

Community Pitch Management Committee
2016 Annual Review

Albion in the Community
Giving people a chance

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2 Executive summary

The Community Pitch at the American Express Elite Football Performance Centre was well-used in 2016, with more than 26,820 total participation hours taking place at facility.

During the year there was a particular focus on providing free and discounted opportunities for local children to access the Community Pitch. This resulted in over 15 schools within the Adur and Worthing region being offered free competitive sporting opportunities, and a significant number of boys and girls grass roots teams making use of the pitch.

The pitch – and the wider facility – saw increased participation among almost all of its target groups, as specified within the Community Use Agreement (CUA).

For example:

- Use by people aged 21 and under increased by 3% from 1,397 actual hours in 2015 to 1,441 in 2016 (CUA 2.3.1).
- Girls and women pitch usage hours increased by 24% from 385 actual hours to 478 in 2016 (CUA 2.3.3).
- Actual use from people in low income socio economic groups rose by 103% to 61 hours from 30 the previous year (CUA 2.3.4).
- Pitch use specifically by people with a disability was 288 actual hours in 2015 and 505 in 2016, an increase of 75% (CUA 2.3.6)
- Coaching and officiating courses accounted for 20 hours of actual use in 2016 compared to none the year before (CUA 2.4.4).

The Community Pitch and wider American Express Elite Football Performance Centre are also targeted with providing a shared usage among beginners and those looking to improve their skills (CUA 2.2). Both these areas experienced year-on-year increased usage:

- Beginners: up by 23% from 704 actual hours in 2015 to 863 in 2016.
- Improving skills and training: up by 12% from 693 actual hours in 2015 to 775 in 2016.

The Community Pitch saw consistently higher usage across almost all target groups, with over 1,600 hours of free community use during 2016.

Whilst free usage of the Community Pitch remains high, the paid usage of the pitch remains low with 243 hours charged to local grass roots youth teams. This has resulted in an investment into the facility by Brighton & Hove Albion FC of over £70k for the year, and over £130k during the facilities lifetime.

3 Administration

The management committee members are representatives from the following organisations:

Organisation	Representative
Adur & Worthing Councils	Tammy Waine
Lancing Parish Council	Cllr Liz Haywood (previously Cllr Jason Lock)
Sussex Football Association	Paul Saunders
Albion in the Community	Philip Baldwin (previously Gary Townsend)
Brighton & Hove Albion Football Club	David Jones (Chair) David Baker (Secretary) Paul Mullen (Advisor to the Committee)

During the period January to December 2016 Jason Lock (Lancing Parish Council) was appointed to the management committee in place of Cllr Liz Haywood. The resignation of Cllr Jason Lock in October 2016 resulted in Cllr Liz Haywood being re-appointed to the management committee in his place.

Following the sudden death of Albion In the Community's (AITC) Chief Executive, Gary Townsend, in June 2016, Philip Baldwin was appointed to the management committee as the AITC representative.

The committee wishes to acknowledge all of the hard work by Gary Townsend in establishing the Community Pitch usage until his untimely passing.

Paul Mullen (Brighton and Hove Albion FC) was appointed as an advisor to the management committee during the course of the year. Paul's role as Head of Football Administration provides an additional level of support in ensuring the Community Pitch, at the American Express Elite Football Performance Centre, is fully optimised.

The committee meets quarterly to review the operational performance and strategic direction of the Community Pitch. Minutes are circulated to each member of the committee who are then responsible for circulating them within their own organisations as required.

A monthly email update is prepared by AITC, along with a quarterly printed review for wider circulation amongst the member organisations.

4 Hours of use and pricing

The community use agreement set out requirements for there to be 35 hours per week allocated for free community use. This incorporates 16 hours at peak times and 19 hours at off peak times. In addition to these hours there are 50 chargeable hours per week which incorporates 23 hours at peak times and 27 hours at off peak times. Peak and off peak times are specified as:

Days	Off Peak	Peak
Monday – Friday	9.00am – 5.00pm	5.00pm – 10.00pm
Saturday & Sunday	5.00pm – 10.00pm	9.00am – 5.00pm

Pricing policy

Prior to the facility opening in 2014, the committee commissioned a benchmarking exercise to determine the optimal pricing structure for external use of the Community Pitch. The benchmarking included research into local provision of similar facilities, options for pricing differentiation, and segregated use. The location of the Community Pitch, at the American Express Elite Football Performance Centre, led to the pricing being placed at the higher end of the local spectrum of provision however there are higher priced alternatives available in the local area. The pricing structure has remained unchanged since 2014, ensuring the provision does not become restrictive and reflecting increased competition amongst local providers.

During the early part of 2016 the management committee agreed to restrict Community Pitch access to people who are aged 18 and under, and to people with disability aged over 18. This has had a significant impact in the ability to raise income from external adult groups.

	1/3 pitch	½ pitch	Full Pitch
Off Peak	£30.00	£45.00	£90.00
Peak	£35.00	£55.00	£110.00

The recommendation to the Management Committee is to freeze prices during the course of 2017.

