

**Shaping the Future Provision
of Sports Facilities**

Sports Facility Study

**Report V2.0 Prepared for
Witney Town Council**

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The logo for Sports Solutions, featuring the word "sports" in a dark blue, lowercase, sans-serif font, and the word "solutions" in a lighter blue, lowercase, sans-serif font, positioned directly below "sports".

Document Control

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1 Introduction

1.1 Scope and Purpose

1.1.1 Sports Solutions has been engaged by Witney Town Council (WTC, the Council) to undertake a Sports Facilities Study, the purpose of which is to:

- Review the quality and suitability of the outdoor sports facilities owned or leased by the Town Council
- Identify and prioritise high-level options for investment
- Identify options for alternative management arrangements

1.1.2 The Study follows the Council's decision not to enter in to an agreement to sell the West Witney Sports Ground for development and relocate to a new facility adjacent to the Witney Lakes Resort. The Study covers the following facilities:

- Burwell Meadow Recreation Ground
- King George V Playing Fields
- The Leys Recreation Ground
- West Witney Sports Ground.

1.2 Methodology

1.2.1 We have based our review of the quality and suitability of the existing facilities on key elements of Sport England's Playing Pitch Strategy Guidance "Towards a Level Playing Field". We have used this approach on previous projects and are confident that it enables us to ensure a good level of consistency and objectivity.

1.2.2 The Site Quality Assessments take the form of a Visual Playing Pitch Assessment. This measures the quality of pitches and changing accommodation on an aesthetic basis, alongside other influences such as postponed fixtures. For the purpose of the study, where a pitch is on the same patch of land as another, and has identical characteristics, an average score is taken.

1.2.3 The Assessment considers a variety of factors including grass cover, pitch size (including safety margins), slope/evenness, evidence of dog fouling, shower and toilet provision, parking and evidence of vandalism. The scoring brackets are detailed in Table 1.1.

Table 1.1 – Visual Playing Pitch Assessment Scoring

	Playing Pitches	Changing Facilities
Excellent	Over 90%	Over 90%
Good	64% to 90%	60% to 89%
Average	55% to 64%	40% to 59%
Below Average/Poor	30% to 54%	30% to 39%
Poor/Very Poor	Less than 30%	Less than 30%

1.2.4 The specific findings of the Visual Playing Pitch Assessment are considered on a site-by-site basis. The Assessments are included as Appendix 1.

- 1.2.5 We refined the standard Sport England survey template to reflect more closely the mix of sports hosted at the WTC sites as well to provide an opportunity for user groups to provide an indication of their interest in taking a greater role in the day-to-day running of venues. The survey covered a number of areas including number and profile of membership, the number of teams, key issues faced, match day and training venues used, views on the quality of the main venue and aspirations for the future.
- 1.2.6 The surveys were initially circulated with the help of relevant NGBs. This was followed up by a direct approach. Whilst the primary focus was on clubs that use the Town Council's facilities the opinions of clubs that use other venues in the town were also sought.
- 1.2.7 The survey findings are considered in the Consultation and site review sections.
- 1.2.8 The findings of both elements have been used to help inform our recommendations for investment and management options. The proposals have been guided by our experience of concepts such as Community Asset Transfer and design guidance from Sport England and relevant National Governing bodies for sport (NGBs).

1.3 **Report Structure**

- 1.3.1 To ensure that the review of responses adequately addresses the key points, we have structured the remainder of our report as follows:
- Section 2 – Context
 - Section 3 – Consultation
 - Section 4 – Burwell Playing Fields
 - Section 5 – King George V Field
 - Section 6 – The Leys Recreation Ground
 - Section 7 – West Witney Sports Ground
 - Section 8 – Conclusions and Recommendations.

2 Context

2.1 Overview of Current Position

2.1.1 An overview of the planned facility provision for the forthcoming 2013-14 season is provided in Table 2.1. The facilities at each site are considered in more detail later in the report.

Table 2.1 – Overview of Witney Town Council Current Facility Provision

	Football		Cricket	Tennis	Bowls	Changing
	11-a-side	Junior	Squares	Courts	Greens	Rooms
Burwell Recreation Ground	2	4				Yes
King George V Playing Fields	1					No
The Leys Recreation Ground	1		1	8	1	Yes
West Witney Sports Ground	3	4	1	4	1	Yes

2.1.2 The facilities at West Witney also include a bar and social area and indoor shooting range.

2.1.3 Other publicly accessible outdoor sports facilities are located in the WTC administrative area¹. These are detailed in Table 2.2.

Table 2.2 – Overview of Additional Outdoor Sports Facility Provision

	Football		Cricket	Tennis	Bowls	Artificial
	11-a-side	Junior	Squares	Courts	Greens	Turf Pitch
Raleigh Crescent		2				
Newland (Witney Mills CC)			1			
Witney Synthetic Turf Pitch						1
Wood Green School	2	2				1

2.1.4 Rugby Pitches are located at Witney Rugby Club, which is just outside of the Town Council boundary.

2.1.5 The analysis shows that the Town Council is the major provider of outdoor sports facilities in Witney, playing a particularly vital role in tennis court and bowls provision. The balance of facility supply and demand is considered under the review of the Strategic Provision.

¹ Source – Active Places Power. The disused Polythene UK Stadium, former home of Witney United FC has not been included in the findings.

2.2 Revenue Position

2.2.1 Operation of the outdoor sports facilities does not generate a surplus, requiring a considerable subsidy from the Town Council's budget. Table 2.3 summarises the revenue position over the last three years across the Town Council's four sites. The individual revenue position will also be considered on a site-by-site basis

Table 2.3 – Sports Facility Revenue Position 2010-2013

	Income	Expenditure	Profit/Loss	Cost Recovery
Financial Year 2010-11	£ 54,830	£ 151,796	-£ 96,966	36.1%
Financial Year 2011-12	£ 59,452	£ 151,742	-£ 92,290	39.2%
Financial Year 2012-13	£ 60,963	£ 150,706	-£ 89,743	40.5%

2.2.2 The major expenditure item across all sites is the grounds maintenance contract (identified as Agency Services Recharge in the accounts). The level of expenditure covered by income has remained relatively consistent over the last three years, with a variation of less than 5%. Any improvement appears to be due to higher income across the sites rather than any reduction in expenditure.

2.2.3 The chief source of income across the sites is from pitch hire charges. The facility hire charges are detailed in Table 2.4. The charges include VAT and no discount is offered for block and/or season-long bookings.

Table 2.4 – Witney Council Hire Charges

	Adult	U-16	U-10
Cricket	£ 53.00	£ 26.00	
Football	£ 47.00	£ 23.50	£ 16.50
Changing Rooms	£ 22.00	£ 22.00	£ 22.00

2.2.4 We have undertaken a brief review of available information on charges. These are detailed in Table 2.5.

Table 2.5 – Hire Charge Sample

	Cricket		Football			Changing
	Grade A	Grade B	Adult	Junior	Mini	Rooms
Banbury Town Council*	£ 90.00		£ 35.00	£ 17.50	£ 14.00	£ 20.00
Lincoln College, Oxford**	£ 96.00		£ 38.40			Included
Oxford City Council***	£ 52.40	£ 41.50	£ 38.20	£ 19.15	£ 13.10	£ 19.65
* 21 football matches per season with changing @ £610. 10 football matches per season @ £640.						
** Block booking of 10 attracts a 10% discount						
*** A range off-peak, concessionary and block booking discounts are available						

2.2.5 Whilst the sample is far from exhaustive, it suggests that the Witney facility hire charges are somewhat above the norm. Furthermore, the lack of any block-booking discount is unusual. The Town Council may wish to undertake a more comprehensive study in to fees and charges.

2.3 Local Profile²

2.3.1 Witney is located in the West Oxfordshire District Council area. At the last Census (2011), the population of the district was 104,779 (an increase of approximately 9,000 when compared to 2001) and the Witney Town Council area population was 27,552 representing an increase of approximately 5,000 on the population at the time of the 2001 Census.

2.3.2 West Oxfordshire is a largely rural area with 53% of the population living in rural villages and the second lowest population density in the South East of England (1.5 people per hectare). With approximately 26% of the population, Witney is the largest town in the District, and an important location for employment, retail and leisure, serving a wider hinterland.

2.3.3 Table 2.6 provides an overview of the demography of the Witney area in comparison with West Oxfordshire, the South East and England as a whole.

Table 2.6 – Demographic Characteristics

	Witney	West Oxon	South East	England
Young People	19.6%	18.6%	19.0%	18.9%
Older People	15.4%	18.4%	17.2%	16.3%
BME Communities	9.8%	7.4%	14.8%	20.2%
Activities Limited by Health	8.8%	8.7%	10.6%	12.7%
Economically Active	79.0%	77.0%	72.0%	70.0%
Unemployment	3.6%	3.0%	4.8%	6.3%
Qualifications - Degree or Equivalent	30.0%	33.0%	30.0%	27.0%
Professional/Associate Professional Occupation	31.0%	33.0%	33.0%	30.0%

2.3.4 The main observations are as follows:

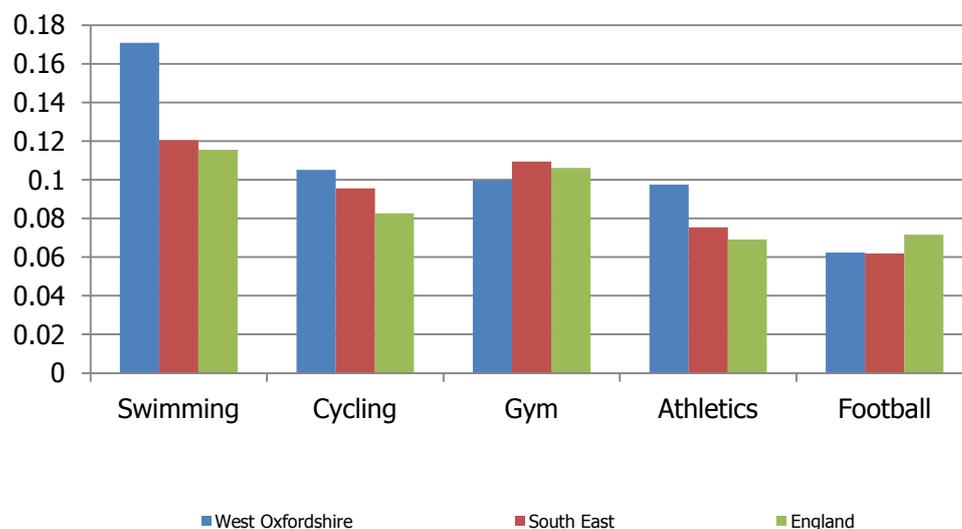
- It is apparent that the Witney population is generally younger than the wider West Oxfordshire District as well as the region and England as a whole.
- Whilst more ethnically diverse than the District, Witney is less diverse than the South East Region or England.
- Health issues appear to be less prevalent in the Witney and West Oxfordshire area than in the South East and England as a whole.
- Levels of economic activity are considerably higher in Witney and the Wider West Oxfordshire area, with lower levels of unemployment.

