

# Croydon Parklife - An overview

Community Consultation October 2018

## CONTEXT - FOOTBALL FACILITIES IN CROYDON

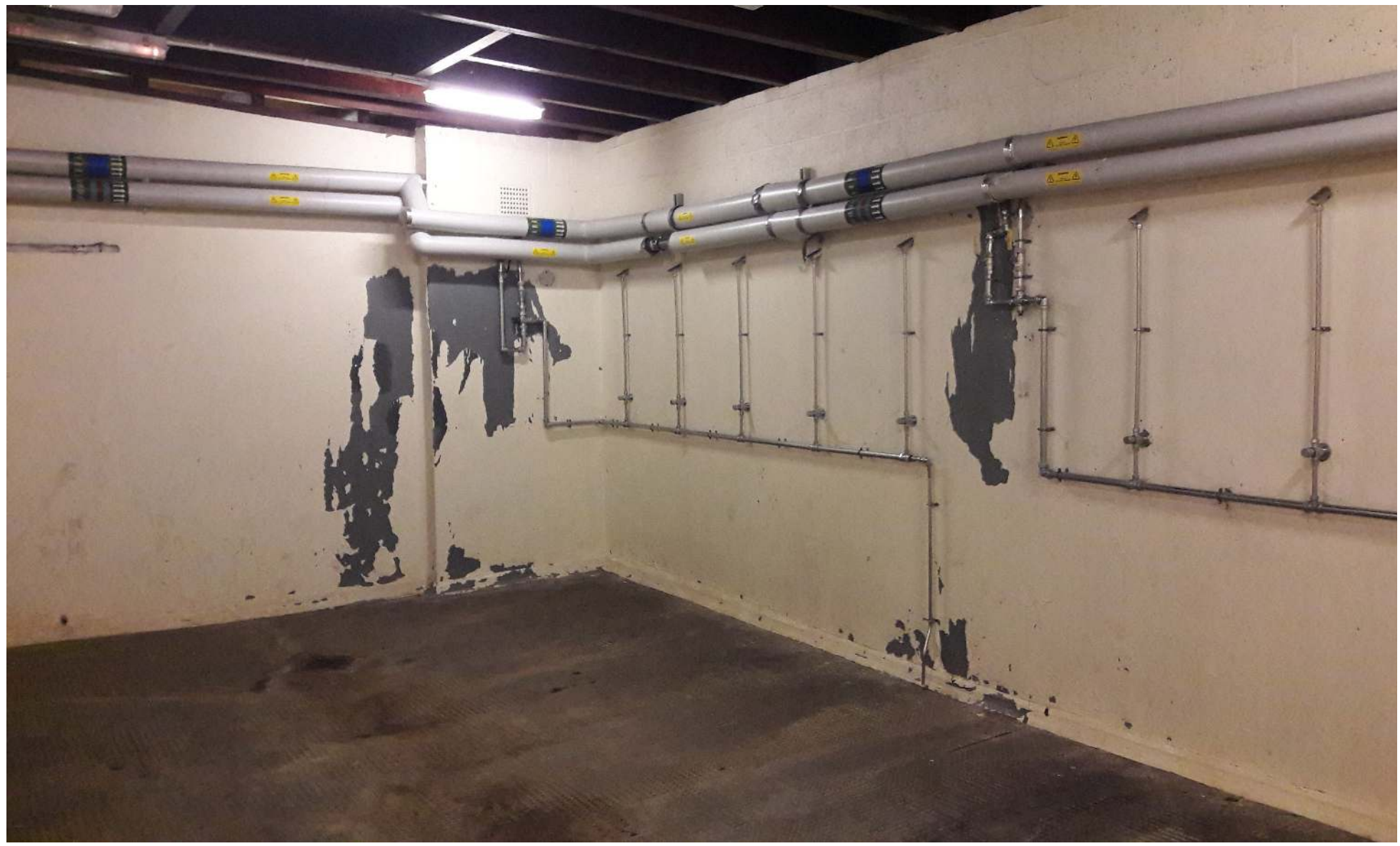
The facilities issues Croydon has:

- All Croydon-managed ancillary Football facilities are rated as ‘poor’ based on Sport England’s criteria
- Strong negative feedback received from clubs and leagues regarding the quality of existing pitches and buildings
- Croydon’s existing football facilities are expensive to maintain, even though they are poor quality and provide a poor experience for players
- Football facilities as part of local schools and colleges are sometimes better but often over-subscribed and/or expensive to hire
- Only one 3G facility (specialist Football artificial turf that meets minimum FA standards).



