



**ST  
GEORGE'S  
PARK**



Guiding the Future  
**Development Brief**  
September 2014



Everything is the best,  
there is the best equipment,  
the best facilities, the best  
food and hotels. Every one  
of the pitches is of the  
highest quality of anywhere  
in the world.

**Sir Bobby Charlton**

# Contents

---

Introduction	2
St. George's Park: The story so far...	4
First Year Highlights	6
Site Description and Surrounding Context	7
Challenges & Benefits	10
Summary of Economic Impacts	11
Masterplan Objective	12
Policy and Context	13
Technical Studies	19
Economic Benefits of Masterplan	23
Consultation	24
The Masterplan	26
Framework Policies	28
Delivery & Summary	30
Appendices	31

All content © Nathaniel Lichfield & Partners and The Football Association.  
All Rights Reserved. All plans within this document produced by NLP are based upon  
Ordnance Survey mapping with the permission of Her Majesty's Stationery Office.  
© Crown Copyright reserved. Licence number AL50684A



## Introduction

---

In October 2012, Prince William, president of The Football Association, opened St George's Park, the National Football Centre for excellence in training and development. It is the home for all 24 England teams and the hub for administration and delivery of The FA's coaching and playing strategy. The centre provides a platform for the development of English football.

In addition, St. George's Park welcomes elite and grassroots football, other sports, business and leisure guests to enjoy its world class facilities. This bringing together of sports and business at all levels is what makes St. George's Park a truly unique place.

"Coming here and seeing these wonderful facilities gives me the same feeling as when I first went to the Olympic Park.

It gives me great pride we have created in this country facilities that are beyond compare anywhere else.

St. George's Park is a concept totally new. It will provide more than just world-class facilities for our national team and more than a university from which hundreds of coaches will graduate.

It will provide employment and a social hub for local people and will foster community spirit and purpose and hope throughout England"

Source: telegraph.co.uk, 9 Oct 2012, summary of Prince William's speech

St. George's Park is located in the heart of England, approximately 7km to the west of Burton upon Trent in East Staffordshire. Its central location and connectivity means it is accessible by UK residents and international visitors too, by local airports (East Midlands Airport and Birmingham Airport), local rail stations at Burton upon Trent and Derby and major roads: M1, M6 and M42 motorways. 40% of the UK's population live within a two hour drive of St. George's Park and it is also only 90 minutes by train from London.





## Vision

St. George's Park Vision is:

1. To be the home of English Football Development, bringing to life and embodying the whole game coaching and playing philosophy outlined in The FA's Technical Guide, "The Future Game"
2. To be a one-stop coaching and support environment, which enhances personal development, rehabilitation and fitness
3. To offer all its facilities and services beyond sport and facilitate cross-learning between the sporting and business sectors
4. To be a training destination of choice for coaches, players, administrators and officials from within football

## Purpose

The key purposes of St. George's Park are:

1. To provide a training home for Club England, which runs all 24 England representative sides
2. Create an inspirational centre for coach education, raising standards and the profile of coaching as a profession
3. To offer integrated facilities and expertise for screening, diagnosis, treatment and rehabilitation across all sports
4. To provide world-renowned hotel and conferencing facilities for the business and sporting communities

# St. George's Park: The Story So Far...



In 2001, the St. George's Park site was acquired by The FA. The road infrastructure, landscaping and pitches were installed in line with the 2001 planning consent. Construction works then paused until 2010 when a new planning permission was granted for the St. George's Park scheme. The result, as seen today, was a bigger, better and more far-reaching football training facility than was originally envisaged in 2001; the pause was worthwhile.



## Planning History

<p><b>Approved</b></p> <p><b>Key Application</b></p> <p>Planning permission for the original NFC - part implemented, construction works stopped in 2004</p>	<p><b>Approved</b></p> <p><b>Key Application</b></p> <p>Planning permission for St. George's Park</p>	<p><b>Approved</b></p> <p><b>Key Application</b></p> <p>Outline Planning Permission for 28 residential dwellings</p>	<p><b>Approved</b></p> <p><b>Key Application</b></p> <p>Section 73 application for a minor material amendment for the erection of a building to accommodate a full size indoor football pitch and sports hall with associated facilities without complying with Condition 2 of planning permission P/2010/00255/CLF relating to the approved drawings</p>	<p><b>Approved</b></p> <p><b>Minor Application</b></p> <p>Planning permission for realigned internal estate road and repositioned earth bund</p>	<p><b>Approved</b></p> <p><b>Minor Application</b></p> <p>Planning permission for 2 earth bunds, 3 tennis courts, a sand rehabilitation lane, goal keeping training pit and uphill running track</p>
<p><b>14 Sept 2001</b></p> <p>Application Reference: PA/16573/010/PO</p>	<p><b>24 June 2010</b></p> <p>Application Reference: P/2010/00255/CLF</p> <p>St. George's Park officially opened in October 2012.</p>	<p><b>24 June 2010</b></p> <p>Application Reference: P/2010/00256/PO/CLF</p>	<p><b>23 Dec 2010</b></p> <p>Application Reference: P/2010/00966/TF</p>	<p><b>26 Jan 2011</b></p> <p>Application Reference: P/2010/01086/TF</p>	<p><b>18 Feb 2011</b></p> <p>Application Reference: P/2011/00019/JPM</p>

**The key features of St. George's Park include:**

**Sports Facilities:** A full-sized indoor third generation football pitch equipped with a viewing gallery for up to 200 people, 60m x 40m multi-purpose indoor sports hall, eleven full size outdoor pitches including two elite DESSO training pitches which are exact replicas of the pitch (size/orientation) at Wembley.

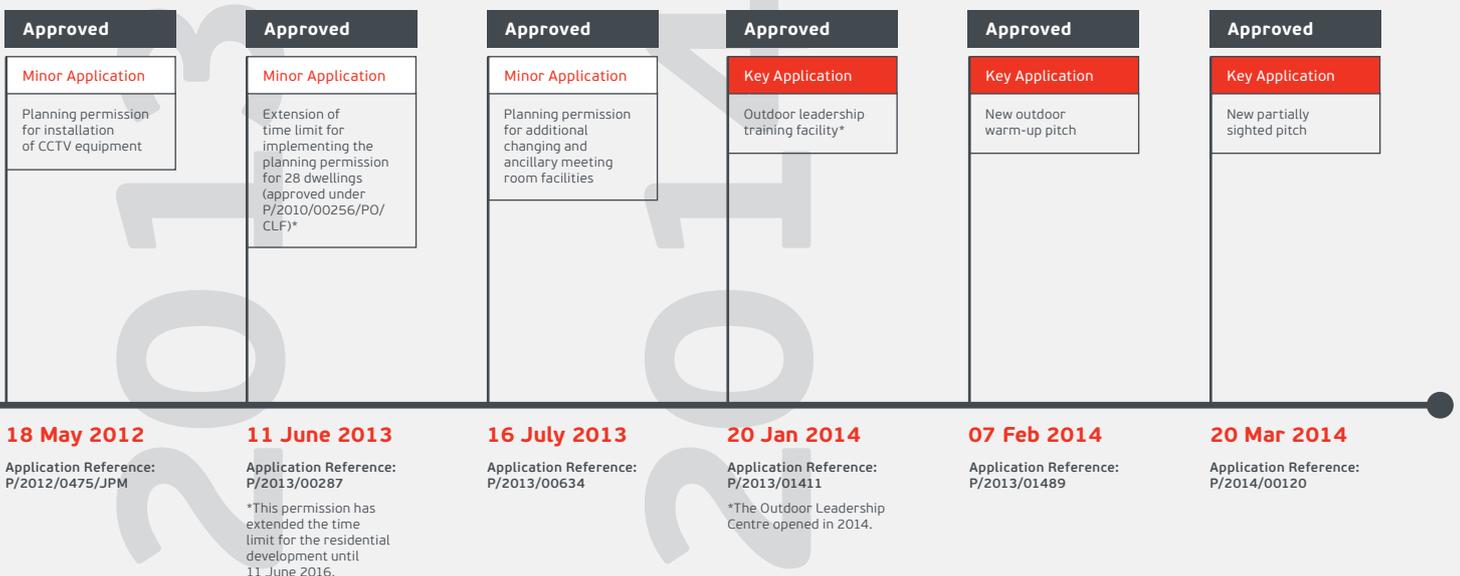
**Perform:** a bespoke sports medicine, rehabilitation and performance centre which is part of Spire Healthcare. Perform combines 25,000 square feet of cutting-edge technology with elite medical expertise, creating the most advanced sports medicine, rehabilitation, performance science and training centre in the UK. St. George's Park has become the first FIFA F Marc Centre of Medical Excellence in England. This world class facility is available to use by national and international football clubs, as well as other sports and business organisations to drive excellence in performance.

**A Hilton Worldwide 228 bedroom hotel:**

This innovative concept provides accommodation options to suit a wide range of budgets. The hotel caters for individuals, groups or team bookings, along with major sporting or business conferences and banquets and provides on-site accommodation for those attending residential courses run by FA Learning.