² Source – West Oxfordshire District Council, Census 2011 Summary for West Oxfordshire Including Carterton, Chipping Norton and Witney

2.4 Sports Participation³

- 2.4.1 Conducted every year since 2005-06, the Sport England Active People survey is a key means of understanding the level of participation in sport and physical activity across England at a local authority level.
- 2.4.2 The Survey found that in the 2011-12 year, 41.5% of the West Oxfordshire Adult Population took part in sport at least once a week, compared to 37.4% of the population across the South East and 36% of the population in England.
- 2.4.3 The proportion of the population taking part in regular physical activity (classified as 3 x 30 minutes per week) was 28.9% of the population, compared to 24.7% in the South East and 22.3% across England as a whole.
- 2.4.4 When asked if they wanted to do more sport, 48.2% of the West Oxfordshire Population did not, compared to 43.5% for the South East and 43.7% for England. This is perhaps an indication of the already high level of participation and still leaves over 50% of the population interested in being more active.
- 2.4.5 Finally, Figure 2.1 illustrates the five most popular sports across the District. Football, is ranked fifth, with an adult level of participation of 6.2%, below that for England as a whole, but in line with that across the South East.

Figure 2.1 – West Oxfordshire Top Five Sports



2.5 Football Participation

- 2.5.1 The West Oxfordshire Football Participation Report 2012-13 shows that there were 59 affiliated clubs with 219 teams across the District in the last season.

³ Source – Sport England Local Sport Profile Tool.

- 2.5.2 Of the **219** teams operating in West Oxon, 89 (**40.6%**) are adult teams, **80 (36.5%)** are youth teams (all formats) and **50 (22.8%)** are Mini-Soccer teams.
- 2.5.3 Of the Youth and Mini-soccer teams **76.9%** or **100** of the **130** play in a club that has achieved a Charter Standard Award, lower than the national average of 78.3%.
- 2.5.4 The number of teams across the District decreased by one from season 2011/12 to season 2012/13. This comprises:
- An increase of three adult teams.
 - an increase of two youth teams (all formats).
 - an equal number of mini soccer teams.
- 2.5.5 The Team Conversion Rate (TCR) across all formats is detailed in Table 2.7. They highlight a higher level across all forms of the game when compared to the averages for the South East and England as a whole. This is driven mainly by the much higher than average level of adult 11-a-side.

Table 2.7 – 2012-13 Team Conversion Comparison

	Adult 11-a-Side		Youth - All Formats		Mini-Soccer	All Forms
	Male	Female	Male	Female	Mixed	Total
West Oxon	8.40%	0.30%	21.60%	3.30%	10.60%	6.70%
South East	5.50%	0.20%	23.70%	2.00%	10.60%	5.50%
England	5.20%	0.30%	20.50%	2.00%	9.60%	5.20%

2.6 Market Segmentation

- 2.6.1 Perhaps the most valuable data available on participation in sport and physical activity is Sport England's Market Segmentation resource. Built from a combination of the 'Taking Part' and 'Active People' surveys and Experian sourced socio-demographic data, the population is classified in to one of 19 segments.
- 2.6.2 The segments, focus on adults aged 18 and over and help explain motivations, attitudes and barriers towards sport and active recreation; they also provide additional context through lifestyle information such as age, affluence, marital status, health statistics and preferred marketing and channels. The data is available at a variety of levels, national, regional, Local Authority and a defined radius.
- 2.6.3 For the purposes of the Sports Facility Study, we have focused on the local population within 2 kilometres of Witney Town Hall, a total of 20,533 individuals aged 18 or over.
- 2.6.4 Table 2.8 provides an overview of the Market Segment distribution across Witney in comparison with West Oxfordshire, the South East and England as a whole. Summary definitions of each segment are provided in Appendix 2.

Table 2.8 – Market Segments

Segment Name	Description	Witney	West Oxon	South East	England
		Rate	Rate	Rate	Rate
Ben	Competitive Male Urbanites	5.70%	7.71%	6.0%	4.9%
Jamie	Sports Team Drinkers	3.10%	2.73%	3.9%	5.4%
Chloe	Fitness Class Friends	5.80%	8.65%	6.1%	4.7%
Leanne	Supportive Singles	2.50%	2.27%	3.1%	4.3%
Helena	Career Focused Females	4.80%	5.94%	5.2%	4.5%
Tim	Settling Down Males	12.50%	12.65%	11.4%	8.8%
Alison	Stay at Home Mums	7.30%	7.21%	6.3%	4.4%
Jackie	Middle England Mums	5.30%	2.86%	4.6%	4.9%
Kev	Pub League Team Mates	3.00%	2.18%	3.5%	5.9%
Paula	Stretched Single Mums	2.70%	2.19%	2.7%	3.7%
Philip	Comfortable Mid-Life Males	10.30%	9.59%	9.7%	8.6%
Elaine	Empty Nest Career Ladies	6.20%	7.84%	6.8%	6.1%
Roger & Joy	Early Retirement Couples	8.70%	5.62%	7.3%	6.8%
Brenda	Older Working Women	3.00%	1.62%	2.8%	4.9%
Terry	Local 'Old Boys'	2.50%	1.71%	2.4%	3.7%
Norma	Later Life Ladies	1.10%	1.09%	1.3%	2.1%
Ralph & Phyllis	Comfortable Retired Couples	3.20%	11.09%	6.5%	4.2%
Frank	Twilight Year Gents	4.50%	2.17%	3.5%	4.0%
Elsie & Arnold	Retirement Home Singles	7.60%	4.88%	6.8%	8.0%
Total		100.0%	100.0%	100.0%	100.0%

2.6.5 The most frequently occurring groups accounting for 46.4% of the Witney population (compared to 39.9% for West Oxfordshire 41.5% for the South East and 36.6% for England as a whole) are:

- Tim (12.5%). Aged 26 to 45, Tim is defined as an “active type that takes part in sport on a regular basis”. Top sports are cycling; keep fit/gym, swimming, football and golf. Socio economic group ABC1.
- Philip (10.3%). Aged 46 to 55, Philip’s level of sporting activity is “above the national average”. Top sports are are cycling, keep fit/gym, swimming, football and golf. Socio economic group ABC1.
- Roger and Joy (8.7%). Aged 56 to 65, Roger and Joy are “slightly less active than older population”. Top sports are keep fit/gym, swimming, cycling, golf and angling. Socio economic group ABC1.
- Elsie and Arnold (7.6%). Aged over 66. Else and Arnold are “heavy TV viewers” and “much less active than the average adult”. Top sports are keep fit/gym, swimming, golf, bowls and cycling . Socio economic group DE.
- Alison (7.3%). Aged 36 to 45, Alison is fairly active with “above average levels of participation in sport”. Top sports are keep fit/gym, swimming, cycling, athletics (including running) and equestrian. Socio economic group ABC1.

2.6.6 Sports and activities hosted at the Town Council’s sports facilities appear in the top-five for Tim (football), Philip (football) and Elsie and Arnold (bowls).

2.7 Strategic Position

2.7.1 West Oxfordshire District Council has recently commissioned an Open Space Study⁴ covering the three main towns; Witney, Carterton and Chipping Norton.

2.7.2 The study covers the period up to 2029, which is the current timescale for the Local Plan. The primary purpose is the evaluation of the current quantity, quality and accessibility of open space, sports and recreational provision, in combination with an assessment of current and likely future needs in order to identify any deficit or surplus in terms of quality and/or quantity. These have been used to develop recommended standards of provision, thereby providing effective mechanisms to ensure that appropriate provision is made to meet current and future needs.

2.7.3 The draft Study recommends the following standards of provision:

- Quantity Standard – For existing provision it is 1.25 hectares (ha) per 1,000 people which covers both public and private space. For new provision, it is recommended that 1.0 ha/1,000 of fully publicly available space is provided.
- Access Standard – A distance of 600 metres or 12-13 minute straight line walk time.

2.7.4 The Study considers the current level of provision and future demand in the Witney as the principle study area. However, to provide a more robust assessment, it also includes the neighbouring parishes, up to a distance of 2 kilometres from the Town Council boundary.

2.7.5 As well as the needs of the current population, the Study also assesses the impact of the development of approximately 1,900 new homes in the Witney area, which is likely to result in an increase of population of circa 4,560 people.

2.7.6 The following facilities have been identified in the wider Witney area:

- Glebelands Playing Fields (Duckington Parish)
- Hailey Recreation Ground (Hailey Parish)
- Deer Park (Witney)
- West Witney Sports Ground (Witney)
- King Georges Field (Witney)
- Madley Brook School Fields (Witney)
- The Leys (Witney)
- Burwell Recreation Ground (Witney)
- Witney FC (Curbridge Parish)
- Witney RFC (Hailey Parish)
- Witney Mills Cricket Club (Witney).

⁴ Completed by JPC Strategic Planning & Leisure Consultants & Leisure and the Environment.

- 2.7.7 The draft Study concludes the total current provision is insufficient to meet the needs of the existing population, with a shortfall of 5.18 hectares (12.8 acres) of parks and recreation ground space identified .
- 2.7.8 When combined with the spatial requirements to meet the needs of the projected growth in population (4.56 hectares or 11.3 acres), there will be an overall shortfall of 10.88 hectares (26.9 acres) in the period up to 2029.

2.8 Artificial Turf Pitch Provision

- 2.8.1 The town is served by two full-size, floodlit Artificial Turf Pitches (ATP). Located at Wood Green School (sand-dressed surface) and Gordon Way (sand-filled surface), both facilities are available for use by the wider community. Although both surfaces are more suited to hockey, we understand that there is considerable football use. Furthermore, the existing ATP in Carterton is being resurfaced with a longer pile third generation (3G) surface more suited to football and the Royal Air Force has recently installed a 7-a-side 3G ATP at Brize Norton.
- 2.8.2 To broadly assess the adequacy of this level of provision, we have used the Sports Facility Calculator (SFC). Developed by Sport England, and most recently updated in June 2012, the SFC helps to quantify the demand side of facility provision (for swimming pools, sports halls, and ATPs) based on the population in a given local authority area.
- 2.8.3 The Calculator has some limitations, including a lack of spatial dimension or the ability to account for cross-boundary use, which means that it is not suitable for use as the basis of a detailed gap analysis. Arguably the SFC also fails to take account of changes in football participation and the increasing importance of ATP facilities. However, in combination with the identification of existing facilities it can provide a high-level snapshot of any gaps in provision or potential areas of over-supply.
- 2.8.4 Analysis based on the current Witney population indicates that approximately 0.78 pitches are required to meet the needs of the town. Whilst this does not take full account of the fairly large hinterland served, the current level of provision is likely to be adequate in the eyes of governing bodies.
- 2.8.5 The new facilities at Carterton and Brize Norton will also inevitably attract users from the Witney area. If a project were to be pursued, the resurfacing of one of the Witney facilities with a 3G surface would be a more cost-effective solution than a new build. Any funding would be dependent on a clear demonstration of need, coupled with a strong sports development plan. As the Town Council is not the landowner of either of the facilities, investment decisions are outside of their its control.

