



## SUPPLEMENTARY AGENDA 2

Dear Councillor

### COMMUNITY, HEALTH AND HOUSING COMMITTEE - TUESDAY, 4TH DECEMBER, 2018

I am now able to enclose, for consideration at next Tuesday, 4th December, 2018 meeting of the Community, Health and Housing Committee, the following reports that were unavailable when the agenda was printed.

Agenda No	Item
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- |     |   |
|-----|---|
| 10. | <u>Play Pitch Strategy, Built Facilities Strategy and Local Football Facilities Plan (Pages 3 - 78)</u> |
|-----|---|

Appendix E – Local Football Facility Plan for Brentwood

Yours sincerely

Chief Executive

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**Reminder:** You are viewing a draft report and content may change

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# Brentwood Local Football Facility Plan

December 2018





**BRENTWOOD  
BOROUGH COUNCIL**



  
**Active Essex**

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# Executive Summary




In summary, the LFFP for Brentwood identifies opportunities to accurately target investment in football facilities across the local area.

The national funding partners have significantly increased investment to accelerate efforts to deliver more and better football facilities for the grassroots game and this plan proposes a programme of 12 priority projects for potential investment that will transform local football facilities, including 3G F-TPs, improved grass pitches, changing rooms/pavilions/clubhouses and small-sided facilities.

This LFFP will be the go-to document for football facility investment in Brentwood. However, it does not guarantee the success of future funding applications; each of the priority projects identified will still have to follow an application process to show how it will deliver key participation outcomes, be a quality & sustainable facility and demonstrate suitable match-funding.

  
4  
3G F-TPs

  
21  
Improved Grass Pitches

  
8  
Changing rooms / pavilions / clubhouses

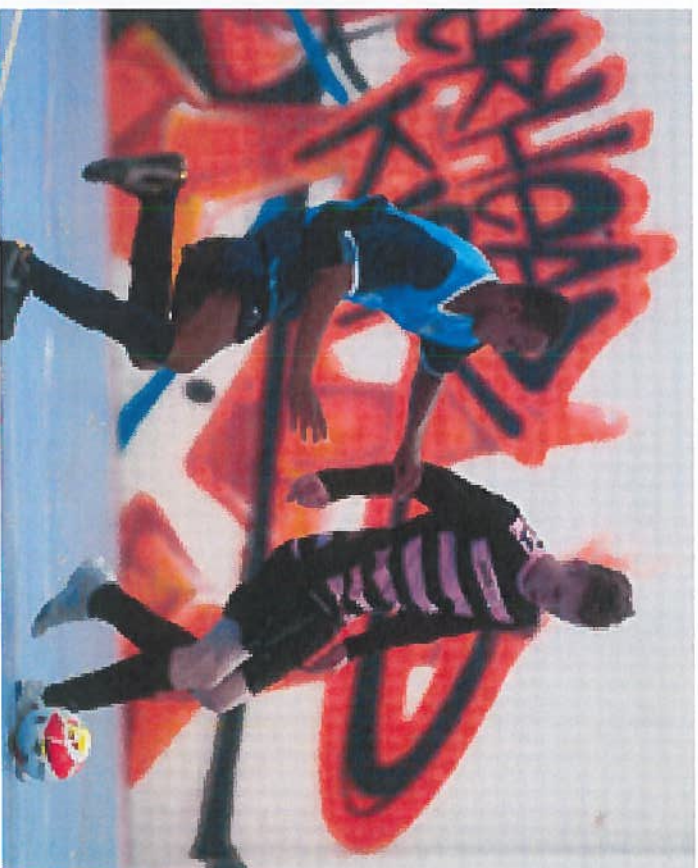
  
3  
Small-sided facilities

## Next Steps

When each priority project is in a position to proceed, pre-application support will be provided by the Football Foundation and the Essex County FA. We strongly encourage local stakeholders to maintain positive partnerships with these organisations.

The successful delivery of this plan will ultimately require the collective efforts of all local partners. To achieve this, it is recommended that the important work undertaken by these local partners to produce this plan will continue via on-going meetings/dialogue in order to work collaboratively to deliver the priority projects and review progress.

This plan will be updated periodically to ensure it remains up to date and reflective of local needs. If you have a project / opportunity that was not identified at the time of writing this plan please contact Essex County FA.



“Within 10 years, we aim to deliver great football facilities wherever they're needed”

# Introduction



This is the Local Football Facility Plan (LFFP) for Brentwood. It was prepared by Knight, Kavanagh and Page (KKP) with support from local partners, including:

The FA

Essex County FA

Football Foundation

Brentwood Borough Council

Sport England

Active Essex

## **What is the goal?**

Every local area in the Country will have a LFFP to enable investment in football facilities to be accurately targeted.

## **Who is behind this?**

The Football Association, the Premier League and Sport England (on behalf of Government). This partnership finances the National Football Facility Strategy (NFFS) and commissions the Football Foundation to deliver it.

## What is the purpose of this plan?

The national funding partners have significantly increased investment to accelerate efforts to deliver more and better football facilities for the grassroots game. The purpose of this plan is to identify the priority projects for potential investment in Brentwood.



## **Why invest in football facilities?**

As the nation's most popular team sport, football has the power to contribute positively to vital social outcomes and health priorities. To maximise this power, facilities have to be welcoming environments to attract first-time users and repeat visits, whether for informal, recreational or competitive football.

Research clearly and continually demonstrates the positive impact high-quality football facilities, in the right locations, can have on participation and enjoyment. Latent demand exists, but facility quantity and quality has to 'step up' if football is to reach out to everyone.

## **How are we going to do it?**

£1.3billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government's shared objectives for participation, individual well-being and community cohesion are to be achieved.

Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years). Locally, the work has already started\* - this LFFP will guide the allocation of 90% of national funds and forge stronger partnerships with local stakeholders to develop key sites. This, together with local match-funding will deliver over one billion pounds of investment into football facilities over the next 10-years.

## **What are the priorities for investment?**

This LFFP, with guidance from local partners, has developed a list of high level projects for potential investment. Each is aligned to the investment priorities set out in the National Football Facilities Strategy, which include:

**1,000 new 3G football turf pitches (FTPs):** in a mix of sizes and settings, dependent upon local needs. All aimed at enhancing the quality of the playing experience.

**20,000 improved natural-turf pitches:** to help address drop-off due to a poor playing experience.

**1,000 new changing pavilions / clubhouses:** all linked to priority sites.

**Small-sided facilities:** to grow the small-sided game for teams & leagues, recreational and informal play.

## **What outcomes will be achieved?**

The priority projects for potential investment identified in this plan will help develop a sustainable network of quality facilities to drive participation across all parts of the game. Central to this are five key success factors: quality, inclusivity, sustainability, engagement and usage. Each identified project takes account of these factors.

## **How should this plan be used?**

This LFFP will, in effect, be the go-to document for football facility investment in Brentwood.

Whilst it identifies priority projects for potential investment, it does not guarantee the success of future funding applications. Each project must still follow an application process to show how it will deliver key participation outcomes, become a quality & sustainable facility and demonstrate suitable match-funding.

When each project is in a position to proceed, the Football Foundation will determine a suitable timeframe to submit a grant application and pre-application support will be provided by Essex County FA and the Football Foundation.



Set a 10-Year vision to transform local football facilities



Identify priority projects to be delivered



Act as an investment portfolio for projects that require funding



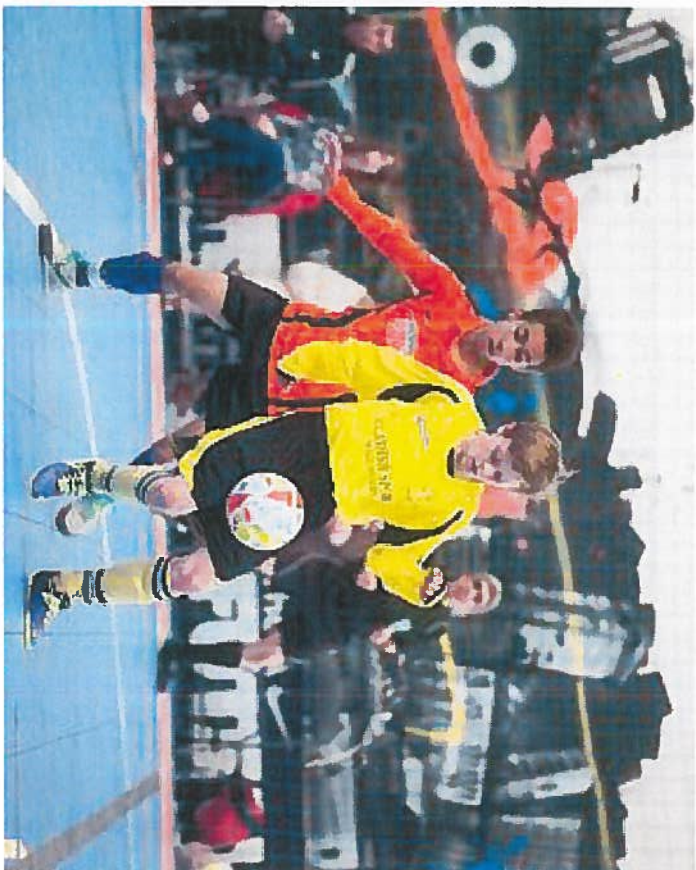
Be updated up on a regular basis

## How should this plan NOT be used?

A LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed demand and supply analysis of all pitch provision in a local area. It cannot be used as a replacement for a Playing Pitch Strategy (PPS) and it will not be accepted as an evidence base for site change of use or disposal.