**FA/St. George's Park Administration:** Offices and support accommodation facilities on the site.

St. George's Park is also the home to other parts of the football family such as the League Managers Association and the Professional Footballer's Association (PFA).



# First Year Highlights



Since opening, St. George's Park has hosted 27 football tournaments and is the home of The FA's educational department. This delivers national coach education courses and provides a platform for the communication of and vision for the development of English football. It is also used by Staffordshire FA, local clubs, schools and Burton Albion FC.

## Home of English Football Development

1. All 24 England Football Teams hosted
2. 502 community & grassroots teams have used the facility (40 weekly)

## One Stop Coaching Support and Environment

1. Courses run from St. George's Park for 46,000 coaches in 2013/14
2. Over 800 elite level coaches trained and qualified at St. George's Park
3. Major coaching conferences held (Goalkeepers, English Cricket Board)
4. The FA and Professional Football Association coaching units brought together

## Facilities and Services beyond Football

1. Facility users include Rugby Football Union, Rugby League, GB Hockey, GB Basketball, GB Athletics, Commonwealth Games and English Cricket Board
2. Michael Johnson Performance camp launched

## Destination of Choice

1. c50,000 bed nights across Hilton / Hampton hotels over the first year
2. Room occupancy rates increasing to 80%
3. c50% business from corporate guests and conferences
4. Meeting and conference facilities near maximum capacity
5. 89 professional clubs have used the facility across the Premiership, Championship Football Leagues and International Clubs
6. Leading edge sports science facility providing:
  - Rehabilitation treatment to 900 PFA professional players
  - Health screening and stress management support to League Managers Association members and corporate executives
7. c4,700 Football Experience bookings and c2,500 tours escorted

## Leadership Training

1. In partnership with Grahame Robb Associates Ltd the FA has developed an outdoor leadership training centre which will provide practical leadership training in a unique outdoor setting.

## Site Description and Surrounding Context



Set in a landscaped parkland, in the National Forest, players, coaches, guests and athletes from other sports have the opportunity to access the very best medical and sports science facilities at this 143 hectare site, including:

1. 12 full size football pitches, a goalkeeping practice and specialist training areas
2. An indoor full size 3G pitch (built to the FIFA 2 star standard) including running track
3. Sports Hall (for FUTSAL and other sporting use)
4. Football Centre including bespoke sports medicine, rehabilitation and human performance facilities
5. State of the art hydrotherapy facilities
6. Training and changing facilities
7. 228 bedroom hotel incorporating conference facilities and health and fitness suite

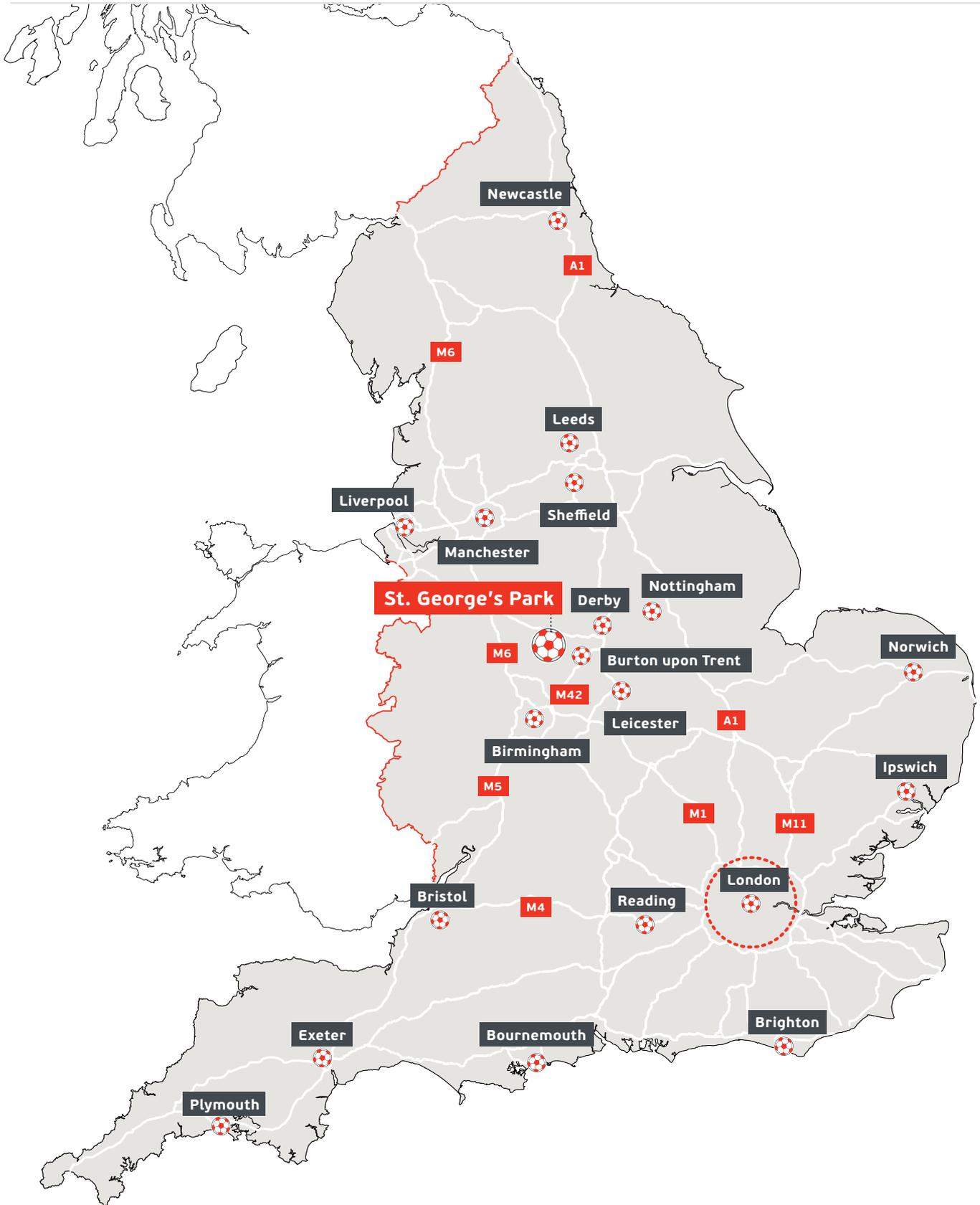
The extent of the St. George's Park site is shown on the Site Plan (page 9) where it can be seen that the majority of built development, including the hotel and sports buildings, are concentrated towards the centre of the site, with the pitches and open spaces in the surroundings. The site's topography slopes gently from north to south

and the Lin Brook runs through the site from north to south. Beyond the developed core, the site includes areas of woodland. The trees on site vary in terms of age, quality and amenity value. None are protected by a Tree Preservation Order (TPO). However, there are a number of veteran trees which add to the character and ecology of the area. The site is also covered by a Biodiversity Action Plan (BAP) and lies within the Needwood Woods and Parkland area. This area supports a variety of woodland types.

