



Jubilee Field 3G multi-sports pitch public meeting

19th September 2023

Aim of meeting

- ▶ Introductions
- ▶ Brief presentation about the project
- ▶ Questions and Answers
- ▶ Next steps

How we got to this point

- ▶ Informal group - Cllr Riordan, Lee Seal (SMJFC) and Louise Brice (former MBC) working on project for eight years
- ▶ Poor drainage of grass pitches - 3G is a potential solution
- ▶ Liaised with MBC and Football Foundation
- ▶ Undertook initial consultation and research
- ▶ Identified as strategic project: Football Foundation, Kent FA and MBC - One of only two strategic 3G pitches in the Maidstone Local Football Facility Plan
- ▶ Staplehurst Neighbourhood Development Plan Policy C5
- ▶ Realistically - once in a life time opportunity, with strategic support and significant external funding in place

Vision for Jubilee Field

Premier public sport and recreational facilities in the Low Weald

A place where everyone can be active and a home to

- ▶ 3G multi-sports pitch
- ▶ Girl Guides - district centre
- ▶ Staplehurst Monarchs FC
- ▶ Staplehurst Monarchs Junior FC
- ▶ Quality Skatepark

Why do we need 3G pitch?



Why not improve the grass pitch drainage?

- ▶ Wealden Clay - very challenging
- ▶ Ball park cost £250,000 to install drainage for the pitches plus £50,000 every 5 years
- ▶ Usage still about 4 to 5 hours (2 adult matches / 3 junior matches per week, per pitch) Total 15 hours per week
- ▶ The usage does not generate enough income to fund the general maintenance / ongoing drainage costs
- ▶ 3G pitch cost £1,000,000
- ▶ Usage, up to 80 hours per week - generates income to cover general maintenance and long term maintenance
- ▶ Any surplus ring fenced to the site - improve other facilities

Major issues identified by working group

- ▶ **Loss of @2.1 acres of free open space** - 3G pitch available for hire but locked when not in use
- ▶ **Car parking** - Aiming to provide additional car parking - part of design process
- ▶ **Traffic on Headcorn Road** - Traffic Assessment required - liaising with KCC highways
- ▶ **Pedestrian access / safety** - Aiming to improve- reviewing as part of the design process
- ▶ **Access in and out of Jubilee Field** - Aiming to improve - reviewing as part of the design
- ▶ **Drainage** - part of the design process
- ▶ **Environmental** - Ecological surveys, Arboricultural surveys - aim for 20% uplift in Biodiversity
- ▶ **Floodlighting** - LED modern design, limited light spillage
- ▶ **Security** - reviewing security of Jubilee Field as part of the project

Consultation so far

- ▶ Some strongly against project / some strongly for project
- ▶ Already amended
 - ▶ Changed name from All-sports to Multi-sports
 - ▶ Changed proposed access out of the site
- ▶ Are you supporting Girl Guides? - Yes, freeing up to hire out KLC and option of extra space
- ▶ What about EVC points? - yes good point will add to design
- ▶ What about the skatepark- Looking to improve the facility
- ▶ Is the 3G pitch sustainable in long term? - Yes already enquiries to fully hire in peak, winter months

Additional questions

- **Business plan** – aiming for draft December 2023 refine and finalise for summer 2024
- **Management of Jubilee Field site**, not just 3G multi sport pitch – aiming to finalise management issue early 2024
- **Who manages the “culvert”** needs to be cleared for drainage to work on Jubilee Field – working with the Upper Medway Internal Drainage Board on what work is required.
- **Why not locate 3G on main pitch area?** – Main pitch is good standard – Sport England prefer to retain, therefore 3G on less good pitches.

