



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



COUNCIL MEMBERS REVIEW: OCTOBER 2014

GNCP – Great Notley Country Park

BDC - Braintree District Council

BTFC - Braintree Town Football Club

GNFC – Great Notley Football Club

1. Introduction:

This document provides a summary of football-related activities at Great Notley Country Park. These are conducted as part of the on-going partnership between Braintree District Council and Braintree Town Football Club which aims to increase usage of the football facilities at the venue.

- The latest **usage & income statistics** (shown below in 2.2) confirm the success of the partnership in attracting users to the football facilities at GNCP.
- A new **5 year Development Plan for Football at GNCP** has been approved by the Essex Football Association. This document from the national Football Association is used as a template by all county FA's to ensure major football venues have a consistent, approved plan to justify the investment in the venue.
- The programme of '**Community**' **football-related events** started with the partnership has continued to grow.
- **Braintree Town FC Academy** – a full-time Further Education programme for over fifty 16 to 18 year olds - has made the GNCP its base for all midweek coaching, and continues to use the facility 3 days per week. It also has moved the home 'base' of one of its football teams playing on Wednesdays to the grass pitch at GNCP.

2. The last 6 months

2.1 BTFC Football Activities at GNCP:

- **6 one-day Soccer Camps** have been run at GNCP during summer 2014 with 120+ children attending. Another is scheduled for October Half Term week. These provide a fun, football-based day for children supervised by BTFC coaches.
- **Elite Coaching** for promising young footballers from any (or no) club – every Thursday afternoon after school, again supervised by BTFC coaches.
- **Goalkeeper Coaching** – open to all local goalkeepers; supervised by Braintree's first team goalkeepers, every Thursday afternoon.



- A successful joint venture **with Braintree Museum** over the Summer Holidays to stage a Football & History themed day for local youngsters. All attendees and their parents were then invited to come along to a Home Braintree Town match.



- The introduction of a programme of **Walking Football** – designed for gentlemen over a certain age, but who would like some exercise and social activities based around football. Our first taster had 14 attendees and we plan a fortnightly programme every other THURSDAY, 1 to 3 pm, starting on 6th NOV. Everyone is welcome! We organised free parking at BTFC at Clockhouse Way and free transport for all attendees to/from GNCP to save the cost of Car Parking at GNCP. BTFC coaches were in attendance to supervise the session.



- We are about to start a **Disabled Sport** programme – beginning with the staging of **Essex Soccability Day** on THURSDAY 20th NOVEMBER from 10 to 12.
All are welcome to come along to this event which we are hosting on behalf of Essex FA.
Over the next 6 months we plan to take coaches into local schools – both mainstream schools and those for children with special educational needs – to supervise coaching sessions. These will be inclusive, for disabled and non-disabled children.
We hope this will then lead to the creation of disabled football events and one or more teams at GNCP.
- 55 young men at **BTFC's** full-time Further Education **Academy** use the GNCP facilities 3 days per week during the day. While most aspire to become footballers, the academic part of their course provides the skills and qualifications required to become a Sports Leaders in environments such as schools. Where appropriate we provide Academy students with practical leadership opportunities during events such as Soccer Camps. This season 3 Academy students have been registered as players for the BTFC 1st team, and one has made his 1st team debut in The Football Conference – a national football league.



2.2 GNCP Usage statistics & income summary.

	Total hours booked Jul-Sep 2014	Total hours booked Jul-Sep 2013	Total income Jul – Sep 2014	Total income Jul-Sep 2013
Peak Time Bookings	654	349	£9,495	£8,560
Off peak Bookings	43	55	£893	£507
Weekend Bookings	121	59		
TOTAL	818	463	£10,388	£9,067

2.3 Strategic Developments:



- **Great Notley Football Club (GNFC)** has been consulted during the drafting of the new 5 year plan for the Essex FA, who oversee the development of football facilities throughout the County. BTFC and GNFC are shown as joint promoters of activities in the new Development Plan; although in practice the majority will be tackled by BTFC.
- GNFC were the lead Community Football Club partner when the facilities at GNCP were built.



- BTFC has secured the support of **The Football Conference Community Trust** to promote its Community activities such as Soccer Camps, Specialist Coaching, School visits, Walking Football and Disabled Sport.

- The BTFC Academy would welcome discussions about **relocating all BTFC Academy activities to GNCP**. Currently the Academic sessions take place at BTFC's stadium in Clockhouse Way with only the practical football coaching activities taking place at GNCP.

This would require the provision of student facilities at GNCP and possibly extra pitches for matches. Current student numbers are around 50.

Provisional plans are being developed to introduce a Girl's stream to the Academy within the next 2 years which would increase Academy students to around 70 per year

- BTFC is to seek 'kite mark' recognition for its Community activities by achieving Football League '**Community Capability Status**'. Part of this will be the establishment of BTFC's Community section, **Community Iron**, as a **Charitable Independent Organisation**.

2.4 Other BTFC Community Activities

These activities are not necessarily all at GNCP.

- Sports sessions have been run in **John Bunyan Infant School** 4 days per week since January 2014. We have just circulated other local junior schools offering to conduct a free coaching session at the school.
- Soccer Camp 'graduates' and attendees to our shared event with **Braintree Museum** were invited to Braintree Town for a presentation & to be the Guard of Honour for a match



- **Community Iron** has grown into a self-contained part of BTFC. Moneys raised for good causes amount to over £2500 for **J's Hospice, Help for Heroes, Leukaemia & Lymphoma Research; Braintree Food Bank; Sport Relief, Essex Air Ambulance,** For further details see www.communityiron.co.uk
- **Friends of Braintree Town** is a Business Networking group - with very successful, free monthly meetings at the football stadium with an average 70 people attending. BDC send a representative to these meetings. Anyone is welcome.

2.5 A recap of Other Activities over the last year.

- **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.
- 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 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 BTFC Stadium (where academic studies take place) and GNCP where coaching takes place. The bus has also been used for Community sessions such as providing transport to/from the Walking Football. BDC has kindly 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 Hurricane Haiyan victims.
- **15** of the BTFC Academy students are qualifying as **FA Level 2 coaches** together with invited coaches from other local youth football clubs.

Alan Stuckey, Director, BTFC
October 2014