

		AGENDA ITEM 5
		<b>GTP/02/14</b>
Committee:	Great Notley Country Park Joint Venture Partnership Board	
Date:	12 March 2014	
ARTIFICIAL GRASS PITCH AND MULTI-USE GAMES AREA		
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## 1. 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 July 2013 to 31 January 2014.

## 2. PERFORMANCE UPDATE

At the last meeting of the Board, it was reported that Braintree District Council (BDC) had formally agreed a new Service Level Agreement with Braintree Town Football Club (BTFC) Youth Academy to help deliver the objectives of the Football Development Plan.

The Agreement has now been in operation for over 6 months and it is considered that excellent progress has been made with a number of activities/events held using the facilities. Attached is a summary that BTFC has prepared (Appendix A) showing how their day-to-day involvement has led to an increase in off-peak usage by local clubs and the promotion of a number of football events at the County Park.

Key achievements to date have been:

- Seven one-day soccer camps held for over 140 boys & girls aged 7 to 11.
- Up to 60 local boys attending the Academy full-time increasing the off-peak use of the facility by over 70 hours each month.
- 60 students trained for qualification as Football Association Level 1 coaches.
- 15 of the Academy students qualified as FA Level 2 coaches.

This clearly demonstrates to the Football Foundation and the Football Association that we are making excellent progress in delivering the key components of the Football Development Plan. Issie Collins, the Football Foundation's Activity and Sustainability Advisor, recently said:

*"The new partnership between Braintree District Council and Braintree Football Club is progressing well. To date, the programme has significantly increased the day-time usage of the pitch and the figures submitted to the Football Foundation for 2012/13 show a 16.4% increase in participation. I look forward to continuing to work with both organisations over the coming months."*

## 3. BUDGET UPDATE

Income received during the 10 month period from April 2013 – January 2014 was £42k compared to £30k for the same period in the previous year (an increase of just over 40%).

Total annual income for 2013-14 is projected to be around £46.5k, with the full year's operating costs projected to be around £49k. The facility is therefore expected to make a small loss this year, however, it is not far off reaching break-even point, which is a significant improvement from that previously reported to the Board.

#### **4. FUTURE DEVELOPMENT**

Following recent discussions between BTFC and Gt Notley Football Club (GNFC), both clubs are now fully engaged in a proactive and positive way and have agreed in principle on the following areas of partnership working:-

- BTFC Academy to supply coaches for GNFC players who are not yet in formal teams.
- BTFC Academy to offer support/cover for existing GNFC team coaches when required.
- BTFC Academy to offer places for existing GNFC coaches on their courses to become qualified to FA Level 2.
- GNFC and BTFC Academy to combine to run a World Cup-themed Football Tournament at Gt Notley Country Park just before the real World Cup starts.
- GNFC to investigate any of their sides wanting to come to BTFC home games as Guard of Honour.
- GNFC & BTFC to investigate what funding might be available to improve the facilities at Gt Notley Country Park such as the Football Conference's Football Facilities Fund.
- Complimentary usage of BTFC's Social Club for GNFC's fund-raising events.

All parties involved are confident that there will be plenty of opportunities to work together on initiatives that will be of mutual benefit - not only to BTFC and GNFC but to local communities as well.

Another recent development has been the sponsorship by the Council's vehicle procurement and maintenance contractor, Riverside Truck Rental Ltd, of BTFC's 17-seater minibus which is used to transport the Academy footballers between the Amlin Stadium and the facilities at Gt Notley Country Park.

#### **5. CONCLUSION**

Excellent progress has already been made in the short time that BTFC has been involved with the facility. In addition to increased use of the off-peak sessions by local clubs and community groups, Gt. Notley Football Club (which is the single largest user) has now agreed to commit resources to help develop and deliver the Football Development Plan, a development which can be attributed directly to the success of 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 a joint approach to share learning, knowledge and experience in order to ensure the continued growth and development of the facility at Great Notley Country Park.

#### **6. RECOMMENDATION**

That Members note the report.

