

Committee(s): Community and Health Committee	Date: 10 March 2020
Subject: Football Hub Development	Wards Affected: ALL
Report of: Kim Anderson, Partnership, Leisure and Funding Manager	Public
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Summary

On 30 July 2019 Extraordinary Council (min. ref. 153), Members agreed for officers to commence procurement exercise to appoint a contractor to undertake a football feasibility study to support the football hub development at the Brentwood Centre site. 4 Global were appointed with LK2 Architects, to undertake these works. Their report is before members tonight which sets out the strategic context, evidence of need, consultation with key stakeholders, assessment of options and indicative costings for each of those options along with proposed next steps subject to Members recommendations.

Recommendation(s)

Members are asked to: -

**R1. To note the report and its recommendation of preferred option 4; and
R2. Delegated authority is given to Chief Executive, in consultation with the Leader of Council and the Chair of Community and Health Committee to progress the development of the football hub development through the following workstreams:**

- a) **For Officers to undertake further financial modelling to develop a sustainable Business Plan and operating model, and that this plan is brought back to the relevant committee for Member consideration.**
- b) **For officers to procure the relevant services to progress designs for the built facilities, undertake any surveys for the site to prepare for a planning submission for the site.**
- c) **For officers to undertake further consultation with Brentwood Town Football Club and Brentwood Leisure Trust on the preferred option.**

Main Report

Introduction and Background

1. The Council's Play Pitch Strategy (PPS) and Local Football Facilities Plan (LFFP) for Brentwood indicated that there was a shortfall of grass and 3G AGPs in Brentwood. The Brentwood Centre site in both reports was identified as a key site for the development of a football hub.
2. On 30 July 2019 Extraordinary Council (min. ref. 153), Members agreed for officers to commence procurement exercise to appoint a contractor to undertake the football feasibility works to support the football hub development at the Brentwood Centre site. 4 Global and LK2 Architects were appointed to undertake these works.
3. The 4 Global report (Appendix A) sets out the strategic context, evidence of need, consultation with key stakeholders and an assessment of the options for the site together with indicative costings for each of the options.
4. The report also sets out the recommended next steps which include more detailed financial modelling on the preferred option; more detailed design of the built facilities which will inform the overall budget and any planning requirements; and further consultation with key stakeholders on the site
5. It is also recommended that a formal application is made to the Football Foundation to determine the level of external funding that could be received to progress the delivery of the project.

Issue, Options and Analysis of Option

6. The Council Play Pitch Strategy (PPS) and Local Football Facilities (LFFP), both identified the Brentwood Centre site as a key site for the development of a football hub to support grass roots football in the Borough. The number of 3G AGPs and grass pitches were considered as part of the overall need assessment to support development in the A12 corridor area. 2 x 3G AGPs and 5 x grass pitches were indicated to meet the current need and future demand.
7. Four options were considered for the site:

Option 1 – 5 x grass pitches and 2 x 3G AGPs with Brentwood Town Football Club stadia remaining in place along with the current main entrance onto the site

Option 2 - 5 x grass pitches and 2 x 3G AGPs with Brentwood Town Football Club stadia remaining in place but with a new entrance for the site together with additional car parking

Option 3 – 5 x grass pitches and 2 x 3G AGPs with Brentwood Town Football Club relocating their stadia adjacent to Doddinghurst Road, a new entrance for the site, 2 x car parks to support the stadia and the other pitches, together with two separate pavilion buildings.

Option 4 – 5 x grass pitches and 2 x 3G AGPs with Brentwood Town Football Club relocating their stadia adjacent to Doddinghurst Road, a new entrance for the site, car parking to support the stadia and other pitches and one ‘L’ shaped pavilion.

6. The table below sets out the capital costs for each of the options

Capital expenditure	Option 1	Option 2	Option 3	Option 4
Construction of 2 x 3G AGPs	£1.5- £1.65m	£1.5- £1.65m	£1.5 – £1.65m	£1.5 – £1.65m
Construction Changing Rooms – Community Use	£1.4 – £1.6m	£1.4 – £1.6m	£1.4 - £1.6m	£1.4 - £1.6m
Construction of Changing Rooms – Brentwood Town Football Club	-	-	£560- £640k	£560- £640k
Stadia Construction	-	-	£685- £750k	£685- £750k
Car Park (200 spaces) community Use	£350 – £438k*	£400-£500k	£400- £500k	£400- £500k
Car park (70 spaces) Stadia Use	-	-	£140- £175k	£140- £175k
New entrance way	-	-	<i>Detailed costings tbc</i>	<i>Detailed costings tbc</i>
TOTAL	£2.874- £3.243m	£3.274- £3.743m	£4.656- £5.310m	£4.656- £5.310m
Stadia related costs removed	-	-	£3.274- £3.743m	£3.274- £3.743m

*This option only includes 175 spaces

7. The capital costs for any new entrance new entrance still need to be determined and it is recommended that consultation takes place with Essex Highways to identify those costings.