2.9 Summary

- 2.9.1 As the main provider of outdoor sports facilities in the Town, WTC plays a vital role in enabling regular participation in sport and active lifestyles, which, when compared to the norm nationally, is above average.

- 2.9.2 Participation in football is in a relatively healthy state across the West Oxfordshire District. The level of participation in the male adult 11-a-side game is particularly strong which is likely to place a greater than normal demand on pitches and ancillary facilities to support the game.
- 2.9.3 Youth football (including mini-soccer) is broadly in line with the regional and national averages. Changes in the format of the game following the Football Development Review may see an increased level of demand for pitches and other facilities.
- 2.9.4 The draft Open Space Study has identified a shortfall in provision of approximately 5 ha to meet the needs of the existing population. Furthermore, there will need to be considerable investment as part of any new housing developments to ensure that the needs of the growing population are met.
- 2.9.5 The revenue position highlights a considerable level of subsidy across the Town Council's facilities. In our experience, this is not an unusual situation. The opportunity to improve this situation through an increase in income brought about by raising hire charges is likely to be limited. Our limited review of pricing in the neighbouring area suggests that the Council is already at the upper end of the range. Instead, a reduction in costs following the tendering of the new grounds maintenance contract (if achievable) and/or the transfer of operational and management responsibility are likely to deliver results that are more successful.
- 2.9.6 Our high-level review of charges does appear to indicate that the Town Council Whilst this is by no means exhaustive the Council may wish to revisit the charging policy in comparison with nearby Councils, and consider the impact of offering a block booking discount through the removal of VAT on bookings of 10 or more matches.

3 Consultation

3.1 Overview

3.1.1 In addition to the surveys circulated to users groups, we have also consulted stakeholders from the relevant governing bodies and leagues.

3.1.2 The primary purpose of this wider consultation is to gain an understanding of how the facilities might fit in to the organisations' strategic priorities. This can be used to inform the development of investment proposals and funding applications. The views of the following organisations are outlined below:

- Oxfordshire County Football Association
- Oxfordshire Lawn Tennis Association
- Witney and District Football Association
- Witney and District Youth League.

3.1.3 The Oxfordshire Cricket Association were also invited to participate in the exercise but were not able to do so in the timescales available. We understand that this was due to the pressing requirements of an investment strategy.

3.1.4 Finally, Witney Town Councillors and officers were provided the opportunity to comment on the findings at draft stage. Their comments have been used to help shape the form and content of the final document.

3.2 Oxfordshire County Football Association

3.2.1 Andy Earnshaw – County Development Manager.

3.2.2 Based in Witney, the Oxfordshire County Football Association (OCFA) is the local body responsible for the administrative oversight and development of football. In addition, the OCFA plays a key role in setting strategic priorities for investment via the Football Foundation.

3.2.3 Key points are summarised below:

- The Town Council's approach to the review of facilities was welcomed.
- Key issues within the sport locally include:
- Lack of 3G (long-pile football surfaces) Artificial Turf Pitches (ATP), however acknowledged that there are two ATPs in the Town and a third would be difficult to justify.
- Ensuring that pitches are sized to meet the demands following recent changes to the structure and format of youth football. This includes a move towards multi-pitch sites.
- The size and quality of changing facilities (an issue at all of the Town Council's sites).
- A need for small kitchen and catering facilities for post-match activities.
- Pitch drainage (an issue at The Leys and West Witney).
- The OCFA is aware of proposals for investment at West Witney. They would be generally supportive but any project would need to be under-pinned by a

comprehensive Football Development Plan supporting accredited FA Charter Standard clubs . As a leading club, Tower Hill FC should play a key role.

- A project to improve facilities at Burwell Meadow may also be of interest, subject to a strong Development Plan.
- Improving access to school sites could play an important role increasing the level of pitch provision.
- Finally, all projects seeking grant aid from the Football Foundation would need to represent good value for money and include a good level of partnership funding.

Sports Solutions Comment – The broad welcome shown by OCFA towards the Town Council’s approach is encouraging. However, a more active engagement between the Council and the organisation should be prioritised to ensure that there is a good working relationship for the longer-term.

As proposals are developed the opinion of the OCFA should be sought to incorporate Football Development priorities from the outset.

It should be noted that the maximum grant available is £500,000 and 50% match funding is typically required.

3.3 Oxfordshire Lawn Tennis Association

3.3.1 David Reeve – Tennis Development Manager.

3.3.2 The Oxfordshire Lawn Tennis Association (OLTA) plays a key role in supporting the development framework for the sport in the County as well as setting strategic priorities for indoor and other facilities.

3.3.3 Key points are summarised below:

- The key priority in Witney for the OLTA is the resurfacing the courts at West Witney.
- It is the OLTA’s view that it is the Town Council’s responsibility to carry out the works with the facilities reprovided on a like-for-like basis.
- However, there would be no funding available for the project. Indoor courts would not be a priority.
- Finally, the OLTA would welcome the development and implementation of a programme of activity and community coaching programme for the courts at The Leys.

Sports Solutions Comment – The obvious priority for the OLTA is the refurbishment of the courts at West Witney. However the organisation has strongly indicated that no funds are available to support the project.

The interest in a more developed programme of activity at The Leys could be a good opportunity for the Council potentially in tandem with the granting of a lease for the operation of the courts.

3.4 Witney and District Football Association

3.4.1 Ralph Davies – Fixture Secretary.

3.4.2 The Witney and District Football Association (WDFFA) is responsible for the administration of the male adult football league in the Witney area. A number of clubs that use the Town Council's facilities play in the league's various divisions including Witney Royals and West Witney FC.

3.4.3 Key points are summarised below:

- There are issues with many of the facilities in West Oxfordshire. The specific issues relating to the WTC sites are considered below:
- West Witney
- Lack of adequate changing provision forcing staggered kick-offs to avoid congestion
- Waterlogging in the winter months – possibly the worst in the WDFFA.
- King George V
- Pitch prone to waterlogging
- Only available changing rooms are approximately a quarter of a mile away at Wood Green School.
- Burwell Meadow
- Excellent pitches
- Inadequate number of changing rooms requiring staggered kick-offs.
- Lack of changing accommodation for officials.
- The Leys
- Adequate pitch which suffers from only average water-logging.
- Changing rooms of relatively poor quality,
- Lack of changing accommodation for officials.
- In summary, all of the venues are below the level of quality that would be expected for the standard of football played by many of the teams.
- Any investment would be welcomed but the WDFFA are concerned that investment may result in higher charges.

Sports Solutions Comment – The WDFFA would be very supportive of any works improve the quality of playing and ancillary facilities across the Town Council's facility portfolio.

Positive engagement with the WDFFA is likely to result in the development of facilities that support the development of Clubs however the Council will need to manage carefully the issue of fees and charges.

3.5 Witney and District Youth League

3.5.1 Terry Williams – Secretary

3.5.2 The Witney and District Youth League (WDYL) is responsible for football leagues and competitions for age groups from under-7 to under-15, covering all junior football teams that use the Town Council's facilities.

3.5.3 Key points are summarised below

- The forthcoming changes to youth football as a result of the Youth Development Review, particularly the introduction of 9-a-side for the u-11 and u-12 age groups will require new pitch layouts and a flexible approach from the Council. One option could include the over- marking of larger pitches in a contrasting colour.
- There is a general need to improve the built facilities, to meet both modern standards and the higher expectations of parents and players.
- There is a particular need for changing facilities for officials.
- Specific issues at sites are:
 - West Witney – a boggy pitch prone to flooding
 - The Leys – fun fair and other uses an issue with regard to playing surface quality
 - The potential expansion of the town and volume of housing planned needs to be matched by adequate number of additional pitches in appropriate locations.
 - Another issue, albeit outside of the control of the Town Council, is access to ATP facilities at convenient times. The lack of a football-specific 3G pitch is also an issue.

Sports Solutions Comment – The views of the WDYL echo many of those raised by other football stakeholders. The organisation would be supportive of any projects that will result in facility improvement and should be actively engaged as any proposals are developed.

3.6 Summary

3.6.1 All stakeholders would support any proposals by the Town Council that would result in an improvement in the quality of playing and ancillary facilities.

3.6.2 Governing bodies are tasked by Sport England to increase participation as part of long-term funding agreements. Therefore, the potential of any project to sustain and develop participation would be of particular interest.

- 3.6.3 It is clear from the OCFA that any project seeking funding from the Football Foundation will need to have a strong Football Development Plan if it is to be successful. Therefore, the Town Council should work with the local leagues and the OCFA as well as clubs to ensure that they become advocates for any development proposals and that any projects are shaped to deliver priorities and the best possible participation outcomes.
- 3.6.4 The role of the OLTA in any facility developments is likely to be less direct. However, the importance of their support should not be underestimated, particularly with regard to helping Witney Tennis Club shape any development activity and investment.
- 3.6.5 Finally, the input of the OCA should be sought if any projects are developed which have a major impact on cricket, incorporating priorities identified in any investment strategy.

4 Burwell Recreation Ground

4.1 Current Position

4.1.1 Located to the South West of Witney Town Centre, approximately 1.4 kilometres from the Town Hall, Burwell Recreation Ground was recently designated as Queen Elizabeth II Field and is protected as a playing field under a covenant from Fields in Trust.

4.1.2 The site and facilities are illustrated in Figure 4.1.

Figure 4.1 – Burwell Recreation Ground



4.1.3 Regular users of the site are:

- Witney Royals FC (adult football, 3 adult teams and 1 veterans team)
- Witney Vikings, Junior FC (FA Charter Standard, junior football, 10 teams). The club also uses facilities at Witney Mills Cricket Club for some matches.

- 4.1.4 The site is also used by Tower Hill FC.
- 4.1.5 Following a new agreement with Witney Vikings, starting from the 2013-14 season, the playing facilities will comprise:
- 11-a-side football – 2 pitches
 - 9-a-side football – 1 pitch
 - 7-a-side football – 1 pitch
 - 5-a-side football – 2 pitches.
- 4.1.6 The following ancillary facilities (all booked via the Town Council), are also located at the site:
- Burwell Hall which comprises
 - 2 team changing rooms (can also be accessed externally)
 - Main hall
 - Meeting room
 - Kitchen
 - Toilets.
 - Floodlit hard court
 - Children’s’ play area.
- 4.1.7 During the last football season (late August to April), adult teams (predominantly Witney Royals) used the main pitches every Saturday afternoon, a total of approximately 60 matches. Use of the site by Witney Vikings will see an increase to over 250 matches across adult and junior football.
- 4.1.8 Table 4.1 highlights the revenue position for the sports facilities during the last three financial years.

