

Great Notley Country Park Joint Venture Partnership Board

14:00	Wednesday, 31 July 2013	Discovery Centre, Great Notley,
--------------	------------------------------------	--

Quorum: One Member from each Council

Membership

Councillor J Jowers (Chairman),	Essex County Council
Councillor S Walsh	Essex County Council
Councillor G Butland	Braintree District Council
Councillor W Schmitt	Braintree District Council

For information about the meeting please ask for:

Sophie Campion, Committee Officer

Telephone: 01245 430715

Email: sophie.campion@essex.gov.uk



Essex County Council

Essex County Council and Committees Information

All Council and Committee Meetings are held in public unless the business is exempt in accordance with the requirements of the Local Government Act 1972.

Most meetings are held at County Hall, Chelmsford, CM1 1LX. A map and directions to County Hall can be found at the following address on the Council's website:
<http://www.essex.gov.uk/Your-Council/Local-Government-Essex/Pages/Visit-County-Hall.aspx>

There is ramped access to the building for wheelchair users and people with mobility disabilities.

The Council Chamber and Committee Rooms are accessible by lift and are located on the first and second floors of County Hall.

If you have a need for documents in the following formats, large print, Braille, on disk or in alternative languages and easy read please contact the Committee Officer before the meeting takes place. If you have specific access requirements such as access to induction loops, a signer, level access or information in Braille please inform the Committee Officer before the meeting takes place. For any further information contact the Committee Officer.

Induction loop facilities are available in most Meeting Rooms. Specialist head sets are available from Duke Street and E Block Receptions.

The agenda is also available on the Essex County Council website, www.essex.gov.uk. From the Home Page, click on 'Your Council', then on 'Meetings and Agendas'. Finally, select the relevant committee from the calendar of meetings.

Please note that an audio recording may be made of the meeting – at the start of the meeting the Chairman will confirm if all or part of the meeting is being recorded.

Part 1

(During consideration of these items the meeting is likely to be open to the press and public)

		Pages
1	Apologies and Substitution Notices The Committee Officer to report receipt (if any)	
2	Minutes 090113 To approve as a correct record the Minutes of the meeting of the Great Notley Country Park Joint venture Partnership Board held on 9 January 2013.	5 - 8
3	Declarations of Interest To note any declarations of interest to be made by Members	
4	Site Report from the Senior Ranger Great Notley Country Park To receive the site report for January to July 2013 (GTP/03/13) from Steve Bunn, Senior Ranger Great Notley Country Park.	9 - 10
5	Sports Update To receive report (GTP/04/13) from Nick Day, Braintree District Council updating the Board on the Artificial Grass Pitch (AGP) and Multi Use games Area (MUGA) at Great Notley Country Park, presented by Paul Partridge, Head of Operations.	11 - 20
6	Stakeholder Feedback To receive the views and feedback of stakeholders on any of the issues raised.	
7	Date of Next Meeting To agree a date for the next meeting of the Board in January 2014.	
8	Urgent Business To consider any matter which in the opinion of the Chairman should be considered in public by reason of special circumstances (to be specified) as a matter of urgency.	

Exempt Items

(During consideration of these items the meeting is not likely to be open to the press and public)

To consider whether the press and public should be excluded from the meeting during consideration of an agenda item on the grounds that it involves the likely disclosure of exempt information as specified in Part I of Schedule 12A of the Local Government Act 1972 or it being confidential for the purposes of Section 100A(2) of that Act.

In each case, Members are asked to decide whether, in all the circumstances, the public interest in maintaining the exemption (and discussing the matter in private) outweighs the public interest in disclosing the information.

9

Urgent Exempt Business

To consider in private any other matter which in the opinion of the Chairman should be considered by reason of special circumstances (to be specified) as a matter of urgency.