Impact of poor facilities:

- Based on evidence collected, affiliated Football in Croydon has declined significantly (but remains at a substantial level)
- A number of teams have moved to facilities outside the borough
- Football development has struggled - Croydon has a very low level of female Football at just 3% of total participation, for example
- There are mismatches across the borough in terms of supply and demand



## WHAT IS THE PARKLIFE PROGRAMME?

- Football Association-led programme with major national partners to improve access to football within local authorities.
- Aim is to transform community football facilities at a local level - increasing the number of Artificial Grass Pitches (AGPs) and providing contemporary changing, social and activity spaces
- 60% funding is from the FA, Sport England and the Premier League. The scheme is delivered by the Football Foundation.
- Potentially £6 million + of external funding for new outdoor sports facilities in Croydon - an unprecedented opportunity
- Croydon applied in December 2016 and is one of 11 successful boroughs in London



## CROYDON’S STRATEGY FOR IMPROVEMENT

Croydon’s proposed strategy for Football is to:

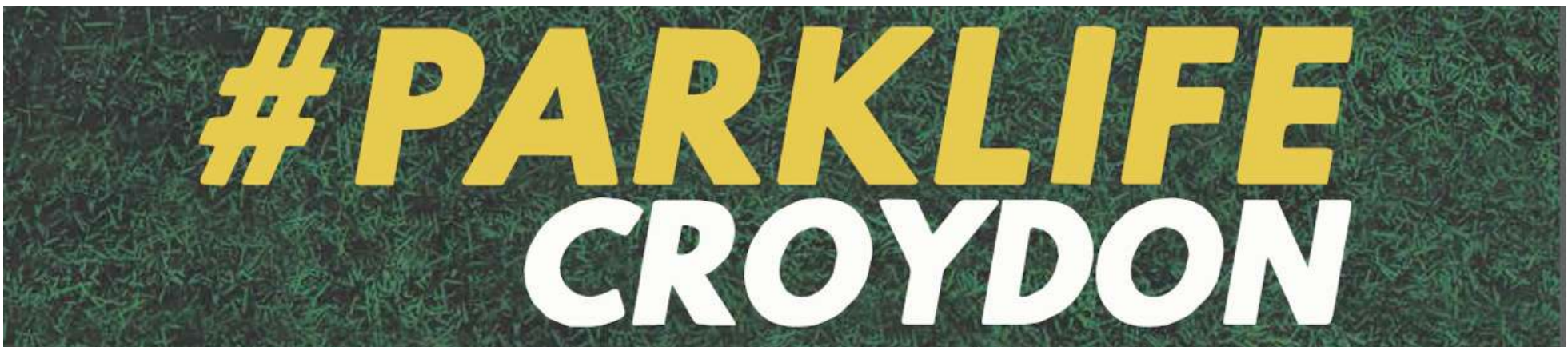
1. Support the sustainability of Football in Croydon by providing a greater number of 3G Football facilities by 2025.
2. Consolidate the Council’s offer into a smaller number of sites, defined in a ‘hub and spoke model’.
3. Discontinue marking out pitches for affiliated Football at a number of smaller one-pitch and two-pitch sites.
4. Coordinate and improve our pitch-booking service
5. Adapt our pitch marking policy and offer, in order to respond to changing demand.