A LFFP will however build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities.



# Brentwood

## Local area

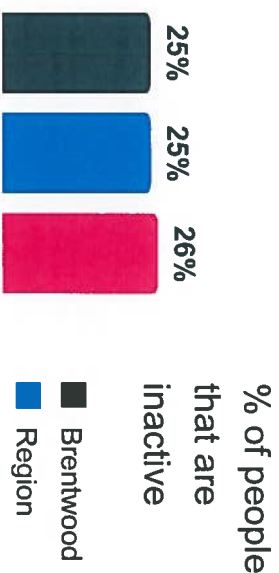
Brentwood is located in the Eastern region. The current population of the Authority (ONS 2017 Mid-Year Estimate) is 76,386. This is expected to rise to 89,766 by 2039.

19.3% of the Brentwood population is within NS SEC classification 6-8 (lower socio-economic groups), which is lower than the national average of 30.6%.

Brentwood's ethnic composition is primarily classed as White (93.6%) which is higher than the national average (85.4%).

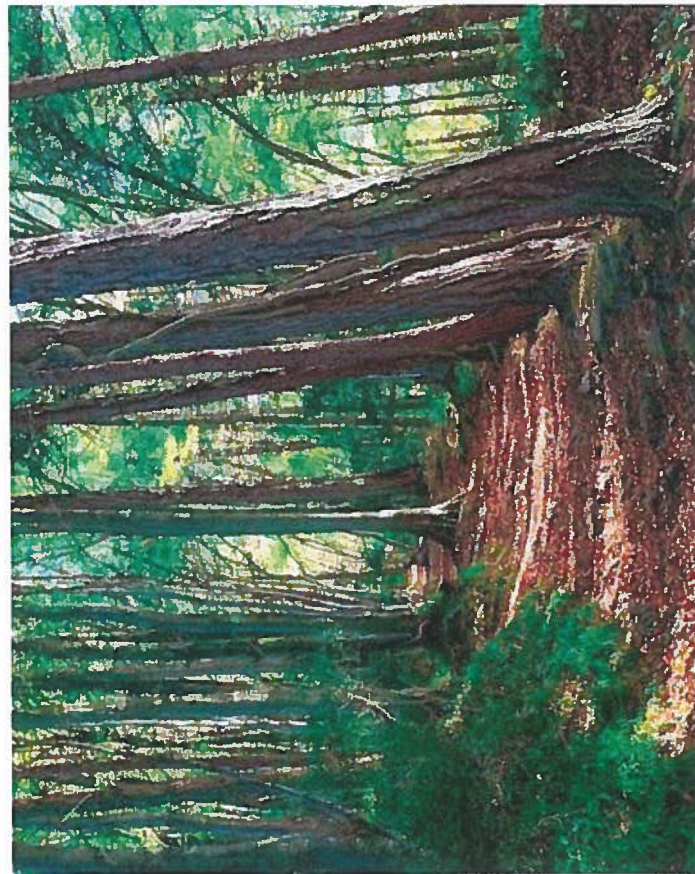
The proportion of Brentwood's population represented by the BAME community is 6.4%. This is below the national average (14.6%).

## Demographics





\*ONS data and Sport England Active Lives Survey 2016/17



**Local partners**

## Local Authority

The local authority has a Playing Pitch Strategy (PPS) in place. The key findings and stated overarching priorities are to increase 3G FTP stock, with a focus around 3G FTP hub sites, to accommodate both affiliated training and match play. This will alleviate pressure on grass pitch provision in the area, of which, the majority is rated as standard quality. There is also a focus around improving the quality of both grass pitches and ancillary facilities at key sites across the Borough.

The PPS and action plan links into an overarching vision and strategy for the South Essex area. The Association of South Essex Authorities (ASELA) consists of Essex County Council, Basildon, Brentwood, Castle Point, Essex County, Rochford, Southend-on-Sea, and Thurrock councils. All seven councils have recognised the need for cross boundary working on strategic issues such as infrastructure, planning and growth, skills, housing and transport connectivity.

A Memorandum of Understanding was signed on 10th January 2018. This recognises that through a collaborative approach, the councils will be best placed to deliver a vision for South Essex up to 2050, promoting healthy growth for communities. There is also an intention to assist the delivery of this vision through the preparation of a Joint Strategic Plan.

Brentwood Borough Council also has a Leisure Strategy in place which incorporates the key findings of the PPS, alongside the key findings from the Indoor Built Facilities Strategy and Open Space Strategy.

The Leisure Strategy identifies it would like to capitalise on the central location of the Brentwood Centre and make it a focus for Sport, Health, Football and Mental Health provision. It also aims to look at creating a 'Park Hub' at King George's Playing Fields that includes sports provision, family provision, café/retail provision and conferencing/event provision to maximise community usage, as well as exploring the



opportunity to create indoor play facility i.e. to make King George's Playing Fields an all-season destination for play.

With regards to open space sites, as well as improving quality of grass pitch provision, it would also aim to invest into the creation of destination play areas, in order to increase play and physical activity levels.

## **County Football Association**

Brentwood is covered by Essex County FA which provides governance and development support to all aspects of local football including coaches, referees, volunteers, clubs and leagues; supporting football for all. The County FA has a designated facilities investment lead officer who works to ensure the right facilities are located in the right locations.

## **Football Foundation**

The Regional Engagement Manager and Regional Technical Project Manager at the Football Foundation work collaboratively with the County FA to provide pre-application support to priority projects for potential investment.

# Football Foundation Investment



\*See Football Foundation website for more information: <http://www.footballfoundation.org.uk/impact/where-our-money-goes>



## Sport England

Has a network of planning managers who have a statutory role in the planning system to protect playing fields and provide consultation responses to planning applications relating to sporting facilities . They also play a key role in strategic planning for sports facilities, providing advice and support to local authorities to assess need for facilities in their local area.

## **Professional Club Community Organisations (CCOs)**

These continue to expand and enhance their range of community delivery, offering a variety of programmes and services to support local communities (sporting and non-sporting). Both the West Ham Foundation and the Chelsea Foundation run a variety of health, education, engagement, football and sporting activities within the local area.

## **Local leisure operator**

Brentwood Leisure Trust operates the Brentwood Centre, providing a small sided (60x40), floodlit 3G FTP, as well as sports hall space for indoor football. Two schools; Shenfield High School and St Martins School, each operate a full size, floodlit 3G FTP. The local authority owns and manages six grass pitch sites totaling 11 full size equivalent pitches.

Hutton Poplars

Hutton Recreation Ground

Larkins Playing Fields

King George's Playing Fields

Warley Playing Fields

Alexander Lane

## County Sports Partnership (CSP)

Active Essex is a publicly funded organisation supported by Essex County Council and Sport England. It aims to make sport accessible for all Essex residents by:

- providing up-to-date information on sports, activities, events and programmes available in and around our county;

- running training courses for those who are seeking a more structured involvement in sport and physical activity, for example as a coach or referee;

- funding clubs, community sport initiatives and individuals through small grants;

- partnering with other organisations and trusted third parties to increase the number and range of opportunities available;

- advocating for improved and enhanced sport facilities, funding and engagement for the communities we serve.

As the strategic lead for physical activity across the county, in its 2017 - 2021 strategy it focuses on getting one million more people active by 2021.