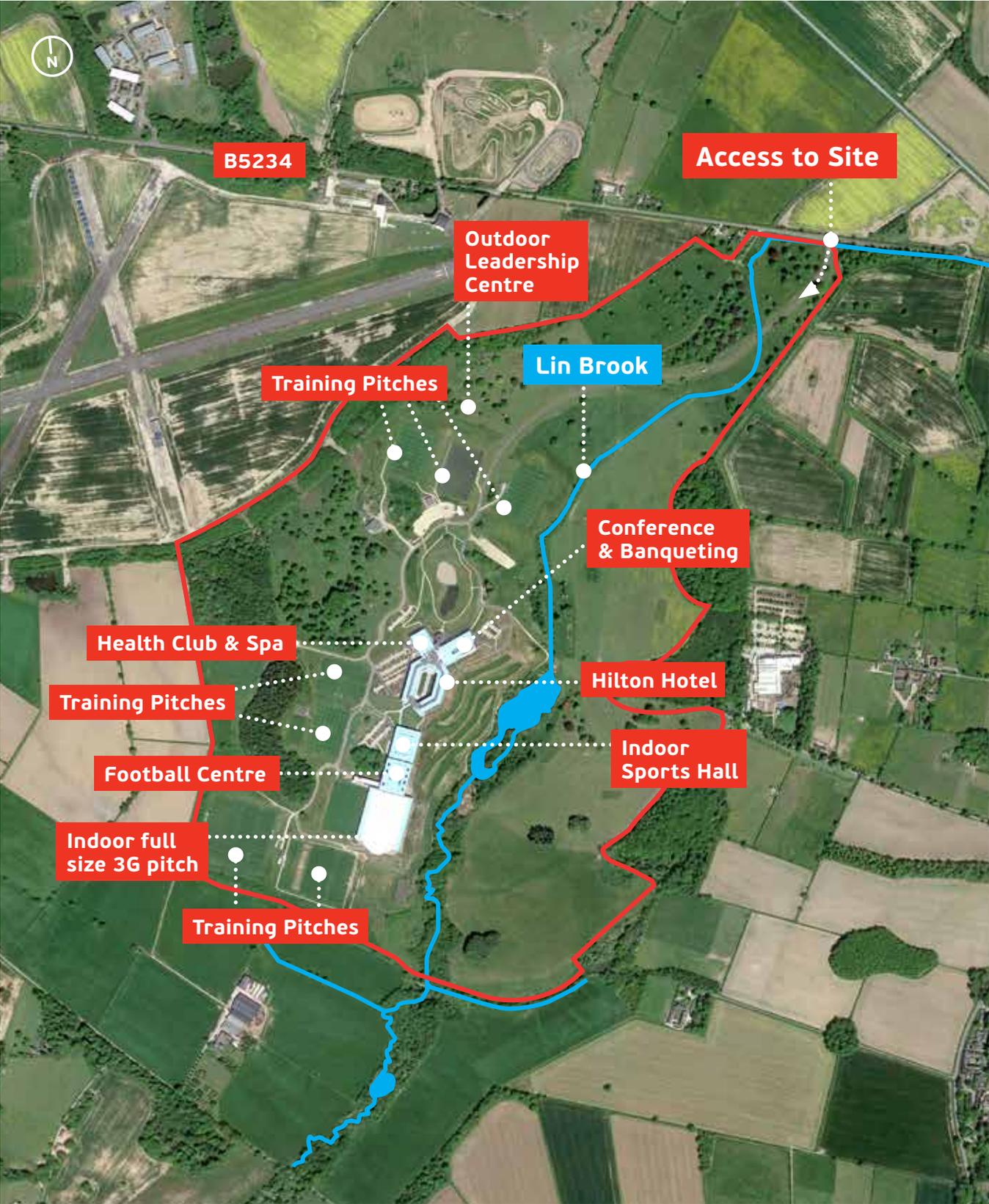
Beyond the site's boundaries, to the north west, is Tatenhill Airfield, a private airfield which has been operating in this location since 1987. St. George's Park is generally set in open countryside with sporadic pockets of development including farms. The village of Needwood is located to the north east. The site is accessed from the B5234 (that forms the northern boundary).

Views into the wider site from publicly accessible locations are very limited. This is particularly due to the general topography and woodland. Closer to the site, a series of planted bunds developed around the south of the site also limit views of the buildings at St. George's Park.

# Site Location Plan



# Site Plan



# Challenges & Benefits

## Operational Challenges

After the first eighteen months since opening, a number of operational matters have come to light and investment is necessary to ensure St. George's Park offers first class services to its Customers and Staff. This investment will be key to preserving the financial sustainability of the facility.

### Pitch Capacity

1. To meet current demand, pitch use is in excess of the Sports Turf Institute Guidelines with preparation and recovery periods compromised leading to deterioration in playing surface quality
2. Planned growth in coaching course volumes will increase pitch demand further
3. Business opportunities have been lost through lack of pitch availability (c£350k of pitch related business lost over 4 month period)

### Youth squad (hostel) accommodation

1. Current hotel occupancy is tracking at 70% and with projected growth anticipated to be full in the 2015/16 season. Creating additional accommodation for younger squads through a 'hostel' style property will create capacity in hotel to accept demand beyond 2016
2. Full service hotel accommodation is not always appropriate and is also cost prohibitive for some groups, resulting in lost business opportunities. As an alternative 'Hostel' style accommodation will provide a more 'team based' environment and encourage more 'self-sufficiency' in younger players and athletes
3. Current limitations in room capacity means the Sports and Schools tour market cannot be serviced resulting in lost business opportunities

### Office Space

1. Eighteen months from opening the Football Centre administration areas are full
2. Future focus on coach education will result in growth in FA Learning and Football Development teams

### Car parking

1. Hotel car park capacity is exceeded for customers and staff on large event days
2. The Football Centre car park is not large enough to accommodate staff and the many visitors to the site

## Health and Safety

1. Investment is required in the Grounds Maintenance Facility to improve health and safety in terms of plant, equipment and material storage

## Local Economy and Community Benefits

St. George's Park's economic impact and effect as a catalyst for further development has been clearly demonstrated:

1. Around 350 direct jobs, (over 70% of which are taken-up by workers living in the local area) and support to a further 87 indirect employment roles in the local area
2. Annual wage bill of around £10 million, of which around £6.7 million is retained within households living in the local area
3. St. George's Park is a key leisure and business tourism destination within the local and regional economy, appealing to a range of visitors
4. St. George's Park is a principal place-marketing tool for East Staffordshire and the wider sub-region

Importantly, the success of St. George's Park has generated significant interest from other companies and organisations that want to have a presence on site. Evidence of this interest is demonstrated through The FA's recent partnership with Graham Robb Associates to provide the new Outdoor Leadership Centre that opened in July 2014. The centre offers team development, management and leadership training as well as behaviour change programmes which can be applied in corporate and sporting contexts.

Importantly the site also has wide-ranging community benefits. Since opening 500 grassroots clubs and 231 community teams have played at St. George's Park.

# Summary of Economic Impacts



\*Direct Employment refers to when a person is employed directly by a firm. Indirect employment is jobs created by other businesses that come into existence due to economic growth of the business.

At the time of the original planning application, it was predicated that establishing St. George's Park would have an impact on the area by attracting other businesses. The evidence from the past 18 months, demonstrates that a range of organisations which have a functional synergy with St. George's Park would also welcome being located at the site. There are several examples that have resulted in St. George's Park seeking to identify a way to plan for future development at the site.

This is particularly important because a number of opportunities may need to be taken promptly. St. George's Park wants to establish a framework within which it can evaluate and respond to opportunities.

Overall, the potential economic benefits for the local area are important and the aim of this document is to assist all parties to seize appropriate opportunities that fit with the vision for St. George's Park and local politics. From discussion with East Staffordshire Borough Council (ESBC), it is apparent that the Council also supports St. George's Park – as evidenced in submission Local Plan Policy DP12, and welcomes the preparation of a framework for the future of St. George's Park. It provides ESBC with an overview of the scope, scale and development potential at St. George's Park which provides the context for decision making. Whilst this does not fetter or prejudice the decisions of the local planning authority, it does draw together the matters that will be material in the decision making process. In turn, the clarification of such matters, will assist St. George's Park in the consideration/evaluation of projects that others will suggest or that St. George's Park want to promote perhaps for the operation of the training facilities.

# Masterplan Objective



## Objective

This Development Brief has been prepared by St. George's Park, in consultation with East Staffordshire Borough Council (ESBC), within the context of national guidance and the emerging Local Plan, in particular policy DP12. It sets out key objectives and parameters to plan for the future development of this world class facility, to ensure continued excellence in training and development. It is essential that the facilities at St. George's Park remain cutting edge and relevant.

This future development will have two distinct dimensions:

1. Development that expands and enhances the range of facilities available at the site to meet St. George's Park's operational needs; and
2. Associated new activities that have a synergy with the high quality sports activities at St. George's Park. Failure to respond quickly to opportunities may result in benefits to the local/regional economy being lost.

Incorporated within this Development Brief is a zoning Masterplan that identifies general locations for high quality, sustainable development and refers to potential future projects that will address the two distinct forms of development that have been identified.

The Development Brief has been informed by the following specialist assessments and should be read in conjunction with ESBC's relevant development plan policy documents:

1. Transportation and Travel (Arup)
2. Drainage/Flood Risk (Arup)
3. Landscape and Visual Impact (Wardell Armstrong LLP)
4. Ecology (BSG Ecology)
5. Economics (Nathaniel Lichfield & Partners)

## Policy & Context



Development proposals need to be determined in accordance with the Development Plan. The statutory Development Plan for East Staffordshire Borough Council (ESBC) comprises:

1. Adopted Local Plan (2006) and Proposals and Inset Maps (saved policies edition 2009)
2. Staffordshire and Stoke on Trent Minerals Local Plan 1994-2006 (saved policies) (produced by Staffordshire County Council)
3. Staffordshire and Stoke on Trent Joint Waste Local Plan 2010-2026 (produced by Staffordshire County Council)

Other material considerations of relevance for determining any application for development on the St. George's Park site include: the National Planning Policy Framework (NPPF, adopted March 2012), Tatenhill Neighbourhood Plan (when adopted) and Supplementary Planning Documents. In addition, ESBC is also developing a new Local Plan which was submitted to the Secretary of State for independent examination in April 2014. The new Local Plan is expected to be adopted in Spring 2015 and will replace the 2006 adopted plan as the basis for decision making.

The key relevant planning policies, against which any future planning applications will be assessed, are discussed in the subsequent sections.

## The National Planning Policy Framework 'NPPF' (Adopted March 2012)

At the heart of the NPPF is a presumption in favour of sustainable development which is about positive growth – making economic, environmental and social progress. Councils are expected to proactively drive and support sustainable economic development. The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. The NPPF emphasises that planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight is placed on the need to support economic growth through the planning system.

