

15th July 2016

Principal Planner
South Hill
St Helier
JE2 4US

Dear [REDACTED],

Planning application ref: P/2016/0520 – Construct community sports academy building and provide surface to create permanent parking on Field 790. Slight alteration of vehicle access to Field 790

Please find attached supporting information to enable the Planning Department to advertise and further assess the application for a community sports academy as originally submitted.

The documents presented with the application and my letter of 8th June 2016 (further copy included (1)) have already provided information to explain the purpose of the application.

It has always been the intention and hope that the further information to evidence the community purpose of the scheme could be provided and discussed with the Department. Further evidence is included with this submission and has been numbered for ease of reference.

To help understanding:

- TeamAthlete Holdings is the company name of the business that is being created to operate the sports academy.

FURTHER EVIDENCE TO SUPPORT THE COMMUNITY/SPORTING EDUCATION USE OF THE FACILITY:

1. Signed Service Level Agreements with 8 schools (attached to Heads of Terms for POA):

The applicant has obtained signed SLAs with 8 of the island's secondary schools:

Highlands College
De La Salle College
Victoria College
Grainville School
Beaulieu
Le Rocquier
Les Quennevais
Haute Vallee

Victoria College has provided a further letter of support (2) in addition to those already included as Appendix 8 of the Planning Statement that supports the planning application. An e-mail from the Director of Education has also been attached (3), confirming that Department's support for the scheme.

- Each SLA with the school commits TeamAthlete to provide free places to schools for 21 years.
- There are 23,400 hours in the Athlete Zone and 23,400 hours in the Learning Zone available to schools per year (34 weeks), during term time. This time is protected.
- This allows for 15,600 school visits to each zone.
- 14 sessions in athlete zone and 14 in the learning zone
- Sessions last 1.5 hours and provide spaces for 30 pupils.
- Each school can book up to 5 sessions per week if they are available.

If all the schools who have signed SLAs were to take up their maximum number of slots this would result in the existing facility being (already) over-subscribed. TeamAthlete has agreed with the Department for Education that the use by schools will be monitored to ensure that each school has access throughout the year. It is an objective of the programme that each child in each age band will be seen at least 5 times per year.

██████████ Headteacher of Haute Valle School or ██████████ – Headteacher De La Salle would like to address the Planning Committee when it meets to consider the planning application on 25th August.

2. Signed Service Level Agreements with 7 Sports Association Clubs (attached to Heads of Terms for POA)

The applicant has spoken to the following sports associations, which have signed SLAs to secure places at the new facility:

Jersey Badminton Association
 Jersey Cricket Board
 Jersey Football Association
 Jersey Rugby Football Club
 Jersey Smallbore Shooting Association
 Tigers Swimming Club
 Jersey Squash & Racketball Association

The applicant has yet to speak to other sports associations/clubs and is confident that these will also want to sign similar SLAs.

- Each SLA commits TeamAthlete to providing subsidised training sessions for juniors aged between 12-18 years
- Juniors will be selected from minimum of 14 different sports
- Up to 414 athletes can be trained per week, over 42 weeks per year.
- Juniors will be trained either once a week (1.5 hours) or twice a week (3 hours)
- Juniors will also receive Medical support headed up by ██████████
- Training sessions represent 21,168 visits
- Spaces are offered through the clubs and juniors have to be club members to be eligible.

On the basis of the SLAs signed so far, clubs have booked 214 single spaces and 68 double spaces. This represents a 68% up-take of available sessions.

3. Community sports/groups

TeamAthlete has agreed to sign an SLA with the Sports Education Department (document to be forwarded separately). Sports Development provides sport to the wider community through various sports programmes. These programmes are available to a wide range of age groups and include the Holiday and Term-time programmes aimed at encouraging children to participate in sport.

- The SLA commits TeamAthlete to providing subsidised training sessions for the wider community.
- 14,400 sessions (1.5 hours) will be available over 40 weeks of the year
- 13,800 sessions (1.5) hours will be available during the school holidays

TeamAthlete is also making available sessions (1.5 hours) for members of affiliated clubs and community groups, for example: Scouts, Sea Cadets and other community groups.

██████████ – Assistant Minister Economic Development, Tourism, Sport and Culture would like to address the Planning Committee when it meets.

4. JRFC

JRFC are owners of Field 790 and have signed the application form accordingly. TeamAthlete are in the process of signing Heads of Terms with JRFC agreeing to the lease of the site for 63 years and also to the JRFC's use of the facility (document to be forwarded separately). It is notable that a term of any contract will be that the building can only be used for sport or recreation.

