- ‘Improvements to courts and ancillary facilities including floodlight provision are needed in certain locations’.
- ‘There are a significant number of local authority and other ‘public’ park courts available for casual tennis, though no great evidence of intensive use, although County LTA initiatives are concentrating on this level of activity, particularly in Norwich’.
- ‘There are considered to be sufficient courts to meet demand now and in the future, with a potential reserve of school courts available to meet any additional demand. However, if the participation targets of the county LTA are to be realised, additional facilities will be required up to 2026, and these might be considered in the new housing growth areas, and in those parts of the area without good access at present to courts’.

The key issues for the strategy to address are therefore:

- ‘The retention of all existing club courts to meet the needs of members clubs’.
- ‘The potential use of existing courts on school sites and any qualitative improvements necessary to bring into wider use, including floodlighting and surface renovation’.
- ‘Improvements to ancillary facilities (club house, parking, etc) where necessary’.
- ‘More intensive use of pay-and-play and free-to-use courts at public parks and village recreation grounds’.
- ‘Areas outside the reasonable catchment of courts are provided with facilities, subject to the identification of actual or potential demand’.

Strategic recommendations include the following:

- ‘Retain the current level and distribution of tennis courts to meet current and future demand within the area and enhance provision where appropriate by the provision of floodlighting’.
- ‘Maintain and improve where required the quality of all courts’.

There are no site-specific action plan recommendations for tennis facilities in Hellesdon.

## 3.7 Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper

### 3.7.1 Introduction

The 'The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper' (2011) comprises an evaluation of 'green infrastructure and open space requirements over the period of the Joint Core Strategy (2008-2026)'.

### 3.7.2 Availability of Open Space

The existing per capita levels of open space provision in Broadland are noted as follows:

<i>Typology</i>	<i>Ha. per 1,000 people</i>
Parks and gardens	1.13ha
Natural/semi-natural greenspace	3.74ha
Informal/amenity greenspace	0.22ha
Allotments/community gardens	0.16ha
Provision for children and young people	0.17ha
Outdoor sports facilities/recreation grounds	0.97ha
<b>TOTAL</b>	<b>6.93ha</b>

### 3.7.3 Open Space Provision Standards

Based upon the current levels of provision above, the following requirements per 1,000 people have been identified in relation to future growth:

<i>Typology</i>	<i>Details</i>	<i>Ha.</i>
Parks and gardens	To include general grassland (75%), paving and walkways (10%), formal gardens (5%), Shrub beds (10%), feature building, tree planting, fencing.	1.13ha
Natural/semi-natural greenspace	Separate provision through strategic green infrastructure projects	-
Informal/amenity greenspace	To include cultivated and seeded areas, provision for paths cycleway / bridleways, trees and miscellaneous furniture	0.22ha
Allotments/community gardens	To include perimeter railings, gate, gravel footpaths, water supply and distribution, power supply and distribution, contractors overheads and profit	0.16ha
Provision for children and young people	<b>4 LAPs</b> (0-6 years, activity zone a minimum of 10m x 10m, low key games) <b>2 LEAPs</b> (4-8 years, activity alone a minimum of 400m <sup>2</sup> , 5 types of play equipment, small games area and impact absorbing surface where necessary) <b>0.4 NEAPs</b> (Older children, activity zone minimum of 1000m <sup>2</sup> , 8 types of play equipment, opportunities for ball games or wheeled activities and impact absorbing surface where necessary) <b>1 MUGA</b> (36m x 18m, bituminous macadam, fencing and goals, floodlighting)	0.84ha
Outdoor sports facilities/recreation grounds	<b>1.5 grass pitches</b> (Grass pitch 110m x 75m: amelioration of surface with sand and fertiliser, some grading and drainage) <b>1 tennis court</b> (Two courts (in one block side by side, 34.75m x 31.7m), porous macadam surface, acrylic spray coat, Floodlighting) <b>1 bowls green</b> (38.4m x 38.4m 6 rink bowling green including ditch, bank and path, to full specification, turfed)	0.97ha

### 3.8 The Government's Planning Policies

In July 2018, the Government published revisions to the *'National Planning Policy Framework'* (2018), setting out its economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations. The policies of greatest relevance to sport and related facilities provision in Armthorpe are as follows:

- **Promoting healthy and safe communities:** 'Planning policies and decisions should aim to achieve healthy, inclusive and safe places which:
  - Promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other - for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages.
  - Are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion - for example through the use of clear and legible pedestrian routes, and high-quality public space, which encourage the active and continual use of public areas.
  - Enable and support healthy lifestyles, especially where this would address identified local health and well-being needs - for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.
- To provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should:
  - Plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments.
  - Take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community.
  - Guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs.
  - Ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community.
  - Ensure an integrated approach to considering the location of housing, economic uses and community facilities and services?.

- **Open space and recreation:** ‘Access to a network of high-quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate’.
- 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.
  - 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.
  - The development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use’.

### **3.9 The Government’s Sports Strategy**

The Government’s sports strategy ‘*Sporting Future: A New Strategy for an Active Nation*’ (2015) sets the context for a national policy shift. It contains the following material of relevance:

- The Strategy seeks to ‘redefine what success looks like in sport’ by concentrating on five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.
- The benefit of engaging those groups that typically do little or no activity is immense. Future funding will therefore focus on those people who tend not to take part in sport, including women and girls, disabled people, those in lower socio-economic groups and older people.

### **3.10 Sport England Strategy**

Sport England’s strategy ‘*Towards an Active Nation*’ (2016) contains a significant policy shift to encourage more currently inactive people to become active, with a relative move away from support for programmes aimed at existing participants. Elements of particular relevance the project are as follows:

- More money and resources will be focused on tackling inactivity because this is where the gains for the individual and for society are greatest.
- There will be greater investment in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life.
- Sport England will work with those parts of the sector that serve existing participants to help them identify ways in which they can become more sustainable and self-sufficient.

## **3.11 Sport England Planning Policies**

### **3.11.1 Introduction**

Sport England's *Playing Fields Policy and Guidance* (2018) sets out its position in relation to playing fields and their treatment within the planning system. Local planning authorities are required by law to consult Sport England when they receive planning applications for development affecting playing fields. Sport England has a Playing Fields Policy in place to help it assess such applications.

### **3.11.2 Legislative provisions**

The Town and Country Planning (Development Management Procedure) (England) Order 2015 states that a local planning authority shall consult Sport England on 'development which:

- Is likely to prejudice the use, or lead to the loss of use, of land being used as a playing field.
- Is on land which has been:
  - Used as a playing field at any time in the five years before the making of the relevant application and which remains undeveloped.
  - Allocated for use as a playing field in a development plan or in proposals for such a plan or its alteration or replacement.
- Involves the replacement of the grass surface of a playing pitch on a playing field with an artificial, man-made or composite surface'.

### **3.11.3 Unused playing fields**

'A lack of use of a playing field, or part of, should not be taken as necessarily indicating an absence of need in an area. Such land can retain the potential to provide playing pitches to meet current or future needs. In line with the requirements of the 2015 Order, if such land was used as a playing field at any time in the five years before the making of a relevant planning application, then Sport England should be consulted as a statutory consultee. If its use as a playing field was over five years ago, Sport England would still expect to be consulted, albeit as a non-statutory consultee. In such circumstances, Sport England would continue to apply its Playing Fields Policy. The five-year reference in the 2015 Order only relates to the timescale for which Sport England should be consulted as a statutory consultee'.

### **3.11.4 Sport England's Policy**

'Sport England will oppose the granting of planning permission for any development which would lead to the loss of, or would prejudice the use of:

- All or any part of a playing field.
- Land which has been used as a playing field and remains undeveloped.

- Land allocated for use as a playing field.

Unless, in the judgement of Sport England, the development as a whole meets with one or more of five specific exceptions:

- **Exception 1:** A robust and up-to-date assessment has demonstrated, to the satisfaction of Sport England, that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted, and the site has no special significance to the interests of sport.
- **Exception 2:** The proposed development is for ancillary facilities supporting the principal use of the site as a playing field and does not affect the quantity or quality of playing pitches or otherwise adversely affect their use.
- **Exception 3:** The proposed development affects only land incapable of forming part of a playing pitch and does not:
  - Reduce the size of any playing pitch.
  - Result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas).
  - Reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or reposition playing pitches to maintain their quality.
  - Result in the loss of other sporting provision or ancillary facilities on the site.
  - Prejudice the use of any part of a playing field and any of its playing pitches.
- **Exception 4:** The area of playing field to be lost as a result of the proposed development will be replaced, prior to the commencement of development, by a new area of playing field:
  - Of equivalent or better quality.
  - Of equivalent or greater quantity.
  - In a suitable location.
  - Subject to equivalent or better accessibility and management arrangements.
- **Exception 5:** The proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice to the use, of the area of playing field.

### **3.12 The implications for sport and green space provision in Hellesdon**

The implications of the key strategic influences on sport and green space provision in Hellesdon are:



- **Neighbourhood Plan:** The Neighbourhood Plan contains a specific commitment to ‘securing the use of Jarrolds Sport Ground/Heath Crescent for the local community’. This was endorsed by the local community through the Neighbourhood Plan consultative process.
- **Broadland Business Plan:** The district council’s business plan includes an ambition for ‘improving health and wellbeing and quality of life’. Ensuring that there is adequate sports facilities and green space provision to achieve this is a fundamental requirement.
- **Greater Norwich Core Strategy:** The current local plan includes specific policy commitments to ‘encourage the development of healthy and active lifestyles’ and states that ‘existing cultural assets and leisure facilities will be maintained and enhanced’.
- **Greater Norwich Local Plan:** The draft Local Plan makes provision for an additional 1,330 dwelling in Hellesdon by 2038. Sites have already been identified to deliver this requirement (Royal Norwich Golf Club and Hellesdon Hospital) and the additional population arising from the developments will create extra demand for sport and green space provision.
- **Greater Norwich Playing Pitch Strategy:** The Strategy concludes the following:
  - **Football:** The Strategy concludes that ‘despite the overall spare capacity in the area at present, 20-30 additional football pitches are likely to be required up to 2026’. The specific action noted for the Jarrolds sports ground is to ‘retain and maintain for football and American football’.
  - **Bowls:** The assessment of need was based upon the green at the Jarrolds Sports Ground being operational and the recommendation is to ‘protect all existing functioning bowling greens’.
  - **Tennis:** The assessment of need was based upon the courts at the Jarrolds Sports Ground being operational and the recommendation to ‘retain the current level and distribution of tennis courts to meet current and future demand within the area.’
- **Greater Norwich Green Infrastructure and Recreational Open Space Study:** The Study identifies per capita levels of green space provision that can be applied to the population of new housing developments to determine needs.
- **Government planning policies:** National planning policies provide a high level of protection to existing sports facilities, directing local planning authorities to ‘guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community’s ability to meet its day-to-day needs’.
- **Sport England planning policies:** Sport England’s planning policies strongly support the case for the retention of playing fields unless it can be shown that developing them for alternative uses would not be detrimental.

## 4 FOOTBALL NEEDS IN HELLESDON

### 4.1 Introduction

This section identifies the current and future supply and demand for football in Hellesdon. The methodology applied to assess needs follows Sport England's *Playing Pitch Strategy Guidance* (2013).

### 4.2 Current football pitch demand

#### 4.2.1 Expressed demand

Hellesdon FC was formed through a merger of Hellesdon FC and Hellesdon Youth FC in 2015. It is an FA Charter Standard club. Details of the club and its teams are tabulated below. Pitches outside the parish are highlighted in italics:

<i>Club</i>	<i>Match venues</i>	<i>Adult teams</i>	<i>Youth (11v11)</i>	<i>Youth (9v9)</i>	<i>Mini (7v7)</i>	<i>Mini (5v5)</i>
Hellesdon FC	Hellesdon Recreation Ground Hellesdon High School <i>The Nest</i> Firside Junior School Kinsale Junior School	3	2	2	2	5

Additional expressed demand issues are as follows:

- In addition to the teams detailed above, Hellesdon FC runs a children's session for 4 to 6-year olds and also 'FA Wildcats' girl's only sessions.
- The Club runs a summer youth tournament for all age groups from under 7 to under 13.

#### 4.2.2 Displaced demand

Displaced demand relates to play by teams in Hellesdon which takes place outside of the area, or vice versa:

- **Imported demand from external clubs:** No teams from neighbouring areas play their home matches on pitches in Hellesdon due to a lack of pitch availability.
- **Exported demand from internal clubs:** Hellesdon FC plays a number of 'home' matches at *The Nest*, in neighbouring Drayton parish.

