

Leisure Strategy Annual Action plan 2020-2021 and proposed workplan for 2021-2022

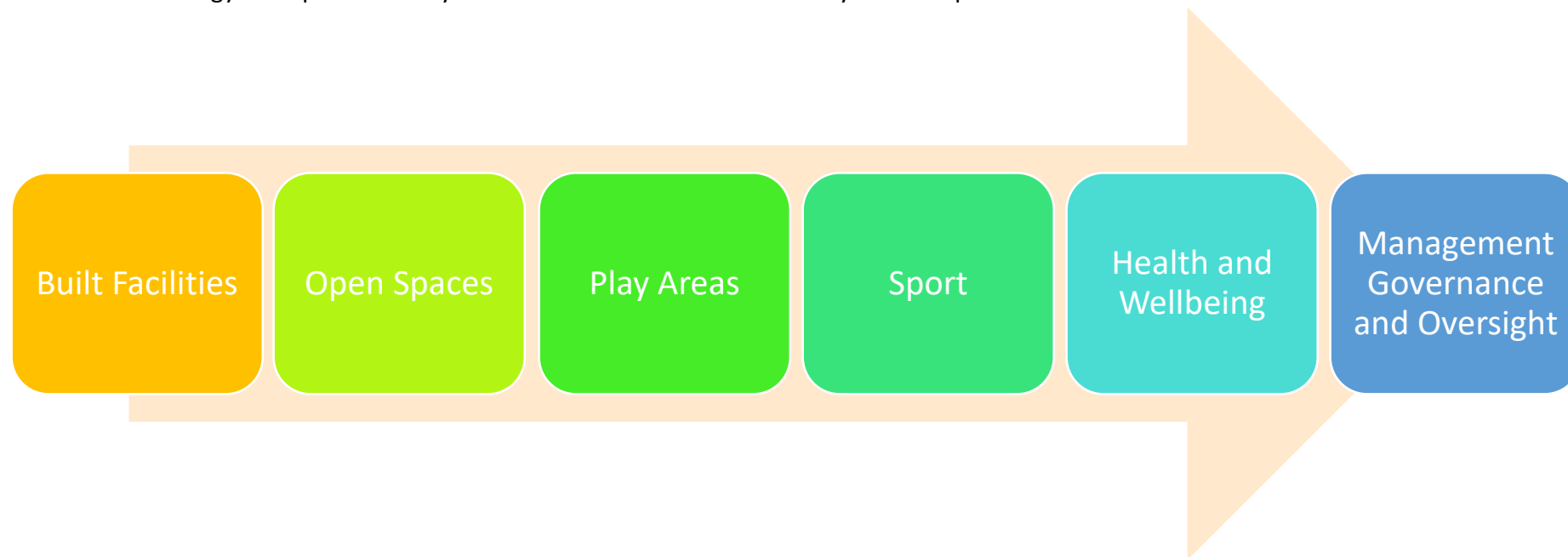
The Leisure Strategy was agreed by Policy, Projects and Resources Committee on 18 September 2018. It was also agreed at that Committee that an annual action plan would be presented to the relevant committee setting out the progress on projects in the year and to indicate the focus and planned projects for the following year.

The Covid-19 Pandemic has highlighted the need to support our resident's health and wellbeing especially when the country has been in lockdown and encouraging people to exercise regularly.

Customer's tastes and preferences are continuing to change. Investment in facilities to match customer expectations based on customer feedback should be planned. Without a focus on keeping facilities attractive and appealing to our community, the service will not be sustainable. Therefore, the Council needs to ensure that there are not only the right facilities mix but the right programming is in place to meet customer needs across all age groups.

With limited resources the Council needs to prioritise its investment programme across the Borough and increase income streams that will support the future sustainability of its facilities. The commercial viability of some facilities will need to be balanced while maintaining the core community offer.

The Leisure Strategy was split into 6 key workstreams to enable the delivery of the expected outcomes



Key highlights for 2020-2021

The impact of the Covid pandemic has proved a challenge to individuals as well as the Council leisure facilities. The announced insolvency of Brentwood Leisure Trust in November meant that the Brentwood Centre came back under the Council’s management. The Council undertook a refurbishment of the reception area, invested in a new booking system and recruited new staff. The Brentwood Centre was re-opened to the public on 5 December 2020.