Either ██████████ (recent past Chairman of the JRFC) or ██████████ (current Chairman of JRFC) would like to address the Planning Committee when it meets.

5. POA - Heads of Terms

An updated Heads of Terms for a POA (4) has been prepared and supercedes that already presented. This will require Service Level Agreements and Contracts with schools and sports associations to be signed prior to the use of the facility.

TeamAthlete is committed to the purpose of this facility as a community sports academy and welcomes the opportunity to discuss the framework and delivery of the POA to support the planning application.

6. Presentation from Chairman of Commonwealth Games

██████████ who has already sent in a letter of support would like to address the Planning Committee when it meets to consider the application to explain the wider benefits of the proposal to the community and explain where this sports education model has been (and continues to be) successfully delivered elsewhere.

7. Support from Jersey Sport Shadow Board and Jersey Sport Shadow Board

The Head of Jersey's Secondary Schools Sports Association and Chairman of Jersey Sport Shadow Board have both publicly endorsed the purpose and benefits of the proposal. An article from the JEP is attached (5).

FURTHER EVIDENCE TO SUPPORT THE BENEFIT OF THE PROPOSAL TO THE ISLAND'S ECONOMY:

One of the identified benefits of the proposal is the potential that the facility has to make to the economy of the island. The Minister for Planning and Environment is required by Policy SP5 - Economic growth and diversification, to consider the economic benefits of proposals. A high priority is given to the diversification of the economy.

In addition to the creation of a new business that will employ up to 20 local staff, the potential of the development proposed to make a significant contribution to the island's economy through sports tourism has been explained in Section 9.0 of the Planning Statement.

TeamAthlete is also making available the unit for elite athletes and elite sports teams from all over the globe who wish to use Jersey as a training base. These visits would be booked three

months in advance and will be limited in order not to impact the JRFC, school and community programmes.

██████████ – ██████████ has provided comment (6) upon some of the assumptions that have been made in the Planning Officer's Report prepared for the May meeting. ██████████ would like to address the Planning Committee when it considers the application.

The potential for the JSA facility to enhance the reputation of the island as a centre of sporting excellence cannot be overstated. Reputational excellence will attract sports visitors to the island. This has the potential to enhance and contribute significantly to the island's economy.

The potential for the scheme to maintain JRFC's position in the Championship League and thereby maintaining the contribution that JRFC makes to the island's economy through attracting visiting supporters has been explained in Section 9.0 of the Planning Statement and further in my letter of 8th June.

FURTHER INFORMATION TO EXPLAIN THE SITE CHOSEN ON FIELD 790:

1. The Brief for the building requires a site for a building some 2500m² floor area (0.6 acres) and approximately 40 parking spaces. This has been difficult to find in the Built-Up Area and competes with residential proposals or designated industrial land.
2. Appendix 2 of Planning Statement explains the locations that have been considered over the last 2 years.
3. Potential synergies with and benefits for JRFC led to review of JRFC estate to identify if the proposal could be located there, without compromising JRFC's operations.
4. Review of JRFC estate identified Field 790, which is used as a temporary car-park. Although designated as Protected Open Space, it is not useful as a training pitch – see Section 6.0 of Planning Statement – there are problems with flooding and ground quality. The development proposed has the potential to enhance JRFC facilities and operations – co-location benefits have been a key driver.
5. The sporting use of the field will require considerable investment, which the JRFC don't have and will also require another location to be found for parking for the JRFC. Field 790 is currently used for match-day parking and for Academy parking at the weekend.
6. Benefits of using Field 790:
 - a. Direct access from the Primary Highway Network and regular bus services
 - b. Doesn't interfere with quality of sports provision on other JRFC pitches
 - c. Provides JRFC with permanent car-parking solution in an optimum location – JRFC Masterplan explains how this scheme can act as a catalyst unlocking other improvements on the site.
 - d. The building is screened from most public views
 - e. The proposal makes the best use of land that has drainage problems and is difficult to use in wet weather.
 - f. Provides JRFC with revenue, which enables Masterplan to be progressed
 - g. Location and size of building does not compromise Airport operations
 - h. Close proximity of site to the Airport promotes sustainable transport choices for visitors and users.
 - i. Close proximity to other sporting clubs and schools