Table 4.1 – Burwell Recreation Ground 2010-13 Revenue Position

	Income	Expenditure	Profit/-Loss	Cost Recovery
Burwell Recreation Ground 2010-11	£ 2,046	£ 26,280	-£ 24,234	7.8%
Burwell Recreation Ground 2011-12	£ 2,915	£ 26,668	-£ 23,753	10.9%
Burwell Recreation Ground 2012-13	£ 2,783	£ 25,170	-£ 22,387	11.1%

- 4.1.9 As this clearly illustrates, in the last year, income from sports bookings recovered just over 11% of expenditure, of which £1,728 was allocated to building maintenance. The largest single expenditure item (£23,507) was for grounds maintenance (equivalent to £450 per week). This is broadly in line with the performance in 2011-12 and a marked improvement (in percentage terms) on 2010-11.

4.2 Site Quality Assessment Findings

- 4.2.1 The assessment of the facilities at Burwell Recreation ground took place prior to the decision to provide additional facilities for Witney Vikings. However, this is unlikely to have had any significant impact on our findings, which are summarised in Table 4.2.

Table 4.2 – Burwell Site Quality Assessment Findings

	Changing Facilities	Pitches
Score	41%	74%
Rating	Average	Good

4.2.2 No particular drainage issues were identified by WTC staff.

4.2.3 The site has the potential to provide an excellent base for Witney Vikings combining playing and other facilities. However, there is a low amount of changing room provision to support the playing facilities and a complete lack of adequate provision for officials.

4.3 Consultation Findings

4.3.1 As outlined above, the primary users of the facilities were invited to participate in the Study by completing a Questionnaire. The responses for Burwell Recreation Ground and other sites are included in Appendix 3.

4.3.2 Responses were received from both Witney Royals and Witney Vikings.

4.3.3 Witney Royals key points raised

- Lack of internal and external funding for the Club
- Lack of volunteers
- Changing facilities were rated as only acceptable (albeit clean)
- Poor ratings were given for litter and dog fouling as well as for Value for Money.
- The club used Burwell Meadow approximately 50 times last season, and 8 games were cancelled.
- Encouragingly Witney Royals rated Burwell as the best playing surface used, with King George V also in the top 3.
- The Leys was rated as the worst playing surface.
- In the longer term, the club would like to explore the development of a club house for use on match days and to help increase revenue.

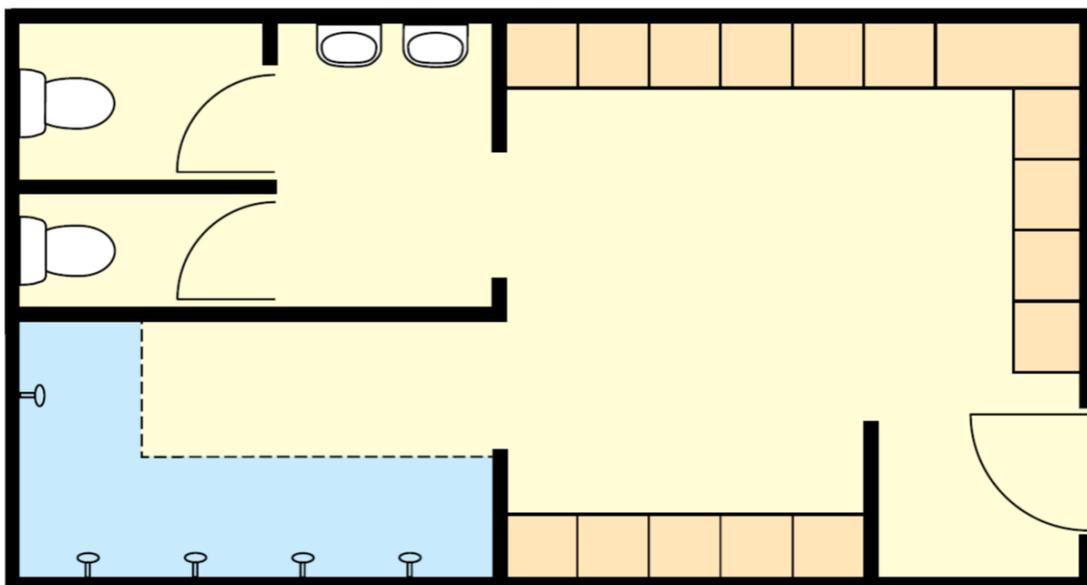
4.3.4 Witney Vikings key points raised:

- Key issues for the operation of the Club are a lack of internal and external funding, a lack of appropriate facilities and an associated lack of information, poor relationships with local clubs and a lack of voluntary assistance.
- Of 64 matches scheduled for last season, approximately 16 were cancelled.
- Other than litter and dog fouling (rated poor), and surface firmness, grip, posts and sockets and line markings (rated good), all other items were considered to be acceptable.
- The Club's future plans include increasing the number of members, expanding and refurbishing the existing facilities and relocating (the latter is already in progress).

4.4 Investment Options

- 4.4.1 Increased use of the site will need to be carefully managed to ensure that adequate maintenance regimes are in place, significant investment in the playing surface does not appear to be necessary.
- 4.4.2 Turning to built facilities, opportunities to increase use of the Burwell Hall by both Witney Royals and Witney Vikings should be explored, as this is likely to be far more cost effective than constructing standalone club houses for one or both organisations.
- 4.4.3 In our view, the most pressing issue at Burwell Recreation Ground appears to be the adequacy of changing provision, identified by the league, OCFA, Witney Royals and the SQA findings.
- 4.4.4 Whilst the existing changing rooms are well maintained they do not meet current design best practice (only 2 shower heads rather than 4) and do not offer adequate capacity to enable matches to kick-off concurrently. This issue will be compounded by the increased junior use from the 2013-14 season. Finally, the lack of changing rooms for officials does not meet current guidelines.
- 4.4.5 Constructing the facilities as an extension of the existing building is likely to be the most cost-effective and operationally efficient solution. A total built area of circa 90 square metres (m²) is likely to be required, comprising:
- 2 team changing rooms with showers and WCs (Approx. 35m² each)
 - 2 officials rooms (approx. 5m² each)
 - Storage
 - Circulation space
- 4.4.6 Figure 4.2 illustrates a possible team changing room layout for the extension based on best practice guidance from Sport England.

Figure 4.2 – Indicative Team Changing Room Layout



4.4.7 To aid WTC in a future budget setting exercise, we have developed an indicative capital cost appraisal using both our experience of similar projects and guidance from Sport England. At this stage, the cost estimates should be considered as indicative (Q3 2013) only and are based on the following assumptions:

- VAT, inflation and land acquisition costs are excluded
- The works are competitively tendered
- 10 months construction period
- Allowances included for systems and features within the building to assist in achieving the equivalent of BREEAM Very Good.

4.4.8 Table 4.3 highlights some of the specific assumptions for the project relating to the building footprint, cost per square metre, professional fees, contingencies. These assumptions should be tested as part of the next stage in the development of the project as there may be opportunities to reduce costs once the specification is better understood.

Table 4.3 – Burwell Recreation Ground Indicative Project Cost

Assumptions	Building Works
Extension Gross Internal Floor Area (M ²)	90
Cost per M ²	£ 1,750
Build Cost	£ 157,500
External works @ 10%	£ 15,750
Sub Total	£ 173,250
Contingencies @ 10%	£ 17,325
Sub Total	£ 190,575
Professional Fees @ 12.5%	£ 23,822
TOTAL	£ 214,397

4.4.9 Additionally, it would be best practice to make provision in the annual budget for repairs and renewals. For a facility of this type, Sport England advises the following:

- Sinking fund (Major Replacement Costs) - 0.3% of the build cost
- Maintenance (Day-to-Day Repairs and Planned Preventative Maintenance) – 0.6% of the build cost.

4.4.10 Based on the capital build cost of £214,397, the recommended budget allocations for the new build element of the facility only, would be:

- Sinking Fund - £643
- Maintenance - £1,286

4.4.11 Possible sources of external funding are considered in Section 8. It has been suggested that Witney Vikings are interested in developing an all-weather facility at the site. Consultation with Oxfordshire FA indicates that they are unaware of the prospect.

4.5 Operational Options

- 4.5.1 Operationally, the open nature of the site, location within a housing development and the important role as a venue for informal activity is likely to mean that transfer of the site under a lease agreement would be inappropriate. However, the development of a more formalised relationship with the partner clubs under the auspices of a user group would be a positive step.

4.6 Summary

- 4.6.1 The facilities at Burwell Recreation Ground are well used and appear to be fairly well regarded by users.
- 4.6.2 For stakeholders, the primary issue relates to the capacity of the changing facilities to meet peak demand. Addressing this issue should be the primary focus of any investment at the site, with proposals developed in detailed consultation with user groups and the Oxfordshire County FA.
- 4.6.3 Whilst a leasehold arrangement may not be appropriate, the Council should address the costs of operating the facilities. A cost recovery position of approximately 11% does not appear to represent good value for money. Attempts should be made to address this as part of the the forthcoming grounds maintenance contract tender process.

5 King George V Field

5.1 Current Position

5.1.1 Located in Newlands, to the North East of Witney Town Centre, approximately 1 kilometre from the Town Hall, the King George V Field, in common with many others across the country, is protected as a playing field under a covenant from Fields in Trust.

5.1.2 The site is illustrated in Figure 5.1.

Figure 5.1 – King George V Field



5.1.3 Regular users of the site are:

- Witney Wanderers FC (adult football)
- Spartan Rangers FC (adult football, 3 teams).

5.1.4 The sports facilities comprise one adult 11-a-side pitch. There are no changing rooms, with the nearest available at Wood Green School, approximately half a mile from the site. Given the overall area, the site could conceivably accommodate more playing areas.

5.1.5 In addition, there is a small children's play area and hard court. As well as a venue for formal pitch sports, the site is also an important local resource for informal activity with evidence of use of the site for recreational football.

5.1.6 During the last football season (late August to April), Witney Wanderers and Spartan Rangers used the pitch on alternate weekends, a total of approximately 30 matches.

5.1.7 Table 5.1 highlights the revenue position for the sports facilities during the last three financial years.

Table 5.1 – King George V Field 2010-13 Revenue Position

	Income	Expenditure	Profit/-Loss	Cost Recovery
King George V Field 2010-11	£ 600	£ 11,587	-£ 10,987	5.2%
King George V Field 2011-12	£ 763	£ 12,776	-£ 12,013	6.0%
King George V Field 2012-13	£ 759	£ 10,560	-£ 9,801	7.2%

5.1.8 As this clearly illustrates, income from sports bookings recovered just over 7% of expenditure, all of which was allocated to the grounds maintenance contract (£203 per week). This represents a steady if unspectacular increase over the last three years.