The net effect of displaced demand in Hellesdon is three exported teams.

#### 4.2.3 Unmet demand

Unmet demand takes a number of forms:

- Teams may have access to a pitch for matches but nowhere to train or vice versa.

- Pitches of a particular size or type may be unavailable to the community.
- The poor quality and consequent limited capacity of pitches in the area and/or a lack of provision and ancillary facilities which meet a certain standard of play/league requirement.

Consultation with Hellesdon FC identified the following unmet demand:

- ‘Our Senior Men’s team who compete in the Anglian Combination Premier Division, require the pitch to be barriered off. Currently we have to install this on a temporary every week, so for instances like this, we would seek a permanent venue to help reduce the workload of the volunteers who do such a great job’.
- ‘Due to league rules, some of our teams would also require changing facilities and showers, which are unavailable at the school sites’.
- ‘Our current usage for junior teams at both Hellesdon High School and The Nest is very much dictated by their own usage in the first instance. For example, come the start of April, we tend to lose the HHS site for our remaining games, due to summer sport pitch markings taking over and at The Nest we can lose pitch availability at very short notice’.

Consultation with the Norfolk Football Association’s Facilities, Investment and Development Manager identified the following unmet demand:

- Hellesdon FC is unable to access sufficient grass pitches in the parish and elsewhere. Norfolk FA is therefore supportive of retaining the site at Jarrolds Sports Ground for football use.
- It could either be used as a base for Hellesdon FC’s adult football teams (although the greater reliance of adults on changing facilities and the currently non-FA compliant nature of the pavilion layout at the Jarrolds site makes this sub-optimal) or as the base for youth football and mini-soccer (where overmarking of pitches would enable the site to accommodate a range of youth 9v9, mini 7v7 and mini 5v5 pitches).
- The draft *‘Broadland Football Facility Plan’* identifies a shortfall of ‘3G’ pitches on the northern outskirts of Norwich, but given the existing small-sided ‘3G’ pitch at Hellesdon High School, it believes that needs in the area would best be met by providing additional full-sized ‘3G’ pitches at the Nest and in Horsford, which Hellesdon FC would be able to access.

#### 4.2.4 Latent demand

Whereas unmet demand is known to currently exist, latent demand is demand that evidence suggests may be generated from a population if they had access to more or better provision. The ‘Greater Norwich Playing Pitch Strategy’ (2014) identified that there were 322 football teams in Broadland district as a whole, which is equivalent to 2.54 teams per 1,000 people. If this figure is applied to the population of Hellesdon, it produces an expected team generation figure of 28.4 teams, compared with the 14 teams currently run by Hellesdon FC. This is indicative of substantial levels of latent demand.

## 4.3 Current football pitch supply

### 4.3.1 Quantity

- Grass football pitches with community access in Hellesdon are as follows:

<i>Site</i>	<i>Address</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>
Firside Junior School	Middleton's Lane, Hellesdon NR6 5NF	-	-	1	1	1
Hellesdon High School	Middleton's Lane, Hellesdon NR6 5SB	1	1	-	-	-
Hellesdon Recreation Ground	Middleton's Lane, Hellesdon NR6 5QB	2	-	-	-	-
Kinsale Junior School	Kinsale Avenue, Hellesdon NR6 5SG	-	-	-	1	-
<b>TOTALS</b>	-	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>

- Artificial grass pitches with community access in Hellesdon are as follows:

<i>Site</i>	<i>Address</i>	<i>Dimensions</i>	<i>Surface</i>	<i>Floodlit</i>	<i>Built</i>
Hellesdon High School	Middleton's Lane, Hellesdon NR6 5SB	60m x 42m	'3G'	Yes	2019

- Grass football pitches with community access in neighbouring parishes are as follows:

<i>Site</i>	<i>Address</i>	<i>Adult 11v11</i>	<i>Youth 11v11</i>	<i>Youth 9v9</i>	<i>Mini 7v7</i>	<i>Mini 5v5</i>
Drayton Junior School	School Road, Drayton NR8 6EP	-	-	1	1	-
King George V Playing Field	Drayton High Road, Drayton NR8 6AW	2	-	-	-	-
Longdale Playing Field	Long Dale, Drayton NR8 6GY	2	-	2	1	-
Sloughbottom Park	Valpy Avenue, Norwich NR3 2EN	4	-	1	1	1
The Nest	Holt Road, Norwich NR10 3AQ	2	1	1	1	2
<b>TOTALS</b>	-	<b>10</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>3</b>

### 4.3.2 Quality

The quality of all grass football pitches in Hellesdon and the surrounding area with community use and used was assessed using the Non-technical Visual Assessment criteria developed by the FA for use in conjunction with the *'Playing Pitch Strategy Guidance'*. The criteria assessed are as follows. A percentage score and associated ratings are generated as an overall measure of quality:

- The playing surface:** This includes grass cover, pitch dimensions, gradient, evenness, length of grass, drainage and evidence of any unauthorised use.
- The changing facilities:** This includes the availability of changing rooms, kitchen and/or bar, the interior and exterior appearance, showering and toilet provision, medical room, disability access and parking arrangements.
- Grounds maintenance:** This includes the frequency of grass cutting, seeding, aeration, sand-dressing, fertilising, weed killing and chain harrowing.

The ratings for each grass football pitch in Hellesdon and surrounds are below. The percentage scores generated equate to ratings of ‘Good’ for scores of 100% - 75% (highlighted in green below), ‘Standard’ for scores of 74.9% - 50% (highlighted in yellow below) and ‘Poor’ for scores of 49.9% - 25% (highlighted in red below):

- **Sites in Hellesdon:**

<i>Site</i>	<i>Pitches</i>	<i>Pitch</i>	<i>Changing</i>	<i>Comments</i>
Firside Junior School	Youth 9v9 pitch Mini 7v7 pitch Mini 5v5 pitch	Standard Standard Standard	None	‘Standard’ quality pitches but no changing available for external hirers.
Hellesdon High School	Adult pitch Youth 11v11 pitch	Good Good	Standard	‘Good’ quality pitches and ‘standard’ changing facilities.
Hellesdon Recreation Ground	Adult pitch 1 Adult pitch 2	Good Good	Standard	‘Good’ quality pitches and ‘standard’ changing facilities.
Kinsale Junior School	Mini 7v7 pitch	Standard	None	‘Standard’ quality pitches but no changing available for external hirers.

- **Sites in neighbouring areas:**

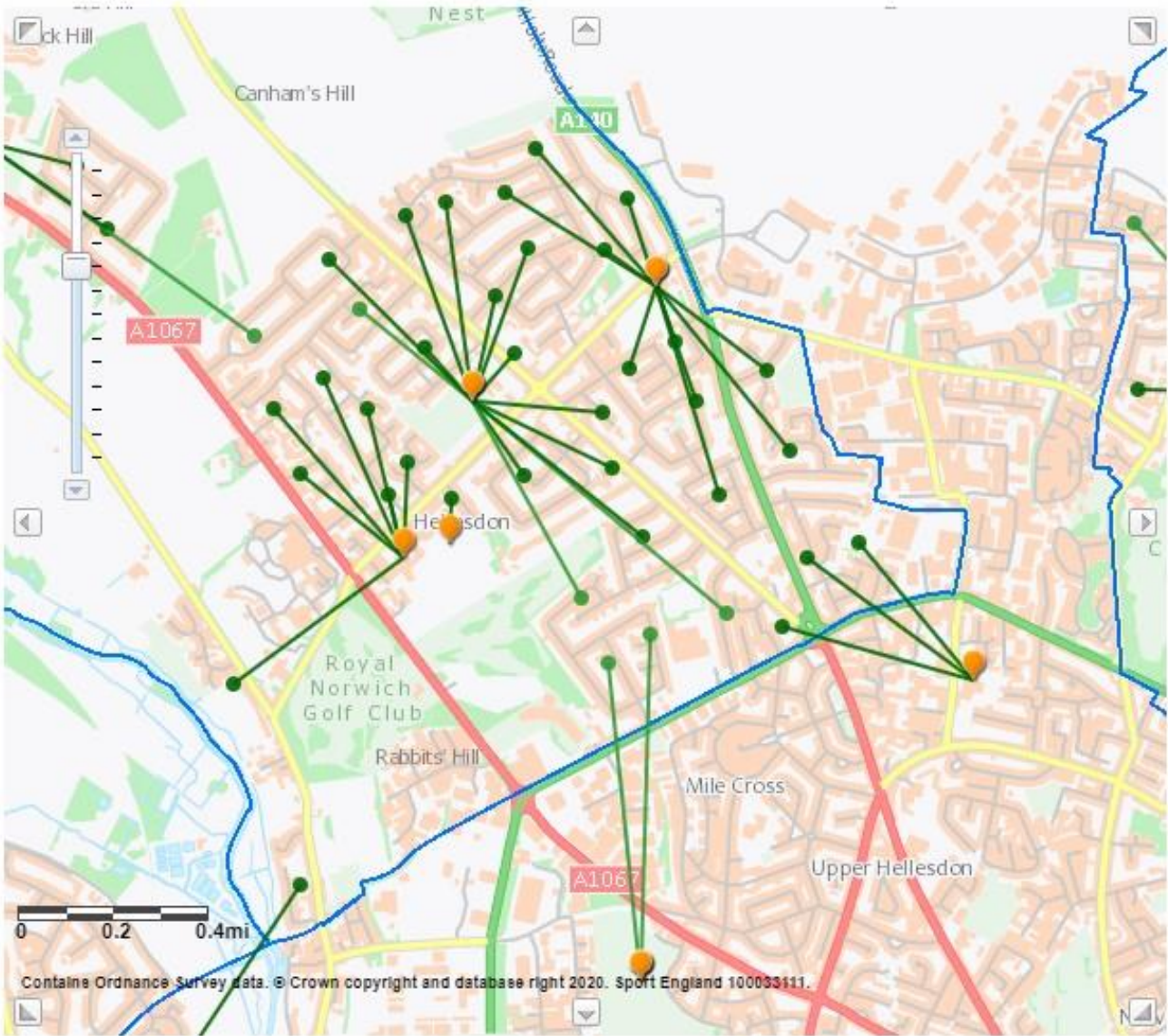
<i>Site</i>	<i>Pitches</i>	<i>Pitch</i>	<i>Changing</i>	<i>Comments</i>
Drayton Junior School	Youth 9v9 pitch Mini 7v7 pitch	Standard Standard	None	‘Standard’ quality pitches but no changing available for external hirers.
King George V Playing Field	Adult pitch 1 Adult pitch 2	Standard Standard	Standard	‘Standard’ quality pitches and changing facilities.
Longdale Playing Field	Adult pitch 1 Adult pitch 2 Youth 9v9 pitch 1 Youth 9v9 pitch 2 Mini 7v7 pitch	Good Good Good Good Good	Good	‘Good’ quality pitches and changing facilities (refurbished in 2016).
Sloughbottom Park	Adult pitch 1 Adult pitch 2 Adult pitch 3 Adult pitch 4 Youth 9v9 pitch Mini 7v7 pitch Mini 5v5 pitch	Standard Standard Standard Standard Standard Standard Standard	Poor	‘Standard’ quality pitches but ‘poor’ quality changing provision.
The Nest	Adult pitch 1 Adult pitch 2 Youth 11v11 pitch Youth 9v9 pitch Mini 7v7 pitch Mini 5v5 pitch 1 Mini 5v5 pitch 2	Good Good Good Good Good Good Good	Good	‘Good’ quality pitches with ‘Good’ quality changing.

The quality of the '3G' football turf pitch in Hellesdon was assessed, to apply the Non-technical Visual Assessment criteria developed for use in conjunction with the 'Playing Pitch Strategy Guidance'. The assessment generates an overall 'score' by evaluating the playing surface, fencing, floodlighting, disability access and changing provision.

<i>Site</i>	<i>Pitch</i>	<i>Changing</i>
Hellesdon High School	Good	Standard

**4.3.3 Accessibility**

Accessibility relates to the geographical spread of pitches in Hellesdon. Whilst there is a reasonable distribution of provision in relation to the population, the main arterial roads that radiate from Norwich and bisect Hellesdon provide significant barriers to east-west movement and the Jarrolds Sport Club site is the only provision in the parish that is east of the busy A140. The map below shows the 10-minute drivetime catchments for football pitches in Hellesdon. It identifies that areas of the parish do fall outside the catchment of their nearest pitch, including residents of the area around the Jarrolds Sports Ground:



### 4.3.4 Availability

Availability relates to the extent to which the pitches are affordable and security of tenure.

