



Vision



The Leisure Strategy sets out the vision, strategic priorities and key outcomes that the Council will focus on

over the next few years. The Leisure Strategy is closely aligned to the Council's Corporate Plan 2025, the Local Development Plan, the Asset Management Strategy and the priorities of the Brentwood Health and Wellbeing Board.

Due to the Covid pandemic and the long-term effects, the Strategy supports the new Sport England Strategy – Uniting the Movement. Although this runs until 2031 it most

immediately focuses on helping people and organisations delivering grassroots sport and physical activity to cope with the pressure of the pandemic. The Strategy also supports the priorities for Public Health England Strategy 2020-25 - to promote a healthier nation and Active Essex priorities to get one million people active in Essex.

There has never been a more important time to use sport and physical activity to create a fitter and healthier population when we are tackling growing levels of obesity and diabetes, mental health problems and other conditions associated with a growing culture of inactivity.

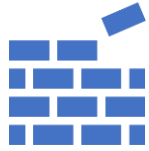
The Council needs to ensure that it has a clear strategic vision for the future of its leisure facilities, so that resources

are applied effectively. This will ensure that local people enjoy high quality sustainable leisure facilities that suit their lifestyle and maintain and improve the quality of their lives.

The Council cannot achieve all the desired outcomes alone and will work with partner organisations to continue to offer varied activity programmes for all ages, supported by a focused sports development function, which will contribute to the health of our community and the prosperity of the Borough.

Councillor Cliff Poppy, Chair of Community and Health Committee

What the Council needs to achieve with the key workstreams



Built facilities

Invest in key sustainable leisure facilities that support the needs of our residents. The Council is keen to develop BREEAM 'excellent' and zero carbon leisure facilities.



Open Spaces

Enhance and promote our green spaces creating active environments, continue our boroughwide tree planting programme and support local volunteering projects to support open space improvements. To further develop the Local Cycling and walking Infrastructure Plan.



Play Areas

Continue to implement the play area improvement programme across the Borough and look to refresh the Play Area Strategy in 2025.



Sport

Support and promote grassroots sport development, increase participation through programmes tackling inequalities in sport and physical activity. Work with partners to celebrate the success of our local athletes



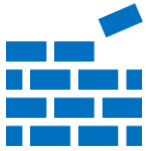
Health and Wellbeing

Provide facilities that will reduce health inequalities and promote healthy lifestyles in Brentwood. Support key programmes that will help reduce obesity and support Mental Health programmes



Leadership, Management and Oversight

Agreeing a new operator for the Brentwood Centre and King George's Playing Fields with agreed KPIs that will be regularly reported on. To ensure that new developments are fully costed with expected income generation to ensure their viability. Develop new partnership agreements with third parties and maximise opportunities for external funding contributions.



Built facilities

Football Hub

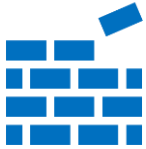
The Council will be progressing the development of the football hub at the Brentwood Centre site. The hub will include 3G stadia pitch, 2 x 3G pitches and 4/5 grass pitches. The built facilities will include new changing and official rooms, community space, kitchen, office and store for goals. The Council is also working closely with local football clubs, Essex Football Association and the Football Foundation. Estimated completion date September 2022.

Brentwood Centre

The Council will look to appoint a new operator to manage the Brentwood Centre. Work will continue with the Leisure Strategy Working Group and consultants to determine the facility mix and the options for the re-development of the Brentwood Centre. Stakeholder engagement will continue throughout this process.

Larkins Playing Fields

The Council will continue to work with Brentwood Youth AFC to develop plans for a new pavilion building to support the football pitches on Larkins Playing Fields. Planning submission is expected by December 2021.



King George's Playing Fields

The development of the new pavilion building, splash pad and outdoor adventure play is in progress. The opening of the splash pad and outdoor adventure play is due in August 2021 with the pavilion building opening planned for February 2022.

Warley Playing Fields

The Council will continue to work with Mavericks Rugby Club, Warley Primary School and Brentwood County High School to develop the pavilion building and enhance the 'Redgra' area in Warley Playing Fields in consultation with other users.

Community Halls

Works are in progress looking at alternative management options for its community halls.

New development opportunities

BMX facility

The Council is currently undertaking a feasibility study to inform the development of a new BMX facility in the borough

Dunton Hills Garden Village

The Council continues to work with the developers and planning for new leisure facilities that will positively enhance the well-being and environment of the area for residents.



Open spaces

King George's Playing Fields

Works will continue to enhance the green spaces in King George's Playing Fields as part of the landscaping once the building works have been completed creating new formal and informal green spaces.

Country Parks

The Council manages three country parks in the Borough – Warley Country Park, Hutton Country Park and St Faith's. The Council will look at ways to promote and enhance these green spaces.

Allotments

Establishment of statutory allotment sites within the borough. Water irrigation works to King George's Playing Fields allotments as part of the wider enhancements to the park.

Tree planting

Hutton Country Park is part of the new planting initiative with 6,000 trees planted in 2021. The Council is in partnership with Thames Gateway and Thames Chase to plant 150,000 trees at Hole Farm in Warley. Further sites will be identified for the creation of woodlands and tree planting

Cycling and walking

The Council and partners will further development of the Local Cycling and Walking Infrastructure Plan for Brentwood.

Promotion

The Council will continue to promote the use of our open spaces to create active environments, and through its community event programmes.



Play Areas

The Council has committed £5m to refurbish its play areas across the borough as part of the 5year Play Area Strategy implementation.