5.2 Site Quality Assessment Findings

5.2.1 The SQA findings for King George V Field are detailed in Table 5.2.

Table 5.2 – King George V Site Quality Assessment Findings

	Changing Facilities	Pitches
Score	0%	53%
Rating	n/a	Below Average

5.2.2 King George V Playing Field rates unfavourably in comparison to the Town Council's other sports facilities. This is chiefly due to the lack of changing facilities although some issues were identified with the playing surface during the inspection including the evenness of the playing surface, evidence of dog fouling and litter.

5.2.3 WTC Officers advised Sports Solutions that the site is rarely used for competitive matches and that it is not a first choice location for many clubs. The lack of changing facilities are likely to be the primary issue. Whilst some can be accessed at Wood Green School they are beyond would normally considered an acceptable distance.

5.2.4 Based on the worn areas in the goalmouths there were signs of recreational use,

5.3 Consultation Findings

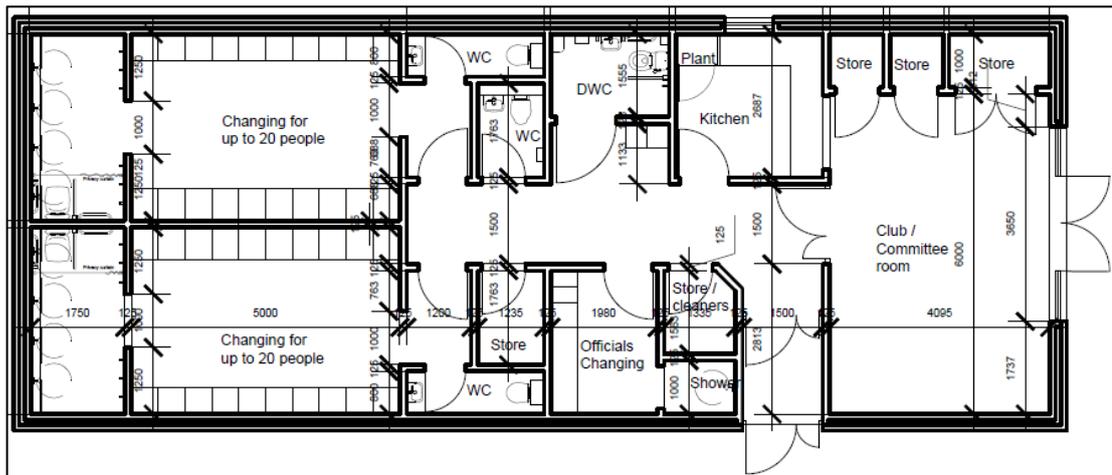
5.3.1 Only Spartan Rangers returned a survey response. The key comments are summarised below. It should be noted that the Club also use the The Leys as their primary venue, we have therefore considered those comments applicable only to King George V Field. Key points:

- King George V Field was rated as the third worst playing field used by the club.
- The quality of the playing surface and the changing facilities (or lack of) were raised as particular issues.
- The club also identified West Witney as one of the three worst playing surfaces.

5.4 Investment Options

- 5.4.1 The relatively poor quality of the playing surface and complete lack of changing facility provision at King George V Field limit the attractiveness of the site for competitive football use.
- 5.4.2 Figure 5.2 illustrates a Sport England indicative layout for a two-team changing pavilion with a small club room. The Gross Internal Floor Area of approximately 135m², and the building is sized to meet the requirements of adult football and includes adequate provision for officials and spectators.

Figure 5.2 – Indicative Changing Pavilion Layout



- 5.4.3 The indicative capital cost of the above scheme is detailed in Table 5.3. It is based on the same assumptions detailed in 4.4.7.

Table 5.3 – King George V Field Pavilion Indicative Capital Cost

Assumptions	Building Works
Pavilion Gross Internal Floor Area (M ²)	135
Cost per M ²	£ 1,750
Build Cost	£ 236,250
External works @ 10%	£ 23,625
Sub Total	£ 259,875
Contingencies @ 10%	£ 25,988
Sub Total	£ 285,863
Professional Fees @ 12.5%	£ 35,733
TOTAL	£ 321,595

- 5.4.4 In addition, a budget allowance of **£30,000** should be made for any improvements to the playing surface. A total indicative project cost in excess of £350,000.
- 5.4.5 For a facility of the type proposed, the recommended budget allocations for repairs and renewals are:

- Sinking fund @ 0.3% of build cost - £965.00
- Maintenance @ 0.6% of build cost - £1,930.

5.4.6 Potential sources of funding are considered in Section 8, however, the current usage profile is likely to mean that the project would not be prioritised.

5.5 **Operational Options**

5.5.1 Operationally, the location of the facility, open nature of the site and regular use for informal activity are likely to mean that the current management arrangements are most appropriate.

5.6 **Summary**

5.6.1 King George V Field most closely resembles a public park rather than a venue for competitive sport. Cost recovery from pitch income is very poor and opportunities for improving this position are extremely limited.

5.6.2 Whilst there is some adult football played at the site and the desire for improvement is understandable, the costs associated with the development and maintenance of dedicated changing facilities are unlikely to be supported by funding agencies and would require additional on-going revenue support, which may be difficult to justify without a significant upturn in use.

5.6.3 Should funds become available the Town Council may wish to undertake some remedial works to improve the quality of the playing surface with the aim of supporting participation at the current level.

5.6.4 The site could accommodate additional junior pitches, however, changing accommodation would be required.

6 The Leys Recreation Ground

6.1 Current Position

6.1.1 Located to the South of the Town Centre, approximately 500 metres from the Town Hall, The Leys is an important venue for both competitive sport and a public park serving central Witney.

6.1.2 The site is illustrated in Figure 6.1.

Figure 6.1 – The Leys



6.1.3 The site hosts the following sports pitches

- 1 adult football pitch
- 1 cricket square.

6.1.4 As well as the facilities detailed above, The Leys also provides the following:

- Pavilion and changing rooms
- 8 tennis courts (recently refurbished)
- Bowls green
- Crazy golf
- Skate park
- Children's play area
- Splash pool (currently closed).

6.1.5 The Town Council is, at the time of writing (September 2013) considering a comprehensive project to deliver a phased investment in facilities at The Leys over a five-year period, covering the the play area, splash pool, teenage shelter, bowls parking improvements and other investments. The proposals, prepared by West Oxfordshire District Council also include the option of a new pavilion.

6.1.6 The following clubs are regular users of the site are:

- Spartan Rangers FC (adult football, 3 teams)
- Witney Swifts Cricket Club (2 adult and 1 junior team)
- Witney Town Bowls Club.

6.1.7 The site is also used by Henry Box and Cokethorpe Schools.

6.1.8 Throughout the last football season (late August to April), Spartan Rangers used the pitch on Saturday afternoons. a total of approximately 30 matches. Cricket use of the site (late April to early September) totalled in excess of 30 matches on Saturdays, Sundays and mid-week.

6.1.9 As well as sports and informal recreation, The Leys hosts a number of other events:

- Witney Music Festival – 1 day, April
- Hatwells Fair – 1 week, May
- Millers Circus – 1 week, May
- Witney Carnival - 1 day, July
- Witney Feast Fair - 1 week, September.

6.1.10 These events are very popular and it is our understanding that further events may be hosted in years to come.

6.1.11 Table 6.1 highlights the revenue position for the sports facilities during the last three financial years.

Table 6.1 – The Leys 2010-13 Revenue Position

	Income	Expenditure	Profit/-Loss	Cost Recovery
The Leys 2010-11	£ 21,128	£ 60,876	-£ 39,748	34.7%
The Leys 2011-12	£ 23,364	£ 56,395	-£ 33,031	41.4%
The Leys 2012-13	£ 29,693	£ 63,383	-£ 33,690	46.8%

6.1.12 The table shows a significant improvement in the revenue position over the last three years, due in large part to increased income. The most significant between 2011-12 and 2012-13 were:

- Tennis Courts – Increase of £784 from £2,451 to £3,235
- Ground Hire – increase of £1,364 from £7,911 to £9,275
- Expenses Recovered – £1,671 from a base £0
- Miscellaneous Income - £3,084 from a base of £0.

6.1.13 Interestingly football income fell £605 from £2,120 to £1,515.

6.1.14 The increase is encouraging however, given the very low base in previous years for some income streams, it is not clear at this stage whether 2012-13 was an exceptional year or if these are sustainable increases.

6.1.15 The single biggest expenditure item was grounds maintenance (£32,495). Other major expenditure items are:

- Property Maintenance - £5,748
- Contract Cleaning/Waste - £5,604
- Salaries - £5,424.

6.1.16 Finally it should be noted that the higher levels of income and much improved level of cost recovery at the Leys when compared to both Burwell Recreation Ground and King George V Field reflects the greater number of possible income streams.

6.2 Site Quality Assessment Findings

6.2.1 The SQA findings for The Leys are detailed in Table 6.2.

Table 6.2 – The Leys Site Quality Assessment Findings

	Changing Facilities	Cricket Pitch	Football Pitch
Score	32%	63%	55%
Rating	Poor	Average	Average

6.2.2 It is clear that the primary issue is the changing facilities, which are of a poor quality. There are no referees changing rooms on site. As well as the general condition of the changing rooms, areas of particular concern are the level of cleanliness and the overall adequacy and capacity of the showers and changing room space.

6.2.3 The configuration of the built facilities is also far from ideal, with effectively three buildings, each accessed separately as follows:

- Main pavilion and kitchen
- Changing rooms and showers
- Toilets

6.2.4 With both playing surfaces, the areas of concern related to evidence of litter and dog fouling as well as the adequacy of the safety run-off margins around the field of play. Use of the site for the fair and other events will inevitably lead to heavy wear on the football pitch, with an increase of foot traffic over the cricket outfield.

6.3 Consultation Findings

6.3.1 Consultation responses were received from both Spartan Rangers and Witney Swifts. As each club represents a different sport, their comments are addressed separately.

6.3.2 Spartan Rangers. The Leys is the Club's primary site. Key issues raised include:

- Lack of internal and external funding for the Club
- Lack of appropriate facilities
- The club used The Leys approximately 25 times last season, and 4 games were cancelled.

- The Leys did not appear in the Top 3 for best or worst playing surface used last season. However only the line markings and parking were rated as good.
- The following were rated as poor:
 - Bounce of ball
 - Evenness
 - Changing facilities and showers
 - Value for money
 - Overall quality
- The final comment was “Very poor – not enough pitches/quality and even worse changing rooms”
- In the longer term the club would be happy to discuss how they might take a more active role in the management and maintenance of facilities

6.3.3 Witney Swifts. The Leys is the Club’s primary venue, with some matches played at West Witney Sports Ground. Key issues raised include:

- Lack of internal and external funding for the Club
- Lack of appropriate facilities
- Poor relationships with local clubs
- Lack of volunteers – coaches committee members etc.
- The club used The Leys approximately 25 times last season, and 1 game was cancelled.
- With regard to the facilities at the Leys, only the firmness of surface, line markings and parking were rated as good.
- The following were rated as poor:
 - Posts and sockets
 - Litter and dog fouling
 - Changing facilities and showers
 - Value for money
 - Overall quality
- The final comment was “Cricket square is very good. Outfield is acceptable (litter aside). Pavilion old, dirty and very expensive.”
- In the longer term, the club would be happy to take a more active role in the management and maintenance of the Leys through a Management Committee.