8. Option 4 was considered to meet all of the assessment criteria. A new entrance onto the site also alleviates current parking issues and also helps to future proof the whole site.
9. Option 4 also allows for the phasing of development if preferred. Indicative designs show 8 changing rooms to support the 2 x 3G AGPs and 5 grass pitches and an additional 2 to support the stadia pitch.
10. Depending on the preferred option then it is recommended that further financial modelling is undertaken as part of an overall business plan to determine the overall viability of the project and that this business plan is brought back to the relevant committee for Member consideration.
11. It is also recommended that officers as part of a procurement exercise appoint an architect to draft plans for any of the built facilities, which will also inform the capital costs.
12. It is also recommended that subject to Member approval that officers contact the Football Foundation to get a clearer idea of their contribution to the delivery of the project with a formal funding application.
13. It is also recommended that officers undertake further consultation with Brentwood Leisure Trust and Brentwood Town Football Club to discuss the preferred option and to understand their positions in relation to this option.

Reasons for Recommendation

14. The Play Pitch Strategy (PPS) and Local Football Facilities plan for Brentwood identify the Brentwood Centre site as a preferred site for a Football Hub Development.
15. This project is linked to the King George's Playing Fields development. The relocation of adult football pitches from King George's Playing Fields to the Brentwood Centre site will mean that there is less of a requirement for changing facilities in the new pavilion at King George's Playing Fields.
16. The football development also supports the delivery of the Council's Leisure Strategy in supporting improved leisure facilities and increasing participation in football.

References to Corporate Strategy

17. The Project supports the Developing Communities strand of the Corporate Strategy – Brentwood 2025, by investing in community facilities to support a growing population. The football Hub provides an enhancement and development of new sustainable leisure facilities. The hub facility will also aid in increasing participation in sport and physical activity by making it accessible for all. The facility will also promote the use of green space to promote health and wellbeing.

Implications

Financial Implications

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18. The report sets out the potential capital expenditure for the preferred option 4. The mid-point cost estimates for phase 1 & phase 2 are approximately £3.65m and £1.4m respectively.
19. Potential funding from the Football Foundation could be available but will need to be applied for through formal application. Their latest strategy priorities that 80% of investment should be made into the facilities on which football is played (either grass or 3G AGPs), with a maximum of 20% remaining for ancillary facilities
20. Further financial modelling is required to determine what capital funding is required and to determine whether the project is viable and sustainable. The current unknown costs of the entrance way will also need to be identified.
21. As part of the Council's current capital programme for 2019/20 and 2020/21, £1.5m has been earmarked towards the development of the project. There is now an expected shortfall on the total capital costs, however this will be identified within the further financial modelling works to develop a sustainable business plan. Any additional Council funding will be required to come back to Full Council for Member approval.
22. Approximately £44k has been spent on the feasibility works to date and any designs specifications and associated surveys costs, required as part of a planning application process will be allocated from the existing £1.5m to continue the development of the football hub alongside the further financial modelling to be undertaken.

Legal Implications

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23. The recommendations set out within this report are within the Council's powers and duties. The Council has power under s1(1) of the Localism Act 2011 to do anything that individuals generally may do, provided it is not prohibited by legislation and subject to public law principles. There is no express prohibition, restriction or limitation contained in a statute against use of the power in this way. In addition, s111 of the Local Government Act 1972 gives a local authority power to do anything which is calculated to facilitate, or is conducive or incidental to, the discharge of any of its functions.

Economic Implications

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24. The total social value projected to be generated by installing two 3G AGPs at the Brentwood Centre site is expected to be £561,991 per year. Over a 10year life span of the facility, this equates to £5.61m of benefits and savings in social value for the facility alone. The project also better utilises the site for sports provision, including the upgrade and redevelopment of existing land and facilities. This investment is likely to benefit the local economy, but further work to produce a sustainable businesses plan should include the need to quantify the wider benefits to the economy

Background Papers

Play Pitch Strategy

Local Football Facilities Plan for Brentwood

Appendices to this report

Appendix A – Football Feasibility Report