**MINUTES OF THE MEETING OF THE GREAT NOTLEY COUNTRY PARK
JOINT VENTURE BOARD HELD AT CRESSING TEMPLE ON 9 JANUARY
2013**

Attendance:

Councillors:

Jeremy Lucas	- Essex County Council (ECC)
Simon Walsh	- Essex County Council (ECC)
Mrs Wendy Schmitt	- Braintree District Council (BDC)

Officers in attendance:

Tim Dixon	- ECC/Head of Country Parks
Paul Partridge	- Braintree District Council/Head of Operations
Steve Bunn	- Senior Ranger
Sophie Campion	- Committee Officer (ECC)

1. Apologies and Substitution Notices

An apology for absence was received from Councillor Graham Butland, BDC.

2. Minutes

The Minutes of the meeting held on 18 July 2012 were approved as a correct record and signed by the Chairman.

3. Declarations of Interest

No declarations of interest were made.

4. Site Report from the Senior Ranger Great Notley Country Park

The Board received and noted the site report July - December 2012 (GTP/01/12) from Steve Bunn, Senior Ranger Great Notley Country Park. The Chairman congratulated Steve and his team on a good year.

Some of the on-going issues at the Country Park were discussed:

- **Catering Contract** – The Board was reminded that the current caterer had resigned and given notice as it was not financially sustainable for him to continue with the contract. The lease for a replacement caterer had been out to advert in the local newspapers for the past 3 weeks asking for interested parties to put their names forward. The next stage of the process would be interviews. The current provider's contract had been extended whilst the process to lease was progressing.
- **Weather Conditions** – The wet weather had affected the Country Park, particularly the horse track and the sand play which had been completely

under water. Lots of work was planned over the next few weeks on drainage and sorting out the pathways. New Year's Day had been busy as it had been dry day.

5. Sports Update

The Board received report (GTP/02/13) providing an update on the Artificial Grass Pitch (AGP) and Multi Use Games Area (MUGA) at Great Notley Country Park.

Paul Partridge, Head of Operations Braintree District Council, updated the Board on the withdrawal of NACRO from Sports Development work in the District from 30 September 2012. The District Council was being credited for £7.5k through the Service Level Agreement which was due to run until 31 March 2013.

The District Council had been in discussion with Colchester United Community Sports Trust (CUCST) with a view to engaging them for a 12 month period to assist in delivering the Football Development Plan for a similar cost. CUCST had produced a proposal to deliver the key objectives for the AGP and MUGA and this had been endorsed at a meeting with the Football Foundation earlier that morning. The intention was now to engage CUCST for the next 12 months and the funding for this had been identified. The District Council was confident that the experience, knowledge and skill brought in from CUCST would be beneficial and in addition the CUCST had already been in discussion with Fusion (the District Council's new leisure operator) regarding opportunities for a collaborative working approach across the leisure facilities in the District.

Improvements had been made prior to NACRO withdrawing and with the progress made towards delivering the Football Development Plan, the Football Foundation had confirmed that it was not necessary to hold a 'special review' as they were pleased with progress. The income over the six month period had significantly increased on the same period from the previous year and it was considered that good progress had been made.

Realistically there was still difficulty in attracting off-peak usage, however an arrangement with Braintree Town Football Club had been developed, whereby a pilot programme was being run with their Youth Academy players with block booking of several off-peak slots through the winter period.

The proposal from CUCST still focusses heavily on working with the 'home team' Great Notley Football Club. They remain the largest single user of the facilities and have agreed to attend quarterly meetings with CUCST.

6. Stakeholder Feedback

No issues have been raised by the Stakeholder Groups.

7. Other Issues

Tim Dixon, Head of Country Parks, clarified the position regarding the review of Country Parks.

8. Date of Next Meeting

It was **Agreed** that the next meeting of the Board would be arranged after the County Elections.

There being no further business the meeting closed at 2.45pm.