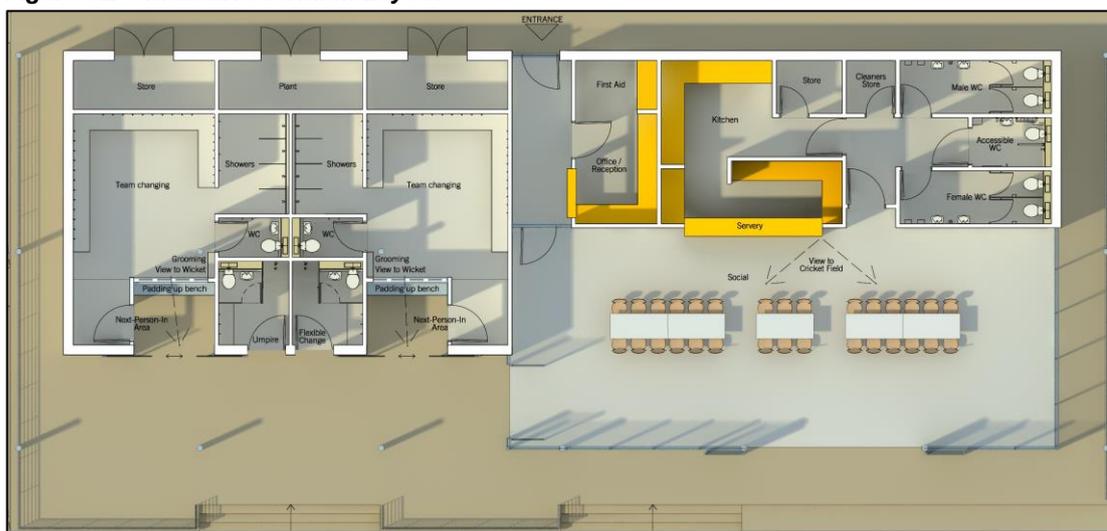
6.1 Investment Options

6.1.1 It is clear from the comments received from both main users of the site and the findings of the SQA that the primary issue at The Leys relates to the condition and quality of the changing facilities and pavilion.

6.1.2 Whilst a detailed conditions survey has not been undertaken, we have assumed that the age and internal configuration of the existing facilities would make them unsuitable for refurbishment.

6.1.3 Figure 6.2 illustrates a possible new-build pavilion layout from the England and Wales Cricket Board. The asymmetrical design means that the changing rooms can be accessed directly, rather than via the club room as in a typical cricket pavilion. This makes the shared use by summer and winter sports easier to manage and reduces the amount of dirty footwear traffic. The building could also serve the tennis courts and other facilities in the park.

Figure 6.2 – Indicative Pavilion Layout



6.1.4 We have assumed a total Gross Internal Floor Area of 150m² to provide adequate space for changing rooms and a small social area and kitchen as well as spectator toilets. The indicative capital cost of the above scheme is detailed in Table 6.3. It is based on the same assumptions detailed in 4.4.7.

Table 6.3 – The Leys Pavilion Indicative Capital Cost

Assumptions	Building Works
Pavilion Gross Internal Floor Area (M ²)	150
Cost per M ²	£ 1,750
Build Cost	£ 262,500
External works @ 10%	£ 26,250
Sub Total	£ 288,750
Contingencies @ 10%	£ 28,875
Sub Total	£ 317,625
Professional Fees @ 12.5%	£ 39,703
TOTAL	£ 357,328

6.1.5 Whilst some works to improve the quality of the playing surfaces would be welcomed, the use of the site for a variety of other events during the year is likely to mean that major investment would not represent good value for money. Instead, there should be a focus on maintenance and targeted investment that would not be significantly damaged.

6.1.6 For a facility of the type proposed, the recommended budget allocations for repairs and renewals are:

- Sinking fund @ 0.3% of build cost - £1,072
- Maintenance @ 0.6% of build cost - £2,144.

6.1.7 Potential sources of funding are considered in Section 8, however, the potential of linking the project to the wider redevelopment of facilities should be more thoroughly investigated. Any design proposals should ensure that use of the facilities meets the requirements of both sports clubs and the wider public.

6.2 Operational Options

6.2.1 Operationally, the location of the facility, open nature of the site and regular use for informal activity and events leads us to conclude that the current management arrangements for the wider site are most appropriate.

6.2.2 However, we understand that the Council has been approached by an individual interested in taking a long-term lease on the tennis courts and other areas. We would strongly recommend that the Town Council considers the financial and other benefits of this option and if considered appropriate sets a service specification and formally invites interested parties to submit proposals.

6.2.3 In addition, a Management Committee for The Leys in partnership with Witney Swifts, Spartan Rangers and other users would help to engender a greater sense of stake in the management of the facilities and provide a forum for regular feedback and suggestions for improvement and innovation.

6.3 Summary

6.3.1 The facilities at the Leys provide an important central location for both formal and informal activity as well as a venue for other events. A relatively good proportion of expenditure is recovered through income.

6.3.2 Whilst there are some issues with the condition of the pitches,⁵ this is less of a concern than the quality of the pavilion and changing facilities, which are in need of investment.

6.3.3 The viability of a scheme to invest in a new pavilion as part of a wider project should be tested and funding options more clearly identified.

6.3.4 With regard to management, the potential transfer of operation of the tennis courts and other aspects of the site should be pursued. If this can be shown to represent good value for money to the Council, a brief should be developed and formal proposals sought.

⁵ In addition, use of the site for other activities will mean that funding requests for pitch improvements may have limited chance of success. Maintenance should be the primary focus.

7 West Witney Sports Ground

7.1 Current Position

7.1.1 Located to the West of the Town Centre, approximately 2 kilometres from the Town Hall, West Witney Sports Ground is the largest dedicated outdoor sports facility in the town providing competitive sporting opportunities to a number of teams.

7.1.2 The site was purchased from Ming Industries in April 1979 for £52,000 and is covered by covenants covering the following:

- Restricting use of the site other than as a sports field.
- Preventing removal or cutting down of trees.
- Not permitting any use or work that would damage the soil sewer at the Burford Road Boundary.

7.1.3 The site is illustrated in Figure 7.1.

Figure 7.1 – West Witney Sports Ground



7.1.4 The site hosts the following sports facilities

- 2 adult 11-a-side pitches
- 1 intermediate 11-a-side pitch
- 4 mini soccer pitches
- 1 cricket pitch (there are no cricket nets)
- 4 tennis courts
- 1 bowls green
- Projectile sports range.

- 7.1.5 Changing accommodation, comprising 2 male changing rooms at ground floor level and 2 female changing rooms at first floor level are housed in the main pavilion. These facilities also house the toilets meaning that the first floor facilities cannot be used by male teams. A charge of £10.00 per match is paid to the Sports and Social Club for use of the changing rooms. The main pavilion also provides a bar and function room and has a total floor area of 574m².
- 7.1.6 Two bowls pavilions are in situ. One, serving West Witney Bowls Club comprises changing rooms, toilets, kitchen and a small bar. Opened in 1992, the building was extended in 1998.
- 7.1.7 The Witney Mills Bowls Club Pavilion is of a more basic timber construction comprising two simple changing rooms with no other facilities.
- 7.1.8 Adjacent to the tennis courts is a domestic timber shed with no WCs or changing facilities.
- 7.1.9 A compound, used by the Town Councils grounds maintenance contractor is located to the South West of the site. The maintenance shed is linked to the Witney Mills Bowls Club Pavilion.
- 7.1.10 Site access and car parking have been identified as issues by the Council and users.
- 7.1.11 A condition survey completed in January 2010 as part of a previous project to relocate the West Witney facilities to a site adjacent to Witney Lakes Resort concluded that the main pavilion building was very dated and poor condition requiring significant investment to bring it up to modern standards.
- 7.1.12 With regard to the other facilities, an area of particular concern was the condition of the facilities used by Witney Mills Bowls Club. The projectile range was considered to need some refurbishment and maintenance. The West Witney Bowls Club facilities were considered to be in relatively good condition.
- 7.1.13 The survey concluded that approximately £440,000 would be required to carry out the main items of repair. This would not result in an increase in the overall building footprint.
- 7.1.14 The condition of the tennis courts has been the subject of much discussion between the Town Council and Tennis Club. There is a general agreement that the courts need to be resurfaced but the work has been placed on hold subject to the completion of this Study and a separate Feasibility Study in to the wider improvement of the facilities at West Witney.
- 7.1.15 The site does not have an independent water supply, being served via the neighbouring Windrush commercial estate. This, has in the past, resulted in loss of supply. The Town Council's agents are in negotiations with the represents of the land owners, Blenheim Estates.
- 7.1.16 The following clubs are regular users of the site:
- FC Mills (adult football, 1 team)
 - Tower Hill FC (junior and adult football, FA Charter Standard Club)

- 18 male junior teams
- 1 male adult team
- 6 female junior teams
- 1 female adult team
- West Witney FC (adult football, 2 teams)
- Abbots Cricket Club
- Audley Ducks Cricket Club (adult cricket)
- Hailey Cricket Club (adult cricket)
- West Witney Cricket Club
- West Witney Bowls Club
- Witney Mills Bowls Club
- Witney Pistol Club
- Witney Tennis Club (100 members with 19 teams across various age and other groups. Clubmark accredited).

7.1.17 The site is also used by Witney Swifts Cricket Club for some matches.

7.1.18 Throughout the last football season (late August to April), approximately 300 football matches and over 40 cricket matches (late April to early September) were scheduled to be played at West Witney.

7.1.19 Table 7.1 highlights the revenue position for the sports facilities during the last three financial years.

Table 7.1 – West Witney 2010-13 Revenue Position

	Income	Expenditure	Profit/-Loss	Cost Recovery
West Witney 2010-11	£ 31,056	£ 53,053	-£ 21,997	58.5%
West Witney 2011-12	£ 32,410	£ 55,903	-£ 23,493	58.0%
West Witney 2012-13	£ 27,728	£ 51,593	-£ 23,865	53.7%

7.1.20 In the last financial year, the most significant expenditure item, accounting for 91% (£47,197) of the amount spent was grounds maintenance.

7.1.21 Income comes from three main sources, Green Fees (bowls), Rental (tennis, projectile range and Sports and Social Club) and pitch hire (cricket and football). Cost recovery is relatively good, in line with level at The Leys.