- **Cost comparisons:** This table below shows cost comparisons with pitches elsewhere in Broadland district and shows that the Hellesdon Recreation Ground pitches are cheaper so cost should not be a factor inhibiting usage:

<i>Area</i>	<i>Cost per match (£)</i>
<b><i>Hellesdon Parish Council</i></b> <i>Hellesdon Recreation Ground</i> Adult pitch Youth pitch	 £725 (per season) £135 (per season)
<b><i>Sprowston Town Council</i></b> <i>Sprowston Recreation Ground</i> Adult pitch Youth pitch	 £1,076 (per season) £75 (per match) £445 (per season) £39 (per match)

- **Security of access:** The ownership, management and security of access of all football pitch sites in Hellesdon is detailed below. Security of tenure refers to the extent to which community use is protected. The information shows that three of the four sites, comprising seven of the ten pitches in Hellesdon, have no secured community use and therefore access could be rescinded at any time:

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Security of tenure</i>
Firside Junior School	Wensum Trust	Wensum Trust	Unsecured
Hellesdon High School	Wensum Trust	Wensum Trust	Unsecured
Hellesdon Recreation Ground	Hellesdon Parish Council	Hellesdon Parish Council	Secured
Kinsale Junior School	Wensum Trust	Wensum Trust	Unsecured

## 4.4 Assessment of current needs

### 4.4.1 Introduction

To assess whether the current supply of pitches is adequate to meet existing demand an understanding of the situation at all sites available to the community needs to be developed. This is achieved by providing a brief overview for each site, which comprises:

- A comparison between the carrying capacity of a site with how much demand currently takes place there. The carrying capacity of a site is defined as the amount of play it can regularly accommodate without adversely affecting its quality and use. Demand is defined in terms of the number of ‘match equivalent sessions’ at each site. A ‘match equivalent session’ represents the wear and tear on a pitch equivalent to a formal match, so the impact of training sessions and unauthorised use can also be accounted for.
- An indication of the extent to which pitches are being used during their peak periods.

The site overviews identify the extent to which pitches are:

- **Being overplayed:** Where use exceeds the carrying capacity (highlighted in red in the tables below).
- **Being played to the level the site can sustain:** Where use matches the carrying capacity (highlighted in yellow in the tables below).
- **Potentially able to accommodate some additional play:** Where use falls below the carrying capacity (highlighted in green in the tables below).

In line with FA guidance, the following assumptions have been made in relation to the number of weekly match equivalents that can be accommodated by different quality pitches:

<i>Pitch type</i>	<i>Good quality</i>	<i>Standard quality</i>	<i>Poor quality</i>
Adult	3	2	1
Youth 11v11	4	2	1
Youth 9v9	4	2	1
Mini-soccer 7v7	6	4	2
Mini-soccer 5v5	6	4	2

The supply demand balance is tabulated below. Spare capacity is highlighted by green shading, balanced usage levels are highlighted in yellow and sites that are overused are highlighted in red. Sites and teams from outside the parish are shown in italics.

#### 4.4.2 Adult pitches

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hellesdon High School	2	Hellesdon FC Hellesdon High School	6.0	6.0	Balanced	2.0	2.0	Balanced
Hellesdon Recreation Ground	2	Hellesdon FC	6.0	2.0	+4.0	2.0	2.0	Balanced
<b>TOTALS</b>	<b>4</b>	<b>-</b>	<b>12.0</b>	<b>8.0</b>	<b>+4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>Balanced</b>

The key findings are:

- There is some spare capacity, but not in the peak period where supply and demand are precisely balanced.
- The collective peak time balance becomes a deficit of 2.0 match equivalent sessions if Hellesdon High School without secured community access is excluded.

#### 4.4.3 Youth 11v11 pitches

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Hellesdon High School	1	Hellesdon FC Hellesdon High School	4.0	4.0	Balanced	1.0	1.0	Balanced
<b>TOTALS</b>	<b>1</b>	<b>-</b>	<b>4.0</b>	<b>4.0</b>	<b>Balanced</b>	<b>1.0</b>	<b>1.0</b>	<b>Balanced</b>



The key findings are:

- There is some spare capacity, but not in the peak period where supply and demand are precisely balanced.
- The collective peak time balance becomes a deficit of 1.0 match equivalent session if Hellesdon High School without secured community access is excluded.

#### 4.4.4 Youth 9v9 pitches

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Firside Junior School	1	Firside Junior School	2.0	2.0	Balanced	1.0	1.0	Balanced
<i>The Nest</i>	1	Hellesdon FC Norwich City FC	4.0	4.0	Balanced	1.0	2.0	-1.0
<b>TOTALS</b>	<b>2</b>	<b>-</b>	<b>6.0</b>	<b>6.0</b>	<b>Balanced</b>	<b>2.0</b>	<b>3.0</b>	<b>-1.0</b>

The key findings are:

- There is a deficit in overall and peak period capacity.
- The peak time deficit remains the same if sites without secured community access are excluded.

#### 4.4.5 Mini-soccer 7v7 pitches

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Firside Junior School	1	Firside Junior School	4.0	4.0	Balanced	1.0	1.0	Balanced
Kinsale Primary School	1	Hellesdon FC Wildcats Kinsale Primary School	4.0	4.0	Balanced	1.0	1.0	Balanced
<i>The Nest</i>	1	Hellesdon FC Norwich City FC	6.0	6.0	Balanced	1.0	1.0	Balanced
<b>TOTALS</b>	<b>3</b>	<b>-</b>	<b>14.0</b>	<b>14.0</b>	<b>Balanced</b>	<b>3.0</b>	<b>3.0</b>	<b>Balanced</b>

The key findings are:

- There is some spare capacity, but not in the peak period where supply and demand are precisely balanced.
- The collective peak time balance becomes a deficit of 2.0 match equivalent sessions if the school sites without secured community access is excluded.

#### 4.4.6 Mini-soccer 5v5 pitches

<i>Site</i>	<i>Pitches</i>	<i>Users</i>	<i>Weekly capacity</i>	<i>Weekly demand</i>	<i>Weekly balance</i>	<i>Peak capacity</i>	<i>Peak demand</i>	<i>Peak balance</i>
Firside Junior School	1	Firside Junior School	4.0	3.0	+1.0	1.0	1.0	Balanced
<i>The Nest</i>	2	Hellesdon FC <i>Normich City FC</i>	12.0	10.0	+2.0	2.0	3.0	-1.0
<b>TOTALS</b>	<b>1</b>	<b>-</b>	<b>16.0</b>	<b>13.0</b>	<b>+3.0</b>	<b>3.0</b>	<b>4.0</b>	<b>-1.0</b>

The key findings are:

- There is some spare capacity, but not in the peak period where there is a deficit of 1.0 match equivalent session.
- The collective peak time balance becomes a deficit of 2.0 match equivalent session if Firside Junior School without secured community access is excluded.

#### 4.4.7 '3G' football turf pitches

The used capacity of the small-sided '3G' football turf pitch at Hellesdon High School is as follows:

<i>Pitch</i>	<i>Peak hours</i>	<i>Utilised peak hours</i>	<i>Peak utilisation rate</i>
Hellesdon High School	18.00 - 22.00 Mon - Fri	16	80%

### 4.5 Assessment of future needs

#### 4.5.1 Population growth

The 'Greater Norwich Development Plan' (2019) identifies a deliverable housing commitment of 1,325 homes in Hellesdon between 2018 and 2036, which will increase the population by an estimated 3,000 people.

#### 4.5.2 Potential changes in demand

Changes in demand for football in the future can be modelled on a trend-based projection.

- **FA strategic targets:** The FA's 'National Game Strategy for Participation and Development 2018 - 2021' sets the following participation targets:
  - Boost female youth participation by 11% by 2021.
  - Retain and support the 129,000 male, female and disability teams.
  - Increase the number of over 16's playing every week by over 200,000, by offering a variety of formats by 2021.
- **Local trends:** Analysis of latent demand for football in Hellesdon suggests that the lack of pitch supply is inhibiting team formation by up to 16 teams at present.

### 4.5.3 Site-specific pressures

The former football pitch at the Jarrolds Sports Ground is subject to development pressures and if it was lost, it would remove one of the few local options to add to existing pitch capacity.

### 4.5.4 Potential changes in supply

- An area of land named Cottinghams Park on the north-east boundary of the parish has been leased to Hellesdon Parish Council. The site extends to 10.93ha, of which 3.63ha is publicly accessible. Whilst this area could be used to provide pitches, there are limitations on the size and locations of any buildings on the site (e.g. changing facilities) and the cost of the providing services would be prohibitive. It is therefore likely to remain as informal public open space.
- The Royal Norwich Golf Club development includes provision for two new adult football pitches.

### 4.5.5 Existing spare capacity

Existing surpluses or deficits in football pitch peak-time capacity, are as follows.

<i>Pitch type</i>	<i>All sites</i>	<i>Secured sites</i>
Adult	Balanced	-2.0
Youth 11v11	Balanced	-1.0
Youth 9v9	-1.0	-1.0
Mini-soccer 7v7	Balanced	-2.0
Mini-soccer 5v5	-1.0	-2.0

### 4.5.6 Future grass pitch needs

Sport England's Playing Pitch Calculator provides a way of modelling future playing pitch needs. The model applies Team Generation Rates to the projected population increases to estimate the additional pitch needs arising and generates capital and revenue cost estimates for providing the extra pitches. The results of applying the Calculator for football needs in Hellesdon are set out below. Two scenarios are modelled:

- ***Projections based upon current expressed demand only:***

<i>Criterion</i>	<i>Expressed demand 2036</i>		
	<i>Adult</i>	<i>Youth</i>	<i>Mini</i>
Extra peak match equivalent sessions	0.41	0.68	0.55
Extra training hours per week on '3G' pitches	3.27		
Extra grass pitches to meet demand	0.41	0.68	0.55
Capital cost of extra pitches	£40,512	£50,640	£13,504
Annual running costs of extra pitches	£8,648	£10,634	£3,836
Extra '3G' pitches to meet demand	0.09		
Capital cost of extra '3G' pitches	£84,436		
Annual running costs of extra '3G' pitches	£3,156		
Extra changing rooms	1.54		
Capital cost of extra changing facilities	£248,566		

- **Projections based upon current expressed demand plus latent demand:**

<i>Criterion</i>	<i>Expressed demand 2036</i>		
	<i>Adult</i>	<i>Youth</i>	<i>Mini</i>
Extra peak match equivalent sessions	0.82	1.64	1.36
Extra training hours per week on '3G' pitches	7.64		
Extra grass pitches to meet demand	0.82	1.64	1.36
Capital cost of extra pitches	£81,024	£121,536	£33,760
Annual running costs of extra pitches	£17,096	£25,523	£7,090
Extra '3G' pitches to meet demand	0.20		
Capital cost of extra '3G' pitches	£197,016		
Annual running costs of extra '3G' pitches	£7,363		
Extra changing rooms	3.40		
Capital cost of extra changing facilities	£572,712		

#### 4.5.7 Future '3G' pitch needs

The Playing Pitch Calculator projects future '3G' pitch needs to 2036 as a requirement for 0.09 additional pitches based on current expressed demand only, or 0.20 pitches based upon expressed plus latent demand.

### 4.6 Key findings and issues

#### 4.6.1 What are the main characteristics of current supply and demand?

- **Expressed demand:** Hellesdon FC has 14 teams at present and runs additional sessions for 4-6 year olds and girls.
- **Displaced demand:** The lack of pitches in Hellesdon means that Hellesdon FC has to play some of its 'home' matches at facilities in neighbouring parishes.
- **Unmet/latent demand:** Team Generation Rates in Hellesdon are well below the district average for Broadland district, which reflects the shortage of available pitches to accommodate more teams. Based upon the average Team Generation Rate for Broadland, Hellesdon should have 28 football teams rather than the current 14.
- **Secured access:** Three of the four community accessible pitch sites in Hellesdon are on education sites with no secured access, so usage could be rescinded at any time.

#### 4.6.2 Is there enough accessible and secured community use to meet current demand? **NO**

Based on peak time accessibility at secured sites only, there is a shortfall of 2.0 match equivalent sessions at adult pitches, 1.0 at youth 11v11, 2.0 at youth 9v9, 2.0 at mini 7v7 and 1.0 at mini 5v5 pitches.

#### 4.6.3 Is the accessible provision of suitable quality and appropriately maintained? **YES**

There are no significant pitch quality issues in Hellesdon.