To help achieve economic growth, local planning authorities should plan proactively to meet the needs of business and support an economy fit for the 21st Century. In particular there is a need to support existing business sectors, and, where possible, identify and plan for new or emerging sectors likely to locate in their area. This requires policies to be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances.

The NPPF also recognises that planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. In order to promote a strong rural economy there is need to support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside.

Section 11 of the NPPF recognises that the planning system should contribute to the natural and local environment by protecting and enhancing valued landscapes, geological conservation interest and soils and minimise impacts on biodiversity.

The NPPF also attaches great importance to the design of the built environment where good, high quality, inclusive design is seen as a key aspect of sustainable development, indivisible from good planning, and should contribute positively to making places better for people.

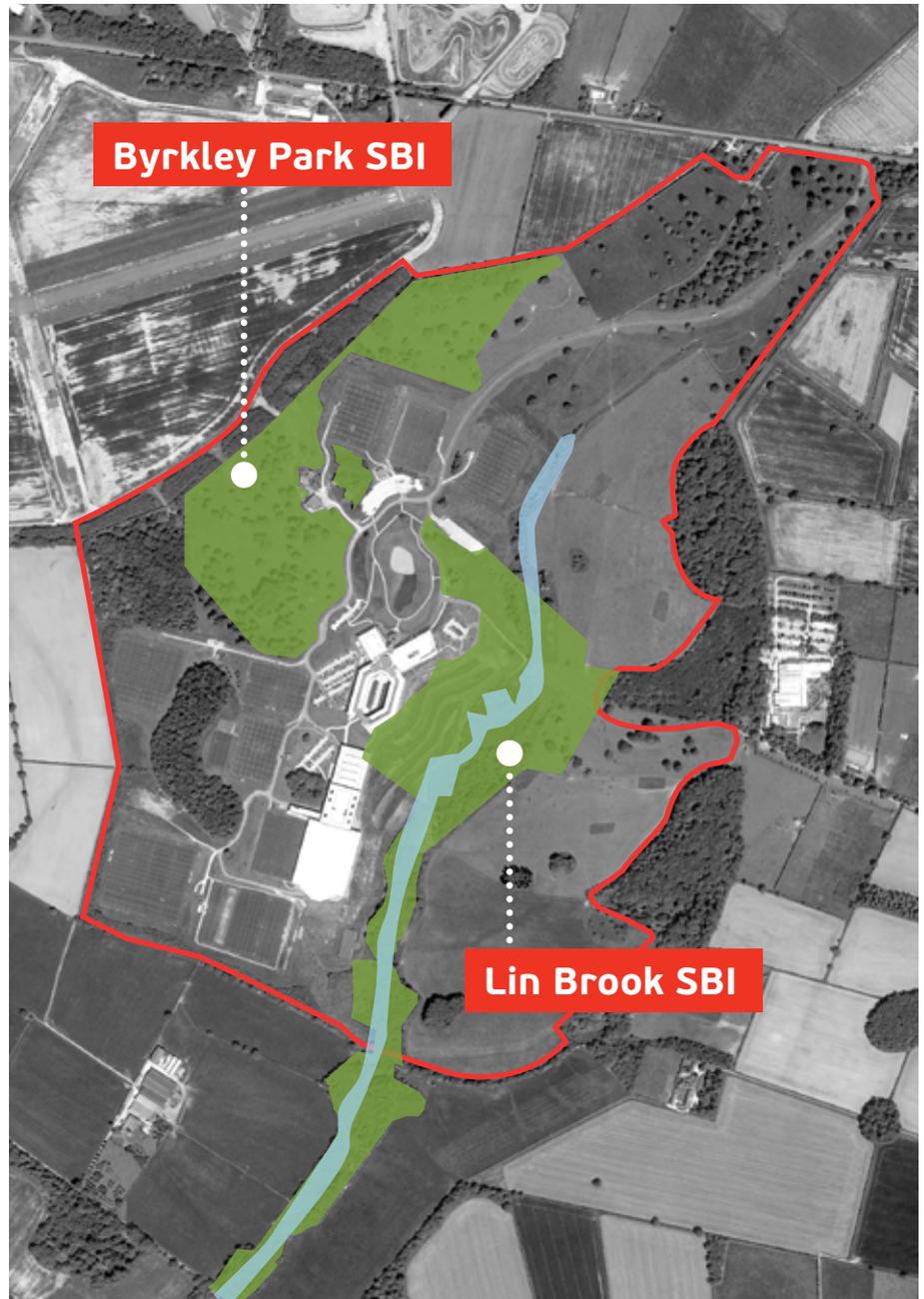


## Policy Designations

The site plan shows the following:

1. The entire site is within the National Forest where exemplar sustainable development is encouraged. Consequently, new developments should contribute to wider tourism, leisure, woodland economy and rural diversification and existing built development should be enhanced through landscaping
2. An area of land to the north and south east of the site is within the Byrkley Park Site of Biological Importance (SBI) - a County designation due to its woodland pasture and parkland habitats
3. A small part of the site (alongside Lin Brook) is within the Lin Brook SBI which is designated for its woodland scrub, grassland, standing and running water habitats

Lin Brook is within Flood Zone 3, which is an area with a 'high' probability of flooding (a 1 in 100 or greater annual probability of flooding). Accordingly, a narrow strip of the site is within this flood zone. No development is proposed within the flood zone.



Site Plan

### Key



St. George's Park Site Boundary



Flood Zone



Nature Conservation Sites  
of Biological Importance

National Forest Covers Entire Site

## Local Plan Policy

### ESBC's vision:

"The Borough Council's vision is expressed as a commitment to protecting and enhancing the environment and heritage of East Staffordshire whilst allowing development to take place in order to maintain and strengthen the local economy and to promote the social well-being of the community."

Source: Local Plan 2006

#### Local Plan Vision

The vision set out in the Pre-Submission Local Plan is:

"In the future East Staffordshire and communities will be well planned, vibrant, safe and inclusive. New developments will be designed to a high standard and will celebrate the rich diversity in the borough and its distinct settlements.

Quality housing will be available with a variety that meets the needs of all sectors of the community and the aspirations of a growing population. New landscaping and the existing environment will allow for improved leisure activities on peoples' doorsteps, increasing opportunities, for following healthier lifestyles and sustainable travel.

The Council will lead a place shaping agenda which over the next 19 years will sensitively enhance the quality and the extent of the commercial, business and housing offer that is currently available, whilst respecting the context and identities of detached settlements and the wider environment, taking into consideration climate change and sustainability."



Detailed Policy 12 'The National Football Centre – St. George's Park', in the submission version Local Plan (April '14) sets out the need for this Development Brief and Masterplan.

"The Local Plan supports the development and operation of St. George's Park as a centre for sports-related training, business development/ research and community activities.

The Borough Council will work in partnership with St. George's Park to prepare a development brief which sets out a Masterplan and delivery plan which will guide the future development of the site. The Borough Council will approve in principle proposals where it can be demonstrated that there are no significant impacts on:

1. The ecological interests within the site
2. The local transport infrastructure
3. Drainage/surface water run-off

Proposals will also have to:

- Respect the character and quality of the landscape
- Champion exemplar design and incorporate environmental credentials and sustainable construction
- Be in general accordance with a Masterplan."



## Key Policies

In preparing this Development Brief the Masterplan has been informed by a number of key policies. These are set out in the policy table below to establish the general principle, and location of development on the St. George's Park site. Any development proposals taken forward will be determined in accordance with the development plan unless material considerations indicate otherwise.