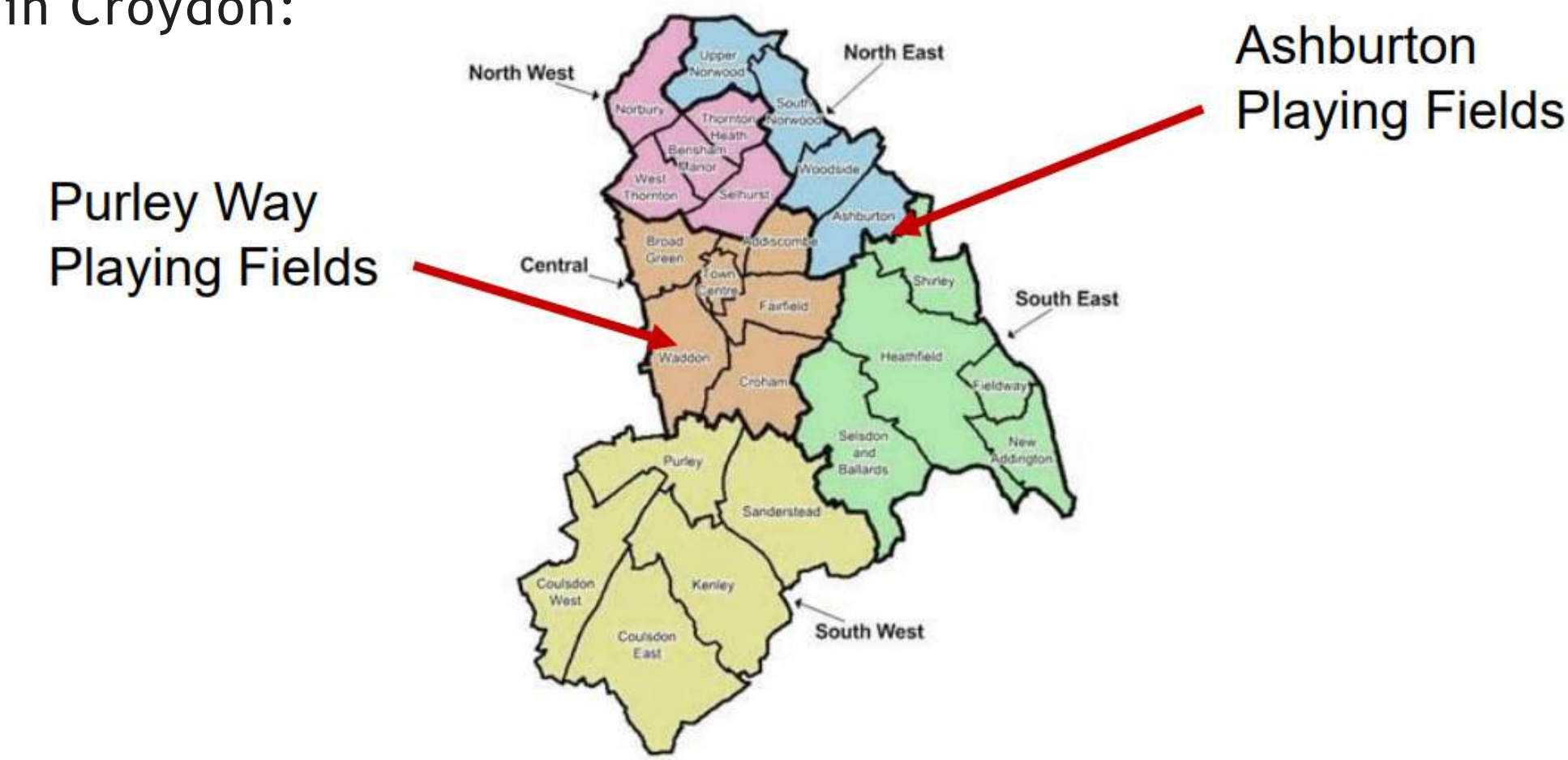
## CROYDON PARKLIFE - WHAT WILL IT BE LIKE?

Funding is provided to develop a ‘hub site’, which is:

- 2 no. full size 3G pitches (specialist Football artificial turf), with floodlighting and fencing
- At least 2 full size grass pitches that can be enhanced by the development
- A pavilion building including changing rooms, toilets, classroom and social space, and a café
- Car parking appropriate to the location and nature of use
- Managed by a leisure operator, under a long lease to London Football Trust



Two proposed ‘Hub Sites’ in Croydon:



Anticipated benefits of programme:

- Huge increase in high-quality affordable 3G provision for affiliated Football clubs
- A new base for the Palace for Life Foundation to deliver projects and programmes
- Improve health and social outcomes
- Target of 25% female use, with a projected usage of 300,000 visits per year across the two sites
- No operational burden on Croydon