To date the Council has completed works to Warley Playing Fields, River Road, and the Toddler and Junior phases of the play area in King George's Playing Fields.

The following works are planned:

Hutton Recreation works will commence in June 21 and due for completion August 2021

Senior play area in King George's will commence September 2021.

North Road consultation for the new play area will commence Summer 2021 and works should start December 2021

Crescent Road will see the creation of a new play area and works are likely to commence in 2022/23

Ingrave Johnson refurbishment of existing play area and works will commence 2022/23

Bishops Hall refurbishment to the existing play area will commence 2023/24

The Council will look to refresh the 5year Play Area strategy in 2024 and identify sites for enhancement.



Sport

Football – Work with Essex FA and local football clubs to support their development. Progress the Football Hub development at the Brentwood Centre, and Brentwood Youth AFC on a new pavilion at Larkins Playing Fields. Implement the pitch improvement programme across the whole borough.

Cricket – Work with the Essex Cricket Board to identify key priorities such as indoor nets facility and support local club development

Rugby League & Rugby Union – Work with RFU to identify key priorities and support local club development

Swimming – Identify enhancements to the pool area as part of any new developments at the Brentwood Centre and continue to work with Brentwood Swimming Club

Basketball – Work with local clubs to identify areas of development and identify opportunities as part of any Brentwood Centre development

Squash – Work with local clubs to support their development and identify opportunities as part of any Brentwood Centre development

Volleyball – Work with local clubs to support their development and identify opportunities as part of the Brentwood Centre re-development

Netball – Work with Netball England, local schools, progress development of walking netball and any development opportunities at the Brentwood Centre

Golf – Work with Golf England to promote participation and utilize S106 contribution to enhance Hartswood Golf Course through the Golf Improvement Strategy implementation (5year plan)

The Council will continue to work with Active Brentwood and Active Essex and the National Governing Bodies (NGBs) to identify key priority areas, increase participation and promote active lives across all ages. The Council will support and recognize local sporting talent with the Active Brentwood Sports Awards and elite athletes.



Health and Wellbeing

The Leisure Strategy is closely aligned to the Brentwood Health and Wellbeing Board, the new Sport England Strategy – United the Movement and Public Health England objectives promoting a healthier nation and reducing health inequalities.

Sport England have revised their 10year Strategy (2021-31) – Uniting the Movement, to transform lives and communities through sport and physical activity. There are five big issues that they see, offering the greatest potential for preventing and tackling inequalities in sport and physical activity:

- a) Recover and Reinvent
- b) Connecting Communities
- c) Positive experiences for children and young people
- d) Connecting with Health and Wellbeing
- e) Active environments

Public Health England has set out their vision for 2025

- Promote a healthier nation
 - lower smoking rates, less sugar, calories and salt in food everyday
 - Promote good mental health and contribute to the prevention of mental illness
- Work towards a fairer society
 - Work to improve the health of babies, children, and their families to provide the best start in life and foundations of good health into adulthood.
- Keep the public safe 24/7
 - Strengthen health protection system at national and local level capable of handling all major threats to health

The Leisure Strategy via its facilities and through supported programming of activities will play a key part in the delivery of these objectives.



Leadership, Management and Oversight

The Council needs to ensure that there is the right management and governance in place to ensure that the Leisure Strategy can be successfully delivered. The Council will focus on:

- Ensuring that the Council delivers Value for Money for its residents through its procurement process and relevant feasibility studies
- Identify external funding opportunities that can assist the Council in financing improvements to facilities
- Ensuring that robust contract management and monitoring is in place to deliver on the Council's expected outcomes through the establishment of Key Performance Indicators
- Identify the risks and the potential rewards
- Ensure that the true costs for the lifecycle of the facilities are identified to ensure planned budgets are in place to identify ongoing future costs for facilities
- Ensuring that the right workforce structure is in place to support the delivery of the outcomes for the Leisure Strategy
- Ensure staff are properly trained so that they can provide a high-quality customer service and identify opportunities for improved revenue generation and growth
- Provide a communication plan so that the public are informed of the progress of the Leisure Strategy

The Council will submit an annual plan to the Community and Health Committee setting out progress against the Leisure Strategy delivery.

Leisure Strategy 2021-28

Planned activities for 2021-22

Built facilities	Progress construction of King George's Playing Fields - Splash Pad and Outdoor Adventure play due to be complete August 2021. Pavilion building complete February 2022	
	Football Hub planning submitted September 2021 and apply for funding to the football Foundation January 2022	
	Appoint a new operator for the Brentwood Centre and progress plans and options for new development	
	Submit planning application for new pavilion for Larkins Playing Fields	
	Commence feasibility works for BMX track	
	Continue to work with partners to develop facilities at Warley Playing Fields	
Open Spaces	6,000 trees planted at Hutton Country Park	
	Promote open spaces through community event programme and encourage active environments	
Play Areas	Commence works on Hutton Recreation due to be completed August 2021. Commence Senior play area in September 2021 and due for completion December 2021. Commence North Road Consultation Summer 2021 and due for completion February 2022.	
Sport	Identify works for Pitch Improvement Programme	
	Undertake audit of Hartwood Golf Course as part of Golf Improvement Strategy	
Health and Wellbeing	Develop programmes and activities to support the priorities for the Health and Wellbeing Board, Sport England, Public Health England and Active Essex	
Leadership, Management and Oversight	Appoint a new operator for the Brentwood Centre and the new facilities in King George's Playing Fields and agree monitoring and KPIs	
	Agree Halls Management arrangements	
	Agree any partnership arrangements with relevant clubs	

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