Key Issues	NPPF	Local Plan 2006 (Saved Policies)	Emerging Local Plan Policies*	Summary
<b>Principle/Sustainable Development</b>	Para.14	NE1, L1	SP1, SP8, SP15	Development proposals need to demonstrate the principles of sustainable development and be assessed against the presumption in favour of sustainable development. To be sustainable, development must have good links to the highway network, integrate with the character of the landscape, not harm biodiversity and not incur unacceptable flood risk. Development outside settlement boundaries must be essential to support viability of an existing lawful business.
<b>Ecology</b>	Conserving and Enhancing the Natural Environment	-	SP1, SP15, SP29,	New development must protect, maintain and enhance the biodiversity and geodiversity interest of the area. There is a need to ensure that development produces a net gain in biodiversity in line with UK and/or Staffordshire Biodiversity Action Plan.
<b>Transport</b>	Promoting Sustainable Transport	-	SP1, SP8, SP35	To ensure that the development is sustainable it must have good links to the strategic highway network and should not result in highway safety issues or harm the character of the open countryside. Activities which attract large numbers of people should be directed towards accessible locations or directly located to a specific tourist destination.
<b>Flooding and Drainage</b>	Meeting the challenge of climate change and flooding	-	SP1, SP27, SP28	Proposals in flood risk areas will only be permitted where, inter alia, they would not cause unacceptable harm to: access to the watercourse for maintenance, the integrity of fluvial defences, and the drainage function of the natural watercourse system.
<b>Economics</b>	Building a strong competitive Economy	-	SP1, SP14	To contribute towards sustainable development proposals should demonstrably help to support the viability of local facilities, businesses and the local community.
<b>Landscape and Views</b>	Conserving and Enhancing the Natural Environment	-	SP1, DP8, SP15, SP30	Development will not be allowed which would adversely affect the quality, character, appearance or setting of the area. Development will not be permitted that would directly or indirectly damage existing mature or ancient woodland, veteran trees or ancient or species-rich hedgerows.
<b>National Forest</b>	-	CSP6	SP1, SP26	The Council will pursue a robust and imaginative approach towards development and will promote the enhancement of built development through related landscaping and will promote new development including tourism and leisure that relates well to its setting. Landscaping will generally involve woodland planting, but can also include other appropriate habitats, open space provision associated with woodland and the provision of new recreational facilities with a wooded character.
<b>Health and Well Being</b>	Promoting Healthy Communities	-	SP34, DP12	Development proposals should be delivered to enhance health, safety and sense of wellbeing by, inter alia, promoting high quality design which mitigates against potential harm from risks such as noise, water and light pollution.
<b>Design</b>	-	BE1, BE8	DP1, DP2, SP24	Planning permission will normally be granted for development which responds positively to the context of the surrounding area and in itself exhibits a high quality of design.
<b>St. George's Park</b>	-	-	DP12	Emerging Policy DP12 sets out the need for the Development Brief and Masterplan for St. George's Park.

**Other relevant evidence base documents include:** Design Guide Supplementary Planning Document 2008, Open Space Supplementary Planning Document 2008, Waste Storage and Collection Guidance 2012, Evidence base documents including: Employment Land Review Reports / Retail and Leisure Study / East Staffordshire Green Infrastructure Study / Strategic Flood Risk Assessment update / Staffordshire Landscape SPG / Habitat Regulations Assessment

\* Policy references correct as of July 2014.

# Technical Studies

## Introduction

The Masterplan has been informed by a number of specialist reports to ensure that the principle of development would not have a significant, unacceptable impact on:

1. The ecological interests within the site
2. The local transport infrastructure
3. The local economy
4. Drainage/surface water run-off
5. The character and quality of the landscape

Where possible, opportunities for enhancement have been identified. Specialist consultants were appointed to undertake the relevant surveys and studies, in consultation with the relevant guiding body.

## Ecology



The key findings of the Ecology report can be summarised as follows:

1. Regular habitat and species surveys have been undertaken on site since 2008, and this continuous monitoring has ensured that up to date ecological information is available in order to guide and inform future development on site.
2. The site supports two non-statutory Sites of Biological Importance; the Lin Brook (designated for its wooded stream interest with areas of scrub and unimproved grassland) and Byrkley Park (designated for its parkland habitat and veteran trees).
3. The site supports a range of Habitats of Principal Importance under the provisions of the Natural Environment and Rural Communities (NERC) Act 2006 and listed in the Staffordshire and National Forest Biodiversity Action Plan (BAP). These include parkland and veteran trees, unimproved neutral grassland, neutral grassland and deciduous woodland.
4. The site supports a breeding population of great crested newt, badgers, brown hare, a variety of nesting birds and foraging bats. Great crested newt and brown hare are Species of Principle Importance under the provisions of the NERC Act 2006 and are also listed as Priority Species within the Staffordshire Biodiversity Action Plan.
5. A 20 Year Biodiversity Action Plan (BAP) exists for the site. There will be a need to review and update the BAP which provides a framework for the management and promotion of biodiversity on the site.
6. The development proposals will seek to maintain and protect areas of ecological interest, and provide appropriate ecological mitigation, compensation and enhancement measures.
7. Detailed ecological studies will be required at the time of submission of any planning application relating to the development proposals.

## Economics



The key findings from the Economics Study can be summarised as:

1. The economic activities within the site indirectly support a range of other businesses within the local and regional economies.
2. The range of occupation types delivered by the proposed development at St. George's Park will contribute to further diversification and expansion of local employment opportunities within the area.
3. The development will contribute a strong, positive effect to the visitor economy in both the local and regional setting.
4. Construction jobs will be created along with jobs at the Hilton Hotel and at the outdoor leadership facility, elite golf academy, sports business campus, youth hostel and long term stay lodges.
5. Additional development will lead to an increase in cars and coaches to the site every week day.
6. The development needs to consider displacement that could occur as these new operations draw employment away from other local businesses.
7. The hotel expansion will deliver further bed nights each year, helping to alleviate pressure on existing facilities during periods of intense demand.
8. A total of 665 employment roles once the Masterplan developments are fully built-out and operational.
9. Total indirect and induced jobs generated by St. George's Park once the development has become fully operational will equate to 167 jobs within the main impact area and 266 jobs within the region.
10. The new development could inject between £10 million and £12 million of expenditure and income into the regional economy each year.

## Transport



The key findings of the Transport report can be summarised as follows:

1. The assessment of baseline, plus St. George's Park traffic in the 2010 Transport Assessment indicated that roads and junctions would operate within design capacity.
2. St. George's Park has generated higher levels of business than anticipated at the time of the 2010 planning application and forecasts included within the TA may not reflect current operations.
3. Opportunities to use public transport, walking and cycling trips to the site are currently limited.
4. There are currently car parking capacity issues. Areas have been identified on the Masterplan to increase car parking capacity on site.
5. It has proved difficult to encourage staff to use modes other than private car given the remote location of St. George's Park.
6. The FA is committed to continuing to proactively promote and measure sustainable transport initiatives at St. George's Park through the Travel Planning process.
7. The Masterplan development proposals should not result in any highways capacity issues arising, however further surveys will be undertaken to understand the current baseline.
8. The future development proposals should not create significant safety issues for junctions in the surrounding area.
9. Additional developments with more staff may help to support sustainable transport initiatives at St. George's Park.
10. Full transport analysis will be required at the time of submission of any planning application relating to the development proposals.

## Drainage and Flood Risk



The key findings from the Drainage Assessment can be summarised as follows:

1. Sustainable drainage principles are already provided across the site.
2. Surface water from the roofs, roads and car parks is attenuated in storage swales before discharging into the Lin Brook at greenfield runoff rates
3. Foul water from the various buildings gravitates to a private pumping station before discharging into an adopted Severn Trent Pumping Station, located within St. George's Park which flows off site to a public sewer.
4. The Arup Geotechnical Appraisal (GA) carried out as part of the initial scheme in 2010 concluded that the site was not suitable for large scale infiltration.
5. The existing Severn Trent foul water off-site pumping station is located in an area which is not possible to gravitate to from the location of the proposed housing and therefore a new pumping station would be required.
6. Agreement from the Environment Agency will be required for discharge of water into the Lin Brook and the location of any new pumping station will need to be agreed with ESBC.
7. New development should continue to follow the same sustainable drainage philosophy as the first phase of St. George's Park by using and utilising the sustainable drainage techniques.

## Landscape and Visual Impact



The key findings of the Landscape and Visual Impact Assessment are as follows:

1. The surrounding woodland contributes to the character of the area and results in limited views of the site from the surrounding area.
2. The existing and proposed development reduces the naturalness of the site and visitors reduce the tranquillity of the site.
3. Development needs to continue to provide enhanced landscaping throughout the site and to ensure new development does not have a detrimental impact on key views into the site.
4. The eastern slope of the valley defined by the Lin Brook is more visually prominent than the western slope from the surrounding area.
5. A planting proposal and management plan should accompany major development proposals.

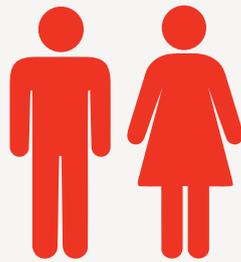
The following analysis summarises the key issues to consider as part of the Masterplan proposals and the potential solutions and benefits to build into the proposed development.