#### 4.6.4 What are the main characteristics of future supply and demand?

- **Population growth:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Changes in demand:** Projecting future need based on current latent demand patterns, is a reasonable basis for forecasting.
- **Changes in supply:** Two adult grass pitches are proposed at the Royal Norfolk Golf Club housing development.
- **Existing spare capacity:** There is no spare capacity at present and clear evidence of shortfalls, with dependence on pitch use in neighbouring areas.
- **Future needs:** Based on projected population growth and a latent demand calculation, additional future needs have been assessed as follows by Sport England's Playing Pitch Calculator:
  - Adult grass pitches: 0.82 pitches.
  - Youth grass pitches: 1.64 pitches.
  - Mini-soccer grass pitches: 1.36 pitches.
  - '3G' football turf pitches: 0.20 pitches.

#### 4.4.5 Is there enough accessible and secured provision to meet future demand? **No** - there is a deficit for all pitch types.

The situation at community accessible pitches in the parish is summarised below:

<i>Pitch type</i>	<i>Current secured pitches</i>	<i>Current secured peak spare pitch capacity</i>	<i>Current peak needs</i>	<i>Extra peak match equivalents by 2036</i>	<i>Total peak pitch needs by 2036</i>
Adult football	2	-2.0	4.0	0.82	4.82
Youth 11v11	1	-1.0	1.0	0.82	1.82
Youth 9v9	0	-1.0	2.0	0.82	2.82
Mini 7v7	0	-2.0	3.0	0.68	3.68
Mini 5v5	0	-2.0	3.0	0.68	3.68

## 4.7 The role of the Jarrolds Sports Club site

### 4.7.1 Introduction

As an existing playing pitch site in Hellesdon, the Jarrolds Sports Club site has the potential to meet a number of local needs. This section examines those needs.

#### 4.7.2 Existing football provision at the site

Existing provision for football at the site is as follows:

- One disused adult football pitch on a playing field of 1.0ha.
- A clubhouse with changing facilities.

#### 4.7.3 Site constraints

There is limited car parking on the site (equivalent to around 15 vehicles) and the residential nature of the surrounding roads does not lend itself to accommodating any additional parking needs arising from the use of the site.

#### 4.7.4 Football needs that the site could meet

The full extent of local football needs in Hellesdon is set out in the preceding sections and there is clear evidence of deficiencies in all types of grass football pitch both currently and in the future. The site has the potential to meet a range of local needs:

- Hellesdon FC has identified an aspiration to consolidate all its activities on a single site. The Jarrolds Sports Club site alone is not large enough to achieve this.
- The Club needs an adult pitch with a barrier around it to comply with league regulations and this could be achieved at the Jarrolds site more feasibly than at the Recreation Ground, where a barrier can only be installed on a temporary basis. This would have the added advantage of enabling a perimeter track and outdoor gym to be installed at the Jarrolds site, to attract wider community usage without encroaching onto the permanently fenced-off pitch. However, the dependence of adult football on changing facilities makes this option sub-optimal, because the layout of the existing pavilion at the site does not comply with FA standards and it is unclear whether conversion would be feasible or cost-effective.
- The Club would like to consolidate youth and mini-soccer activities at a single site and because wear and tear on pitches is more limited with younger players, sufficient pitches could be accommodated, with overmarking to achieve this. Youth and mini-players have less dependence on changing facilities, so the existing pavilion would provide the toilets and social area that are needed.
- On-site car parking is an issue, whether for adult or youth/mini matches, but there are options to accommodate additional parking on site.

#### 4.7.4 The views of the Norfolk FA

The Norfolk Football Association's Facilities, Investment and Development Manager commented on the findings of the needs assessment as follows:

- 'We are supportive of the Parish Council's desire to obtain the Jarrolds site for sport and leisure access, with football benefiting as a primary user'.
- 'I have requested that the Local Football Facility Plan for Broadland now encompasses the Jarrolds site as an identified project for potential pavilion and grass pitch investment via the Football Foundation, subject to the Parish Council wishing to pursue this project'.

## 4.8 Summary of football needs

### 4.8.1 Current needs

- **Expressed demand:** Hellesdon FC has 12 teams at present and runs additional sessions for 4-6 year olds and girls.
- **Displaced demand:** The lack of pitches in Hellesdon means that Hellesdon FC has to play some of its 'home' matches at facilities in neighbouring parishes.
- **Unmet/latent demand:** Team Generation Rates in Hellesdon are well below the district average for Broadland district, which reflects the shortage of available pitches to accommodate more teams. Based upon the average Team Generation Rate for Broadland, Hellesdon should have 28 football teams rather than the current 14.
- **Secured access:** Three of the four community accessible pitch sites in Hellesdon are on education sites with no secured access, so usage could be rescinded at any time.

### 4.8.2 Future needs

- **Population growth:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Changes in demand:** Projecting future need based on current latent demand patterns, is a reasonable basis for forecasting.
- **Changes in supply:** Two adult grass pitches are proposed at the Royal Norfolk Golf Club housing development.
- **Existing spare capacity:** There is no spare capacity at present and clear evidence of shortfalls.
- **Future needs:** Based on projected population growth and a latent demand calculation, additional future needs have been assessed as follows by Sport England's Playing Pitch Calculator:
  - Adult grass pitches: 0.82 pitches.
  - Youth grass pitches: 1.64 pitches.
  - Mini-soccer grass pitches: 1.36 pitches.
  - '3G' football turf pitches: 0.20 pitches.

### 4.8.3 Jarrolds Sports Club

The disused site at Jarrolds Sports Club could meet some of the unmet needs, either to provide a base for Hellesdon FC's adult football teams or as a single site for its youth/mini teams. The Norfolk FA is supportive of the proposed approach.

## 5 BOWLS NEEDS IN HELLESDON

### 5.1 Introduction

This section identifies the current and future supply and demand for bowls in Hellesdon. The methodology applied to assess needs follows Sport England's *'Assessing Needs and Opportunities Guidance'* (2014).

### 5.2 Current bowls demand

#### 5.2.1 Expressed demand

Hellesdon Bowls Club is the only active bowls club in the parish and plays at a green at Hellesdon Community Centre. The Club is affiliated to the English Bowls Federation.

#### 5.2.2 Displaced demand

Displaced demand relates to play by clubs in Hellesdon which takes place outside of the area, or vice versa:

- **Jarrolds Bowls Club:** Jarrolds Bowls Club was forced to relocate to Plantation Park Sports Ground in Blofield when the green at the Jarrolds Sports Club site was closed.
- **Catton Bowls Club:** Catton Bowls Club formerly used the green at Jarrolds Sports Club and was forced to move to a green at Old Catton Recreation Ground.

The net effect of displaced demand in Hellesdon is two exported clubs.

#### 5.2.3 Unmet demand

Unmet demand takes a number of forms including the impact that sub-standard facilities can have on the standard of play. Consultation with Hellesdon BC identified the following unmet demand:

- 'At present our 'clubhouse' comprises just a shed with lighting. We have to use the toilets at the community centre and we do not have any facilities for heating. This situation deters many prospective players who enquire about membership'.
- 'We have applied to join a league where we could play 'rink play' because some of our members are getting infirm and the 'roving cot' system of play that we presently play involves lots of walking, but due to our green being sub-standard, we were refused entry'.

#### 5.2.4 Latent demand

Whereas unmet demand is known to currently exist, latent demand is demand that evidence suggests may be generated from a population if they had access to more or better provision. Sport England's *'Active Lives'* survey in 2018 identified that 0.7% of the adult population (16 and over) played bowls at least twice in the preceding 28 days. Applying this in the context of Hellesdon suggest that there is latent demand from 67 adult bowlers in the parish.



## 5.3 Current bowls supply

### 5.3.1 Quantity

- Bowls greens with community access in Hellesdon are as follows:

<i>Site</i>	<i>Address</i>
Hellesdon Community Centre	Middleton's Lane, Hellesdon NR6 5QB

- Bowls greens with community access in neighbouring parishes are as follows:

<i>Site</i>	<i>Address</i>
Catton Bowls Club	Recreation Ground, Church Street, Old Catton NR6 7DS
RG Carter Bowls Club	Drayton High Road, Drayton NR8 6AH

### 5.3.2 Quality

The quality of the green at Hellesdon Community Centre was assessed using the following criteria:

- **The green:** The size, quality of the grass, flatness and regulation ditches.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Parking, signage and proximity to public transport.

The facilities were rated on a five-point scale, where 5 equates to 'very good' (highlighted in green below), 4 to 'good' (also highlighted in green below), 3 to 'average' (highlighted in yellow below), 2 to 'poor' (highlighted in red below) and 1 to 'very poor'. The ratings for the green at Hellesdon Community Centre are as follows:

<i>Facility</i>	<i>Green</i>	<i>Changing</i>	<i>Disability Access</i>	<i>General access</i>
Hellesdon Community Centre	3	1	3	3

The green rates as 'average' because whilst the playing surface is good quality, the dimensions are non-compliant.

### 5.3.3 Accessibility

Accessibility relates to the geographical spread of bowls facilities in Hellesdon. The Community Centre is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon.

### 5.3.4 Availability

Availability relates to the extent to which the facilities are affordable and security of tenure.

- **User charges:** Hellesdon Bowls Club charges £30 for annual membership, plus £2.50 green fees per session.

- **Security of access:** The ownership, management and security of access of the Hellesdon Community Centre green is detailed below. Security of tenure refers to the extent to which community use is protected.

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Security of tenure</i>
Hellesdon Community Centre	Hellesdon Parish Council	Hellesdon Parish Council	Unsecured

## 5.4 Assessment of current needs

### 5.4.1 Introduction

Four criteria have been assessed to evaluate the balance between bowls green supply and demand in Hellesdon:

- **Quantity:** Are there enough greens with sufficient capacity to meet needs?
- **Quality:** Are the greens fit for purpose for the users?
- **Accessibility:** Are the greens in the right physical location for the users?
- **Availability:** Are the greens available for those who want to use them?

### 5.4.2 Quantity

Current bowls provision in Hellesdon is assessed to be at operating with spare capacity, based upon the following evaluation:

- **Used capacity:** Hellesdon Bowls Club has indicated that there is spare capacity to attract additional members.
- **Unmet demand:** There is some evidence of unmet demand due to the poor quality of the green and ancillary facilities at the existing site.
- **Changes in supply:** There are no known planned changes to bowls green supply.

### 5.4.3 Quality

As indicated above, the bowls facilities at Hellesdon Community Centre do not meet the needs of the club. Whilst the playing surface is good quality, the dimensions are non-compliant.

### 5.4.4 Accessibility

The Community Centre is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon.

### 5.4.5 Availability

Usage charges are reasonable and the availability of the facility is guaranteed through the secured access.

## 5.5 Assessment of future needs

### 5.5.1 Quantity

Better quality facilities at a single location should be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Participation trends:** National bowls participation has declined significantly over the past decade, with the number of regular (at least once a week) players falling by more than 98,000, from 309,800 in 2005 to 211,900 in 2016. The Norfolk Bowling Association commented that ‘existing clubs across the County are all seemingly struggling for members’.
- **Spare capacity:** Hellesdon Bowls Club has indicated that it has capacity to accommodate additional members, but that the poor quality of its existing facilities is deterring prospective members at present.

### 5.5.2 Quality

As indicated above, the poor quality of the green and ancillary facilities at Hellesdon Community Centre do not meet the needs of the club.

### 5.5.3 Accessibility

The Community Centre is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon. The green at the Jarrolds Sports Club is in the east of the parish and is therefore relatively less accessible to all residents, although all are within the 15-minute drive time catchment that is typical for outdoor bowls.

### 5.5.4 Availability

It is reasonable to assume that similar membership fees will continue to be charged by the club in the future.

## 5.6 The role of the Jarrolds Sports Club site

### 5.6.1 Introduction

With an existing bowling green, the Jarrolds Sports Club site has the potential to meet a number of local bowls needs. This section examines those needs.

### 5.6.2 Existing bowls provision at the site

Existing provision for bowls at the site is as follows:

- One disused regulation-sized bowling green (40 yards x 40 yards).
- A clubhouse with changing facilities.

### 5.6.3 Site constraints

There is limited car parking on the site (equivalent to around 15 vehicles) and the residential nature of the surrounding roads does not lend itself to accommodating any additional parking needs arising from the use of the site.

### 5.6.4 Bowls needs that the site could meet

Relocating Hellesdon Bowls Club to the Jarrolds Sports Club site would have the following benefits:

- Unlike the green at the Community Centre, the Jarrolds green is regulation-sized, which would enable the club to play all versions of Federation bowls including those that are more appropriate to the needs of older members.
- The clubhouse at the Jarrolds site is far better quality than the ancillary facilities at the Community Centre site, which would enable the club to attract more members and to meet the facilities requirements for entry into 'rink play' leagues.
- Income from the bowls club's activities at the site would add to its overall financial viability.