## Local consultation

This has taken place with a broad and diverse set of community groups in Brentwood. 11 individuals (representing 11 local organisations) were consulted. These include:



Brentwood Leisure Trust

Brentwood Community Safety Partnership

Essex Youth Services

Brentwood Community Football Alliance League

Brentwood Athletes in Action

(See Appendix B for full list of consultees)

## **Local football**

### **Clubs**

There are over 91,000 community football teams in England, spread over an expansive network of clubs and leagues. Brentwood has a total of 223 teams, which is higher than local areas of a similar size.

The FA is investing to support clubs both on and off the pitch which includes an aim to have a qualified FA coach with every youth team by 2020/21. In addition, it will support 1,000 clubs to create full player pathways from youth to adult teams and develop 150 community football hubs with male and female pathways, disability and recreational playing opportunities.

Over the last 10-years there has been a significant national increase in the number of large multi-team football clubs. In Brentwood, six clubs have more than ten registered teams. The largest of these (based upon 2017-18 affiliation data) are:

Brentwood Town FC / Youth - 22 teams

Brentwood Youth AFC - 33 teams


Great Danes Youth / Girls - 39 teams

Herongate FC / Veterans / Youth - 16 teams

Hutton FC / Ladies / Girls / Youth - 58 teams

Stones FC / Youth - 16 teams

## Affiliated Teams

  
**223**  
Teams

  
**43**  
Adult male teams

  
**2**  
Adult female teams

  
**68**  
Youth male teams

  
**11**  
Youth female teams

  
**1**  
Disability teams

  
**79**  
Mini-soccer teams

## Leagues

Two leagues operate in Brentwood. They offer competitive opportunities for many different players, including youth and adults.

Note: the Essex County Girls League, Womens League, Greene King Veterans League and the Essex Soccability League is county wide.

Brentwood's largest local leagues (2017-18) include:

Brentwood Sunday League – teams– home and away

Brentwood Community Football Alliance – 273 teams– home and away

The County FA reports that there is some cross boundary migration in Brentwood due to teams migrating outwards to the Chelmsford leagues and the Echo Junior Football League.

## Disability football

There are 9.4million people in England with a long-standing limiting disability, illness or condition which equates to 18% of the population – almost one in five. Football playing opportunities should be flexible, inclusive and accessible for everyone, whatever their level of ability. This could entail inclusion in mainstream activity or teams / sessions specifically for people with a disability.

In Brentwood there is one club; Great Danes FC, which hold sessions specifically for people with a disability. It is a priority of the County FA to grow this provision. For talented players the FA run Regional Centres and England national squads.



## Women and girls



The FA has big ambitions for the female game and aims to double levels of participation by 2020. To achieve this requires a combined effort across four pathways: education, recreation, competition and talent.

Education environments have a huge impact on the first experience of football for young girls. This pathway can offer many opportunities for females of all ages to develop and grow a lifelong interest in football.

FA Wildcats girls football centres provide the first step on the recreational pathway, the programme provides girls aged 5-11 with regular opportunities to play football in a fun and engaging environment. Brentwood has no FA Wildcats girls football centres and the priority is to grow this activity.

At 13, Brentwood's number of female teams is higher than local areas of a similar size. The County FA's priority is to support existing clubs to grow and encourage more clubs to develop playing opportunities for females. The local girls league is the Essex County Girls Football League and matches are played on a home and away basis. The league is expected to grow its provision in future years. The local adult female league is the Essex County Womens League and matches are played on a home and away and the league is expected to sustain its provision in future years.

For talented players, the most local FA Regional Talent Club (RTC) is the Essex County Regional Talent Centre which is located in Colchester. Higher level talent pathway opportunities are also provided regionally and nationally by the FA, culminating in the England Women's national squads. The most local Women's Super League team is West Ham United Ladies which provides player pathway opportunities for gifted and talented female players and a spectator interest for fans.



## Small-sided football

Many different types of small-sided football are played in England, from teams and leagues to recreational and informal. It is an established and important part of the modern game.

LEVEL OF COMPETITIVENESS TENDS TO DECREASE





Small-sided teams & leagues are organised and competitive activities; typically with players registered to clubs and affiliated to leagues and their County FAs. Examples include Futsal and local small-sided leagues running at venues such as sports halls, 3G FTPs or small-sided 3G centres.

Key local providers include

Powerplay – Shenfield High School and Brentwood Centre

Soccer Sixes – St Martins High School

Leisure Leagues – St Martins High School



Futsal is an exciting, fast-paced, small sided team game that is widely played across the world. Typically it's played on an indoor surface with hockey-sized goals and a size four football with reduced ball bounce. It is the FA's aim to ensure Futsal is available across the country.

There are currently no futsal teams in Brentwood. It is a priority for the County FA to grow Futsal for youth inclusive of boys and girls players .



## Recreational football

Recreational football is played where facilities are typically booked and there might be someone to help organise. Examples include FA Just Play sessions, walking football and casual pitch hire for small-sided match play.

There are currently no FA Just Play Centres in Brentwood. Walking football and Just Play are areas that the County FA has prioritised for further growth and development. Other local recreational football programmes include other recreation programmes e.g. pro-club community scheme activity / casual bookings which are delivered by a range of organisations including West Ham United Foundation and the Chelsea Foundation.

## Informal football

Informal football is played in local parks and green spaces – it is free, open access and often played spontaneously (normal clothing is worn). Common examples include a kick-about at a local park or on a multi-use games area (MUGA).

Currently, informal football in Brentwood is played particularly in the central part of the Borough. Hutton Recreation Ground and Bishops Hall Park are key site locations that are heavily used.

## Summary

The key strengths of local football in Brentwood include youth male and mini soccer provision and it is recommended that this is sustained and also encouraged to grow further. However, gaps in provision do exist, these include disability, futsal and women's football.



It is therefore recommended that the future football development priorities for Brentwood are:

1. Provide an affiliated disability offer.
2. Identify a futsal hub to support with player development.
3. Develop youth female teams.
4. Provide a recreational offer for specific demographics.
5. Deliver a walking football offer.

The facilities required to assist this are now set out in the Assets and Opportunities section.

Additionally, each priority project that progresses to a funding application via the Football Foundation will produce a detailed 'site development plan' specifying all football development activity, usage and key partner engagement.

# Assets and Opportunities

This section reviews existing football facility assets in Brentwood. It identifies current issues and presents opportunities for improvements, including a list of priority projects for potential investment.

Local assets and opportunities have been reviewed inline with four investment priorities:

## 1. 3G FTPs

2. Improved grass pitches

3. Changing room pavilions / clubhouses

4. Small-sided facilities

To ensure a consistent and high quality approach, each local area has been reviewed applying a standard approach, supplemented by input from consultation with local partners and stakeholder organisations.

While each investment priority is reviewed individually, it is understood that they can be inter-reliant; account is, thus, taken of these potential connections.



## 3G Football Turf Pitches (FTPs)



**Improved Grass Pitches**



**Changing room pavilions / clubhouses**



Small-sided facilities

## 3G Football Turf pitches (FTPs)

3G FTPs are a high quality and indispensable part of modern football facilities; their impact cannot be underestimated. In recent years the industry has seen major innovations and improvements to artificial surfaces (and sports lighting). This has created playing surfaces that replicate a good standard natural turf pitch whilst significantly increasing levels of use (x20). All FTPs must have sports lighting to achieve this.

The high quality, consistent playing surface is the ideal environment to play the game and for young people to learn. With regular maintenance programmes, FTPs can be heavily used all year round with no decline in quality. They almost completely negate annoying fixture cancellations during winter months, helping football to be a key part of a regular physical activity habit.

High capacity levels offer a great opportunity to embrace all formats and engage all participants. A full-sized 3G caters for an average of 1,200 participants per week and is suitable for various location types. That means being fully inclusive to all sections of the community, with a particular focus on under-represented groups such as women and girls, people with a disability, BAME communities and people from lower socio-economic groups.

The way 3G FTPs are used is rapidly changing; current line-marking systems allow for match play across all formats of football (5v5, 7v7, 9v9 and 11v11). This enables significant levels of match-play to be transferred from grass to 3G.





## Assets and opportunities

FA data states that there are currently two 3G FTPs in Brentwood; this is a shortfall of four pitches relative to assessed demand.

Existing 3G FTPs in Brentwood include:

Shenfield High School

St Martins School

Additionally, there are currently three small-sided 3G FTP centres in Brentwood:

Brentwood Centre (60x40)

Blackmore Sports & Social Club (40x30)

Long Ridings Primary School (40x30)

With the exception of Long Ridings Primary School, all of the pitches are available for community use. In the recent PPS Long Ridings Primary School reported no desire to make its 3G FTP facility available for public use.