Topic	Issues to consider	Potential solutions
 <p><b>Transport</b></p>	<ul style="list-style-type: none"> <li>Existing operations result in minimal increases of traffic; junctions operate within capacity</li> <li>The FA proactively promotes sustainable transport initiatives</li> <li>Limited opportunities for non car travel</li> <li>Car parking is limited on site</li> <li>Transport solutions need to consider the viability of projects</li> </ul>	<ul style="list-style-type: none"> <li>Initial assessments indicate that the Masterplan proposals should not result in any highway capacity issues. Further Transport analysis to be provided with the detailed planning applications</li> <li>Use Travel Planning to promote alternative options</li> <li>Improve car parking provision</li> </ul>
 <p><b>Drainage/ Flood Risk</b></p>	<ul style="list-style-type: none"> <li>Sustainable drainage principles already provided on site (use of swales)</li> <li>Ground conditions are not suitable for large scale infiltration</li> <li>Approvals from the Environment Agency etc. will be required</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for the Masterplan to follow the principles of the existing sustainable drainage system on site</li> <li>Drainage strategy subject to approval from the relevant agencies</li> </ul>
 <p><b>Landscape and Visual</b></p>	<ul style="list-style-type: none"> <li>The parkland woods and topography enhance the setting of the site and contain the development, minimising intrusion into the wider landscape</li> <li>Development introduces new buildings into the landscape</li> <li>Potential visual intrusion and loss of woodland if projects are poorly located/designed</li> </ul>	<ul style="list-style-type: none"> <li>New buildings to be carefully sited within the landscape to minimise their visual impact</li> <li>New developments designed to complement the existing high quality buildings and materials on site</li> <li>Initial assessments identify that the proposed Masterplan projects will not have significant impacts on landscape character and views. Where impacts are identified enhanced landscaping will be provided</li> </ul>
 <p><b>Ecology</b></p>	<ul style="list-style-type: none"> <li>Parkland, grassland and veteran tree habitats create a unique setting</li> <li>On-going ecological surveys will ensure that up to date ecological information is available in order to guide and inform future development.</li> <li>Potential effects (such as disturbance) to existing valued habitats including Habitats of Principal Importance and Sites of Biological Importance</li> <li>The need to protect and enhance existing valued habitats including Sites of Biological Importance and Habitats and Species of Principal Importance</li> </ul>	<ul style="list-style-type: none"> <li>Further appropriate management of valued habitats leading to positive benefits for biodiversity</li> <li>Identification of measures to enhance ecology and landscaping at the site</li> <li>Detailed ecology surveys to accompany planning applications with mitigation measures proposed to address impacts</li> </ul>
 <p><b>Economics</b></p>	<ul style="list-style-type: none"> <li>Employment roles have expanded and diversified local employment. Economic activities indirectly support a range of other businesses within the local areas and regional economies</li> <li>The Park contributes to the community - holding a range of sporting tournaments/events</li> <li>Restrictive planning regime means that opportunities are missed</li> <li>Potential employment displacement, as new operations draw employment away from other local businesses</li> <li>St. George's Park has a positive effect on the visitor economy and raises the profile of the area</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that St. George's Park continues to provide world class facilities and attracts sporting excellence</li> <li>Continue to use local suppliers and provide facilities for the local community</li> <li>There is a need to improve and expand facilities in order to realise further economic benefits</li> <li>The Masterplan will enhance the world class facilities and realise further benefits, including:             <ul style="list-style-type: none"> <li>Around 300 new jobs</li> <li>80 new indirect jobs in the local area</li> <li>£10M to 12M indirect spending effects</li> <li>£10M to 15M supplier expenditure</li> </ul> </li> </ul>

# Economic Benefits of Masterplan



**£55m**  
Construction Costs



**65**  
Construction Jobs



Cement St. George's  
Park as premier  
leisure and business  
tourism destination



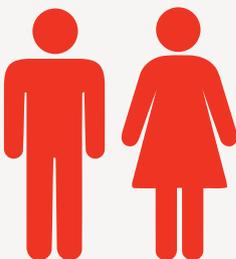
**50,500**  
Additional bed  
nights / year



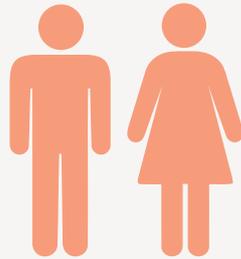
**£10m to £15m**  
Supplier Expenditure



**£10m to £12m**  
Indirect Spending Effects



**318 Jobs**  
Direct  
Employment



**80 Jobs**  
Indirect Employment  
roles in the local area



Additional sporting  
events at St. George's  
Park. Increasing  
Area Profile

# Consultation

This development brief has been informed by engagement with ESBC officers, Local Councillors, Parish Councillors, statutory consultees and local residents. A consultation event for Councillors and statutory consultees was held on 8 July 2014 between 7pm and 9pm. 65 invites were issued and 16 people attended the event. An additional consultation event open to all members of the public was held at St. George's Park on 9 July 2014 11.00am and 7.00pm. The event was advertised in the Burton Mail on 2 July 2014. Notices were placed on parish notice boards and invites were specifically issued to 12 immediate neighbours. A mini bus service was also provided by St. George's Park from Tatenhill throughout the day. Copies of the exhibition invitations and the public exhibition boards are contained within the appendices.

The consultation event enabled the emerging proposals to be presented to local people and for comments to be provided prior to the Masterplan being finalised. The public consultation event proved to be a success with the majority of the proposals being supported by the local people.

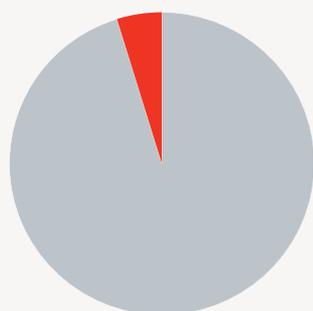


The key comments that emerged from the consultation event and a summary of how the Masterplan has addressed these comments (where appropriate) is provided in the table opposite.

The final zoning Masterplan, incorporating the changes following the public consultation exercise is set out on pages 26 and 27.

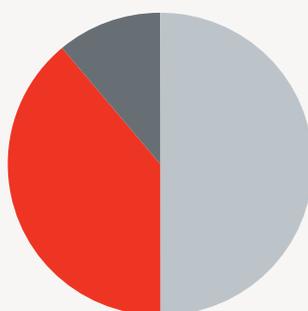
## Consultation Responses

Do you agree that we should continue to improve the facilities at St. George's Park?



95% ● Yes  
5% ● No  
0% ● Don't Know

Are there any other significant issues you consider that the development brief should address?



50% ● Yes  
39% ● No  
11% ● Don't Know

Overall, do you support the plans for future development in the Masterplan?



90% ● Yes  
10% ● No  
0% ● Don't Know

Source: 23 Feedback forms completed at the exhibition events and 58 people attended the 2 exhibition events.



	Key Comments from Consultation	Response in Development Brief
1	<p>Transport concerns:</p> <ul style="list-style-type: none"> <li>• Increase in traffic generation through local villages</li> <li>• Sat Nav directions need to direct people via the 'Brown signs' and not through local villages</li> <li>• Speed limits in local villages need to be reduced</li> <li>• Contributions to traffic calming / improved buses should be made</li> </ul>	<p>Following consultation with Staffordshire County Council (SCC) St. George's Park has agreed to commission additional traffic surveys to understand the transport related operational characteristics of the site (see Framework policy 3A). Initial assessments indicate the masterplan will not have adverse traffic impacts, but if impacts are identified then mitigation measures will be discussed with SCC</p>
2	Impressed by the thorough and sympathetic approach to development	Noted. No response required
3	Continuing to improve the development will make it more sustainable	Noted. No response required
4	Need for increased screening of the site to the north	The indicative masterplan has been amended to include a landscape zone to the north of the housing site
5	Welcome the expansion where buildings have minimal visual impact	Noted. No response required
6	Proud to have St. George's Park in the local community. St. George's Park needs to grasp the opportunity	Noted. No response required
7	St. George's Park brings many local benefits	Noted. No response required
8	Colour and materials to be used on buildings should blend into the countryside	Comment addressed through Framework Policy 1A (see page 28)
9	More facilities to be provided for local and amateur groups	The proposed additional pitches will allow increased opportunities for use by local and amateur groups
10	New ideas to encourage young people into sport is encouraged	Noted. No response required
11	There is a need for a further increase in bedrooms on site	The masterplan includes an extension to the existing hotel and a new hostel development
12	There should be more parking	The masterplan includes new parking areas
13	Would like more information about the housing development	Further detail will be developed to inform a reserved matters application. This will include further public consultation
14	Development should be contained within boundaries	The masterplan proposes development within the St. George's Park site boundaries and has been assessed as being appropriate
15	Tennis facilities should be provided. The PGA should be relocated from the Belfry to St. George's Park Trails for bikes should be included	Plans to accommodate Tennis are not part of the current Masterplan. The PGA will be consulted regarding the Golf Academy Proposals.