Chairman

		AGENDA ITEM 4
		GTP/03/13
Meeting:	GREAT NOTLEY COUNTRY PARK JOINT VENTURE PARTNERSHIP BOARD	
Date:	31 July 2013	
Great Notley Country Park Site Report January – July 2013		
Enquiries to:	Steve Bunn, Senior Ranger, Great Notley Country Park Steve.Bunn@essex.gov.uk	

The start of the year saw snow in the country park, which encouraged visitors to the park and helped increase car park figures during this usually quiet time. The team are looking forward to the summer holidays and, with the recent change in weather, are hoping this summer holidays will be a bumper year for visitor numbers. Although, from previous experience, if the weather is too hot visitors tend to go to coast to cool down.

Events and User Groups

There have been a number of third party events on site including Go Bonkers inflatable days, Girl Guides and school orienteering events, including a school orienteering festival, a sponsored dog walk in aid of Ostara Dog Rescue, The Great British Grey Hound Walk, the mid Essex cross country race, schools cross country finals and compost and compost bin giveaways.

The North Essex Astronomy Group events have become a popular event at the park and this summer they will be hosting solar observing events throughout the holidays. The Rayne Festival was held at Rayne Station for its third year and was popular with the locals. There were three differently themed evenings, including a variety of music, sketches and comedy. Birthday parties and Puddleducks are still being held at the park.

Cursed, the Halloween event run by Notley rangers at Cressing Temple, won the Best Seasonal Halloween Event of 2012.

In the next few months we have a variety of events including the Big Bear Fest music festival and the Greyhound Fun dogs show.

Services

A five year lease was awarded to The Booking Hall café at Rayne Station to carry on running the venue as a café. At Notley Drakes Bistro finished in March and a new contract was offered to the Wooden Spoon. The Wooden Spoon took over in March and we are receiving good feedback from our visitors.

Maintenance

The rangers have been busy getting the park ready for the summer holidays, by mowing the edge of the pathways and clearing the path ways of any overhanging vegetation.

The play trail has seen numerous repairs carried out, including major works of resurfacing the water play. This four week project was carried out by the rangers and we have already received plenty of positive feedback on the new look water play.

A new storage area has been created in the park for the storage of materials such as woodchip and sand, which has helped to neaten to the previous storage area.

A new path has been created towards the back of the main car park to improve the access for our season ticket holders and other customers who work in the industrial park at the rear of the site.

The rangers have been busy out on the tractor and side arm flail cutting the bridle way around the park and also the whole 17 miles of the Flitch Way.

Rangers have worked alongside a local scout group and volunteers and planted oak and willow trees in the overflow car park field. These trees will help improve the biodiversity in the park, by creating different habitats in this area. The tree line will also help distinguish the parking rows when the field is in use as an overflow carp park and also, as they mature, to provide some much needed shade on site. A new hazel area has also been planted in the park to help increase the sites habitat diversity.

Volunteers

The rangers work closely with the Friends of the Flitch Way volunteer group, carrying out a volunteer task twice weekly for most of the year. This year tasks have included clearing areas along the Flitch Way to create wildlife hotspots, installing benches and litter picking along the Flitch Way and giving Rayne Station a facelift. The Friends are also activity seeking funding for a railway carriage to be sited at Rayne Station for the use of visitors. The carriage will be used as a small museum and exhibition centre.

There has also been a variety of HCS students on site and also a student from Bournemouth University doing some work experience as part of his university course.

The Country Park's team are looking forward to a busy summer.

		AGENDA ITEM 5
		GTP/04/13
Committee:	Great Notley Country Park Joint Venture Partnership Board	
Date:	31 July 2013	
Artificial Grass Pitch and Multi-Use Games Area		
Enquiries to:	Paul Partridge, Head of Operations Email: paul.partridge@braintree.gov.uk Telephone: 01376 552525 ext 3331	

PURPOSE OF REPORT

This report provides Members with an update on progress and performance with the Artificial Grass Pitch (AGP) and Multi Use Games Area (MUGA) at Great Notley Country Park from 1 January to 30 June 2013

PROGRESS

At the last meeting of the Board, it was reported that BDC was in discussion with Colchester United Community Sports Trust (CUCST) to help deliver the objectives of the Football Development Plan. However they ceased trading on 16 April 2013.

