

Appendix B – Background Summary

The Council's Leisure Strategy was agreed at 18 September 2017 Committee. There are six priority areas set out as follows:

Priority 1 – Built Facilities	The Council needs to ensure that its built facilities are fit for purpose and future proof and the Council will need to target funding appropriately. It needs to ensure that its running costs are kept to a minimum through efficient service provision whilst income levels must grow – reducing net cost further still.
Priority 2 – Open Spaces	The Council will ensure that the Leisure Strategy promotes the policies of the Field in Trust guidance. It has also noted the recommendations from the Play Pitch assessments and that any investment from the Council is targeted to enhance its facilities. Before any work is undertaken the Council will need to undertake a feasibility study to ensure that any works will be sustainable in the future.
Priority 3 – Play Areas	The Council has looked at its current provision and how it can be maintained in the future. Currently the Borough has 28 play areas. 11 of those are owned and managed on Council housing estates, 7 of those are managed by Brentwood Borough Council in the parks and 10 of those are owned and managed directly by the Parish Councils
Priority 4 – Sport	The Council will continue to work to make leisure and sport accessible to the whole population. While the Brentwood Leisure Centre acts as sports hub other activities are provided in the community settings such as village halls and local playing fields, reducing the need to travel, increasing accessibility, and subsequently increasing participation levels.
Priority 5 – Health and Wellbeing	The Leisure Strategy will be a key document to deliver the outcomes for the Health and Wellbeing Board priorities of tackling obesity, ageing well and improving Physical and Mental Health and Wellbeing. Health and employment are intimately linked, and long-term unemployment can have a negative effect on health and wellbeing. The Council will support programmes that target a reduction in health inequalities and that will positively impact sections of the population
Priority 6 – Management and Oversight	The Council needs to ensure that there is the right management and governance in place to ensure that the Leisure Strategy can be successfully delivered. Whatever governance model is decided it will need to include Local Authority members and officers and also public/independent members

Alliance Leisure Services Ltd (ALS) was appointed by Brentwood Borough Council (the Council) through the UK Leisure Framework to develop a sustainable business plan for the on-going leisure and community use of KGPF.

The project objective includes options for capital investment at KGPF to meet the future needs of Brentwood residents in terms of sport, leisure, physical activity and open space whilst ensuring the revenues generated from some of the activities enable the council to fund the improvements. Identification of suitable management arrangements will be integral to the delivery of future income streams.

ALS has partnered with Max Associates to undertake consultation, review sports provision and develop the business approach, Saunders Boston Architects - to provide outline plans and costs, and ISG for the design and construction.

This report considers future demand for the outdoor sports provision, commercial leisure opportunities, catering offer and the wider open spaces of KGPF. The current and potential future management arrangements have also been considered.

The initial proposals looked at the development of a new pavilion building which would provide a 'park hub' for the activities for the whole park. The new pavilion would include fully accessible changing and toilet facilities, new sensory room, provision for Hartswood Golf Club, a Golf Pro Shop, new improved food and drink offer, new indoor play and TAG Active, together with improvements to the current play area and a new wet play offer and new outdoor adventure play.