

21 November 2017

Corporate Projects Scrutiny Committee

Leisure Strategy Working Group Report

<p>Working Group Members Cllr Pound (Chair) Cllr Middlehurst Cllr Murphy Cllr Davies Cllr Hubbard</p>
<p>Supporting Officers Phil Ruck, Chief Executive Kim Anderson, Partnership, Leisure and Funding Manager Stuart Anderson, Countryside and Open Space Supervisor</p>
<p>Scope The scope of the Working Group as agreed at the Policy, Projects and Resources Committee on the 20 June 2017 and at the Corporate Projects Scrutiny Committee on 3 July 2017 is set out below:</p> <p>Review the three-phased approach to the delivery of the Leisure Strategy. Review the outcome of the consultation with residents and visitors on options of new activities for King George's Playing Fields.</p>
<p>Methodology</p> <ul style="list-style-type: none">• Cross party working group meetings• Consultants reports• Presentations from leisure providers• Consultations• Local data analytics such as health profiles
<p>Meeting Dates 2 August 2017 6 September 2017 5 October 2017 6 November 2017</p> <p>Attached as Addendum 1 are the notes of the above meetings.</p>

Terms of Reference
The Working Groups Terms of Reference are attached at Addendum 2.

1. Report Recommendations

The report recommendations of the working group are set out in full below.

R.1 Officers facilitate a workshop with industry experts and Members to drive the outcomes and principles of the Council's Leisure Strategy

R.2 Following on from the workshop session, it is recommended that officers liaise with industry experts to develop the Leisure Strategy for Brentwood to enable the Council to deliver the outcomes, agree the short-term priorities and longer-term objectives.

R.3 That the Officers and Members explore the potential of a parallel procurement process when developing the Leisure Strategy subject to the Council's procurement procedures.

2. Introduction

The Council needs to ensure that it has a clear vision in respect of the Leisure Strategy to ensure that it delivers value for money, is sustainable and fit for purpose for the future needs of the residents of Brentwood. It was agreed at Policy, Projects and Resources Committee on 20 June 2017 that the Leisure Strategy work will be split in three separate phases to allow officers and members to thoroughly explore the options available to them.

The focus within this report is Phase 1 – King George's Playing Fields and Warley Playing Fields. Within the Terms of Reference of the Leisure Strategy Working Group the group may request further work or information to be provided to them to clarify any implications or issues that may affect the Council.

The Leisure Strategy Working Group noted that a separate report on the Council's Community Halls will be presented to Policy, Projects and Resources Committee on 29 November 2017 looking at the possible future options for the Halls.

A Value for Money review and Options appraisal was undertaken by 4 Global in 2016 to evaluate the options and future provision and operational management of the Brentwood Centre, community halls, play areas and Hartswood Golf Course. Their report was circulated to all Members in June 2017. There were a number of recommendations within their report, and while the Council does not necessarily accept all of them, officers would need to identify any areas that required further clarification or investigation before submitting any future recommendations back to Members.

A separate piece of work is currently being undertaken by consultants to look at the play pitch provision across the Borough. Any recommendations that come out of that report (due in early 2018) will also need to be reviewed as they may have implications on both King George's Playing Fields and Warley Playing Fields.

3. Purpose

The purpose of the Leisure Strategy Working Group (LSWG) is to inform and assist the Community, Health and Housing Committee in agreeing recommendations on each of the three phases.

The LSWG will review the report submitted by 4Global which undertook a Value for Money Review and Options Appraisal of the Council's Leisure and Cultural facilities together with other relevant information and reports provided by officers and the agree the workplan and next steps for officers for each of the phases and inform recommendations that will come back to the Corporate Projects Scrutiny Committee.

Ensure that the Leisure Strategy delivers Value for Money, provides a sustainable and fit for purpose leisure provision for the residents of Brentwood by:

- Reduce revenue and capital expenditure to Brentwood Borough Council in its leisure facilities
- Increase capital investment in leisure facilities
- Explore alternative operational management opportunities
- Reduce the risk to the Council
- Increase sport and leisure participation in Brentwood

The focus in Phase 1 is the future development of King George's Playing Fields and Warley Playing Fields.

4. Key Findings

- Currently there is no Leisure Strategy in place, so the Council needs to be clear about how it will achieve its desired outcomes.

- The Council needs to develop a clear vision for King George’s Playing Fields and Warley Playing Fields.
- Short and long-term priorities for both sites need to be agreed and any immediate actions for the play areas need to be undertaken
- After the leisure development organisations presentations, the LSWG believe there is a need for the Leisure Strategy to be informed by industry experts
- Explore options of private/public partnerships and alternative operational management opportunities. Members needs to agree whether one partner or a hybrid approach is appropriate
- Agree requirements for any pavilion buildings on both sites
- Financial implications to the Council to be identified for any development
- That use is made of existing trails and paths to link the Council’s leisure facilities
- Any development plans ensure that all facilities are accessible (including paths), sustainable/eco-friendly and sympathetic to its surroundings
- That Officers liaise with other authorities to identify opportunities and issues in respect of their own leisure facilities and explore external funding models.
- On completion of the refurbished play area in Warley Playing Fields, representatives are invited to the official opening.

5. Explanation of Recommendations

<p>Recommendation 1</p> <p>Officers facilitate a workshop with industry experts and Members to drive the outcomes and principles of the Council’s Leisure Strategy</p>
<p>Explanation</p> <p>The Council needs to be clear about how it can deliver the desired outcomes from its Leisure Strategy. It also needs to agree the principles that will underpin the Leisure Strategy. A workshop open to all interested Members can assist in this process and inform the framework on which the strategy will sit.</p>
<p>Recommendation 2</p> <p>Following on from the workshop session, it is recommended that officers liaise with industry experts to develop the Leisure Strategy for Brentwood to enable the Council to deliver the outcomes, agree the short-term priorities and longer-term objectives.</p>
<p>Explanation</p> <p>Once Members have agreed the desired outcomes, it also need to be clear how it can be delivered. It is therefore recommended that officers work with industry experts to develop the Leisure Strategy as there is not the resource or expertise to do this in house. Future funding streams and</p>

the impact on Brentwood Borough Council's financial capacity needs to be identified to deliver realistic improvements to the Council's leisure facilities. Once drafted the Leisure Strategy will come back to Community, Health and Housing Committee for recommendation.

Recommendation 3

That the Officers and Members explore the potential of a parallel procurement process when developing the Leisure Strategy subject to the Council's procurement procedures.

Explanation

After the Leisure Development presentations, it was noted that there could be an advantage in running the procurement process at the same time as the Leisure Strategy is developed. It could allow officers and Members to have a clearer idea of how leisure improvements could be funded and inform any potential costs and income of any enhanced or new provision.