

**11 September 2018**

**Community Health and Housing Committee**

**Leisure Strategy – King George’s Playing Fields**

**Report of:** *Kim Anderson, Partnership, Leisure and Funding Manager*

**Wards Affected:** *Brentwood South/Warley*

**This report is:** *Public*

**1. Executive Summary**

- 1.1 This report provides an update to Community, Health and Housing Committee on the progress of the Leisure Strategy on the King George’s Playing Fields project. Alliance Leisure Services were appointed to develop a sustainable business plan for the park.

**2. Recommendation(s)**

- 2.1 To note the progress on the King George’s Playing Fields Project**

**3. Background**

- 3.1 At the 5 March 2018 Members agreed to the draft Leisure Strategy and Action Plan which was subsequently referred to Policy Projects and Resources Committee on 12 March for their consideration. The Strategy was sent for consultation and the final strategy and action plan has been agreed by Community Health and Housing Committee on 3 July and has been referred to Policy, Projects and Resources Committee on 18 September.
- 3.2 At the 12 March Policy, Projects and Resources Committee the budget was agreed, and delegated authority was given to the Chief Executive in consultation with the Chair of Community Health and Housing Committee and the Leader of the Council to appoint a Leisure Development Partner to develop a sustainable business case for the improvements to King George’s Playing Fields.
- 3.3 Alliance Leisure Services were appointed to develop the sustainable business case and a number of meetings have been undertaken with them to develop the vision for King George’s Playing Fields and agree the brief for the project.

- 3.4 As part of the project brief Alliance Leisure Services were asked to examine the current use of the park, current income and expenditure, current lease arrangements and key stakeholders.
- 3.5 A number of key desirables for the site were also identified which included improvements to the pavilion building, provision of some indoor play, outdoor adventure play and a wet play offer.
- 3.6 Alliance Leisure Services have completed surveys of the park, an assessment of the current and future demographics, identify potential future income streams and concept plans are currently being developed.
- 3.7 Whilst the full business plan has not yet been completed, Officers have undertaken a pre-application meeting with the Leisure Development Partners architect and the planning development department to identify any conditions and restrictions from a planning perspective.
- 3.8 There are a number of factors that still need to be agreed and identified such as agreement on the funding for the project, including any external funding opportunities. Planning considerations and restrictions to be identified through the full business plan.

#### **4 Issues, Options and Analysis of Options**

- 4.1 The Leisure Strategy is one of the key strategies as set out in the Vision for Brentwood 2016-19 document. To deliver a successful Leisure Strategy, Members and Officers need to have a complete picture of the costs of the current provision, how it measures in value for money terms, the future options available to them, together with any risk profiles associated with its leisure facilities.
- 4.2 One of the key workstreams under the Leisure Strategy looked at built facilities and it was agreed by Members at the 12 March Policy, Projects and Resources Committee to focus on King George's Playing Fields and work with a Leisure Development Partner to develop a sustainable business plan for the park.
- 4.3 The business plan would examine potential commercial opportunities that could help support the free community offer in the park, the development of new outdoor adventure play and a wet play offer to replace the paddling pools.

- 4.4 The Council also needs to consider this project as one of a number of projects that it is currently or will be delivering so that appropriate funding, and resource is available to deliver it and all associated risks are identified.

## **5 References to Corporate Plan**

The Leisure Strategy sits under two main strands of the Vision for Brentwood 2016-19: Environment and Housing Management to develop a Leisure Strategy to provide strong and sustainable leisure facilities for residents and businesses; and Community and Health - to work with community and voluntary organisations to develop the priorities for community development. There are also strong links for the priorities of the Council's Health and Wellbeing Strategy 2014-2017, the Local Development Plan, Active Brentwood/Essex and the Council's Asset Management Strategy 2014/15.

## **6 Implications**

### **Financial Implications**

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- 6.1 There are no direct financial implications arising from this report. Further diligence is still required on the determining of the funding required for the project as well as considering any VAT implications that will feed into any future budget plans.

### **Legal Implications**

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- 6.2 There are no legal implications arising directly from this report.

## **7 Background Papers**

- 7.1 None.

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