Two of the pitches; Shenfield High School and St Martins School are on the FA Register for 3G FTPs (meaning they are quality checked and can be used for football match play). It is strongly recommended that any future pitches are on the register to enable more match play on 3G FTPs.

The geographical spread of existing facilities is uneven; the majority are located in the east of the local area. There are facilities / provision gaps in the central area of Brentwood despite high levels of population / high levels of deprivation in this area and it is recommended that these are addressed.

Local consultation reveals common issues with low availability on 3G FTPs in the area and it is recommended that this are addressed. Organisations such as the Brentwood Community Safety Partnership also reports there are high costs associated with accessing 3G FTP provision when delivering outreach programmes.



2



4



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## Priority projects

Three priority projects for potential investment have been identified. Undersupply was calculated using the FA 3G FTP demand and supply model. Each site was selected by local partners based on a rationale of good access, high population, geographical spread, success and quality of existing facilities, high levels of deprivation and high levels of lower social economic groups.

Two of the projects; Brentwood Centre and King George's Playing Fields have potential to provide multiple 3G FTPs, creating football hub sites. This is a preference for both the local authority and Essex County FA. Therefore, these opportunities should be explored. The recent PPS did; however, only identify a need for two 3G FTPs in the A12 corridor. Therefore, additional supply at these two sites would need to be carefully considered to prevent oversupply. This being said, there is a need to take into account 3G FTPs in the area meeting recreational demand and demand from high levels of non traditional football participation at the Brentwood Centre.

The PPS also highlighted a need for one 3G FTP in the north of the area. Whilst an exact site has not been identified, this has been highlighted in the potential projects and further exploration of potential sites should be undertaken.

One project; Duntun Garden Village has also been identified in consideration to future demand likely to be generated from housing development in the area.

#### **1 - Brentwood Centre / The Arena - Provide one full size, floodlit 3G FTP.**

**Existing facilities:** one small size 3G FTP (60x40m), sports centre with indoor sports hall and changing facilities. There is also three full-size grass pitch equivalents. Although on the same site, the grass pitches are managed by the Council and the Brentwood Centre and 3G FTP is managed by Brentwood Leisure Trust.

**Current users:** grass pitches used by Brentwood Town Youth FC and Brentwood Town FC. Brentwood Centre heavily used by groups and organisations in the area. Including organisations delivering outreach programmes.

**Rationale:** Support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities, BAME communities, recreational football and football for the over 50s.

#### **2 - King Georges Playing Fields - Provide one full size, floodlit 3G FTP.**

**Existing facilities:** six full-size grass pitch equivalents of poor quality with poor changing facilities.

**Current users:** used by Brentwood Raiders FC, Barking Rangers FC, Brentnill Rovers FC, Gardeners FC, Great Warley FC, L MAC Spartans FC, Lakeview FC, Pilgrims Hatch FC and West Oviedo FC.

**Rationale:** Support participation growth in; junior football, senior football, women's and girls football, lower socioeconomic communities, recreational football and football for the over 50s.

#### **8 - Dunton Garden Village - Provide one full-size, floodlit 3G FTP.**

**Existing facilities :** currently an area identified for future development.

**Current users:** would be located close to West Horndon FC, a Club which is growing and struggling for space.

**Rationale:** support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities, recreational football and football for the over 50s.

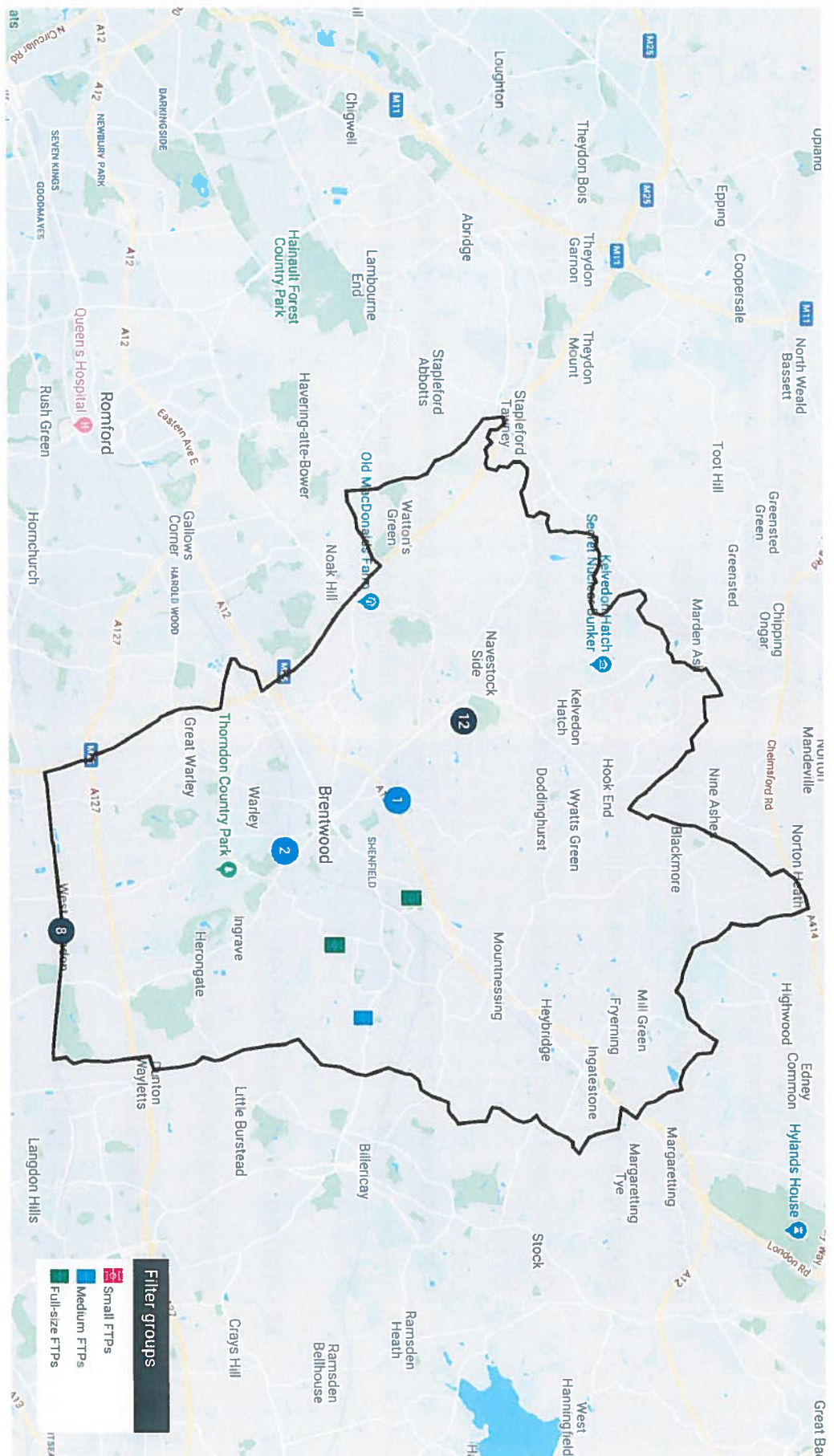
#### **12 - North of Brentwood - Provide one full-size, floodlit 3G FTP.**

**Existing facilities :** currently no site identified.

**Current users:** n/a

**Rationale:** support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities, recreational football and football for the over 50s. Recent PPS identified a need for one 3G FTP in the north of Brentwood, therefore exploration into potential locations should be undertaken.





# Improved Grass Pitches

Playing fields are one of the most important resources for sport in England. All football players should have the opportunity to play on good quality grass pitches. However, FA data shows that 63% of pitches in England are poor / low standard and 1 in 6 games are cancelled. As such, poor pitch quality is consistently cited as the number one issue for players.

The priority is, therefore, to sustainably improve grass pitch quality across all main pitch owners (local authorities, education establishments and clubs). However, the level of maintenance required to obtain good quality standards is regularly affected by restricted budgets and limited knowledge/ training. Compaction and grass coverage are two key causes of poor quality pitches. Both are commonly treated via a maintenance driven solution (and do not necessarily require costly drainage schemes).

Playing fields are also a valuable resource for informal play and open-access sites are encouraged but, for many, problems such as dog fouling and vandalism mean that they need to be protected with mitigation measures such as fencing.