Two play areas have been refurbished as part of the implementation of the Play Area Strategy – the Toddler area in King George’s Playing Fields and River Road. Works are also underway in the Junior play area in King George’s Playing Fields and the design for Hutton Recreation has been finalised.

Planning for the new pavilion, splash pad and outdoor adventure play in King George’s Playing Fields was approved and works have commenced on site with an expected completion date of January 2022.

The Council is due to appoint an architect to draw up plans for the football hub development ready for planning submission in 2021.

Set out below is the progress made against the key priority areas set out in the Strategy under each of the workstreams.

2019-2020 update

Workstream				
Built Facilities	Detail	Progress/update	Budget Allocation	Notes / comments
Brentwood Centre				
	<p>Enhance the Brentwood Centre as a venue for events to attract high quality events and acts.</p> <p>Capitalise on the location of the Centre and make it a focus for Sport, Health, Football and Mental Health provision.</p>	<p>Brentwood Leisure Trust's insolvency has meant that the Council has taken over the management of the Brentwood Centre as a transitional arrangement while the procurement options are assessed. It was agreed that a partial re-opening of the Leisure Centre along with restricted opening times would be in place. The Council is working with consults to support the re-opening of the Leisure Centre. Health and Safety assessments have been undertaken, a new booking system has been installed and well as new staff appointments.</p> <p>Due to government Covid – 19 restrictions the Centre is currently closed but due to re-open on 12 April. While the Centre has been closed virtual classes have been taking place and in March a membership drive will commence.</p>	Allocated budget from reserves £200,000	A report will come back to Community & Health Committee on 9 March with recommendations on the preferred procurement option.
Football Hub Development - Brentwood Centre site				
	Development of football in Brentwood to support grassroots football	Members agreed the Football feasibility report in March 2020. Further work has been undertaken around the preferred location. An initial pre-app meeting has taken place and an architect is due to be appointed. The Council is also working with the Essex FA and Football Foundation to prepare a funding bid to support the hub development and wider grassroots football across the borough	Allocated budget £1.5m	
King George's Playing Fields				
	Look at creating a park hub that includes sports	Planning approval was granted, and works have commenced on site with a completion date for the pavilion to be January 2022. It	Allocated budget £7.173m	

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	provision, family provision, café/retail and space to maximise community usage.	is hoped that the splash pad and outdoor adventure play will be completed by August 2021.		
Community Halls				
	Renegotiate lease with Brentwood Leisure Trust Undertake external condition survey to ascertain future costs and viability of halls Align with Council's Asset Management Strategy to maximise the income to the Council Explore options of community transfer	External and internal works to the community halls have been completed working with the Covid restrictions. Due to the insolvency of Brentwood Leisure Trust the Community Halls have come back under the control of the Council. Due to the Covid restrictions the halls have not been re-opened except to the nurseries operating out of them. The Nightingale Centre is currently being use as a lateral flow testing centre The procurement exercise for the community halls is due to go live by beginning of March 2021.	£600,000 allocated in capital programme for community halls works	
New Developments				
Dunton Hills Garden Village	Education and Community Engagement Programme	Between May and August 2020, the Council undertook an extensive co-design consultation for the Dunton Hills Garden Village design Supplementary Planning Document (SPD) , a document that will be used to assess all future planning applications. This consultation involved a range of activities including: A community forum event, online live meeting, launch of a dedicated website, online survey, virtual youth activities and surveys, technical workshops, information videos and opportunities to reach out through the telephone and email hotlines.	Officer time and allocation of funding from Homes England	

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Workstream				
Open Spaces	Detail	Progress/update	Budget Allocation	Notes / comments
Country Parks				
	Improvements to the Council's Country Parks	4 ponds have been renovated in Warley, Hutton and two in Merrymeade.		
Formal open spaces				
	King George's Playing Fields	Planted 19,000 bedding plants in KGPF and memorial gardens in late autumn. Planted 12,000 spring bulbs in St Thomas' Churchyard	Part of the £7.173m allocated budget	
Improvements to play pitches				
	Play Pitch Strategy and Local Football Facilities plans for Brentwood set out the priority sites for improvement	Brentwood Centre site – Football development (see built facilities) Larkin's Playing Fields - Partnership Agreement (see Sport for more detail) More aeration of pitches to discourage moss build up and improve grass and surface quality.		
Protect, enhance and provide open space				
	Reduce chemical weed control	The Council is looking at reducing the use of chemical weed control and		