7.1.22 Expenditure at the site has fallen by approximately £1,500 since 2010-11 but the most noteworthy areas are the falls in income of over £3,000 and cost recovery by 5% over the same period. This appears to be almost entirely due to the items “Insurance Recovered” and “Electricity Recovered” being shown as outgoings against income.

7.2 Site Quality Assessment Findings

7.2.1 The SQA Findings for West Witney are detailed in Table 7.2.

Table 7.2 – West Witney Site Quality Assessment Findings

	Changing Facilities	Cricket Pitch	Football Pitch
Score	39%	73%	65%
Rating	Poor	Good	Good

7.2.2 The area of most concern is the main pavilion, chiefly the condition and configuration of the toilets, showers and changing rooms. Furthermore, there are Council Officer concerns about the compliance of the building with both the letter and spirit of Disability Discrimination Act.

7.2.3 The pitches were assessed on a dry sunny day, however we understand that during the winter months there are some waterlogging issues with pitches on the eastern edge of the site. However, we understand that this resulted in the loss of only 5 of 55 matches due to unfitness (excluding frozen pitch) played in the 2012-13 season.

7.3 Consultation Findings

7.3.1 Consultation responses were received from the following users:

- FC Mills
- Tower Hill FC
- West Witney FC
- Audley Ducks Cricket Club
- Hailey Cricket Club
- Witney Pistol Club
- Witney Tennis Club.

7.3.2 The main points are considered below. The Town Council has also been engaging with the users via the West Witney User Group.

7.3.3 FC Mills

- Main concerns with regard to the running of the club are a lack of facilities and recruiting and retaining members.
- With regard to the quality of the facilities at West Witney, the firmness of the playing facilities and the changing rooms were considered to be poor.
- Of 12 matches scheduled at the site, 4 were cancelled in the last (2012-13) Season.
- The Club would be interested in a greater role in the management of the site under the auspices of the West Witney User Group.

7.3.4 Tower Hill FC

- The main concern with regard to running the club is a lack appropriate facilities
- With regard to the facilities at West Witney, surface firmness, grip underfoot, grass cover, posts & sockets, changing and showers, parking, value for money and overall quality were all considered to be poor.
- Of over 300 matches scheduled at the site, they estimate that 15% to 20% were cancelled during the 2012-13 season.

- Concern expressed that the Council does not understand the FA's requirements for pitch dimensions or safeguarding and child welfare.
- Also raised the lack of facilities and reasonable condition pitches to accommodate an expanding Town youth population, especially with an increase of interest from both Girls and Ladies participation.

7.3.5 West Witney FC

- The main concerns with regard to running the club are internal and external funding, lack of appropriate facilities and access
- With regard to facilities at West Witney, evenness, litter/dog fouling, changing rooms, showers, value for money and overall quality were all rated as poor.
- Of approximately 30 matches scheduled at the site in 2012-13, 6 were cancelled.
- Interestingly, Burwell was considered to have the worst playing surface
- The final comment from the club was "Changing facilities are terrible. 2 small rooms shared by both teams and match officials. Additional charge of £10 to use facilities on top of pitch hire costs. Showers are almost unusable."

7.3.6 Audley Ducks Cricket Club

- The main concerns with regard to running the club are a lack of information about local facilities and services, the relationship with local clubs and a lack of voluntary assistance (committee members and coaches).
- The club considered West Witney to be the best playing surface used in the 2012 season.
- Of 10 games scheduled, 2 were cancelled.
- No aspects of the facility were considered to be poor.

7.3.7 Hailey Cricket Club

- The club was scheduled to play approximately 11 matches at West Witney in the 2012 season, 2 were cancelled
- West Witney was rated in the top 3 playing surfaces used last season.
- No aspects of the facility were considered to be poor.

7.3.8 Witney Pistol Club

- The main concerns with regard to running the club are a lack of internal and external funding and the facilities.
- The need for a new ventilation system has been identified as a specific requirement.

7.3.9 Witney Tennis Club

- The main concerns with regard to running the club are the facilities and the recruitment and retention of members, particularly those of a higher standard (linked in part to the quality of facilities).
- Another issue is the availability of court time for adult members due to the junior programme.

- With regard to facilities at West Witney, firmness of surface, grip underfoot, ball bounce, evenness, changing facilities, showers, parking, value for money and overall quality were all considered to be poor.
- In the future, the club would like to increase membership, refurbish the existing facilities and explore the development of indoor facilities.
- The main issue is ensuring that the Town Council “honour their commitment to resurface the courts”.

7.3.10 A common factor in the survey findings is a perception that the built facilities are of poor quality and that they represent poor value for money. The need for investment and refurbishment and/or redevelopment is also a popular viewpoint.

7.3.11 Interestingly, the football clubs are of the view that a far higher number of matches were cancelled than the figure given by the Town Council.

7.4 Investment Options

7.4.1 The primary, need, as evidenced by both users and the Site Quality Assessment findings, is for investment in the main pavilion. This would address long-term repairs and renewals as well as deliver changing room accommodation that meets best practice and enables effective safeguarding and child welfare procedures to be put place as well as enable concurrent match kick-off times in peak periods.

7.4.2 Additional investment is required to upgrade the projectile range and improve the Witney Mills Bowls pavilion. Site access and parking issues need to be resolved, although there may be the opportunity to address the latter during particularly busy periods through negotiated access (with Blenheim Estates) to parking on the Windrush estate.

7.4.3 With regard to the playing surfaces, the primary need is the resurfacing of the tennis courts, improved playing surface drainage and the provision of cricket nets.
Management and investment

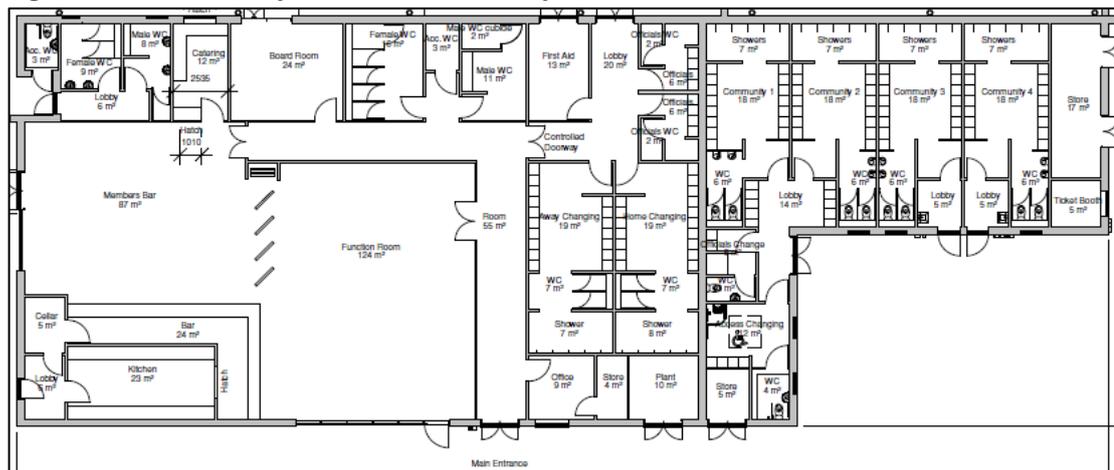
7.4.4 Table 7.3 provides an assessment of the likely spatial requirements for a new pavilion building capable of supporting the activities of the current user groups. This has been developed using our experience of similar projects and guidance from Sport England and relevant National Governing Bodies.

Table 7.3 – West Witney Pavilion Indicative Spatial Requirements

Main Building Key Elements	Area m ²	Number	Total m ²
Office	6	1	6
Outdoor Sports Changing Type 1	40	2	80
Outdoor Sports Changing Type 2	35	4	140
Officials' Changing Rooms	8	2	16
First Aid/Physio	10	1	10
Function Room	100	1	100
Bar	50	1	50
Cellar	10	1	10
Kitchen	10	1	10
Meeting Room	25	1	25
Toilets	50	1	50
Cleaners Cupboard	5	1	5
Storage @ 10%	50	1	50
Plant @ 5%	28	1	28
Circulation @ 10%	58	1	58
Total Area	15	1	638

7.4.5 An indicative pavilion layout is provided in Figure 7.2

Figure 7.2 – West Witney Indicative Pavilion Layout



7.4.6 The indicative capital cost of the above scheme is detailed in Table 7.4. It is based on the same assumptions detailed in 4.4.7.

Table 7.4 – West Witney Pavilion Indicative Capital Cost

Assumptions	Building Works
Pavilion Gross Internal Floor Area (M ²)	638
Cost per M ²	£ 1,750
Build Cost	£ 1,116,500
Contingencies @ 10%	£ 111,650
Sub Total	£ 1,228,150
Professional Fees @ 12.5%	£ 153,519
TOTAL	£ 1,381,669

7.4.7 Cost allocations for other elements are detailed in Table 7.5. These have been based on a combination of factors including our experience of similar projects, Sport England Guidance and items identified in the condition survey.

Table 7.5 – West Witney Additional Works

Facility	
Tennis Courts	£ 35,000
Witney Mills Bowls Pavilion	£ 100,000
Projectile Range Refurbishment	£ 25,000
Field of Play	£ 75,000
Parking and Access Improvements	£ 75,000
TOTAL	£ 310,000

7.4.8 The total cost of the options identified is approximately £1.7 million. A lower cost option (saving up to £500,000) may be to develop a project to reconfigure and refurbish the existing facility.

7.4.9 For a facility of the type proposed, higher budget allocations are recommended for repairs and renewals, as follows:

- Sinking fund @ 0.5% of build cost - £4,145
- Maintenance @ 0.8% of build cost - £8,290.

7.4.10 Possible sources of partnership funding are considered in Section 8. However, we understand that an application has been made by the West Witney User Group to the Sport England Improvement Fund for a new build project. Consultation with the Town Council and the Oxfordshire FA indicates that neither organisation had been made aware of the project.

7.5 Operational Options

7.5.1 As a self-contained site, primarily dedicated to sports use, West Witney Sports Ground lends itself to transfer to sports clubs under a lease arrangement.

7.5.2 It is our understanding that the Town Council and User Group have discussed this possibility, subject to agreement between the various Clubs and the Council. Some additional support may be required to assist the Clubs in developing the most appropriate and viable on-going structure.

7.6 Summary

7.6.1 The primary requirement for investment at West Witney is in the main pavilion and tennis court refurbishment. The grass playing surface and other elements of the site will also need investment over the relatively short term (5 to 7 years).

7.6.2 The indicative project cost is likely to exceed the available partnership and Town Council funding. It is therefore recommended that, in addition to a phased approach, a refurbishment option is developed for the pavilion incorporating both new-build and refurbishment of the existing.

- 7.6.3 Furthermore, it may be prudent to investigate the development of a second cricket square at West Witney to provide additional capacity as well as potentially enabling the relocation of the sport from The Leys.
- 7.6.4 The medium-term transfer of management and operation of the site should be progressed with the Clubs supported in developing a sustainable structure and viable business plan.