In many local areas the key challenge is to create a sustainable approach to provide good quality football pitches for the long-term. Many local authorities (78%) intend to increase pitch hire fees in the future. However, many players (63%) believe facilities are already expensive and some (16%) believe prices are prohibitive. A sustainable solution should, therefore, carefully balance pitch quality and affordability.

While the education sector (37%) and local authorities (32%) are still the principal asset owners of grass pitches, clubs / leagues own or maintain an increasing share (currently 25%). Assets and opportunities have been considered across each sector.





## Assets and opportunities

PPS Data indicates that there are currently 11 grass pitch sites in Brentwood with three or more full-size pitch equivalents containing 43 grass pitches.

Of these, none are considered to have good quality pitches, nine are of standard quality and two poor quality.

Local consultation shows common issues with quality of grass provision and it is recommended that this is addressed.



11

Key grass pitch sites



9

Sites prioritised for improvement



21

Full-sized pitch equivalents at these sites

## Priority projects

Nine priority projects for potential investment have been identified. Each site has three or more full-size pitch equivalents of poor or standard quality. Pitch quality rating was evidenced by PPS data and qualified by local partners. Due to significant number of grass pitch sites in Brentwood local partners did not select all sites and prioritised only four, containing 15 full-size pitch equivalents.

Three sites; Larkins Playing Fields, Seymour Fields and Herongate Athletic FC, which only have two full-size pitch equivalents have also been identified for potential investment, as have two sites yet to be developed; Hutton Football Club and Dunton Garden Village.

The prioritisation for all priority projects was informed by local partners with the rationale of selecting sites in the poorest condition, that were most well utilised and based on strategic focus to improve Local Authority pitches.

**1 - Brentwood Centre / The Arena - Works to natural grass pitches and consider reconfiguration to all adult format.**

**Existing facilities:** one small size 3G FTP (60x40m), sports centre with indoor sports hall and changing facilities. There is also three full-size grass pitch equivalents. Although on the same site, the grass pitches are managed by the Council and the Brentwood Centre and 3G FTP is managed by Brentwood Leisure Trust.

**Current users:** grass pitches used by Brentwood Town Youth FC and Brentwood Town FC.

**Rationale:** support participation growth in; senior football and lower socioeconomic communities.

**2 - King Georges Playing Fields - Works to natural grass pitches and consider reconfiguration to all mini and youth format.**

**Existing facilities:** six full-size grass pitch equivalents, with poor changing facilities.

**Current users:** used by Brentwood Raiders FC, Barking Rangers FC, Brenthill Rovers FC, Gardeners FC, Great Warley FC, L MAC Spartans FC, Lakeview FC, Pilgrims Hatch FC and West Oviedo FC.

**Rationale:** support participation growth in; junior football, girls football and lower socioeconomic communities.

**3 - Larkins Playing Fields - Works to natural grass pitches.**

**Existing facilities:** two full-size grass pitch equivalents.



**Current users:** used by Brentwood Youth FC, which has 35 teams at present and has growth aspirations.

**Rationale:** support participation growth in; junior football, girls football and lower socioeconomic communities.

#### **4 - Warley Playing Fields - Works to natural grass pitches.**

**Existing facilities:** three full-size grass pitch equivalents, with poor changing facilities.

**Current users:** used by Shenfield Eagles FC and South Brentwood FC, and junior teams from Hutton FC.

**Rationale:** Support participation growth in; junior football, senior football, girls football and lower socioeconomic communities.

#### **5 - Hutton Football Club - Provision of natural grass pitches.**

**Existing facilities:** former farmland.

**Current users:** potential new site for Hutton FC, which is a large club with adult male and female sections, as well as youth and mini sections (including girl teams).

**Rationale:** support participation growth in; junior football, senior football, women's and girls football and lower socioeconomic communities.

#### **6 - Great Danes Youth Football Club - Works to natural grass pitches.**

**Existing facilities:** three full-size grass pitch equivalents with poor changing facilities.

**Current users:** Great Danes Youth FC, which currently has 450 players making up 40 teams.

**Rationale:** support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities and football for the over 50s.

**7 - Herongate Athletic FC - Club has recently had a Pitch Improvement Programme and requires support with funding equipment to address recommendations around maintenance.**

**Existing facilities:** two full-size grass pitch equivalents with good changing facilities.

**Current users:** Herongate Athletic FC.

**Rationale:** support participation growth in; junior football, senior football, girls football, lower socioeconomic communities and football for the over 50s.

**8 - Dunton Garden Village - Provision of natural grass pitches.**

**Existing facilities:** Potential site for future development.

**Current users:** will be located close to West Horndon FC, a Club which is growing and struggling for space.

**Rationale:** support participation growth in; junior football, senior football, women's and girls football and lower socioeconomic communities.

**11 - Seymour Fields - Works to natural grass pitches.**

**Existing facilities:** two full-size grass pitch equivalents and changing facilities.

**Current users:** Stones Athletic Juniors FC who have 14 teams and 180 members.

**Rationale:** support participation growth in; junior football, senior football, girls football and lower socioeconomic communities.



# Changing room pavilions / clubhouses

These can provide a number of different benefits. While the primary function is normally the provision of changing rooms to accommodate match-play and training (for players and officials), there can be equal value in facilities such as community and education rooms, catering facilities and spectator toilets.

Each project will take a progressive approach to pavilions and clubhouses (beyond the provision of changing rooms) and be open to new opportunities to engage the whole community. That means, creating environments that are welcoming to players, spectators, volunteers, officials and all sections of the community.

Such assets should support other investment priorities (e.g. 3G FTPs and grass pitches) and be located at sites that will have the greatest impact on local communities. To ensure this, focus is given to sites with three or more full-size pitch equivalents. However, as pitch quality is the number one priority for players this is prioritised before investment in changing room pavilions /clubhouses.

Clearly, facilities need to be well managed and maintained to keep them in a good state of repair. Consideration will be given to reviewing the best operator solution for key sites and the installation of revenue generating features such as catering facilities and community rooms. To achieve this, business plan support will be given to each priority project as it progresses to an application to the Football Foundation.








## Assets and opportunities

Of the 11 key sites with three or more full-size pitch equivalents in Brentwood, seven have suitable changing room pavilions/clubhouses, three have facilities that need improvement/ replacement and one has no facilities and requires a new changing pavilion.

In addition to this, Larkins Playing Fields and Herongate Athletic Football Club are identified as a strategically important sites and new clubhouses/pavilions.

There are also two sites which are yet to be developed but should development come to fruition they would also require new clubhouses/pavilions. These sites are Dunton Garden Village and Hutton Football Club.

	<p><b>7</b></p> <p>Key sites have suitable changing rooms / pavilions / clubhouses</p>		<p><b>3</b></p> <p>Require improvement / replacement</p>		<p><b>5</b></p> <p>Have no facilities and require new builds</p>
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## Priority projects

Eight priority projects for potential investment have therefore been identified. Each project has three or more full-size pitch equivalents or has been identified as being strategically important and has either no facilities or was deemed to have an unsuitable pavilion.

### 1 - Brentwood Centre / The Arena - Provide new ancillary facilities.

**Existing facilities:** one small size 3G FTP (60x40m), sports centre with indoor sports hall and changing facilities. There is also three full-size grass pitch equivalents. Although on the same site, the grass pitches are managed by the Council and the Brentwood Centre and 3G FTP is managed by Brentwood Leisure Trust.

**Current users:** grass pitches used by Brentwood Town Youth FC and Brentwood Town FC. Brentwood Centre heavily used by groups and organisations in the area. Including organisations delivering outreach programmes.

**Rationale:** Support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities, BAME communities, recreational football and football for the over 50s.

## **2 - King Georges Playing Fields - Refurbish changing facilities.**

**Existing facilities:** six full-size grass pitch equivalents of poor quality with poor changing facilities.

**Current users:** used by Brentwood Raiders FC, Barking Rangers FC, Brenthill Rovers FC, Gardeners FC, Great Warley FC, L MAC Spartans FC, Lakeview FC, Pilgrims Hatch FC and West Oviedo FC.

**Rationale:** Support participation growth in; junior football, senior football, women's and girls football, lower socioeconomic communities, recreational football and football for the over 50s.