Indicative Site Plan



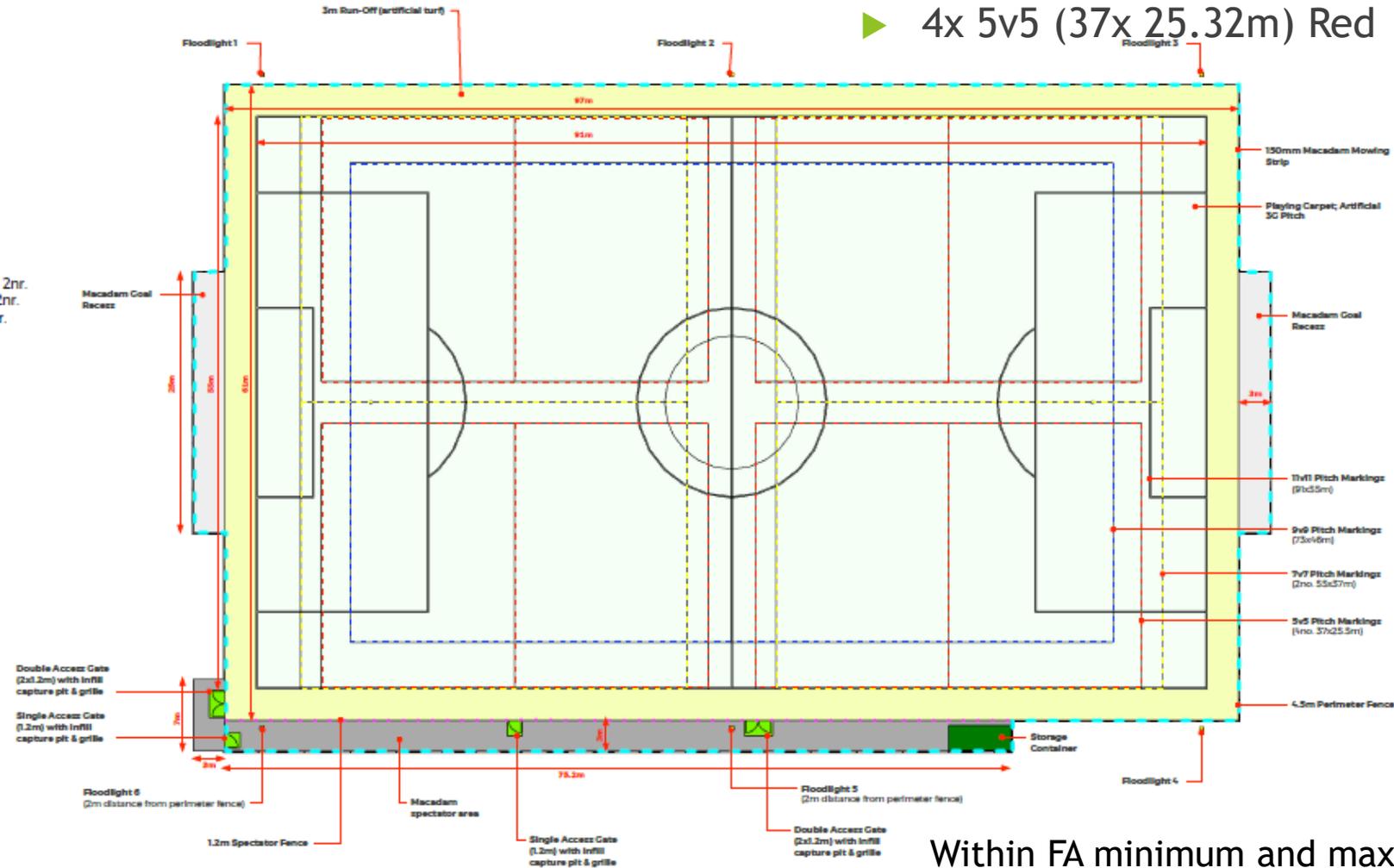
Appendix A
 Total Area = 7.8 Acres
 A=SMFC Area = 2.9 Acres
 B=3G All sports Pitch Area = 2.1 Acres
 C=Girl Guides Area = 0.24 Acres

Hatched Car Park area not included in total Area

Client:	
Project Title:	Jubilee Field Staplehurst Kent.
Title:	Existing Layout Showing Proposed 3G Pitch + Proposed 11v11 Pitch
Scale:	Scale 1:500 @ A1 Date Nov. '21
Drawing No:	01 Rev H
PRELIMINARY	

Pitch layout

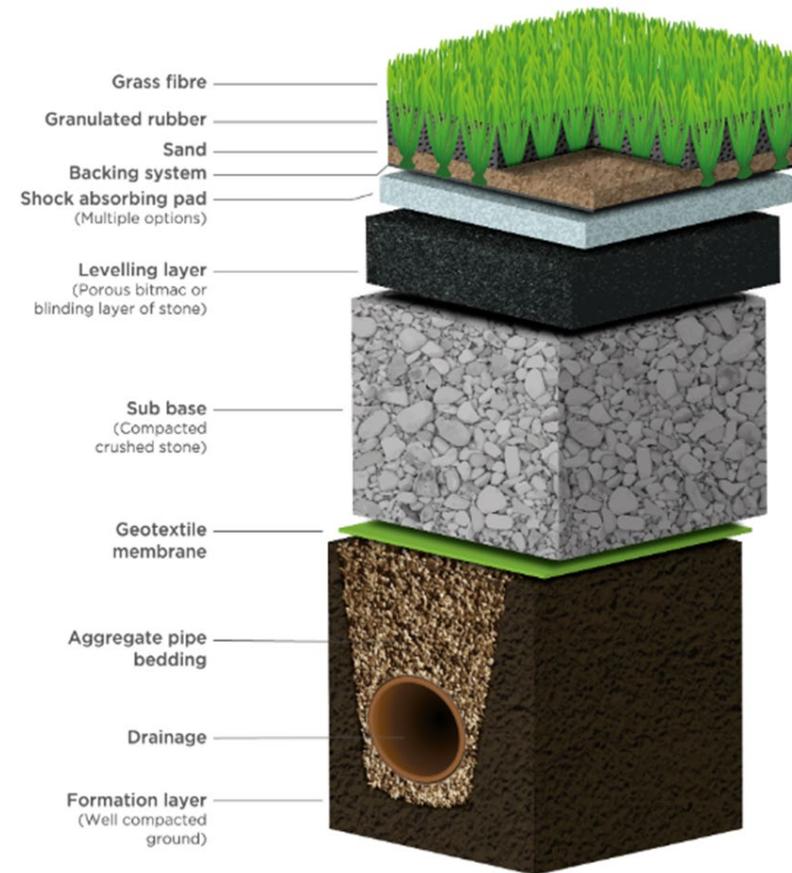
- ▶ 1x 11v11 (91x55m) Black
- ▶ 1x 9v9 (73x46m) Blue
- ▶ 2x 7v7 (54.8x37m) Yellow
- ▶ 4x 5v5 (37x 25.32m) Red



Within FA minimum and maximum sizes for play up to grassroots level for adults

What is a 3G multi-sports pitch?