On 1 June 2013, BDC formally agreed a new Service Level Agreement with Braintree Town Football Club (BTFC) Youth Academy for an initial 12 month period at a cost of £12k (net cost £6k based on income of £6k being received by BDC). A new Football Development Plan has been agreed (Appendix A) which has been endorsed by the Football Foundation. This is due to commence in July 2013 and a verbal update will be given at the meeting.

Over the last 6 months, in addition to regular football usage of the facility by local clubs, a number of events have been held which clearly demonstrates to the Football Foundation and the Football Association that we are delivering the key components of the Football Development Plan. These include:-

- Five days of promotional events for school-age children held during the Easter Holidays in April 2013.
- Two days of Football Association Skills Courses held in May 2013 and a further day held in June.
- A two-day Bikeability Instructor's course run by the Road Safety section of ECC
- A one-day event hosted by Notley Green Primary School in July 2013

These events were held during the off-peak periods. As part of our new partnership with BTFC we will increase usage of the facility throughout the year to encourage more people into football activities.

BUDGET UPDATE

Income received during the 6 month period from December 2012 - June 2013 was £20,467 compared to £17,933 for the same period in the previous year (an increase of about 14%).

Total income for 2012-13 was £44.5k, compared with full year operating costs of £49.5k. Whilst the facility has made a small loss, this is a significant improvement from previous years and the facility is not far off achieving break-even.

CONCLUSION

It is considered that excellent progress has been made with the facility with extensive use by local clubs and community groups. Gt. Notley Football Club remains the single largest user albeit they have not been able to commit resources to help develop and deliver the Football Development Plan - hence the new Service Level Agreement with BTFC.

Looking ahead, we are confident that our partnership with BTFC will result in greater promotion and increased use of the facility during the off-peak periods over the coming year. Furthermore, with the Council's new Leisure Services contract with Fusion now well established, we have commenced discussions with them to consider whether there is any merit in us having a joined up approach to share learning, knowledge and experience with them in order to ensure the continued growth and development of the facility at Great Notley Country Park.

Nick Day

Parks & Open Spaces Manager
Braintree District Council

19 July 2013



FOOTBALL DEVELOPMENT PLAN

ARTIFICIAL GRASS PITCH & MULTI USE GAMES AREA GREAT NOTLEY COUNTY PARK



Proposed Partnership between Braintree District Council and Braintree Town Football Club

1. INTRODUCTION

Braintree Town Football Club (BTFC) is a well-established football club playing at the highest national level of football in the UK, outside the Football League. The Club has 3 sides: the First Team play in the National Football Conference, the Reserve Side play in the Thurlow Nunn Eastern Counties League and the Academy Side play in the Football Conference Youth Alliance. The Club is also closely associated with Braintree Town Youth FC.

Braintree District Council (BDC) is responsible for the sports facilities at Great Notley Country Park.

This **Football Development Plan (The Plan)** aims to generate interest in and foster a love of football amongst local young people and to increase the hours of usage and numbers of users of the football facilities at the Country Park.

2. SUMMARY

- i. BTFC will manage the delivery the Plan.
The Plan includes activities which will encourage participation in football, and increase the usage of the Great Notley Country Park football facilities.
The Plan will also produce a new group of up to 40 Football Association qualified football coaches each year.
- ii. The Country Park has one all-weather facility and one MUGA football pitch.
No exact breakdown of current usage is available, but BTFC believes usage is predominantly during weekday evenings and at the weekend. There is significant, spare weekday daytime capacity.
- iii. Tangible benefits of the Plan to BDC include:-

£6,000 additional revenue for BDC in year 1.

660 hours of additional facility usage in year 1

350 new users in year 1

Growth of a further 10% in usage, users & revenue in year 2.

See section 4.1



FOOTBALL DEVELOPMENT PLAN

ARTIFICIAL GRASS PITCH & MULTI USE GAMES AREA GREAT NOTLEY COUNTY PARK



- iv. BTFC's fee for implementing and managing the Plan would be **£12,000 p.a. + Vat** for the first year, with a 10% increase for year 2.