## **3 - Larkins Playing Fields - Provide new ancillary facilities.**

**Existing facilities:** two full-size grass pitch equivalents rated as poor quality.

**Current users:** used by Brentwood Youth FC, which has 35 teams at present and has growth aspirations.

**Rationale:** support participation growth in; junior football, girls football and lower socioeconomic communities.

#### **4 - Warley Playing Fields - Refurbish ancillary facilities.**

**Existing facilities:** three full-size grass pitch equivalents, with poor changing facilities.

**Current users:** used by Shenfield Eagles FC and South Brentwood FC, and junior teams from Hutton FC.

**Rationale:** Support participation growth in; junior football, senior football, girls football and lower socioeconomic communities.

#### **5 - Hutton Football Club - Provide new ancillary facilities.**

**Existing facilities:** former farmland.

**Current users:** potential new site for Hutton FC, which is a large club with adult male and female sections, as well as youth and mini sections (including girl teams).

**Rationale:** support participation growth in; junior football, senior football, women's and girls football and lower socioeconomic communities.

#### **6 - Great Danes Youth Football Club - Provide new ancillary facilities.**

**Existing facilities:** three full-size grass pitch equivalents with poor changing facilities.

**Current users:** Great Danes Youth FC, which currently has 450 players making up 40 teams.

**Rational:** support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities and football for the over 50s.

#### **7 - Herongate Athletic Football Club - Refurbish changing facilities.**

**Existing facilities:** two full-size grass pitch equivalents with poor changing facilities.

**Current users:** used by 12 teams (both junior and senior) from Herongate Athletic FC.

**Rational:** support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities and football for the over 50s.

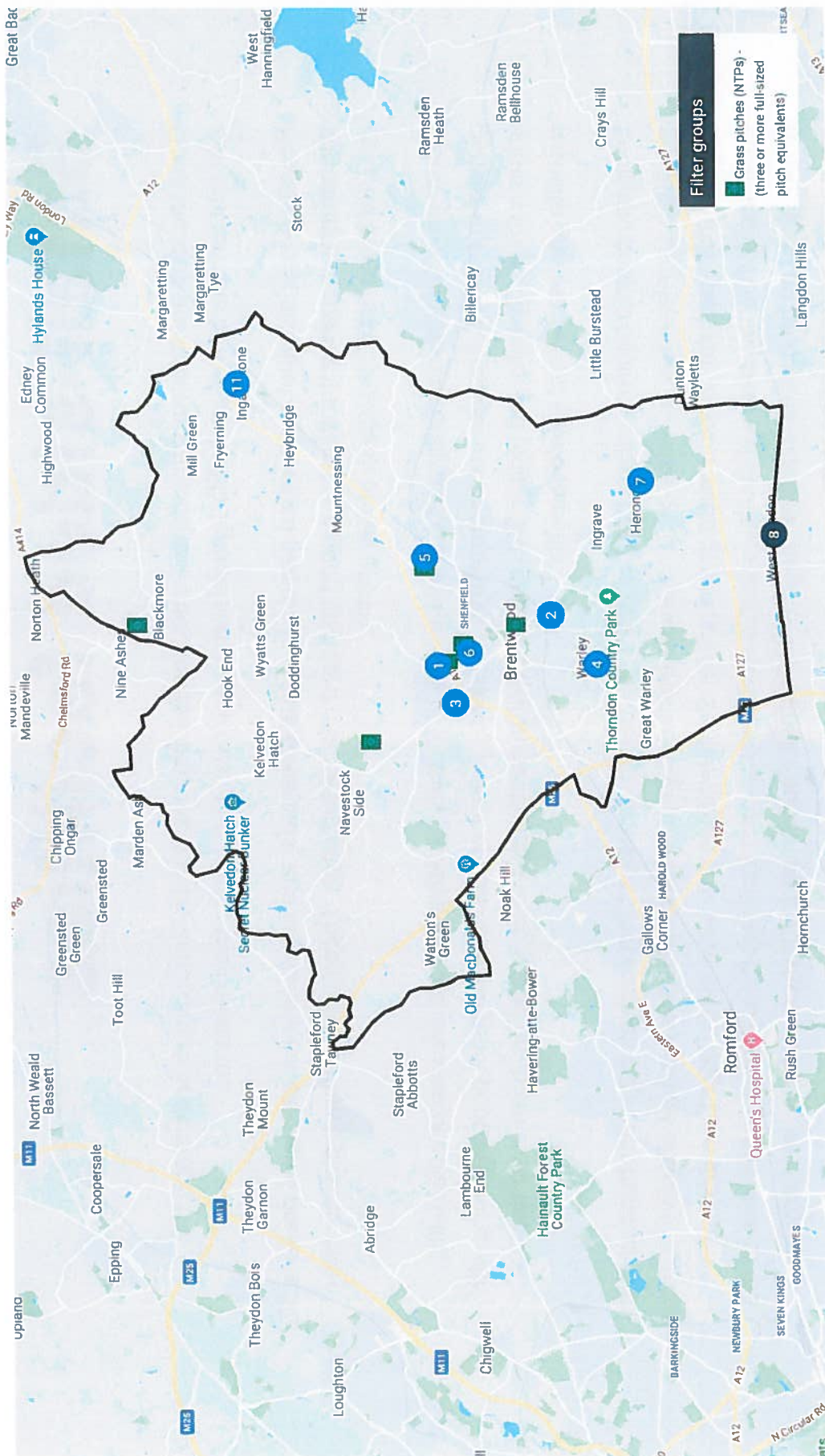
#### **8 - Dunton Garden Village - Provide new ancillary facilities.**

**Existing facilities** - Potential site for future development.

**Current users** - Will be located close to West Horndon FC, a Club which is growing and struggling for space.

**Rationale** - Support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities, informal football, recreational football, small-sided football and football for the over 50s.





Current and proposed changing room pavilion/ clubhouse opportunities

# Small-sided facilities

Good facilities are important to all small-sided football players, but it is important to understand the different formats of the small-sided game and the various facility types they relate to.

Research suggests that small-sided players in teams & leagues, and in recreational sessions, prefer a 3G surface type because it replicates a good standard natural turf pitch. These facilities have already been covered in the 3G FTP section of this LFFP.

Indoor environments currently accommodate 20% of football participation and are also popular with players in teams & leagues and recreational sessions. Indoor sports halls are most popular, along with some community halls and indoor 3G centres. Environments need to be engaging, have clear line-marking and the correct size goalposts.

Informal players require facilities that are open and free to access as this enables play opportunities that are often spontaneous. In these circumstances multi-use games areas (MUGAs) can be effective in areas of high urban population and limited green space. Such facilities can be modern, bright, creative and engaging. While this plan will identify suitable locations for such facilities, the design and specifics of the facility type can be agreed at a later stage with Football Foundation staff when projects are ready to progress to pre-application stage.

Parks and open green spaces are also important to informal play and require goalposts and zones that are free from litter and dog fouling