## 5.7 Summary of bowls needs

### 5.7.1 Current needs

- **Used capacity:** Hellesdon Bowls Club has indicated that there is spare capacity to attract additional members.
- **Unmet demand:** There is some evidence of unmet demand due to the poor quality of the green and ancillary facilities at the existing site.
- **Accessibility:** The Community Centre is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon.

### 5.7.2 Future needs

- **Population growth:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Changes in demand:** Projecting future need based on current demand patterns, is a reasonable basis for forecasting.
- **Spare capacity:** Hellesdon Bowls Club has indicated that it has capacity to accommodate additional members, but that the poor quality of its existing facilities is deterring prospective members at present

### 5.7.3 Jarrolds Sports Club

The disused site at Jarrolds Sports Club could meet some of the unmet needs, in particular to provide better quality facilities for Hellesdon Bowls Club.

## 6 TENNIS NEEDS IN HELLESDON

### 6.1 Introduction

This section identifies the current and future supply and demand for tennis in Hellesdon. The methodology applied to assess needs follows Sport England’s ‘*Assessing Needs and Opportunities Guidance*’ (2014).

### 6.2 Current tennis demand

#### 6.2.1 Expressed demand

- There are no tennis clubs in Hellesdon, all tennis play is by individuals on a casual basis. The LTA has produced a ‘Tennis Profile’ model to define six types of tennis player as follows:

<i>Category</i>	<i>Profile</i>
Tennis Titans	Frequent players and tennis club members for whom tennis is their main sport and key interest.
Tennis Troupers	Often club members, largely family-oriented, middle-aged players for whom tennis is a hobby; interested in playing with teams to partnering with their kids in the sunnier seasons.
Seasonal Spinners	Largely young women, they play sport in general for athletic reasons (often being gym-goers and joggers), and enjoy their tennis a lot, though tennis is very intertwined with friends and being social.
Wimbledon Warriors	Largely young men who are keen athletes, they like tennis and want to play more, though are often held back by factors outside of the summer.
Social Butterflies	Infrequent, younger and less experienced players for whom tennis is an occasional fun summer activity.
Senior Stalwarts	An older group of players for whom tennis is a social habit and they play with a regular group as a way of keeping social and enjoyable gentle exercise.

- The number of LTA members in each category in the catchment of Jarrolds Sports Ground is as follows:

<i>Category</i>	<i>10-minute’s Drive</i>	<i>20-minute’s Drive</i>
Tennis Titans	33	246
Tennis Troupers	46	382
Seasonal Spinners	27	186
Wimbledon Warriors	5	20
Social Butterflies	8	22
Senior Stalwarts	193	1,364
Other	42	120
<b>TOTALS</b>	<b>354</b>	<b>2,340</b>

#### 6.2.2 Displaced demand

There is no evidence of any displaced demand for tennis in the parish, although more regular players are likely to be members of the nearest tennis clubs (Old Catton TC and Taverham TC) or the commercial facility at David Lloyd (Norwich).

### 6.2.3 Unmet demand

Unmet demand takes a number of forms including the impact that sub-standard facilities can have on the standard of play. There is no indication of unmet demand in Hellesdon.

### 6.2.4 Latent demand

Whereas unmet demand is known to currently exist, latent demand is demand that evidence suggests may be generated from a population if they had access to more or better provision. The LTA ‘Tennis Profile’ model identifies the total market of potential players within the catchment of Jarrols Sports Ground:

<i>Category</i>	<i>10-minute’s Drive</i>	<i>20-minute’s Drive</i>
Tennis Titans	4,802	20,310
Tennis Troupers	10,889	34,444
Seasonal Spinners	10,878	22,561
Wimbledon Warriors	1,271	6,758
Social Butterflies	4,333	7,018
Senior Stalwarts	69,279	191,826
Other	28,527	47,768
<b>TOTALS</b>	<b>129,978</b>	<b>330,685</b>

The above figures should perhaps be caveated on the basis that Sport England’s ‘Active Lives’ survey in 2018 identified that only 1.7% of the adult population (16 and over) played tennis at least twice in the preceding 28 days. Applying this figure in the context of Hellesdon suggest that there is latent demand from 163 adult tennis players in the parish.

## 6.3 Current tennis supply

### 6.3.1 Quantity

- Tennis courts with community access in Hellesdon are as follows. It is important to note that the Recreation Ground courts are marked on a Multi-use Games Area and as such are also used extensively for netball in the summer months, limiting their capacity to accommodate tennis:

<i>Site</i>	<i>Address</i>	<i>Courts</i>	<i>Floodlit</i>
Hellesdon Recreation Ground	Middleton’s Lane, Hellesdon NR6 5QB	3 tarmac*	Yes

\* Courts marked on a Multi-use Games Area

- Tennis courts with community access in neighbouring parishes are as follows:

<i>Site</i>	<i>Address</i>	<i>Courts</i>	<i>Floodlit</i>
David Lloyd Club	Drayton High Road, Norwich NR6 5DU	2 tarmac	Yes
Waterloo Park	Aylsham Road, Norwich NR3 3HU	4 tarmac	No
Bowthorpe Park	Clover Hill Road, Norwich NR5 0JH	2 tarmac	No
Sprowston Recreation Ground	Recreation Ground Road, Sprowston NR7 8EW	8 tarmac	No

### 6.3.2 Quality

The quality of the courts at Hellesdon Recreation Ground was assessed using the following

- **The court:** Court surface, line markings and fitness for purpose.
- **Fencing:** Condition and appearance.
- **Disability access:** Provision for disabled access to the courts.
- **General access:** Parking, signage and proximity to public transport.

The facilities were rated on a five-point scale, where 5 equates to ‘very good’ (highlighted in green below), 4 to ‘good’ (also highlighted in green below), 3 to ‘average’ (highlighted in yellow below), 2 to ‘poor’ and 1 to ‘very poor’.

<i>Facility</i>	<i>Court</i>	<i>Fencing</i>	<i>Disability Access</i>	<i>General access</i>
Hellesdon Community Centre	4	4	3	4

### 6.3.3 Accessibility

Accessibility relates to the geographical spread of tennis facilities in Hellesdon. The Recreation Ground is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon.

### 6.3.4 Availability

Availability relates to the extent to which the facilities are affordable and security of tenure.

- **User charges:** Tennis court use is on a pay-and-play basis at the Recreation Ground. Current charges are £7 per session for adults and £5 per session for juniors. Norwich City Council charges £6 per session for court hire in Bowthorpe Park, so pricing levels are comparable.
- **Security of access:** The ownership, management and security of access of the Hellesdon Recreation Ground courts is detailed below. Security of tenure refers to the extent to which community use is protected.

<i>Site</i>	<i>Ownership</i>	<i>Management</i>	<i>Security of tenure</i>
Hellesdon Recreation Ground	Hellesdon Parish Council	Hellesdon Parish Council	Unsecured

## 6.4 Assessment of current needs

### 6.4.1 Introduction

Four criteria have been assessed to evaluate the balance between tennis court supply and demand in Hellesdon:

- **Quantity:** Are there enough courts with sufficient capacity to meet needs?

- **Quality:** Are the courts fit for purpose for the users?
- **Accessibility:** Are the courts in the right physical location for the users?
- **Availability:** Are the courts available for those who want to use them?

#### 6.4.2 Quantity

Current tennis provision in Hellesdon is assessed to be at operating with spare capacity, based upon the following evaluation:

- **Used capacity:** The courts at Hellesdon Recreation Ground are not heavily used for tennis and there is significant spare capacity. The Parish Council commented that the courts ‘are mainly used during Wimbledon week, however they double up as Netball Courts which are used by Norwich and District Netball league for their summer fixtures’.
- **Unmet demand:** There is no evidence of unmet demand and whilst the LTA ‘Tennis Profile’ data suggests a large market for tennis, national participation data suggest that latent demand is likely to be much lower.
- **Changes in supply:** There are no known planned changes to tennis court supply.

#### 6.4.3 Quality

The quality of the courts at Hellesdon Recreation Ground is at least ‘average’ in all respects, so there are no adverse quality issues.

#### 6.4.4 Accessibility

The Recreation Ground is relatively central to the parish and the courts are therefore accessible to all residents of Hellesdon.

#### 6.4.5 Availability

The usage charges for the courts are consistent with those charged in Norwich parks and their availability is guaranteed through the secured access.

### 6.5 Assessment of future needs

#### 6.5.1 Quantity

Existing spare capacity should be able to accommodate all additional future tennis demand, based upon the following evaluation:

- **Demand increases:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Participation trends:** National tennis participation has declined significantly over the past decade, with the number of regular (at least once a week) players falling by more than 59,000, from 457,200 in 2005 to 398,100 in 2016.



- **Spare capacity:** The Hellesdon Recreation Ground courts have the capacity to accommodate any additional tennis demand arising from the increased population and offset by the likely decreases in participation rates.

### 6.5.2 Quality

There are no quality issues with the current courts, but they will need to be maintained and periodically re-surfaced if they are to remain usable.

### 6.5.3 Accessibility

The Recreation Ground is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon, including the residents of the new housing developments at the Royal Norfolk Golf Club and Hellesdon Hospital sites.

### 6.5.4 Availability

If usage charges are maintained at comparable levels to the current rates, they are likely to remain consistent with other courts in the area and therefore remain affordable for local residents.

## 6.6 The role of the Jarrolds Sports Club site

### 6.6.1 Introduction

With two existing tarmac tennis courts, the Jarrolds Sports Club site has the potential to meet a number of sports facilities needs. This section examines those needs.

### 6.6.2 Existing tennis provision at the site

Existing provision for tennis at the site is as follows:

- Two disused tarmac tennis courts.
- A clubhouse with changing facilities.

### 6.6.3 Site constraints

There is limited car parking on the site (equivalent to around 15 vehicles) and the residential nature of the surrounding roads does not lend itself to accommodating any additional parking needs arising from the use of the site.

### 6.6.4 Needs that the courts could meet

Whilst there is no evidence of unmet demand for tennis in Hellesdon, either currently or in the future, there is significant unmet demand for football and the courts could potentially be converted into additional on-site parking, to help meet the demand Hellesdon FC's adult football teams and the Hellesdon Bowls Club.

## 6.7 Summary of tennis needs

### 6.7.1 Current needs

- **Used capacity:** The courts at Hellesdon Recreation Ground are not heavily used for tennis and there is significant spare capacity. The Parish Council commented that the courts ‘are mainly used during Wimbledon week, however they double up as Netball Courts which are used by Norwich and District Netball league for their summer fixtures’.
- **Unmet demand:** There is no evidence of unmet demand.
- **Changes in supply:** There are no known planned changes to tennis court supply.

### 6.7.2 Future needs

- **Demand increases:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Participation trends:** National tennis participation has declined significantly over the past decade, with the number of regular (at least once a week) players falling by more than 59,000, from 457,200 in 2005 to 398,100 in 2016.
- **Spare capacity:** The Hellesdon Recreation Ground courts have the capacity to accommodate any additional tennis demand arising from the increased population and offset by the likely decreases in participation rates.

### 6.7.3 Jarrolds Sports Club

The disused site at Jarrolds Sports Club could meet some of the unmet needs, in particular to provide on-site parking for Hellesdon FC’s adult football teams and Hellesdon Bowls Club.

## 7 GREEN SPACE NEEDS IN HELLESDON

### 7.1 Introduction

This section identifies the current and future supply and demand for green space in Hellesdon. The methodology applied to assess needs follows the Greater Norwich Development Partnership's *The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper* (2011).

### 7.2 Current green space supply

#### 7.2.1 Introduction

Current provision in Hellesdon is examined using the same categories of green space as *The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper*:

- ***Parks and gardens:*** Parks and gardens are defined as accessible multi-functional greenspaces providing high-quality opportunities for informal recreation and community events. They incorporate formal and informal features, such as flower beds, trees, landscaped areas and ancillary provision such as toilets and seating areas.
- ***Natural and semi-natural green space:*** Natural and semi-natural greenspace sites are defined as those sites with public access where wildlife, conservation, biodiversity and environmental education take precedence over recreational uses in determining management regimes. This includes areas with protective statutory designations.
- ***Informal/amenity greenspace:*** Amenity greenspace is defined as publicly accessible open space that provides opportunities for informal recreation, close to home or work, or which enhances the appearance of residential or other areas. The size and utility of such spaces varies widely, with some having provision such as paths, benches, rubbish bins and planting schemes, whilst others comprise only grassed areas.
- ***Allotments:*** Allotments are defined as green spaces that provide opportunities for people to grow their own produce, as part of the long-term promotion of sustainability, health and social inclusion.
- ***Children's play:*** This is defined as areas designed primarily for play and social interaction involving children and young people.
- ***Outdoor sport and recreation grounds:*** This involves formal sports facilities like pitches and golf courses that are primarily grassed areas and also have some usage for informal physical activity and exercise.