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		water by using bark mulches and new shrub planting schemes.		
	Sustainability	Gradual replacement of petrol hand held grounds equipment with electric operated equipment		
	Woodland paths	Two new woodland paths have been resurfaced in L Plata and Donkey Lane.		
	New planting	New flowering trees in the High Street area. Old Shrub beds replaced by flowering trees. Tree planting soon to get underway with volunteering opportunity.		
	Larkins Playing Fields	See built facilities – development of new pavilion building		
Allotments - population standard approach and creation of new sites				
	Dunton Hills Garden Village	Identified in the master planning document for allotment space as part of the overall green infrastructure which will be managed through community stewardship		
Woodlands income opportunities				
	Identify sites that can provide income	Income from timber sales on Council owned sites.		
Informal sport & physical activity				
	Outdoor gym installation at key sites adjacent to play areas	The outdoor gym at Courage's Playing Fields due to be installed has been paused due the Covid pandemic and receipt of S106 funding.		
Marketing				

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	Joint marketing for KGPF offer to be developed	Development of marketing materials across all medias to support the new development and activities in KGPF and the Council's other green spaces	£30k allocated within the KGPF budget	
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Workstream				
Play Areas	Detail	Progress/update	Budget Allocation	Notes / comments
Investment into the creation of destination play areas				
	Play area Strategy has been agreed with an agreed 5year investment plan	River Road and Toddler Play area in King George's Playing Fields have been installed and now open to the public. Works have commenced on the Junior section of the play area in King George's Playing Fields. The design for the Hutton Recreation play area has been finalised and works are due to start in Spring 2021	£2m over 5 years	

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Workstream				
Sport	Detail	Progress/update	Budget Allocation	Notes / comments
Consultation with NGB to develop regional centre of excellence				
	Regular meetings with Sport England the relevant NGBs to identify key strategic investment	Ongoing quarterly meetings	Officer time	
Creation of a football hub at Brentwood Centre with 3G pitches				
	Feasibility procurement has gone live to determine the location and orientation of the hub, costs for development. Football development is linked to the KGPF development	See built facilities	£60k for feasibility works and £1.5m allocated as part of the Capital programme for build. It is expected that significant external funding from the Football Foundation will support the development of the hub and supporting	

			equipment for pitch enhancements	
Creation of a rugby hub at KGPF				
	Brentwood Rugby Club	Brentwood Rugby Club have installed additional changing rooms on the KGPF site		
Creation of indoor nets facility for year round cricket development				
	Explore possible sites for location	Work has not commenced yet on identifying a key site with Essex Cricket Board.		
Enhancement to the Golf Course at Hartswood including enhancement of the current pavilion building				
	Reconfiguration of the 1 st tee due to the new pavilion development	1 st tee works have commenced as part of the pavilion development. Golf Improvement Strategy report to Community and Health Committee in March for approval to undertake audit to inform improvement programme.		
Work with Active Essex & Active Brentwood to develop local sports priorities for Brentwood				
	Regular meetings with Active Essex, Active Brentwood and NGBs to develop strategic improvements	Identify any priority needs for the various sports clubs across Brentwood		
Work with local clubs				
	Development of club priorities and improvement to facilities	Due to the Covid pandemic the Council has assisted in the distribution of grants to support clubs		
Work with NGB's				
	Aligned with work of Active Essex Identify possible external funding opportunities	Sport Club grants were allocated to support during the Covid 19 pandemic		

Works with partners to develop leisure programmes that develop respect, strengthen cohesion, including cross -generational and cross-cultural activities				
	Health and Wellbeing Board	Dance and Dine project delivered in the Sheltered Housing Schemes Face to face projects have been put on hold due to the Covid pandemic and government restrictions		
Create a centre of excellence in Brentwood				
	Feasibility works for the Brentwood Centre to identify any opportunities for development	Due to the liquidation of Brentwood Leisure Trust the Council has taken over the management of the Brentwood Centre and working with consultants to identify the preferred procurement route		Report coming to March Community & Health Committee.