This **includes** the cost of providing suitably qualified coaches for **all** projected activities in the Plan and for administration such as handling enquiries and bookings, maintaining attendance registers and reporting to BDC.

BTFC will be happy to provide Recreation Assistants to support the operations at The Country Park, but this won't be included until the specification of the role has been clarified.

- v. BTFC will provide suitably qualified coaches for all activities as part of their delivery of the Plan and within the management fee.
- vi. Any revenue generated from attendance fees for activities in this Plan will be shared equally between BTFC & BDC, after deductions for other reasonable expenses such as Marketing, Transport. These expenses will be shared between BTFC and BDC.
- vii. BTFC will pay BDC for BTFC's own use of the Country Park for the BTFC Academy in 12 equal monthly payments.
- viii. Payments from BTFC to BDC for facility usage by the BTFC Academy and from attendance fees will be made monthly.
- ix. BTFC will liaise with appropriate local organisations such as the Braintree Youth Project Charity (<http://www.braintreeyouth.org.uk/>) to engage with young people and to identify and introduce suitable football and multi-sport activity sessions.
- x. BTFC will promote the partnership (including publicity about any Country Park activities) in the BTFC match day programme, on perimeter boards at The Amlin Stadium and in the press.
- xi. All users of Country Park activities will be offered discounted visits to BTFC matches at The Amlin Stadium.
- xii. The proposal is for 2 years initially, with reviews annually.
- xiii. The Plan will commence in July 2013 to allow for the introduction of activities for the summer holiday period.



FOOTBALL DEVELOPMENT PLAN

ARTIFICIAL GRASS PITCH & MULTI USE GAMES AREA GREAT NOTLEY COUNTY PARK



3. EXAMPLE ACTIVITIES TO BE OFFERED

The emphasis initially will be on Fun Football Coaching sessions for youngsters from school groups, club groups and open sessions. There will be sessions at a variety of times (term time and holiday time) and formats (weekly or 'intensive') and to suit boys and girls of various ages. All sessions will be supervised by qualified coaches.

Once phase 1 of the programme is successfully underway, BTFC will look to expand the activities to make provision for disabled football, walking football (for older people), futsal, football coaching and match officials training, and other multi-sport activities.

4. GROWTH AND RETENTION

4.1 Usage Growth

Year 1:

School groups, existing youth football clubs, other non-sports clubs - cubs, scouts, brownies, guides will be canvassed. We would also hope to work with organisations such as the Braintree Youth Partnership.

- BTFC will provide coaches and manage mini-leagues and other competitions.
- Boys & girls will be catered for.
- There would be a nominal charge to attendees, but no facility hire charge will be made.

Targets:

3 hours p.w. * 33 weeks = 100 hours usage

50 new users

Income: £10 per hour (nominal) * 100 hours = £1,000 (shared 50/50 BDC & BTFC)

Holiday Soccer Camps – boys & girls

There is an attendance fee, but no facility hire charge is made.

Targets:

8 camps * 2 days * 5 hours = 80 hours of usage

Page 15 of 20



FOOTBALL DEVELOPMENT PLAN

ARTIFICIAL GRASS PITCH & MULTI USE GAMES AREA GREAT NOTLEY COUNTY PARK



8 camps * 30 children = 240 new users.

Income: £20 per child * 240 = £4,800 (shared 50/50 between BDC & BTFC)

BTFC Academy

Planned day-time usage from mid-October 2013 to end March 2014. BTFC to pay an agreed discounted rate to BDC.

40 of the users will achieve their Level 1 FA Coaching badge as part of their attendance.

Targets:

20 weeks * 4 days * 6 hours = 480 hours usage

60 users

Income: 480 hours * £7 = £3,360 (all to BDC)

Assume Marketing costs (for flyers and web site creation and maintenance) of £400 pa. shared between BTFC and BDC.