#### 7.2.2 Inclusions and exclusions

The following criteria have been applied in determining the inclusion of green space sites:

- ***Public accessibility:*** The sites must be generally accessible to the local community. This excludes the green spaces and play areas at school sites and the Jarrolds Sports Ground.

- **Primary function:** Sites have been designated on the basis of their primary function, although some serve more than one purpose. Where different types of green space are provided on the same site (e.g. outdoor sport and children’s play at Hellesdon Recreation Ground), the respective areas are identified as different spatial allocations.
- **Royal Norfolk Golf Course:** The site has been excluded because it is only accessible to members and is scheduled for housing development in the medium term.
- **Cottinghams Park:** The site leased from Carter Farms extends to 10.93ha, but only 3.63ha of this is publicly accessible, with the remainder still farmed by the landowner as agricultural land.

### 7.2.3 Parks and gardens

There are currently no green spaces classified as parks and gardens in Hellesdon.

### 7.2.4 Natural and semi-natural greenspace

There are currently no green spaces classified as natural or semi-natural green space in Hellesdon.

### 7.2.5 Informal/Amenity Greenspace

Current provision in Hellesdon is as follows:

<i>Site</i>	<i>Location</i>	<i>Size</i>
Cottinghams Park	Cottinghams Drive, Hellesdon NR6 6QA	3.63ha
Loxwood Open Space	Loxwood, Hellesdon NR6 6QB	0.07ha
Meadow Way Open Space	Meadow Way, Hellesdon NR6 6XY	0.4ha
Mountfield Park	Mountfield Avenue, Hellesdon NR6 5LN	1.4ha
Plantation Road Open Space	Plantation Road, Hellesdon NR6 5RH	0.2ha
Prince Andrews Close Open Space	Prince Andrews Close. Hellesdon NR6 6XJ	0.05ha
<b>TOTAL</b>	-	<b>5.76ha</b>

### 7.2.6 Allotments

Current provision in Hellesdon is as follows:

<i>Site</i>	<i>Location</i>	<i>Size</i>
Bush Road Allotments	Bush Road, Hellesdon NR6 6PQ	5.3ha

### 7.2.7 Children’s Play

Current provision in Hellesdon is as follows:

<i>Site</i>	<i>Location</i>	<i>Provision</i>	<i>Size</i>
Hellesdon Recreation Ground	Middleton’s Lane, Hellesdon NR6 5QB	NEAP and Skate Park	0.24ha
Meadow Way Play Area	Meadow Way, Hellesdon NR6 6XY	LEAP	0.10ha
<b>TOTAL</b>	-	-	<b>0.34ha</b>

## 7.2.8 Outdoor sport and Recreation Grounds

Current provision in Hellesdon is as follows:

<i>Site</i>	<i>Location</i>	<i>Size</i>
Hellesdon Recreation Ground	Middleton's Lane, Hellesdon NR6 5QB	5.75ha
<b>TOTAL</b>	-	<b>5.75ha</b>

## 7.3 Quantity of provision

The quantity of provision can be assessed in relation to the standards contained in the Greater Norwich Development Partnership's *The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper* (2011):

<i>Typology</i>	<i>Standard (Ha./1,000 people)</i>	<i>Provision in Hellesdon</i>	<i>Ha./1,000 people in Hellesdon</i>	<i>Surplus/ (deficit)</i>
Parks and gardens	1.13ha	0.0ha	0.0ha	(12.67ha)
Natural/semi-natural greenspace	-	0.0ha	0.0ha	-
Informal/amenity greenspace	0.22ha	5.76ha	0.51ha	4.41ha
Allotments/community gardens	0.16ha	5.30ha	0.47ha	3.51ha
Provision for children and young people	0.84ha	0.34ha	0.03ha	(9.11ha)
Outdoor sports facilities/recreation grounds	0.97ha	5.75ha	0.51ha	(5.13ha)
<b>TOTAL</b>	<b>3.32ha</b>	<b>17.15ha</b>	<b>1.53ha</b>	<b>(20.13ha)</b>

## 7.4 Quality of provision

### 7.4.1 Introduction

The quality of green space provision in Hellesdon has been assessed for each site. The quality criteria applied are listed alongside each typology.

### 7.4.2 Informal/Amenity Greenspace

The criteria included the presence and quality of:

- Paths, cycleways and access.
- Grassed areas.
- Litter bins.
- Seating.
- Maintenance and general cleanliness.

The sites were rated on a five-point scale, where 5 equates to 'very good' (highlighted in green below), 4 to 'good' (also highlighted in green below), 3 to 'average' (highlighted in yellow below), 2 to 'poor' (highlighted in red below), and 1 to 'very poor' (also highlighted in red below).

<i>Site</i>	<i>Paths</i>	<i>Grass</i>	<i>Bins</i>	<i>Seating</i>	<i>Maintenance</i>
Cottinghams Park	1	3	1	1	3
Loxwood Open Space	1	3	1	1	3
Meadow Way Open Space	3	4	3	3	4
Mountfield Park	3	3	3	1	4
Plantation Road Open Space	1	3	1	1	3
Prince Andrews Close Open Space	1	3	1	1	3

### 7.4.3 Allotments

The criteria included the presence and quality of:

- Site boundaries fenced.
- Water supply on site to all plots.
- Secure sheds/huts provided.
- Toilets provided on site.
- Dedicated car parking.

The site was rated on a five-point scale, where 5 equates to ‘very good’ (all features present), 4 to ‘good’ (four features present), 3 to ‘average’ (three features present), 2 to ‘poor’ (two features present), and 1 to ‘very poor’ (one or no features present).

<i>Site</i>	<i>Rating</i>
Bush Road Allotments	4

### 7.4.4 Children’s Play

The criteria included:

- Variety of equipment.
- Quantity of equipment.
- Quality of equipment.
- Fencing and gates.
- Litter bins.
- Seating.
- Maintenance and general cleanliness.
- Disabled access.

The sites were rated on a five-point scale, where 5 equates to ‘very good’ (highlighted in green below), 4 to ‘good’ (also highlighted in green below), 3 to ‘average’ (highlighted in yellow below), 2 to ‘poor’ (highlighted in red below), and 1 to ‘very poor’ (also highlighted in red below).

<i>Site</i>	<i>Variety</i>	<i>Quantity</i>	<i>Quality</i>	<i>Fencing</i>	<i>Bins</i>	<i>Seats</i>	<i>Maintenance</i>	<i>Disabled</i>
Hellesdon Recreation Ground	5	5	5	4	3	3	5	4
Meadow Way Play Area	4	4	4	4	3	3	5	3

#### 7.4.5 Outdoor Sports Facilities/Recreation Grounds

The Hellesdon Recreation Ground has been quality assessed under the playing pitches section and rated as ‘good’ for pitch quality and ‘standard’ for changing facilities.

### 7.5 Accessibility

The accessibility of green spaces in Hellesdon is assessed below, based upon walking time catchments

<i>Typology</i>	<i>Catchment</i>	<i>Coverage</i>
Parks and gardens	15 minutes’ walk	The southern half of the parish is within 15 minutes’ walk of Sloughbottom and Catton Park in Norwich, but the northern half has no accessible parks.
Natural/semi-natural greenspace	15 minutes’ walk	The northern half of the parish is within 15 minutes’ walk of Drayton Wood, but the southern half has no accessible sites.
Informal/amenity greenspace	5 minutes’ walk	The whole parish is within 5 minutes’ walk of the closest amenity greenspace, although three of the six sites are very small, making them unlikely destinations.
Allotments/community gardens	15 minutes’ walk	The northern half of the parish is within 15 minutes’ walk of Bush Road allotments, but the southern half has no accessible sites.
Provision for children and young people	5 minutes’ walk	The two play areas are in the central part of the parish, which means that residents around the edges of Hellesdon are beyond the catchment of a play area.
Outdoor sports facilities/recreation grounds	15 minutes’ walk	Hellesdon Recreation Ground is centrally located in the parish and so is within 15 minutes’ walk of most residents.

### 7.6 Assessment of current needs

#### 7.6.1 Introduction

Three criteria have been assessed to evaluate the adequacy of green space provision in Hellesdon:

- **Quantity:** Is there enough green space to meet needs?
- **Quality:** Are the sites fit for purpose for the users?

- **Accessibility:** Are the sites in the right physical location for the users?

### 7.6.2 Quantity

There are a number of significant shortfalls in green space provision in Hellesdon, based upon the following evaluation:

- Applying the standards contained in the Greater Norwich Development Partnership’s ‘*The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper*’ (2011), Hellesdon should have 37.23ha of publicly accessible green space of all types, whereas it actually has 17.15ha which is less than 50%.
- Nominal surpluses in amenity greenspace and allotments are more than offset by deficiencies in the other forms of provision.

### 7.6.3 Quality

The quality of most amenity greenspace sites is below ‘average’, which reflects the fact that three of the six sites are very small and can necessarily only serve a very limited range of green space functions.

### 7.6.4 Accessibility

There are a number of accessibility deficiencies, even taking account of provision in neighbouring parishes.

## 7.7 Assessment of future needs

### 7.7.1 Quantity

The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate. The additional green space needs arising from this are as follows. Some of the additional provision will be made as part of the major developments at the Royal Norwich Golf Course and Hellesdon Hospital sites:

<i>Typology</i>	<i>Standard (Ha./1,000 people)</i>	<i>Additional needs</i>
Parks and gardens	1.13ha	3.39ha
Natural/semi-natural greenspace	-	-
Informal/amenity greenspace	0.22ha	0.66ha
Allotments/community gardens	0.16ha	0.48ha
Provision for children and young people	0.84ha	2.52ha
Outdoor sports facilities/recreation grounds	0.97ha	2.91ha
<b>TOTAL</b>	<b>3.32ha</b>	<b>9.96ha</b>

### 7.7.2 Quality

The quality issues at the existing sites will remain unless some are upgraded with financial support from off-site developer contributions.



### 7.7.3 Accessibility

Hellesdon is so heavily built-up already that there are very limited opportunities for adding new green space in areas where it is currently deficient.

## 7.8 The role of the Jarrolds Sports Club site

### 7.8.1 Introduction

The green space comprising the playing field and bowling green at the Jarrolds Sports Club site extends to 2.07ha and has the potential to meet a number of green space needs. This section examines those needs.

### 7.8.2 Existing green space provision at the site

The playing field and bowling green at the Jarrolds Sports Club site extend to 2.07ha.

### 7.8.3 Site constraints

The primary use of the site for formal sport might place some limitations on informal uses of the grassed areas.

### 7.8.4 Needs that the site could meet

If the site is developed either to provide a base for Hellesdon FC's adult football teams or as a single site for its youth/mini teams, it would still be possible to create a separate perimeter area that could accommodate an outdoor gym and children's play in an area of the parish with very little alternative green space.

## 7.9 Summary of green space needs

### 7.9.1 Current needs

- Applying the standards contained in the Greater Norwich Development Partnership's *'The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper'* (2011), Hellesdon should have 37.23ha of publicly accessible green space of all types, whereas it actually has 17.15ha which is less than 50%.
- Nominal surpluses in amenity greenspace and allotments are more than offset by deficiencies in the other forms of provision.
- The quality of several amenity greenspace sites is below 'average', which reflects the fact that three of the six sites are very small and can necessarily only serve a very limited range of green space functions.
- There are a number of accessibility deficiencies, even taking account of provision in neighbouring parishes.

### 7.9.2 Future needs

- The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- The additional green space requirements arising from the increased population amount to 9.98ha.
- Hellesdon is so heavily built-up already that there are very limited opportunities for adding new green space in areas where it is currently deficient.

### 7.9.3 Jarrolds Sports Club

If the site is developed either to provide a base for Hellesdon FC's adult football teams or as a single site for its youth/mini teams, it would still be possible to create a separate perimeter area that could accommodate an outdoor gym and children's play in an area of the parish with very little alternative green space.

## 8 CONCLUSIONS AND RECOMMENDATIONS

### 8.1 Introduction

This section contains the conclusions from the assessment and a series of recommendations to guide Hellesdon Parish Council on the next steps.

