

		AGENDA ITEM 5
		GTP/02/13
Committee:	Great Notley Country Park Joint Venture Partnership Board	
Date:	9 January 2013	
Great Notley Country Park – Artificial Grass Pitch and Multi-Use Games Area		
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## INTRODUCTION

This report provides Members with an update on the progress and performance with the Artificial Grass Pitch (AGP) and Multi Use Games Area (MUGA) at Great Notley Country Park from 1 July 2012 to 31 December 2012.

At the last meeting of the Board Members were informed that BDC had engaged NACRO, under a Service Level Agreement (SLA), to support the delivery of the objectives in the Football Development Plan.

The SLA with Nacro was due to run until 31 March 2013 but unfortunately they decided to withdraw from participating in the social inclusion work in the Braintree District from 30 September 2012

## PROGRESS REPORT

Although the SLA with Nacro was terminated on 30 September they had developed and delivered a number of events over the previous 6 months in support of the objectives within the Football Development Plan which has clearly demonstrated to the Football Foundation and the Football Association that we are delivering the key components of the Plan. Examples include:-

- Users of the facility being selected to take part in the FA Homeless World Cup 2012 starting at Arsenal FC's Emirates stadium in July and ending at the Manchester Utd ground in September 2012.
- A Seven-a-side football tournament held on 31<sup>st</sup> August involving local youth teams aged 14-16 years and adult team aged 17+ together with on-site promotional activity on Health & Wellbeing issues including Guides to stopping smoking.
- The delivery of a District-wide Summer Event Programme at nine different venues including Gt Notley which hosted a number of "Turn up and play" weekly sessions throughout July & August aimed at both 10-15 years old and 16-19 years old players.

Nacro's input has been invaluable in providing evidence that BDC is delivering the Football Development Plan and their input was received positively by the Football Association and Football Foundation.

To ensure continuity in this area of work BDC has been in discussion with Colchester United Community Sports Trust (CUCST) with a view to engaging them for a twelve month period from January 2013 to help deliver the Football Development Plan. This is timely as CUSCT are in

discussions with Fusion BDC's new Leisure Operator who are keen to develop a collaborative working approach regarding all of BDC leisure facilities

CUCST has produced a draft proposal to deliver the key objectives for the AGP and MUGA. This has been shared with the Football Foundation and a further meeting arranged with CUCST for 9 January 2013 to discuss the feedback.

Work has also continued to increase Great Notley Football Club's engagement as a key partner as they continue to be the largest single user of the facility. CUCST's proposal focuses heavily on working with the 'home team' to continue football and other sports development at a local level

## OTHER IMPROVEMENTS

Braintree Town Football Club is running a pilot programme with their Youth Academy players with block booking of several off-peak slots throughout the winter period.

Work has continued on raising the profile and public awareness of the facility. Braintree Town Football Club is displaying two advertising banners at their club ground. In addition:

- Further promotion of our – *Pitches 4Play* – brand by the use of P4P "business cards" which are handed out to customers both on site and at Leisure Centres around the District.
- Development of a "Bring your Mates" half-price promotional offer from 27<sup>th</sup> July to 9<sup>th</sup> September linked to the Olympic & Paralympics Games and aimed at the difficult to let off-peak time slots – the offer was promoted on site with dedicated posters & flyers and via the Council's web page, intranet, facebook/twitter and at local sports centres and clubs.
- Publicity banners displayed around the facility together with new "conditions of use" notices created as a result of customer feedback seeking clarification on their use of the pitches.

## BUDGET UPDATE

Income received over the 6 month period was £17,729 compared to £14,470 for the same period the previous year (an increase of approx 23%).

Profiling the income based on the football season, it is expected that by the year end, it will have risen to £40k, with full year operating costs of £42.5k, which includes Nacro's reduced fee. This is an improved position from that previously reported.

## CONCLUSIONS

Overall it is considered that good progress has been made with the facility and this is reflected in increased usage and income, as well as the Football Foundation decision not to have a 'special review' this year following our return of the Annual Monitoring and Evaluation Review form.

Discussions will continue with Fusion over the coming year to explore opportunities for developing a collaborative/joined up approach to the future management and operation of the facility in line with our respective Business Plans.

Nick Day  
Parks & Open Spaces Manager