Totals for Year 1: £6,060

Additional **annual usage:** 660 hours (13 hours per week)

New facility **users** 350 p.a.

Income to BDC Attendance fees $\frac{1}{2} * (£1,000 + £4,800) = £2,900$

BTFC Academy - Facility Hire fees: £3,360

Less 50% Marketing Costs £200

Year 2:

As year 1 with 10% further increase in usage and users.

4.2 Administration of Activities

BTFC will promote all activities and handle any enquiries and bookings for activities.

BTFC will liaise with BDC to book slots at the centre.

4.3 Retention



FOOTBALL DEVELOPMENT PLAN

ARTIFICIAL GRASS PITCH & MULTI USE GAMES AREA GREAT NOTLEY COUNTY PARK



We believe the key to retention is to provide an experience that people will want to repeat and to provide an appropriate progression for all.

5. RAISING STANDARDS

The BTFC Coaching philosophy is:

- a) Sessions must be enjoyable – promoting love of the game
- b) There must be good quality, structured, professional and enthusiastic coaching
- c) Achievement should be recognised and progression available

The Head Coach at BTFC Academy will be responsible for supervising and monitoring all coaching activities, and a Senior Coach will be present at all activities.

6. BETTER PLAYERS

The coaching programmes will produce better players.

Our links with the many youth football sides in and around Braintree will enable us to direct youngsters to an appropriate club if they want regular football.

Our own Eastern Junior Alliance, Conference Youth Alliance and Team Braintree sides provide an excellent elite progression route within BTFC.

7. WORKFORCE DEVELOPMENT

BTFC will use its qualified coaching staff, including qualified Academy students, to deliver activities.

The Academy Head Coach will be responsible for all activities delivered and a Senior Coach will be in attendance at all times.

We will encourage and support all staff to develop their skills. For example we are to run a Level 2 football coaching course for selected Academy students during 2013/14 season.

We would also encourage attendance on courses designed to promote football into other groups – e.g. disabled youngsters



FOOTBALL DEVELOPMENT PLAN

ARTIFICIAL GRASS PITCH & MULTI USE GAMES AREA GREAT NOTLEY COUNTY PARK



8. PROMOTION OF ACTIVITIES

BTFC will promote the partnership between itself and BDC wherever possible – in all publicity materials about this Plan, in the BTFC match day programme, on boards at The Amlin Stadium, and in the press.

BTFC will set up a website to promote and publicise activities from the Development Plan and to collect enquiries.

BTFC will administer the web site.

9. Community and Education

BTFC are already heavily committed to being an active member of their community. Examples of current BTFC Community Activities include:-

- Free Season tickets for all local under 16's (in association with GMB)
- Free Guard of Honour groups and Mascots for local youth football sides and other clubs.
- Junior Irons scheme – birthday cards and family passes etc.
- The full-time BTFC Academy for promising local footballers.
- Work experience schemes.

Business Community Activities:-

- Friends of Braintree Town – a FREE monthly networking group for local businesses
- Member of the Chamber of Commerce

Education:-

- The BTFC Academy – a full-time academic and sports coaching 2 year course offered, primarily for youths from around the Braintree area.
- The BTFC Academy will be looking to forge a closer working relationship with local schools.



FOOTBALL DEVELOPMENT PLAN

ARTIFICIAL GRASS PITCH & MULTI USE GAMES AREA GREAT NOTLEY COUNTY PARK



10. OTHER ISSUES

10.1 Facilities Management of Country Park Facilities.

BTFC would be happy to provide, train and manage Recreation Assistants for the Country Park. BDC and BTFC would need to liaise to clarify the job specification. BTFC would then be happy to quote to manage that work.

10.2 Travel

BTFC will investigate use of BDC Community Transport to collect and deliver youngsters from other parts of the District. The BTFC Academy already uses this facility.

Alan Stuckey

Director, Braintree Town FC

24/05/2013

07800 886849

btfcmarketing@btinternet.com