### 8.2 The local context

The implications of the local context for sport and green space provision in Hellesdon are as follows:

- **Population growth:** The parish population is projected to increase by more than 3,000 people by 2036. This will provide additional demand for all types of sports facilities and green space.
- **Age profile:** Hellesdon has a relatively elderly age structure, which is typically associated with lower rates of participation in sport and physical activity.
- **Local deprivation:** Hellesdon is a relatively affluent area, which is typically associated with higher rates of participation in sport and physical activity.
- **Participation rates:** Whilst rates of participation in sport and physical activity in Broadland district as a whole are well above the county and national averages, rates in Hellesdon are below the comparator figures, which suggests that a lack of available facilities supply is likely to be a causal factor.
- **Facilities implications:** Providing and retaining physically and financially accessible sports facilities and green spaces will be key to improving local opportunities.

### 8.3 The strategic context

The implications of the key strategic influences on sport and green space provision in Hellesdon are:

- **Neighbourhood Plan:** The Neighbourhood Plan contains a specific commitment to ‘securing the use of Jarrolds Sport Ground/Heath Crescent for the local community’. This was endorsed by the local community through the Neighbourhood Plan consultative process.
- **Broadland Business Plan:** The district council’s business plan includes an ambition for ‘improving health and wellbeing and quality of life’. Ensuring that there is adequate sports facilities and green space provision to achieve this is a fundamental requirement.
- **Greater Norwich Core Strategy:** The current local plan includes specific policy commitments to ‘encourage the development of healthy and active lifestyles’ and states that ‘existing cultural assets and leisure facilities will be maintained and enhanced’.

- **Greater Norwich Local Plan:** The draft Local Plan makes provision for an additional 1,330 dwelling in Hellesdon by 2038. Sites have already been identified to deliver this requirement (Royal Norwich Golf Club and Hellesdon Hospital) and the additional population arising from the developments will create extra demand for sport and green space provision.
- **Greater Norwich Playing Pitch Strategy:** The Strategy concludes the following:
  - **Football:** The Strategy concludes that ‘despite the overall spare capacity in the area at present, 20-30 additional football pitches are likely to be required up to 2026’. The specific action noted for the Jarrolds sports ground is to ‘retain and maintain for football and American football’.
  - **Bowls:** The assessment of need was based upon the green at the Jarrolds Sports Ground being operational and the recommendation is to ‘protect all existing functioning bowling greens’.
  - **Tennis:** The assessment of need was based upon the courts at the Jarrolds Sports Ground being operational and the recommendation to ‘retain the current level and distribution of tennis courts to meet current and future demand within the area’.
- **Greater Norwich Green Infrastructure and Recreational Open Space Study:** The Study identifies per capita levels of green space provision that can be applied to the population of new housing developments to determine needs.
- **Government planning policies:** National planning policies provide a high level of protection to existing sports facilities, directing local planning authorities to ‘guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community’s ability to meet its day-to-day needs’.
- **Sport England planning policies:** Sport England’s planning policies strongly support the case for the retention of playing fields unless it can be shown that developing them for alternative uses would not be detrimental.

## 8.4 Football needs

### 8.4.1 Current needs

- **Expressed demand:** Hellesdon FC has 12 teams at present and runs additional sessions for 4-6 year olds and girls.
- **Displaced demand:** The lack of pitches in Hellesdon means that Hellesdon FC has to play some of its ‘home’ matches at facilities in neighbouring parishes.
- **Unmet/latent demand:** Team Generation Rates in Hellesdon are well below the district average for Broadland district, which reflects the shortage of available pitches to accommodate more teams. Based upon the average Team Generation Rate for Broadland, Hellesdon should have 28 football teams rather than the current 14.

- **Secured access:** Three of the four community accessible pitch sites in Hellesdon are on education sites with no secured access, so usage could be rescinded at any time.

#### 8.4.2 Future needs

- **Population growth:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Changes in demand:** Projecting future need based on current latent demand patterns, is a reasonable basis for forecasting.
- **Changes in supply:** Two adult grass pitches are proposed at the Royal Norfolk Golf Club housing development.
- **Existing spare capacity:** There is no spare capacity at present and clear evidence of shortfalls.
- **Future needs:** Based on projected population growth and a latent demand calculation, additional future needs have been assessed as follows by Sport England's Playing Pitch Calculator:
  - Adult grass pitches: 0.82 pitches.
  - Youth grass pitches: 1.64 pitches.
  - Mini-soccer grass pitches: 1.36 pitches.
  - '3G' football turf pitches: 0.20 pitches.

#### 8.4.3 Jarrolds Sports Club

The disused site at Jarrolds Sports Club could meet some of the unmet needs, either to provide a base for Hellesdon FC's adult football teams or as a single site for its youth/mini teams.

### 8.5 Bowls needs

#### 8.5.1 Current needs

- **Used capacity:** Hellesdon Bowls Club has indicated that there is spare capacity to attract additional members.
- **Unmet demand:** There is some evidence of unmet demand due to the non-compliant dimensions of the green and the poor quality ancillary facilities at the existing site.
- **Accessibility:** The Community Centre is relatively central to the parish and the site is therefore accessible to all residents of Hellesdon.

#### 8.5.2 Future needs

- **Population growth:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.

- **Changes in demand:** Projecting future need based on current demand patterns, is a reasonable basis for forecasting.
- **Spare capacity:** Hellesdon Bowls Club has indicated that it has capacity to accommodate additional members, but that the poor quality of its existing facilities is deterring prospective members at present

### 8.5.3 Jarrolds Sports Club

The disused site at Jarrolds Sports Club could meet some of the unmet needs, in particular to provide better quality facilities for Hellesdon Bowls Club.

## 8.6 Tennis needs

### 6.7.1 Current needs

- **Used capacity:** The courts at Hellesdon Recreation Ground are not heavily used for tennis and there is significant spare capacity. The Parish Council commented that the courts ‘are mainly used during Wimbledon week, however they double up as Netball Courts which are used by Norwich and District Netball league for their summer fixtures’.
- **Unmet demand:** There is no evidence of unmet demand.
- **Changes in supply:** There are no known planned changes to tennis court supply.

### 6.7.2 Future needs

- **Demand increases:** The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- **Participation trends:** National tennis participation has declined significantly over the past decade, with the number of regular (at least once a week) players falling by more than 59,000, from 457,200 in 2005 to 398,100 in 2016.
- **Spare capacity:** The Hellesdon Recreation Ground courts have the capacity to accommodate any additional tennis demand arising from the increased population and offset by the likely decreases in participation rates.

### 6.7.3 Jarrolds Sports Club

The disused site at Jarrolds Sports Club could meet some of the unmet needs, in particular to provide on-site parking for Hellesdon FC’s adult football teams and Hellesdon Bowls Club.

## 8.7 Green space needs

### 8.7.1 Current needs

- Applying the standards contained in the Greater Norwich Development Partnership’s ‘*The Greater Norwich Green Infrastructure and Recreational Open Space Topic Paper*’ (2011), Hellesdon should have 37.23ha of publicly accessible green space of all types, whereas it actually has 17.15ha which is less than 50%. The Jarrolds site extends to 2.07ha which would address at least some of the identified deficiency.

- Nominal surpluses in amenity greenspace and allotments are more than offset by deficiencies in the other forms of provision.
- The quality of several amenity greenspace sites is below ‘average’, which reflects the fact that three of the six sites are very small and can necessarily only serve a very limited range of green space functions.
- There are a number of accessibility deficiencies, even taking account of provision in neighbouring parishes.

### 8.7.2 Future needs

- The parish population is projected to increase by 3,000 people by 2036, a 26.8% increase over the 2018 population estimate.
- The additional green space requirements arising from the increased population amount to 9.98ha.
- Hellesdon is so heavily built-up already that there are very limited opportunities for adding new green space in areas where it is currently deficient.

### 8.7.3 Jarrolds Sports Club

If the site is developed either to provide a base for Hellesdon FC’s adult football teams or as a single site for its youth/mini teams, it would still be possible to create a separate perimeter area that could accommodate an outdoor gym and children’s play in an area of the parish with very little alternative green space.

## 8.8 Recommendations

The recommendations emerging from the sports facilities and green space needs assessment for Hellesdon are as follows:

- Subject to acceptance of the findings of needs assessment, the Parish Council should consult the key stakeholders (in particular Hellesdon FC and Hellesdon Bowls Club) on the key issues and agree in principle the potential role of the Jarrolds Sports Ground in meeting their needs.
- Assuming that stakeholder support is forthcoming, the Parish Council should make submissions to Broadland District Council for the site to be designated as recreational land in the emerging Greater Norwich Local Plan.
- Subject to achieving the designation in the Local Plan, the Parish Council should commence negotiations with Jarrolds regarding the purchase or long-term lease of the site.

## Appendix 6: Representations from Local Sports Clubs



# HELLEDON BOWLS CLUB

Secretary  
Mr Michael Pitcher

DATE: January 30th 2020

To whom it may concern

Hellesdon Bowls Club are supporting the bid by Hellesdon Parish Council under GNLP 1021 to obtain the Recreation ground presently owned by Jarrolds in Heath Crescent, Hellesdon.

The reasons for backing the project, we are a local team supported by Hellesdon residents with only 1 of our members living outside Hellesdon.

Due to the ages of members, we try to recruit new members every season, although we have enquiries when coming to the club, prospective players ask about our facilities and unfortunately we basically have at present a shed with lighting. We have to use the toilets in the Community centre and we do not even have a facility for heating as there is no electric plug. The provision at Heath Crescent would afford us a proper changing room with toilets on site and facilities to offer after game refreshments. We would say that we know of many Hellesdon residents who travel to other clubs in our leagues because they can offer the social side and facilities which we can't offer.

We have applied to join a league where we could play what is known as "rink" play because some of our members are getting infirm due to age and the "roving cot" system of play which we presently play involves lots of walking, but due to our green not being of the correct standard, we were refused entry. Heath Crescent is to the standard and would be accepted by the league.

We back the Parish Council in trying to supply more leisure facilities in Hellesdon and feel that the ground at Heath Crescent would be an asset to the Community and residents.

Michael Pitcher  
Secretary for Hellesdon Bowls Club



Sunday 19<sup>th</sup> January 2020

To the Clerk of Hellesdon Parish Council,

I am writing to you, on behalf of Hellesdon Football Club, seeking support from Hellesdon Parish Council in a bid to help our club find, develop and sustain a facility that local football in Hellesdon can call 'Home'.

In 2015, Hellesdon Youth Football Club and Hellesdon Football Club amalgamated to become 'Hellesdon Football Club'. We facilitate 12 football teams, ranging from Under 7s to Adult Men's and Ladies teams. We also host a children's session for future players aged 4-6 years of age and, more recently, we've started a Girls Only football session.

In comparison to many other clubs around the county, our teams are fragmented when it comes to the facilities we use. We currently use 3 different sites to host fixtures for all of our teams, with further facilities used to accommodate training sessions for the teams. One of the club's ambitions is to identify an existing facility or piece of land with the opportunity to develop into a football facility, that all of our teams can call 'Home'. We are seeking support from Hellesdon Parish Council to help us achieve this goal, by helping us find such opportunity but also to work collaboratively to provide a Community Club that brings football together in the parish of Hellesdon.

Our teams play across a range of playing formats, therefore, the pitch requirement would need to include the following sizes:

- 5 v 5
- 7 v 7
- 9 v 9
- 11 v 11 (Yth)
- 11 v 11

In addition, due to league rules, some of our teams would also require changing facilities and showers. In particular, our Senior Men's team who compete in the Anglian Combination Premier Division, require the pitch to be barriered off. Currently we do this every week, so for instances like this, we would seek a permanent fixture to help reduce the workload of the volunteers who do such a great job.

To summarise, we want to work alongside Hellesdon Parish Council to provide an excellent and sustainable facility for children and adults to enjoy their football in the local area.

Yours sincerely,

Robert Reeve  
Chairman, Hellesdon Football Club

Hi Natasha,

The hope would be that by increasing facilities would give us more flexibility to host summer tournaments and other community engagement activities, such as charity fixtures etc.

Furthermore, working with Hellesdon PC, hopefully this would also allow us to gain a bit more control on pitch usage. Currently, our current usage for junior teams at both Hellesdon High School and The Nest is very much dictated by their own usage in the first instance. For example; come start of April, we tend to lose the HHS site for our remaining games, due to summer sport pitch markings taking over.

As for The Nest, should Norwich City CSF have their own activity, we are restricted to usage of the site - sometimes this can be at short notice too.