# The Masterplan

Indicative locations for the development projects are shown on the Masterplan. However the exact locations will be confirmed following more detailed design work and assessment. The key facilities and development within the Masterplan include:

## Approved Developments:

1. **28 Unit Housing scheme:** Outline Planning Permission granted. Development required to pay back the loan that helped fund St. George's Park
2. **Outdoor Leadership Centre:** A leadership and team building skills centre in an outdoor, activity based environment
3. **Additional Pitches:** Warm up pitch and pitch for the partially sighted. To increase the amount of playing surface and create additional capacity
4. **Grounds Facility Improvements:** Storage buildings for plant, materials and equipment

## Operational Improvements:

1. **Extension to Parking:** 77 new parking spaces are proposed to address on-site parking shortage
2. **Spectator Seating at two existing pitches:** To improve the visitor experience
3. **Rehab Lodges:** Five self-catered accommodation units for athletes in long term rehabilitation
4. **Hostel Accommodation:** 150 bed hostel to provide accommodation for youth teams in a more communal living environment
5. **60 Bed Hilton Hotel Extension:** Additional on-site accommodation is required to meet the demand for sports training at St. George's Park
6. **Proposed Reservoir:** To provide additional water supplies to maintain pitch quality
7. **Three new modular changing units:** to address the shortfall and provide facilities closer to training locations
8. **New pitches:** to meet the demand for on-site training

## Synergy Developments:

1. **Elite Golf Academy:** National Centre for Golf containing a 9 hole golf course, driving range and short game area
2. **Golf Pavilion:** Providing accommodation for the golf academy
3. **Sports Business Campus:** Approx. 10,250 sqm of accommodation to provide facilities for sports related companies who have a synergy with St. George's Park. Bringing further employment and local economic benefits to the area

There may also be additional projects not included in the Masterplan that come forward over the next 5 to 10 years. These projects will be fully assessed to ensure they comply with National and Local Planning policies and that they address the key issues identified within the Masterplan technical studies.

## Key to Proposals

Site Boundary	
Woodland	
Existing Development	
Existing Football Pitches	
Existing Parking	
Approved 28 Unit Housing Scheme	
Approved Outdoor Leadership Centre	
Proposed Extension to Parking	
Proposed Spectator Seating	
Proposed Golf Pavilion	
Proposed Elite Golf Academy Including: 9 hole long game course, 9 hole short game course and driving range	
Proposed Rehab Lodges	
Proposed Sports Business Campus	
Proposed Hostel	
Proposed Hotel Extension	
Proposed Reservoir	
Proposed Modular Changing Units	
Proposed New Pitches	
Proposed Landscaping	



Indicative Zoning Masterplan produced by Redbox Design Group

# Framework Policies

Applications for development must be in accordance with the NPPF and the Council's Local Plan policies, in particular Detailed Policy 12 'The National Football Centre – St George's Park'. The framework policies below provide further guidelines when considering development proposals and will be a material consideration when the Council is making a decision on planning applications.

## 1. Design and Visual Impact

**1A)** New buildings should be designed to complement the existing high quality buildings on site (design and appearance) and should include a review of existing landscaping to identify if further landscaping should be incorporated into the development proposals.

**1B)** The landscape and Visual Impact Assessment that accompanied the Masterplan identified that views into the St. George's Park site are largely screened by the surrounding boundary landscaping. However, detailed landscape and visual impact assessments will be undertaken to inform the design of the following developments:

1. Golf Academy
2. Sports Business Campus
3. Hostel
4. Hotel Extension

## 2. Ecology

**2A)** An ecological survey report or statement will be submitted with each individual planning application that details the results of all the relevant ecological surveys for the proposed development and sets out the likely ecological impacts together with the proposed mitigation, compensation and enhancement measures.

**2B)** The St George's Park Biodiversity Action Plan (BAP) which is currently being implemented may require some modification and revision in order to take into account some of the latest development proposals. Where any modifications or revisions are necessary, these will be highlighted within the relevant ecological survey report or statement. Any necessary modifications will be discussed and agreed with ESBC and the BAP will be amended accordingly within an agreed timescale.



### 3. Transport

**3A)** Within 18 months of this Development Brief being approved by ESBC, St. George's Park will commission and undertake a re-basing exercise, that will include parking and traffic surveys to understand the transport related operational characteristics of the site.

**3B)** The scope of the re-basing study will be agreed with the County Highways Authority and will be used to inform Transport Statements/Assessments that will be submitted to accompany planning applications for the following projects as they come forward:

1. Golf Academy
2. Sports Business Campus
3. Hostel
4. Hotel Extension

### 4 Flooding and Drainage

**4A)** Where practical the Masterplan projects should use Sustainable Urban Drainage Systems (SUDs) techniques before discharging into the existing site network or directly into Lin Brook.

**4B)** Development projects should ensure that the risk of flooding at the Lin Brook is minimised.

### 5 Other Projects

It is not possible to identify all development projects at the site over the next five to ten years and it is important that St. George's Park is able to react to new opportunities that arise at the site. Should additional projects come forward, they will be considered in terms of their compliance with national and local policies and will have regard to the following key issues:

1. Transport
2. Ecology and Biodiversity
3. Landscape and Visual Impact
4. Flooding and Drainage
5. Economic Impact

### 6 Review

From time to time it may be appropriate to review the St. George's Park Development Brief and Masterplan in consultation with ESBC. Such reviews will include public consultation, as appropriate.



## Delivery & Summary



### Delivery

The proposed Masterplan identifies key development projects at the site over the next five to ten years. An indicative timetable for the implementation of the projects is set out below, but it is noted that this will be subject to change and is dependent on further background studies and the availability of funding for the projects.

1. **Outdoor Leadership Centre** – July 2014 (now open)
2. **Housing** – construction anticipated to commence 2017
3. **Additional Pitches** – phased implementation 2014 to 2019
4. **Hostel accommodation** – target opening 2016
5. **Sports Business Campus** - Phased opening from 2018
6. **Golf academy** – target opening 2019
7. **Lodge accommodation** – target opening 2020

### Summary

The implementation of the Masterplan projects will ensure that St George's Park can continue to provide world class facilities at the site. The projects will also benefit the local area through the creation of new jobs and other direct and indirect economic benefits. The technical studies that accompany the Development Brief have not identified any significant adverse impacts of the Masterplan projects but do identify additional studies that should be undertaken to accompany planning applications.

# Appendix



## Appendix

### Exhibition Advertisement / Invitation



# INVITATION

## TO A PUBLIC EXHIBITION

The Football Association invites you to a public exhibition to view the emerging master plan for future development at St. George's Park. Members of The Football Association's project team will be available to discuss the proposals with you and answer any questions you may have. The exhibition will be held at:

The Bobby Moore Ballroom, Hilton Hotel,  
St George's Park, Newborough Road, Needwood,  
Burton-Upon-Trent, DE13 9PD

Wednesday 9 July 2014 between 11.00am– 7.00pm

Collection from Tatenhill

11.00am

1.00pm

3.00pm

5.00pm

Departure from SGP

12.30pm

2.30pm

4.30pm

6.30pm

We look forward to seeing you there.

# Exhibition Boards




## 1 Welcome

Welcome to this exhibition about the emerging masterplan for St. George's Park. The masterplan will form part of the development brief currently being prepared in consultation with East Staffordshire Borough Council (ESBC).

St. George's Park is the national training home for all 24 England teams, it is the hub for administration and delivery of The FA's coaching and playing strategy. The Centre provides a platform for the development of English football.

In addition, St. George's Park welcomes elite and grassroots football, other sports, business and leisure guests to enjoy its world class facilities. The bringing together of sports and business at all levels is what makes St. George's Park a truly unique place. The Centre significantly boosts the local and regional economy:

**350 Jobs**  
Direct Employment\*  
Over 70% of which are taken-up by workers living in the local area.

**87 Jobs**  
Indirect Employment\*  
Roles in the local area.

**24 England Teams**  
Utilised the facility a total of 90 times since opening.

**£15m**  
Expenditure  
Goods and services (estate management, IT, etc.)

**14,000**  
Football Coaches  
Used the site in the first year.

**Over 800**  
Elite Level Coaches  
Will be trained and qualified per year.

**£10m**  
Annual Wage Bill  
70% retained in local area.

**89**  
Clubs  
(Domestic/International) have used the site.

**70 Courses**  
Covering coaching, medical and refereeing have been delivered since opening.

**55,190**  
Bed Nights  
This equates to 12% of bed nights in East Staffordshire.  
Apr 13 - Mar 14

**1,844**  
Conferences/Events  
Over 1,844 bookings for conferences and events (to May '14).

**70 Courses**  
Covering coaching, medical and refereeing have been delivered since opening.

**Place Marketing Tool**  
St. George's Park is a principal place-marketing tool for East Staffordshire and the wider sub-region attracting leisure, business and inward investment.

**500**  
Grassroot Clubs  
Have used St. George's Park.

**231**  
Community Teams  
Have played at St. George's Park.

**Key Destination**  
St. George's Park is a key leisure and business tourism destination within the local and regional economy, appealing to a wide range of visitors.

\*Direct Employment refers to when a person is employed directly by a firm. Indirect employment is jobs created by other businesses that come into existence due to economic growth of the business.




## 2 Background



Located in the heart of England approximately 7km to the west of Burton upon Trent, St. George's Park is set in a landscaped parkland, in the National Forest. Players, coaches, guests and athletes from other sports have the opportunity to access the very best medical and sports science facilities at this 143 hectare site, including:

- 12 full size football pitches, a goalkeeping practice and other specialist training areas.
- An indoor full size 3G pitch (built to the FIFA 2 star standard) including running track.
- Sports Hall (for FUTSAL and other sporting use).
- Football Centre including bespoke sports medicine, rehabilitation and human performance facility.
- State of the art hydrotherapy facilities.
- Training and changing facilities.
- 228 bedroom hotel incorporating conference facilities and health and fitness suite.