## Priority projects



1

Better Indoor spaces



2

MUGAs



0

Better parks / open green spaces

# Indoor

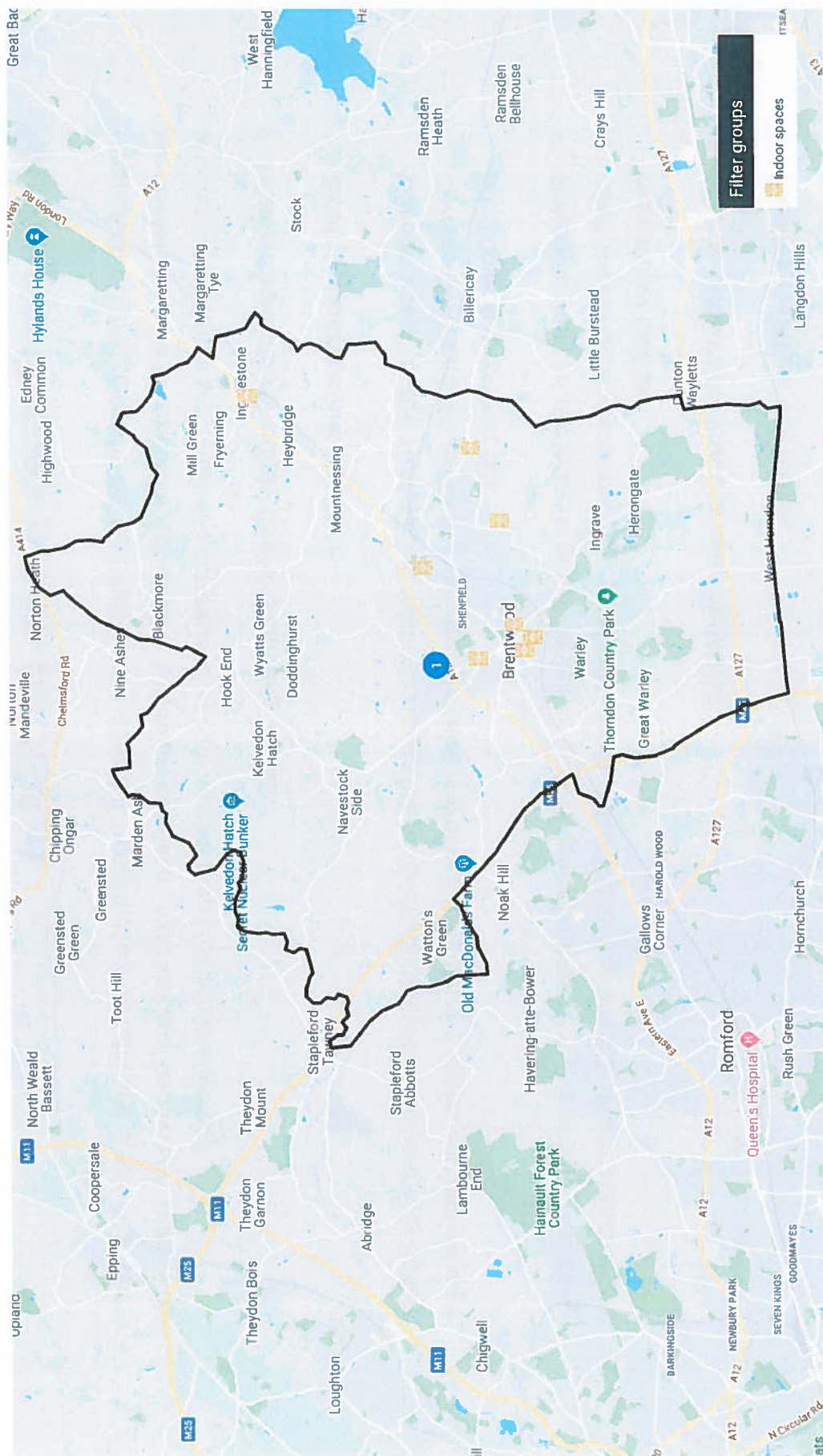
Local consultation reveals there is one indoor facility that require improvement to develop small-sided football. Including:

## 1 - Brentwood Centre / The Arena - Provide Futsal line markings and goals in sports hall.

**Existing facilities:** one small size 3G FTP (60x40m), sports centre with indoor sports hall and changing facilities. There is also three full-size grass pitch equivalents. Although on the same site, the grass pitches are managed by the Council and the Brentwood Centre and 3G FTP is managed by Brentwood Leisure Trust.

**Current users:** grass pitches used by Brentwood Town Youth FC and Brentwood Town FC. Brentwood Centre heavily used by groups and organisations in the area. Including organisations delivering outreach programmes.

**Rationale:** Support participation growth in; junior football, senior football, women's and girls football, disability football, lower socioeconomic communities, BAME communities, recreational football and football for the over 50s.



Current and proposed indoor small-sided facility opportunities



## **Multi-use Games Areas (MUGAs)**

Two potential opportunities for MUGA's have been identified. In each case the rationale is based on the site being in an area of high urban population , limited green space , high levels of deprivation, high levels of lower social economic groups and corresponding high local demand for informal football:

### **9 - Hutton Recreation Ground - Improve existing MUGA.**

**Existing facilities:** one MUGA.

**Current users:** Surge Youth Group regularly access the MUGA through their agreement with Hutton Community Centre. An active over 50s group is also linked to the community centre and has set up a sporting league for over 50s.

**Rationale:** support participation growth in; senior football, junior football, women's and girls football, lower socioeconomic communities, small-sided football, football for the over 50s, informal football and recreational football.

### **10 - Bishops Hall Park - Improve existing MUGA.**

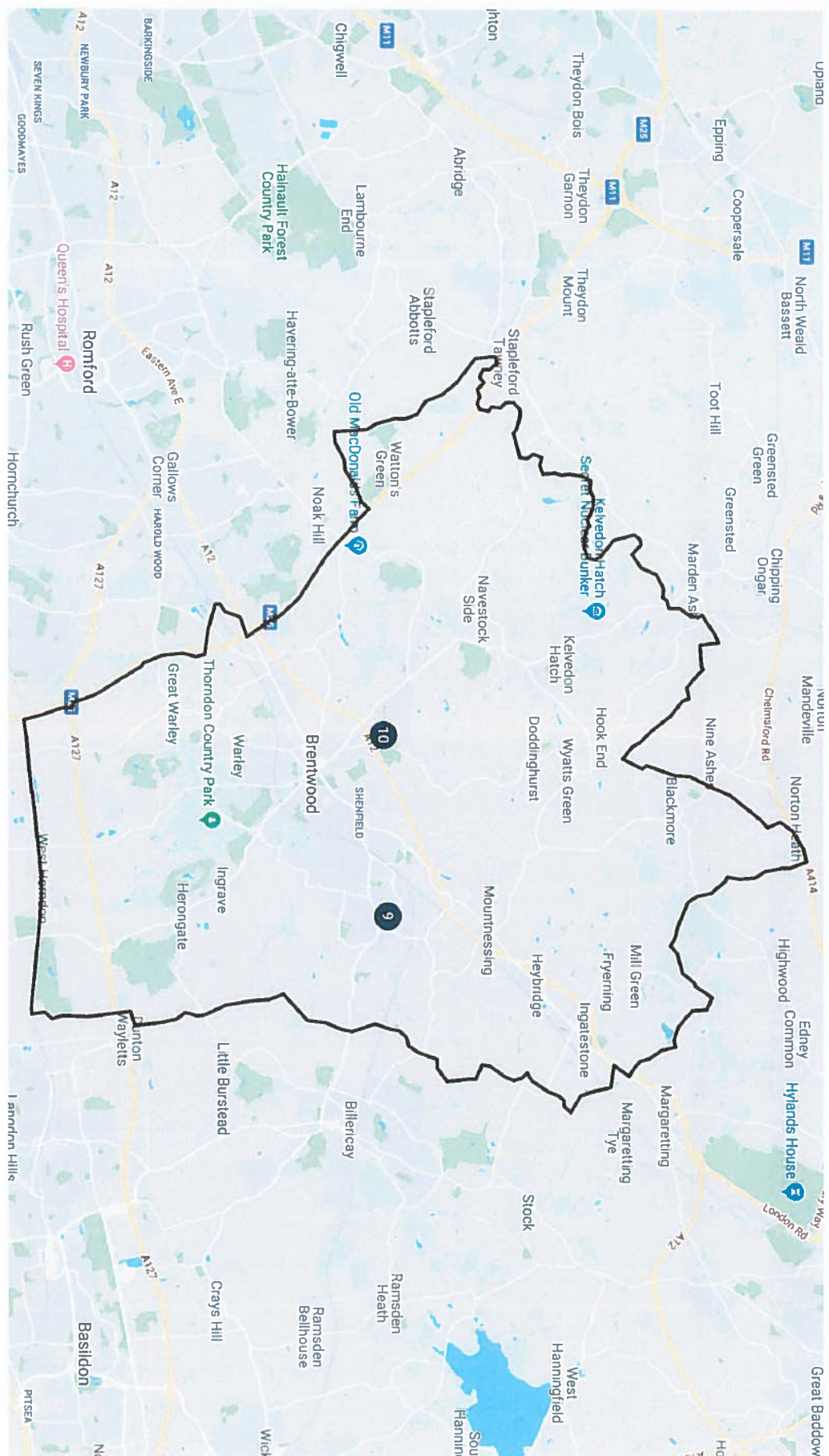
**Existing facilities:** one MUGA.

**Current users:** recreational users.

**Rationale:** support participation growth in; senior football, junior football, women's and girls football, lower socioeconomic communities and informal football.

## **Parks and open green spaces**

Following local consultation, no locations have been identified to support small-sided informal football.



## Current and proposed outdoor small-sided facility opportunities

# Appendix A: Priority Project List

This list compiles all of the priority projects for potential investment. Each project has been scored against two principle factors: deliverability and outcomes (quality, inclusivity, sustainability, engagement and usage).

The list will be used flexibly; a projects 'rating' does not determine the exact order that it will progress to a funding application to the Football Foundation as we understand there are many factors that influence this. The process for moving a project from this list and into the 'pre-application stage' will be managed by the Football Foundation.