Kind regards,

Rob  
Chairman  
Hellesdon FC

## Appendix 7: Photographs from Hellesdon Parish Council's Drop in Event



# PROPOSAL PUT FORWARD BY JARROLD'S



Responsibility Allocation

Address	Date	Proposed Use	Notes for self-allocating
Local Plan - OALP1517	2.11	See site plan	



**HP HELLEDSON PARISH COUNCIL**  
**Greater Norwich Development Partnership (GNLDP)**  
 Have Your SAY.....  
 .....ensure more open space comes our way!


Help us fight to save one of Hellesdon's last 'green spaces' from the development of a small housing estate.

The closure of Jarrold's Social and recreational site in Hellesdon South East about 2 years ago, has led to Hellesdon Parish Council attempting to acquire the site for public open space and formal recreational amenities. Discussions with the land owners has not progressed, and in 2018 the Greater Norwich Local Plan (GNLDP) committee called for land owners to submit a plan for consideration, which at the time were not forward. The Parish Council submitted a bid for the site to become a formal recreational space, enabling the community to have much needed facilities within the parish. At the same time Jarrold's submitted a bid to develop the site with 50-50 houses / dwellings and some recreational space.

The Parish Council needs residents assistance to help save this site from further housing development and give the parish much needed open space.

**Open Day**  
**Saturday 8th February**  
**10am to 4pm**  
**Diamond Jubilee Lodge**

Come along to speak with your Parish Councilors to find out further information and how you can help support us or contact the officers.  
 Telephone: 01603 931373  
 Email: clerk@hellesdon-pc.gov.uk



**How Will This Help/Support Hellesdon**



**Key Areas of Hellesdon Neighbourhood Plan**

**Increase In Recreational Facilities For The Community**

**Hellesdon Parish Council Neighbourhood Plan**

Objective 4:  
 To protect and enhance local amenities including shops, services, community facilities, play areas and open spaces.

**Hellesdon Parish Council Neighbourhood Plan**

Objective 1:  
 To protect and enhance existing and create new local green infrastructure

**Formal Recreational Space**





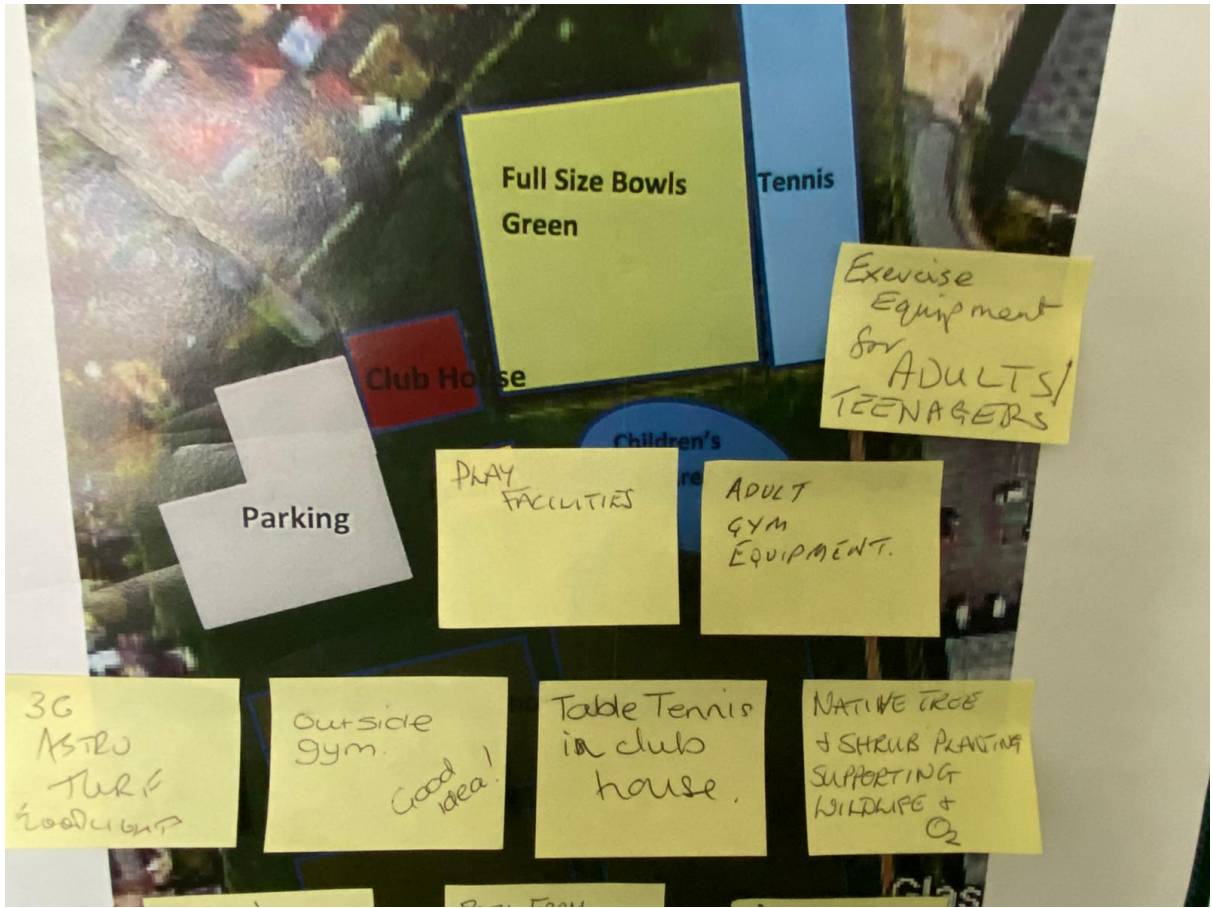
**Informal Recreational Space**



**Hellesdon Parish Council Neighbourhood Plan**

Project 1: Enhanced Parks and Open Spaces

- Securing the use of Jarrold's Sports Ground/Heath Crescent for the local community



Full Size Bowls  
Green

Tennis

Club House

Exercise  
Equipment  
for  
ADULTS/  
TEENAGERS

Parking

PRAY  
FACILITIES

ADULT  
GYM  
EQUIPMENT.

3G  
Astro  
Turf  
Floodlight

Outside  
Gym.  
Good  
idea!

Table Tennis  
in club  
house.

NATIVE TREE  
+ SHRUB PLANTING  
SUPPORTING  
WILDLIFE +  
O2



# WHAT CAN I DO NOW?

**GO TO ...**  
<https://www.nlp.org.uk/sites-plan-have-your-say/>  
**CLICK ON ...**  
[Comment on Sites Plan](#)  
You must register to be able to comment online.

**Instructions**

The aim of the online consultation system is to ensure that all interested parties have the opportunity to comment on the proposed Sites Plan. The online consultation system is available to all interested parties. It is a secure and confidential system. It is a secure and confidential system. It is a secure and confidential system.

**What you must know, and how to comment**

The online consultation system is available to all interested parties. It is a secure and confidential system. It is a secure and confidential system. It is a secure and confidential system.

**How to comment online**

The online consultation system is available to all interested parties. It is a secure and confidential system. It is a secure and confidential system. It is a secure and confidential system.

**What Happens Next?**

**What will happen next**

The online consultation system is available to all interested parties. It is a secure and confidential system. It is a secure and confidential system. It is a secure and confidential system.



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existing and create  
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**PROPOSAL  
PUT FORWARD BY  
HELLESDON PARISH  
COUNCIL**

**HELLESDON PARISH COUNCIL**

**PROPOSAL FOR A NEW RECREATION CENTRE**

The Council is proposing a new recreation centre on the site of the former Hellesdon Primary School. The site is located on the corner of St. Andrew's Road and St. Andrew's Road. The site is currently a grassy area with some trees and a small building. The proposed recreation centre would include a multi-use sports hall, a gym, a community room, a cafe, and outdoor sports facilities. The centre would be open to the public and would provide a safe and secure environment for children and adults alike. The centre would also provide a valuable asset to the community and would help to improve the health and well-being of the residents of Hellesdon. The proposed recreation centre would be a valuable asset to the community and would help to improve the health and well-being of the residents of Hellesdon. The proposed recreation centre would be a valuable asset to the community and would help to improve the health and well-being of the residents of Hellesdon.



**Increase in  
recreational facilities  
for the community**



Item	Value	Notes
1	100	100
2	200	200
3	300	300
4	400	400
5	500	500
6	600	600
7	700	700
8	800	800
9	900	900
10	1000	1000

# Regulation 18 Consultation

The Greater Norwich Local Plan (GNLP) is being produced by Broadland District Council, Norwich City Council and South Norfolk Council working together with Norfolk County Council through the Greater Norwich Development Partnership (GNDP). We aim to produce a plan which will help to meet local housing and economic growth needs, whilst also protecting and enhancing the environment. This involves a number of stages of consultation.

## The Greater Norwich Local Plan

Growing Stronger Communities Together

In 2018 you helped us identify sites for development. We now need your help to finalize our strategy and flow of sites. Through your support we aim to produce a plan to meet local housing and economic growth needs, whilst protecting and enhancing the environment.

from 29 January to 16 March 2020

Have your say

- Find out about proposed sites
- Help a roadshow to get involved
- and finally, have your say!

To take part in the consultation and find out about roadshow visit:

[www.gnlp.org.uk](http://www.gnlp.org.uk)  
01603 306603

### Stage C Regulation 18 Draft Strategy and Site Allocations

The consultation covers:

- A Draft Strategy including the vision and objectives, and strategic policies.
- A Site Document that contains details of all the proposed sites for future development (including South Norfolk villages that will be allocated through the South Norfolk Villages Cluster Housing Site Allocation Document).
- Locations that explain why various sites were preferred over others.
- Various evidence documents (such as the Sustainability Appraisal and Habitats Regulations Assessment).

The aim is to publish the final version of the plan for the Regulation 18 consultation in 2021 for comments on potential 'housing'. The plan is expected to be adopted in 2022.

### HILLSDOWN

Hillside is an all-otter village, close to the River through valley much of the parish is already built on. There is a good range of local facilities and public transport to Norwich City Centre. Along the existing planning permission is a redevelopment of the Hillside Farm site (100 for up to 1,000 homes). There are also some potential sites to the east of the village towards the A10. To the west of the parish is the residential development of the Hillside Farm site, which is a Special Area of Conservation, as well as a site of Special Scientific Interest. Between the east and west of Hillside Farm are the Hillside Farm and the Hillside Farm site. The Hillside Farm site is a site of Special Scientific Interest. The Hillside Farm site is a site of Special Scientific Interest. The Hillside Farm site is a site of Special Scientific Interest.

### Questions about the Local Plan Process

What is a consultation period?

What is the consultation about?

What is the consultation period?

What is the consultation period?



### Neighbourhood Plans

What is a neighbourhood plan, and what is the relationship between the local plan and neighbourhood plans?

Neighbourhood planning was introduced through the Localism Act 2011 to help communities shape development in their area. Neighbourhood plans may be prepared by a parish or town council, a neighbourhood forum or a community regeneration partnership. Neighbourhood plans become part of the development plan, once approved by the local authority. A neighbourhood plan cannot be approved if it is not in accordance with the local plan, but it can show where that development will go and what it will look like.

Neighbourhood plans can also allocate sites for development and can protect important areas of local green space. However, important principles to that neighbourhood plans should be in general conformity with strategic policies in the local plan. The local plan can also provide guidance on neighbourhood planning and the role of the local authority in the development process.



3G  
ASTRO  
TURF  
FOODLIGHT

Outside  
Gym.  
Good  
idea!

Table Tennis  
in club  
house.

NATIVE TREE  
& SHRUB PLANTING  
SUPPORTING  
WILDLIFE +  
O<sub>2</sub>

Pathed  
Perimeter  
for Parkrun  
& dog walks

PATH FROM  
PRINCE ANDREWS  
CLOSE ?

Keep as Tennis  
courts + Play  
area and  
Green area for  
people to enjoy!

Running  
track.  
TRIM TRAIL

Dog walking  
areas

DAIRTS  
BOARD

Services:

- Certificates of lawfulness
- Consultation strategy
- Design and Access Statements
- Development briefs
- Development feasibility
- Enforcement matters
- Listed building consents
- Master planning
- Neighbourhood planning
- Regeneration
- Planning applications
- Planning appeals
- Strategic land

Sectors:

- Agriculture
- Agricultural diversification
- Commercial
- Community and Social
- Conservation
- Education
- Health
- Heritage
- Housing
- Industry
- Infrastructure
- Minerals and Waste
- Renewable energy
- Retirement and Care
- Sport and Leisure
- Telecommunications
- Tourism



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Development + Planning

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