- ▶ Long-pile artificial grass pitch with a pile height of 40mm to 60mm.
- ▶ Marked with multiple pitch markings.
- ▶ 4.5m high fencing and floodlights
- ▶ Macadam viewing areas for spectators with perimeter fencing 1.2m high.
- ▶ Multiple goals and goal storage area
- ▶ Storage container for maintenance machinery





What does a 3G pitch look like?

Pitch layout and usage

Pitch Dimensions

- ▶ 1x 11v11 (91x55m)
- ▶ 1x 9v9 (73x46m)
- ▶ 2x 7v7 (54.8x37m)
- ▶ 4x 5v5 (37x 25.32m)

Within FA minimum and maximum sizes for play up to grassroots level for adults

Activities

- ▶ Football
- ▶ Multi sports
- ▶ Tag Rugby
- ▶ Rugby Training (non contact)
- ▶ Fitness sessions
- ▶ Coaching courses
- ▶ Disability activities
- ▶ School curriculum / extra-curricular
(Hockey catered for at Marden)

Community consultation



Community engagement integral to the project



Consultation survey online and paper versions.



Identify interest in a wide variety of activities that could be delivered as part of the project.

How much will a 3G pitch cost to build? Who is going to pay for it?

- ▶ Estimated cost £1,000,000 plus VAT
- ▶ Football Foundation main funding partner @£750,000
- ▶ Partnership funding:
 - ▶ S106 developer funding - £210,000 earmarked for project
 - ▶ Community Infrastructure Levy - potential if planning permission
 - ▶ Parish Council @ £30,000
 - ▶ Local fund raising
 - ▶ Apply for other grants if planning application approved

Pricing policy

- ▶ Benchmarked against other 3G pitches
- ▶ Surplus to cover sinking fund and investment in grass pitches or pavilion
- ▶ Different rates for different users e.g. partner clubs / commercial organisations
- ▶ Different times e.g. peak / off peak / match hire

Example

Winter Peak evening hire - Full pitch £70-110 - Half pitch £40-65

Match hire 11v11 £60 (2hrs) 9v9 £45 (1.5hrs) 7v7 £20 & 5v5 £15 (1hr)

Summer / Daytime usage - Full Pitch £40-£60 - Half Price £25-£40

Football Foundation Application Areas

Project Overview

- Strategic Need
- Catchment area
- Key project partners

Project management

- Site operation
- Steering group

Project Build Form

- Construction timescales
- Health & Safety

Site Development Plan

- Covering 3 years focusing on tackling inequalities - Women & Girls, Disabilities, Diverse Ethnic Communities and Low Socio-Economic Groups

Project Costs Form

- Project costs
- Sources of funding
- Funding strategy

Project Plan

- Usage
- Pricing policy
- Maintenance
- Income & Expenditure

Partnership approach and impacts

- ▶ Community - improved sport and recreation facilities and active opportunities for all
- ▶ SPC - lead partner -upfront costs and legal fees £30,000
- ▶ SMFC - local training
- ▶ SMJFC - local training and more home matches opportunity to increase Women & Girls offer , provide disability and recreations sessions
- ▶ MBC - delivery of strategic project
- ▶ Football Foundation - delivery of a strategic project



Indicative timetable

- ▶ Tender process for supplier - Ongoing
- ▶ Design Phase - Autumn 2023
- ▶ Planning - Early 2024
- ▶ Football Foundation application submission - July 2024
- ▶ Decision - Autumn 2024
- ▶ Construction - Winter 2024/25
- ▶ Opening Spring 2025

In the end it is a balance.

Status quo

- ▶ Retain feel of general public space
- ▶ Retain @2.1 acres of free open space
- ▶ Retain grass pitches
- ▶ But unsustainable - therefore poor quality grass pitches / limit use

3G opportunity

- ▶ Focus on sport rather than general public open space
- ▶ New improved community sports facilities
- ▶ Increased opportunity - Women & Girls, Disabilities, Diverse Ethnic Communities and Low Socio-Economic Groups
- ▶ Sustainable and improve other facilities at Jubilee Field

Questions



Next Steps

For you

- ✓ Complete the survey and promote to others.
- ✓ If interested in regular use let us know

For Staplehurst Parish Council to consider;

- ✓ consultation feedback report
- ✓ appointing Football Foundation recommended contractor
- ✓ submitting planning application