## 1 Brentwood Centre/ The Arena

LOCATION	FACILITIES	OWNER
BRENTWOOD CENTRE Dodinghurst Road, Pilgrims Hatch, Brentwood, Essex, CM15 9NN	New Indoor Football Facility (1) Natural grass pitch improvements (3) Refurbish Changing Pavilion (1) New 11v11 Floodlit 3G FTP (1)	Other
DELIVERABILITY SCORE	NFFS OUTCOME SCORE	OVERALL SCORE
High (3/4)	4.0/4	92% (11.0/12)
NOTES		
Brentwood Centre has small size 3G FTP on site (60x40), which is at capacity. The 3G FTP and indoor sports hall are heavily used by clubs and groups in the area. Brentwood Leisure Trust also run lots of activities and programmes from the centre. Potential for site to provide multiple 3G FTPs, which would accommodate affiliated, as well as recreational demand for a wide range of users. Potential for more adult match play to move to this site. Grass pitches, changing facilities and sports hall (potential Futsal) on site also need improvement to provide full, quality football hub offer.		
PROJECT FOCUS		
Adult female; Adult male; BAME; Disability; IMD / lower social economic groups; Mini-soccer; Small-sided recreational; Small-sided teams and leagues; Youth female; Youth male		



## 2 King Georges Playing Fields

LOCATION	FACILITIES	OWNER
KING GEORGE'S PLAYING FIELDS Hartswood Road, Warley, Brentwood, Essex, CM13 2AG	Natural grass pitch improvements (2) Refurbish Changing Pavilion (1) New 11v11 Floodlit 3G FTP (2)	Local Authority
DELIVERABILITY SCORE High (3/4)	NFFS OUTCOME SCORE 3.0/4	OVERALL SCORE 75% (9.0/12)

### NOTES

A well used local authority football site. Could be a mini and youth football site with grass and 3G FTP provision. Grass pitches on site will also require improvement. Pavilion on this site also needs to be refurbished. 3G FTP can accommodate affiliated training and other lettings during the week.

### PROJECT FOCUS

Adult female; Adult male; IMD / lower social economic groups; Mini-soccer; Small-sided recreational; Small-sided teams and leagues; Youth female; Youth male

## 5 Hutton Football Club

LOCATION	FACILITIES	OWNER
ALEXANDER LANE Alexander Lane, Shenfield, Brentwood, Essex, CM15 8RY	Natural grass pitch improvements (5) New Changing Pavilion (1)	Football club
DELIVERABILITY SCORE	NFFS OUTCOME SCORE	OVERALL SCORE
High (3/4)	3.0/4	75% (9.0/12)

### NOTES

Hutton FC have aspirations to develop a new site on former farmland. This could provide new provision in the area to cater for the Club, which is a large club with adult male and female sections, as well as youth and mini sections (including girl teams).

### PROJECT FOCUS

Adult female; Adult male; IMD / lower social economic groups; Mini-soccer; Youth female; Youth male

### 3 Larkins Playing Fields

LOCATION	FACILITIES	OWNER
LARKINS PLAYING FIELDS Ongar Road, Brentwood, Essex, CM15 9EE	New Changing Pavilion (1) Natural grass pitch improvements (3)	Local Authority
DELIVERABILITY SCORE Medium (2/4)	NFFS OUTCOME SCORE 3.0/4	OVERALL SCORE 67% (8.0/12)

#### NOTES

Pitches rated as poor quality in recent PPS. Site is accessed by Brentwood Youth FC, which has 35 teams at present and has growth aspirations. Need to improve maintenance regimes on this site to increase carrying capacity. Club also keen to use other half of this site; however, report that there are issues with drainage preventing this. Exploration into ways to improve this could provide more pitch provision for the Club, which is accessing a number of other sites at present. The Club has aspirations around having a clubhouse on site.

#### PROJECT FOCUS

IMD / lower social economic groups; Mini-soccer; Youth female; Youth male

## 7 Herongate Athletic Football Club

LOCATION	FACILITIES	OWNER
HERONGATE ATHLETIC FOOTBALL CLUB	Refurbish Changing Pavilion (1)	Football club
Billicray Road, Herongate, Brentwood, Essex, CM13 3PS	Natural grass pitch improvements (4)	

DELIVERABILITY SCORE	NFFS OUTCOME SCORE	OVERALL SCORE
High (3/4)	2.3/4	63% (7.6/12)

### NOTES

Club has recently had a Pitch Improvement Programme and requires support with funding equipment to address recommendations around maintenance. Site also needs refurbishment to changing facilities.

### PROJECT FOCUS

Adult male; IMD / lower social economic groups; Mini-soccer; Youth female; Youth male

## 11 Seymour Fields

LOCATION	FACILITIES	OWNER
SEYMOUR FIELD NEW ROAD, INGATESTONE, Essex, CM4 0HH	Natural grass pitch improvements (3)	Other
DELIVERABILITY SCORE High (3/4)	NFFS OUTCOME SCORE 2.1/4	OVERALL SCORE 60% (7.1/12)

### NOTES

Grass pitches need improving at this site. May also be potential to reconfigure pitches to better meet demand.

### PROJECT FOCUS

Adult male; IMD / lower social economic groups; Mini-soccer; Youth female; Youth male



## 6 Great Danes Youth Football Club

LOCATION	FACILITIES	OWNER
ST HELENS SCHOOL SAWYERS HALL LANE, BRENTWOOD, Essex, CM15 9BY	Natural grass pitch improvements (3) New Changing Pavilion (1)	Football club

DELIVERABILITY SCORE	NFFS OUTCOME SCORE	OVERALL SCORE
Low (1/4)	3.0/4	58% (7.0/12)

### NOTES

Large youth club that requires a new clubhouse on site. Pitches rated as standard quality in recent PPS and as such, the Club could be supported through a Pitch Improvement Programme and small grants for required equipment.

### PROJECT FOCUS

Adult female; Adult male; Disability; IMD / lower social economic groups; Mini-soccer; Youth female; Youth male

## 8 Dunton Garden Village

LOCATION	FACILITIES	OWNER
Location details: Dunton Garden Village	Natural grass pitch improvements (2) New Changing Pavilion (1) New 11v11 Floodlit 3G FTP (1)	Local Authority
DELIVERABILITY SCORE Low (1/4)	NFFS OUTCOME SCORE 3.0/4	OVERALL SCORE 58% (7.0/12)

### NOTES

Future development which could provide a 3G FTP and more grass provision.

### PROJECT FOCUS

Adult female; Adult male; Disability; IMD / lower social economic groups; Mini-soccer; Small-sided informal; Small-sided recreational; Small-sided teams and leagues; Youth female; Youth male

#### 4 Warley Playing Fields

LOCATION	FACILITIES	OWNER
WARLEY PLAYING FIELDS The Drive, Great Warley, Brentwood, Essex, CM13 3BH	Refurbish Changing Pavilion (1) Natural grass pitch improvements (4)	Local Authority
DELIVERABILITY SCORE Medium (2/4)	NFFS OUTCOME SCORE 2.1/4	OVERALL SCORE 52% (6.2/12)
NOTES Grass pitch and ancillary provision on this site needs improvement.		
PROJECT FOCUS Adult male; IMD / lower social economic groups; Youth female; Youth male		

## 12 North of Brentwood

LOCATION	FACILITIES	OWNER
Location details: North of Brentwood	New 11v11 Floodlit 3G FTP (1)	Not known
DELIVERABILITY SCORE	NFFS OUTCOME SCORE	OVERALL SCORE
Low (1/4)	2.4/4	49% (5.9/12)

### NOTES

The PPS also highlighted a need for one 3G FTP in the north of the area. Whilst an exact site has not been identified, this has been highlighted in the potential projects and further exploration of potential sites should be undertaken.

### PROJECT FOCUS

Adult female; Adult male; Disability; Mini-soccer; Small-sided informal; Small-sided recreational; Small-sided teams and leagues; Youth female; Youth male

## 9 Hutton Recreation Ground

### LOCATION

Location details: Hutton Recreation Ground

### FACILITIES

Small sided informal (MUGA) (1)

### OWNER

Local Authority

### DELIVERABILITY SCORE

Low (1/4)

### NFFS OUTCOME SCORE

2.0/4

### OVERALL SCORE

42% (5.1/12)

### NOTES

Improve MUGA on site which is next to Hutton Community Centre.

### PROJECT FOCUS

Adult female; Adult male; Disability; IMD / lower social economic groups; Mini-soccer; Small-sided informal; Small-sided recreational; Small-sided teams and leagues; Youth female; Youth male