7. The location chosen on Field 790 has been influenced by the following:
 - a. There is insufficient space adjacent to the Clubhouse.
 - b. The building cannot be located on any of the Club's pitches.
 - c. There is insufficient space next to other Club buildings to provide necessary parking.
 - d. Field 790 is owned by JRFC.
 - e. The proposed siting enables the car-parking for JRFC to operate efficiently, without compromising the use of other pitches;
 - f. Parking can be surveilled from both the existing JRFC building and the new building.
 - g. JRFC do not own the strip of land south of Pitch 2, the proposal enables JRFC to provide permanent parking without the need to rely on Jersey Bowl land.
 - h. The access and parking arrangements have been developed in consultation with the Parish of St Peter (whose Honorary Officers police match-day events) and the Department for Infrastructure.
 - i. The scheme facilitates the improvement (widening) of the public footpath.
 - j. The proposed site is well screened from public views; locations further east are more prominent from public locations.
 - k. The proposal enables JRFC to address drainage problems in Field 790 and enable the land to be used for sporting purposes.

8. Future Strategy for JRFC:
 - a. The siting of the building future-proofs plans for implementing JRFC Masterplan.
 - b. The siting of the building future-proofs plans for an island-wide sports destination if these are progressed.

TO ENSURE THAT THE FACILITY DELIVERS THE OBJECTIVES IT IS SETTING OUT TO ACHIEVE THE FOLLOWING CONTROLS ARE ENVISAGED:

1. Describing the application correctly enables planning controls to be more effectively placed upon the proposal.
2. As set out in my letter of 8th June the applicant is happy for planning consent to be granted subject to a condition that any other use of the site will require evidence to be provided that the community use of the proposal has fallen away.
3. The applicant is happy to enter into a POA as suggested requiring the use of the facility to be subject to the formal agreements suggested in Heads of Terms.

Concluding comments:

It is understood that there is concern that the development proposed may not be used for the education/sporting purpose that it is setting out to achieve. [REDACTED]

[REDACTED] has a track record of delivering community sports programmes and improving sporting ability amongst islanders.

The business model that is being proposed is not new and has been successfully implemented elsewhere. The applicant has been able to [REDACTED] that enable the facility and its on-going operational costs to be delivered at no cost to the taxpayer. A scheme that delivers economic benefits at no cost to the taxpayer is entirely in accordance with the strategic policies of the island and the Revised 2011 Island Plan 2014.

The site that has been chosen has been selected after careful research and visits to similar facilities in other parts of the world. It enables a facility to be provided that delivers the

objectives for measuring and achieving high sporting performance. It also helps JRFC to achieve its Masterplan aspirations.

The request to build this facility in a Green Zone location on land that has been zoned as Protected Open Space has not been made casually. It is acknowledged in the Island Plan that land is a scarce resource. There are few locations in the island where a facility such as this can be logically placed and minimise its impact upon the landscape character and environment of the island. This is a scheme that creates educational, sporting, health and economic opportunities and benefits for the island's community that justify a green zone location.

The co-locational benefits of the scheme with the JRFC have informed the design and location of the proposal. Although the site is zoned as Protected Open Space for sporting purposes, the evidence provided clearly explains that the site is not used and has little prospect of being used for sport. The development proposed will in fact return part of the site back to sporting use and create opportunities for JRFC and the island to develop the area into a centre of sporting excellence.

The applicant has secured signed Service Level Agreements with 8 of the islands Secondary Schools and 7 of the island's Sports Associations (more are to follow). A Service Level Agreement with the Community Sports Development Section of the Economic Development, Tourism, Sport and Culture Department is in the process of being signed and will be forwarded under separate cover. A Heads of Terms agreement with JRFC is in the process of being signed and will be forwarded under separate cover. All of these community groups are certain that they want to use the facility when it is built. The applicant is in discussion with other community groups; the use of the facility by these groups will also be secured by contract.

A correct description and the documents prepared to support a POA give the Planning Department confidence that the purpose of the scheme is to deliver what has been explained throughout pre-application discussions and information submitted with the planning application. If there are still any questions the opportunity to discuss these would be welcome.

Please can you confirm that the application will now be advertised with the description that was presented at the time of submission? This letter and attachments form part of the planning application. Please confirm that they will be taken into account and made available to the Planning Committee.

██████████ and I remain open and available to meet with the Planning Department to discuss the terms of the POA and provide any clarification.

Your Sincerely,

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██ – Director Development Control

Enc:

1. Letter from ██████████ dated 8th June 2016
2. Letter from Victoria College dated 11th July 2016
3. E-mail from ██████████ – Chief Education Officer dated 8th July 2016
4. Heads of Terms for POA and 15 signed SLAs
5. JEP Article – June 2016
6. E-mail from ██████████ – Chief Executive Officer dated 19th July 2016