## 3 Vision and Purpose

### Vision

- To be the home of English Football Development, bringing to life and embodying the whole game coaching and playing philosophy outlined in The FA's Technical Guide, "The Future Game".
- To be a one-stop coaching and support environment, which enhances personal development, rehabilitation and fitness.
- To offer all its facilities and services beyond sport and facilitate cross-learning between the sporting and business sectors.
- To be a training destination of choice for coaches, players, administrators and officials from within football.




### Purpose

- Providing a training home for Club England, which runs all 24 England representative sides.
- An inspirational centre for coach education and raising standards and the profile of coaching as a profession.
- Offering training facilities and expertise for screening, diagnosis, treatment and rehabilitation across all sports.
- Providing world-renowned hotel and conferencing facilities for the business and sporting communities.






## 4 Objectives and Masterplan

**Local Plans set policies to guide development and a new Local Plan is being drafted by ESBC. The emerging Local Plan states:**

"The Local Plan supports the development and operation of St. George's Park as a centre for sports-related training, business development/ research and community activities. The Borough Council will work in partnership with St. George's Park to prepare a development brief which sets out a masterplan and delivery plan which will guide the future development of the site. The Borough Council will approve in principle proposals where it can be demonstrated that there are no significant impacts on:

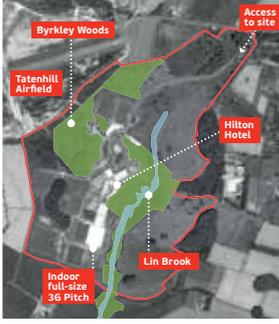
1. the ecological interests within the site
2. the local transport infrastructure; and
3. drainage/surface water run-off.

Proposals will also have to:

- respect the character and quality of the landscape;
- champion exemplar design and incorporate environmental credentials and sustainable construction; and
- be in general accordance with a masterplan."

The Development Brief will set out key objectives and parameters to plan this world class facility and to ensure continued excellence in training and development.

**The masterplan will include two distinct types of development:**

  - Expand and enhance the range of facilities to meet St. George's Park's operational needs;
  - Associated new activities that have a synergy with the high quality sports activities at St. George's Park. Failure to respond quickly to opportunities may result in benefits to the local/ regional economy being lost.

**Key**

  - St. George's Park Site Boundary
  - Flood Zone
  - Nature Conservation Sites of Biological Importance
  - (National Forest Covers Entire Site)

# Exhibition Boards (cont.)




## 5 Technical Studies

The Development Brief and Masterplan have been informed by a number of specialist assessments. The key issues identified within these assessments and the potential solutions are set out below:

Topic	Issues to consider	Potential solutions
<b>Transport</b>	<ul style="list-style-type: none"> <li>Existing operations result in minimal increases of traffic, junctions operate within capacity.</li> <li>The FA proactively promotes sustainable transport initiatives.</li> <li>Limited opportunities for non-car travel.</li> <li>Car parking is limited on site.</li> <li>Transport solutions need to consider the viability of projects.</li> </ul>	<ul style="list-style-type: none"> <li>Initial assessments indicate that the Masterplan proposals should not result in any highway capacity issues. Further Transport analysis to be provided with the detailed planning applications.</li> <li>Use Travel Planning to promote alternative options.</li> <li>Improve car parking provision.</li> </ul>
<b>Drainage/ Flood Risk</b>	<ul style="list-style-type: none"> <li>Sustainable drainage principles already provided on site (use of swales).</li> <li>Ground conditions are not suitable for large scale infiltration.</li> <li>Approvals from the Environment Agency etc. will be required.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for the masterplan to follow the principles of the existing sustainable drainage system on site.</li> <li>Drainage strategy subject to approval from the relevant agencies.</li> </ul>
<b>Landscape and Visual</b>	<ul style="list-style-type: none"> <li>The parkland woods and topography enhance the setting of the site and contain the development, minimising intrusion into the wider landscape.</li> <li>Development introduces new buildings into the landscape.</li> <li>Potential visual intrusion and loss of woodland if projects are poorly located/designed.</li> </ul>	<ul style="list-style-type: none"> <li>New buildings to be carefully sited within the landscape to minimise their visual impact.</li> <li>New developments, designed to complement the existing high quality buildings, and materials on site.</li> <li>Initial assessments identify that the proposed masterplan projects will not have significant impacts on landscape character and views. Where impacts are identified enhanced landscaping will be provided.</li> </ul>
<b>Ecology</b>	<ul style="list-style-type: none"> <li>Parkland, grassland and veteran tree habitats create a unique setting.</li> <li>Continuous monitoring of ecology has ensured that development impacts are minimal.</li> <li>Potential effects (such as disturbance) to existing valued habitats including habitats of Principal Importance and Sites of Biological Importance.</li> <li>The need to conserve existing valued habitats including Sites of Biological Importance and Habitats and Species of Principal Importance.</li> </ul>	<ul style="list-style-type: none"> <li>Further appropriate management of valued habitats leading to positive benefits for biodiversity.</li> <li>Identification of measures to enhance ecology and landscaping at the site.</li> <li>Detailed ecology surveys to accompany planning applications with mitigation measures proposed to address impacts.</li> </ul>
<b>Economics</b>	<ul style="list-style-type: none"> <li>Employment rates have expanded and diversified local employment. Economic activities indirectly support a range of other businesses within the local area and regional economies.</li> <li>The Park contributes to the community holding a range of sporting tournaments/events.</li> <li>Restrictive planning regime means that opportunities are missed.</li> <li>Potential employment displacement, as new operations draw employment away from other local businesses.</li> <li>St. George's Park has a positive effect on the visitor economy and raises the profile of the area.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that St. George's Park continues to provide world class facilities and attracts sporting excellence.</li> <li>Continue to use local suppliers and provide facilities for the local community.</li> <li>There is a need to improve and expand facilities in order to realise further economic benefits.</li> <li>The masterplan will enhance the world class facilities and realise further benefits, including:                         <ul style="list-style-type: none"> <li>300 new jobs</li> <li>80 new indirect jobs in the local area</li> <li>£10M to 12M indirect spending effects</li> <li>£10M to 15M supplier expenditure.</li> </ul> </li> </ul>




## 6 Masterplan






## 7 Masterplan Details

**Approved Developments:**

- 28 Unit Housing scheme:** Outline Planning Permission granted. Development required to pay back the loan that helped fund St. George's Park.
- Outdoor Leadership Centre:** A leadership and team building skills centre in an outdoor, activity based environment.

**Operational Improvements:**

- Extension to Parking:** 77 new parking spaces are proposed to address on-site parking shortage.
- Spectator Seating at two existing pitches:** To improve the visitor experience.
- Rehab Lodges:** Five self-catered accommodation units for athletes in long term rehabilitation.
- Proposed Hostel:** 150 bed hostel to provide accommodation for youth teams in a more communal living environment.
- 60 Bed Hilton Hotel Extension:** Additional on-site accommodation is required to meet the demand for sports training at St. George's Park.
- Proposed Reservoir:** To provide additional water supplies to maintain this world class site.
- Three new modular changing units:** to address the shortfall and provide facilities closer to training locations.
- 5 new pitches:** to meet the demand for on-site training.

**Synergy Developments:**

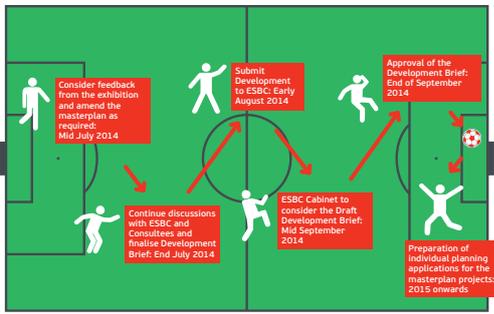
- Elite Golf Academy:** National Centre for Golf containing a 9 hole golf course, driving range and short game area.
- Golf Pavilion:** Providing accommodation for the golf academy.
- Sports Business Campus:** Approx. 10,250 sqm of accommodation to provide facilities for sports related companies who have a synergy with St. George's Park. Bringing further employment and local economic benefits to the area.








## 8 Next Steps



St. George's Park is a success; it has generated significant international and domestic interest from football, other sports, business and leisure guests and has engaged with the local community.

The masterplan's aim is to build on the existing economic benefits by seizing appropriate opportunities that have been identified for the development that are aligned to the vision of St. George's Park and the Borough Council's emerging Local Plan.



The background of the image is an indoor football pitch at St. George's Park. The pitch is green with white markings. In the background, there is a large white structure, possibly a goal or a wall, and a staircase. The ceiling is a complex metal truss structure with several spotlights. The text is overlaid on a dark grey rectangular area in the center of the image.

St. George's Park has been a major success story so far and the Development Brief will ensure that The Football Association can confidently plan for the future to enhance an already world class facility for the future of English Football Development and Sport in general.

**Julie Harrington**  
**(St. George's Park Managing Director)**