Workstream				
Health and Wellbeing	Detail	Progress/update	Budget Allocation	Notes / comments
Create Healthy places through development				
	Development of Health Impact Assessments (HIAs) to support strategic infrastructure development – linked to Local Development Plan	HIAs are completed for any large planning applications	Officer time to complete BBC/ECC for support	
	Use of passive house in new leisure developments	Identify cost implications and long term savings		
Increase participation through enhancement of facilities				

	TAG Active in KGPF	TAG Active in the new pavilion building will be a new measurable activity for residents to use	Allocated at part of the King George's Playing Fields development	
	Football Hub development	Increase participation through grass roots football.	Allocated budget in place – See built facilities	
	Outdoor gyms	Specification to be completed for ITT documents for installation in the key destination sites	Allocated budget in place	
Work with businesses to reduce sugar salt and fat through TuckIn				
	The TuckIN project identifies local businesses that reduce sugar, salt and fat	Work with the food and drink operator at KGPF to sign up to TuckIN and promote healthy eating menu. The Health and Wellbeing Board report regularly to Community and Health Committee	Allocated within the Health and Wellbeing Board budget.	
Provide core community offer and focus on activity programmes for older people, Mental Health activity programmes and diversionary activity programmes for younger people				
	Support the Health and Wellbeing Board and Community Safety Partnership objectives	Brentwood Community Fund allocation supports local community projects - Allocated from the 2020/21 will be reported to the December Community and Health Committee	Utilisation of existing budgets	Due to Covid 19 projects have had to be delivered virtually. The Community Support network has provided voluntary sector support to help the most vulnerable in the community.

		<p>Dance and Dine project at the Council's Sheltered accommodation</p> <p>Local Mental Health programmes supported through Council's Mental Health Small Grants Scheme.</p> <p>The virtual weekly Family Fun Days provide a variety of diversionary activities over the summer holiday</p> <p>Identify opportunities to utilise new pavilion building and the new Trailer</p>		
<p>Improve partnership working with Active Essex/Brentwood/ VCS to provide activities and volunteering opportunities in the community</p>				
	<p>Regular meetings to identify priorities and future programming opportunities and joint ways of working</p>	<p>Joint promotion at the Council's Community events</p>	<p>Officer time</p>	
	<p>Covid community support</p>	<p>The Volunteer support that the Council has been during 2020 has been phenomenal in supporting the most vulnerable in the community. Volunteers have recently supported the mass vaccination roll out at the Brentwood Centre and</p>		

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		the surge testing in the CM13 postcode area.		
Promote and support Livewell campaign				
	Add branding to any future projects	Include links to marketing materials so that it improves brand awareness		

Workstream				
Leadership, Management and Oversight	Detail	Progress/update	Budget Allocation	Notes / comments
Identify the right operating model that will best deliver the Leisure Strategy				
	Brentwood Centre	The Council is identifying the right procurement route for the Brentwood Centre and working with and consultants on the future development of the Centre and other leisure facilities	See built facilities	
Ensure the Council delivers Value for Money for its residents through the procurement process and the relevant feasibility studies				
	Football Hub development	The Council are working with the Football Foundation to submit funding for the project that will reduce the pressure on the Council's contribution for the delivery of the project	See built facilities	
Identify external funding opportunities that can assist the Council in financing improvement to facilities				
	S106 Developer contributions	The annual action plan and proposed work programme		

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	CIL	identifies the key sites in need of investment		
	Other	Funding from NGB such as Football Foundation, Rugby Football Union and Sport England to support key strategic sites and new developments such as Dunton Hills Garden Village. Linked to the emerging Local Development Plan. Use the Grant funder to identify other relevant funding pots		
Contract Management and monitoring is in place to deliver on the Council's expected outcomes through KPIs				
	Development of Service Level Agreements	SLA will be in place for the new pavilion building and the Football Hub Development and with any new Community Halls operator.		
Lifecycle costs of facilities are identified to ensure planned budgets are in place to identify ongoing future costs for facilities				
	King George's Playing Fields	The new facilities will have a pre-planned maintenance programme as part of the overall asset estate		
	Football Hub development	Council are looking at sustainable building options such as Passive house to reduce lifecycle costs		
Communication plan so public are informed of the progress of the Leisure Strategy				