8 Conclusions and Recommendations

8.1 Summary

- 8.1.1 As the main local provider of outdoor sports facilities, the Town Council plays a pivotal role in enabling residents to participate in a range of team and individual sports.
- 8.1.2 In terms of participation in sport and leisure, the resident population is more active than both the national and regional averages.
- 8.1.3 Application of the draft West Oxfordshire standards of provision indicates that there is insufficient outdoor sports field space to meet local need. This shortfall of over 5 hectares could not be fully addressed by any of the options considered, due chiefly to a lack of spare capacity. Planned growth of the town will place additional demands on the existing facilities and there will be a requirement to ensure that any new developments provide adequate space (in excess of 4 hectares) to meet the additional demand.
- 8.1.4 Table 8.1 highlights the revenue position over the last three financial years across all sites. There has been an approximate 11% increase in income and a fall in expenditure of less than 1%, with an overall improvement of 4% in cost recovery. Despite this, the Town Council continues to contribute a considerable level of subsidy to the on-going operation (circa £90,000).

Table 8.1 – Income and Expenditure Summary

	Income	Expenditure	Profit/Loss	Cost Recovery
Financial Year 2010-11	£ 54,830	£ 151,796	-£ 96,966	36.1%
Financial Year 2011-12	£ 59,452	£ 151,742	-£ 92,290	39.2%
Financial Year 2012-13	£ 60,963	£ 150,706	-£ 89,743	40.5%

- 8.1.5 With regard to the quality of the facilities, analysis using the Sport England Site Quality Assessment (Table 8.2) highlights the poor condition of the changing facilities (where provided) as a consistent theme.
- 8.1.6 Furthermore, there is a requirement for considerable investment to address facility condition as well to meet the present day requirements for facilities covering issues such as the DDA, child welfare and safeguarding and minimum playing facility requirements of National Governing Bodies for sport.

Table 8.2 – Summary of Site Quality Assessments

	Changing Facilities	Cricket Pitch	Football Pitch
Burwell Recreation Ground	Poor	Good	Good
King George V Field	n/a	n/a	Below Average
The Leys	Poor	Average	Average
West Witney Sports Ground	Poor	Good	Good

8.1.7 Consultation with users, backs up the findings and indicates that there are serious concerns relating to the quality of changing room facilities in particular. In addition, costs of facility hire and the perception of poor value for money was a common complaint.

8.1.8 To address the issues outlined above, a number of projects have been identified. These are summarised in Table 8.3⁶. The means of funding the projects and the relative priorities are considered in the next section.

Table 8.3 – Indicative Total Investment Requirement

	Changing Facilities	Playing Surfaces	Other	TOTAL
Burwell Recreation Ground	£ 214,397	£ -	£ -	£ 214,397
King George V Field	£ 321,595	£ 30,000	£ -	£ 351,595
The Leys	£ 357,328	£ -	£ -	£ 357,328
West Witney Sports Ground	£ 1,381,669	£ 110,000	£ 200,000	£ 1,691,669
TOTAL	£ 2,274,989	£ 140,000	£ 200,000	£ 2,614,989

8.1.9 As noted, the development of a refurbishment and reconfiguration project at West Witney could deliver a substantial reduction in the overall cost of the pavilion of up to £500,000.

8.2 Funding

8.2.1 The Town Council has approximately £450,000 made up of internal resources and Section 106 funds. available to fund investment in new or refurbished sports facilities at the four sports sites. Given that the total investment outlined is likely to exceed £2.6 million it will be necessary to consider one or all of the following:

- Successfully apply for grant funding.
- Adopt a phased and prioritised approach
- Consider alternative sources of funding such as disposals and/or enabling development.

8.2.2 Whatever approach is adopted the Town Council will need to take a strategic approach to the development of projects, developing projects in close collaboration with the relevant users groups, funding agencies and NGBs.

8.2.3 For projects of the type proposed, there are two main sources of funding, the Football Foundation and Sport England, with some funding available from the England Wales Cricket Board. On-going operating costs are not eligible for grant aid. Planning Permission would be required prior to submission for the Football Foundation and would help speed up assessment by Sport England.

⁶ The potential development of an ATP facility at Burwell Recreation Ground by Witney Vikings has not been included due to a combination of a lack of information and any obvious strategic need,

- 8.2.4 **Football Foundation.** The main funding streams are the Facilities scheme and the Build the Game scheme. The former is aimed at projects with a total value of over £100,000, with a maximum grant of £500,000; the latter has a maximum grant of £100,000 but a much quicker turnaround.
- 8.2.5 Both schemes support projects that develop new or improved facilities for community benefit. The typical match funding requirement is 50% and all schemes need to be underpinned by a strong Football Development Plan developed and delivered in partnership with football clubs. Projects that are developed in partnership with Clubs that have achieved or are working towards, FA Community Club accreditation, the highest level of the FA Charter Standard, are particularly prioritised.
- 8.2.6 Oxfordshire County Football Association plays a pivotal role in supporting the development and assessment of funding applications to the Football Foundation. The high-level proposals have been discussed and their comments are summarised below:
- Projects should be developed in a coordinated manner. A “scatter gun approach from the groups will do more harm than good”.
 - Each project needs to be backed by sport/football development need and Football Development Plan.
 - Projects developed in partnership with a FA Community Club (or aspirant club) would be prioritised. It is the OCFA’s understanding that Tower Hill FC is not currently working to this goal. This will unfortunately impact on the priority scoring we could allocate developments at West Witney. Whilst a project could still be funded it places a greater emphasis on the importance of the Town Council engaging with user clubs to develop a justification for investment and strong Football Development Plan.
 - Finally, additional 3G ATP provision would need to be based on a substantial amount of football need. If a case could be demonstrated, full-size pitches would be preferred due to the greater flexibility offered.
- 8.2.7 An application to the Football Foundation could be considered for projects at:
- Burwell Recreation Ground
 - King George V Field
 - The Leys
 - West Witney Sports Ground.
- 8.2.8 However, given the predominantly adult usage profile at The Leys King George V and the lack of FA Charter Standard accreditation projects at these locations are unlikely to be high priorities.
- 8.2.9 **Sport England.** The main source of funding is the Improvement Fund. Operating until 2017, the Fund will invest £45 million of National Lottery funding into medium-sized through grants of £150,000 - £500,000 in sustainable projects with a clear local need. There is a requirement for a minimum of 25% cash partnership funding towards the total project cost.

8.2.10 The fund supports projects that deliver improvements through new build, modernisation or refurbishment. The scheme is currently closed until Autumn 2013, priorities for each round will vary but have previously included issues such as energy efficiency.

8.2.11 The multi-sport nature of the usage profile means that an application to Sport England could be considered for projects at:

- The Leys
- West Witney Sports Ground.

8.2.12 **England and Wales Cricket Board.** Grant Aid Programme. This scheme requires a minimum of 25% partnership funding as well as strong development and business plans. The scheme would have to be identified as a local priority and the Club would need a minimum of 10 years security of tenure at the site.

8.2.13 Use of The Leys by Witney Swifts may make this site most suitable for an application to the scheme.

8.3 Investment Prioritisation

8.3.1 The likely availability of funding, from both internal resources and the potential grant streams means that, without significant additional resources (from disposals or enabling development), the Town Council will need to adopt a phased and prioritised approach to investment.

8.3.2 The most equitable means of deciding upon investment priorities at this stage is to base recommendations on a high-level assessment of how the user profile meets the priorities of the main sources of external funding in combination with consideration of the likely funding shortfall..

8.3.3 Table 8.4 illustrates how the projects meet the priorities of the main sources of external funding.

Table 8.4 – Funding Agency Targets and Priorities

	Usage	Football Priority Groups	Other Priority Groups
Burwell Recreation Ground	High	Medium	n/a
King George V Field	Low	Low	n/a
The Leys	Medium	Low	Medium
West Witney Sports Ground	High	Medium	Medium

8.3.4 On this basis the projects at Burwell and West Witney are most likely to deliver the key priorities of Sport England and the Football Foundation. However, it will be necessary to consider the overall project cost and availability of funding as the Town Council's own resources are not infinite. Table 8.5 outlines the maximum grant available⁷ and the likely shortfall against the project cost.

Table 8.5 – Projected Funding Shortfall

	Cost	Maximum Grant	Shortfall
Burwell Recreation Ground	£ 214,397	£ 107,198	£ 107,198
King George V Field	£ 351,595	£ 175,798	£ 175,798
The Leys	£ 357,328	£ 267,996	£ 89,332
West Witney Sports Ground New Build	£ 1,691,669	£ 1,000,000	£ 691,669
West Witney Sports Ground Remodel	£ 1,191,669	£ 1,000,000	£ 191,669

8.3.5 Table 8.6 outlines the suggested investment priorities based on the combined consideration of the maximum external funding and how the project meets the targets and priorities of the funding agencies⁸. Additionally, it includes a suggested allocation of the available Town Council funding. All projects will require further development and detailed feasibility studies if they are to be progressed.

	Project	WTC Funding
Investment Priority 1	Burwell Recreation Ground	£107,000
Investment Priority 2	West Witney Sports Ground Remodel	£253,000
Investment Priority 3	The Leys	£ 90,000
Investment Priority 4	West Witney Sports Ground New Build	£253,000
Investment Priority 5	King George V Field	£ -

8.4 Next Steps

8.4.1 In order to progress the development of the investment projects we recommend the following next steps:

- Complete West Witney Sports Ground Feasibility Study
- Commission Burwell Recreation Ground Feasibility Study
- Broaden scope of Feasibility Study for The Leys to include more detailed consideration of how to best meet the facility needs of sports club users

⁷ Assumptions

- Burwell – application to the Football Foundation
- King George V – application to the Football Foundation
- The Leys – application to Sport England
- WWSG – Application to Football Foundation and Sport England.

⁸ The overall project at West Witney may require further phasing.

8.4.2 Additionally, the Town Council will need to address a number of issues related to both the operation of the individual sites and the portfolio as a whole. Namely:

- Consider whether alternative funding strategies offer a more effective means of delivering investment.
- Further investigate the potential for outsourcing the management of tennis courts at The Leys subject to a competitive process. A brief will be required containing the desired sporting and community outcomes. Furthermore, the Town Council would need to be satisfied that outsourcing will result in an improved revenue position i.e. cost savings are not smaller than income currently received.
- Continue to work with the West Witney User Group to develop a lease agreement and viable business plan, linked to future investment.
- Development of user groups for The Leys and Burwell Recreation Ground as a forum for supporting investment and development.
- Undertake a review of neighbouring Town and District Council facility hire charges to inform future pricing policies.
- Identify and consider opportunities to provide additional playing field capacity to bridge the 5 hectare shortfall.

APPENDICES

- Appendix 1 – Visual Playing Pitch Assessments
- Appendix 2 – Market Segmentation Definitions
- Appendix 3 – Survey Responses