Nick Day

Parks & Open Spaces Manager  
Braintree District Council  
26 February 2014



## DEVELOPING FOOTBALL AT THE GREAT NOTLEY COUNTRY PARK – A PARTNERSHIP APPROACH:



**THE FIRST 6 MONTHS: AUG 2013 – JAN 2014**

**Braintree District Council (BDC)** has some excellent football facilities at **The Great Notley Country Park (GNCP)** including 2 grass pitches, a 3<sup>rd</sup> generation synthetic surface pitch and a games multi-use area. Discussions between BDC, and **Braintree Town Football Club (BTFC)** began in July 2013 with the initial aim of increasing the off-peak ( weekday daytime ) football usage at the GNCP. A 2 year agreement came into place on 1<sup>st</sup> August whereby BTFC would increase the off-peak usage by around 600 hours per year.

**Great Notley Country Park Football Centre - Achievements in the first 6 Months:**



**7 one-day Soccer Camps** for boys and girls aged 7 to 11 based on the synthetic pitches at Great Notley for over 140 children. Councillor Jo Beavis attended the October half term camp and helped Braintree Town goalkeeper Nathan McDonald present mementos and prizes.





The **BTFC Academy** has made GNCP their base for all coaching activities on 4 days each week amounting to over 70 hours of new off-peak usage of the centre each month. There are 60 local boys aged 16 to 18 attending the Academy **full time**.



A new **web presence for community football related activities** supervised by Braintree Town FC ( and supported by BDC ) has been created. This is [www.communityiron.co.uk](http://www.communityiron.co.uk)



- **John Ray School Day** – On hearing the news about the fire at John Ray School BTFC organised a free day of football fun for John Ray pupils at Gt Notley. Academy coaches and students supervised the children. BDC & BTFC provided this free.
- Weekly **Specialist Goalkeeper coaching** sessions open to any local aspiring goalkeepers started in October 2013. These are continuing and are supervised by **BTFC and England goalkeeper Nathan McDonald**, together with qualified goalkeeping Academy coaches.
- BTFC Academy has now trained **60 students** to be qualified as **Football Association Level 1 coaches**. They in turn are now qualified to promote football in the area.
- BTFC has applied for & received recognition and support from **The Football Conference Trust** for Community activities such as the Soccer Camps run in conjunction with BDC.



- BTFC has employed an **apprentice** from another Community partner, **The College at Braintree** to help in the administration of Community schemes.
- BTFC Academy has purchased a 17 seat **Minibus** for transporting Academy boys between The Amlin Stadium ( where academic studies take place ) and GNCP where training takes place. The bus will also be available for future Community sessions involving local schools and other youth groups in sessions at Great Notley. BDC has arranged servicing of the bus with the Council's vehicle maintenance contractor.
- Academy staff and students supported **Tabor Science College** to run a **charity** football-themed day to raise money for Hurrican Haiyan victims .



- Academy coaches and 2<sup>nd</sup> year students have started a partnership with **John Bunyan school** where the students supervise sports & wellness sessions up to 4 times each week. We plan to extend these partnerships to other schools.
- BTFC has drafted a **Football Development Plan** for the next 5 years and has discussed this with the partners involved in the strategic development football at GNCP ( BDC, Essex Football Association, The Football Foundation ). While the increase in usage of the facilities and development of community activities was welcomed by these partners, the plan now awaits input from the current youth football partner club before it can be adopted.
- **15** of the BTFC Academy students have become qualified as **FA Level 2 coaches**.

#### **The next 6 months.**

- Encourage involvement by the current youth football partner to work to full adoption of **BTFC's Football Development Plan for GNCP** by BDC, Essex FA & Football Foundation.
- Usage of GNCP is still light on Wednesday daytimes as BTFC Academy does not use it. Look to bring new users to the centre on Wednesdays.
- BTFC will continue talks with **schools and other local youth groups**
- Talks have begun **with Braintree Job Centre** to discuss provision of wellness & fitness sessions at GNCP
- Further **Soccer Camps and Specialist Courses** are being planned for Easter and Summer 2014.
- Discussions have begun to identify a full time **Community Coach** as part of the Braintree Town FC Academy staff. This will require BTFC to identify funding to support these activities.
- BTFC will investigate the feasibility of moving all its Academy operations – including the academic teaching and matches – to GNCP.

Alan Stuckey, Director, BTFC

Jan 2014