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	King George's Playing Fields	Hoardings around site with coming soon details of the facilities being constructed. Dedicated webpage with regular updates on the progress on the works		
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Proposed Workplan for 2021/22

The plan sets out the main projects which the Council hopes to progress on or deliver in 2020-21. (The budgets will inform the Council’s Capital Strategy and Medium-Term Financial Plan and will need to be agreed by Members as part of the Council’s annual budget setting programme)

Officers will be submitting funding applications to support the Football Hub Development to Football Foundation

Workstream				
Built facilities	Detail	Progress/update	Budget allocation/requirement	Estimated completion date
KGPF Improvements	Development of new pavilion, splash pad and outdoor adventure play	Works progress on the new pavilion, splash pad and outdoor adventure play facilities.	£7.173m Budget already allocated in MTFP	January 2022 Splash pad and outdoor adventure play due to be completed Summer 2021.
Football Hub Development - Brentwood Centre site	The development of new 3G stadia pitch, 2 x 3G pitches and 5 grass pitches	Feasibility works completed. Architect due to be appointed and draw up plans ready for planning submission.	£1.5m allocated as part of the Capital programme.	June/July 2021
		Technical surveys undertaken as part of planning submission	Within allocated budgets	March – June 2021
		Funding submission to Football Foundation	Funding submission to Football Foundation	January 2022
Larkins Playing Fields	Pavilion development	Submit planning application for new pavilion for Larkins Playing Fields	BBC to confirm funding requirements, Football	

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		Submit funding submission to Football Foundation	Foundation & club contribution	
Brentwood Centre	Improvement of facilities	Preferred procurement route identified Agreed facility mix for Brentwood Centre development to inform specification for next stage procurement exercise		Report March Community and Health Committee

Open Spaces	Detail	Progress/update	Budget allocation/requirement	Estimated completion date
	Overflow car park at KGPF	Support the improvement plans for KGPF	Costs to be identified. Proposed capital growth bid	TBC
	Improvements to paths, fencing and installation of new bins in King George's Playing Fields	Support the improvement plans for KGPF	Costs to be identified. Proposed capital growth bid	Q4 2020
	Hartwood Golf Course improvements – especially 1 st tee due to the pavilion development	Support the improvement plans for KGPF	Costs to be identified. Proposed capital growth bid	Q4 2020
	Car park- Larkins Playing Fields	Support club development as part of the Partnership agreement and reduce Health and Safety issues	Costs to be identified. Proposed capital growth bid	TBC

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	Car park Warley Playing Fields	Support the new play area and outdoor gym development	Costs to be identified. Proposed capital growth bid	TBC
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Play areas	Detail	Progress/update	Budget allocation/requirement	Estimated completion date
	Refer to Play area strategy delivery programme	Junior Play Area at KGPF to be installed Hutton Recreation Play area to be installed	Within allocated budgets – MTFP	Q1 2021 Q1 2021
	Splash pad – inclusive equipment		Apply for external funding to support some inclusive play equipment	Q2 2020

Sport	Detail	Progress/update	Budget allocation/requirement	Estimated completion date
	Football funding equipment	Equipment to support pitch improvement programme	£80k. Match funding from Football Foundation	Q4 2020
	Rugby Hub development at KGPF	Officer support to support funding application	Supporting funding application to Veolia tbc.	Q4 2020
	Warley pavilion development	Improvements to toilet and changing facilities	See built facilities	TBC

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Health and Wellbeing	Detail	Progress/update	Budget allocation/requirement	Estimated completion date
	Outdoor gym installation Improved physical activity Health and Wellbeing Board Objectives	River Road King George's Playing Fields Set baseline data with TAG Active activity Create greater alignment with Health and Wellbeing Board programme of activities with Active Brentwood and Brentwood Borough Council community programmes	Within allocated budgets	Throughout 2020/21

Leadership, Management and Oversight	Detail	Progress/update	Budget allocation/requirement	Estimated completion date
	S106 calculator External funding	Maximise developer contributions at various stages of the development Identify opportunities for external funding contributions	Reduces BBC funding requirements	Throughout 2020/21