5 Compliance with targets and aims of the agreement

Local people from each of the identified target groups have regularly participated in football and sport sessions on the Community Pitch (see table below).

For example, the facility is used on a weekly basis by a number of Albion in the Community's (AITC) disability football clubs, including Brighton & Hove Albion Amputee FC and Brighton & Hove Albion Cerebral Palsy FC, both of which use the facility every Monday evening for two hours.

AITC has hosted regional and national disability football competitions on the Community Pitch; delivers player development centres for both adult and junior players with a disability; and AITC's adult deaf team also train weekly on the Community Pitch as well as playing their home games there.

CUA objectives	Annual Total			Annual Total
	Pitch usage by hours			Participation hours
	2016 Actual	2015 Actual	% Change	2016 Actual
Internal free usage:				
21 and under	1,441	1,397	3%	24,964
45 and over	0	40	-100%	0
Girls and women	478	385	24%	8,120
Low income socio economic groups	61	30	103%	320
Black and ethnic minorities	0	0	-	0
People with disabilities	505	288	75%	6,380
Coaching and officiating courses	20	0	-	150
Children and/or adult education courses	180	413	-57%	2,970
Indoor astro pitch	40	-	-	1,251
Teaching space	15	-	-	149
External use (free and charged):				
Organised local group/club sessions	243	99	145%	4,080
Other external use	-	525	-	-

The charity hosts a number of one-off events aimed at young players taking part in its Regional Talent Centres that AITC delivers on behalf of the FA. These are aimed at junior players who are blind, partially-sighted or deaf and take place inside the dome at the American Express Elite Football Performance Centre.

Since November 2016 AITC commenced fortnightly football sessions inside the dome for people who have autism. These began at the end of 2016 with a series of free taster sessions that were attended by almost 60 new players. Now an established part of AITC's disability football provision, each session is attended by an average of around 25 players.

AITC's autism sessions are a fantastic example of the impact the charity's fully-qualified and experienced disability football coaches can have on individuals. Staffing at the session is purposefully high – with at least six coaches delivering each session. The facility represents a perfect environment in which the players can thrive – and AITC adapts each session to suit the specific requirements of the individuals taking part. The pitch is separated into different areas, including a free play zone, while there is a designated area for parents and guardians. Coaches leading the session have taken understanding autism courses and plan and adapt their sessions and the environment accordingly. It is fast-becoming one of AITC's most-popular sessions and the charity has received some fantastic feedback from players and their families regarding the undoubted impact it is having. It is also a good example of the wider American Express Elite Football Performance Centre being opened up to the community above and beyond simply the Community Pitch.

Another good example of this has been the use by the charity of Brighton & Hove Albion's media centre to house staff CPD and training seminars. AITC's disability football coaches have undertaken a number of training courses at this facility which in turn leads to an improved delivery at sessions and an enhanced experienced for the charity's beneficiaries.

Whilst use of the indoor astro pitch and the indoor teaching space has been low during 2016, the introduction of our autism programme alongside other targeted activities should lead to a significant increase in usage during 2017.

A number of tournaments and free football taster days for people with a disability take place on the Community Pitch, including a popular annual event for people with Down's syndrome that is always well-attended by players from throughout Sussex.

During 2016 all educational courses for people aged 19 years and over were removed from the Community Pitch, to ensure the focus remained on provision for children aged 18 years and under. This resulted in a significant reduction in pitch usage for this purpose. For the year 2017 the Community Pitch is being increasingly utilised by schools programmes and in particular by students studying for a Level 2 and Level 3 BTEC Diploma in Sport. Usage of the Community Pitch for educational courses is expected to increase significantly during 2017.

In total, players with a disability accounted for 505 hours of usage on the Community Pitch – up considerably from the 2015 total of 288 hours. In terms of individual participation hours, that represents 6,380 hours.

Aside from AITC's award-winning disability football programme, the charity continues to make sure that the Community Pitch is accessible to local people from other identified target groups.

For example, the charity hosted a free football session for players from one of its Premier League Kicks sessions. These take place in some of the most-deprived communities in the south and provide free football for young people and teenagers. Players from one of the Brighton-based sessions were invited to the Community Pitch for a free football event which included an earlier tour of the American Express Community Stadium and was followed by a question and answer session with Brighton & Hove Albion players Liam Rosenior and Richie Towell at the training ground.

In terms of accurately recording participation rates among people from a challenging socio-economic background, this is not always entirely possible because it often not appropriate to collect that data from participants. However, AITC does specifically target schools that are from officially-identified areas of social deprivation.

Elsewhere, the charity has held a free soccer school for junior female players that was incredibly well-attended. Events like this helped increase the number of hours for female and girls to 478 from 385 in 2015. The total individual participation hours in this area was 8,120.

One area where it is difficult for the charity to present accurate data in terms of identified target groups is participation levels from people from a minority ethnic background. This is certainly not because people from within this group are not attending sessions on the Community Pitch, rather than it is not generally appropriate for the charity to specifically collect date relating to ethnicity.

In terms of encouraging people aged under-21 to use the facility, AITC saw a total individual participation rate of more than 26,000 hours in 2016 alongside an increase in provision.

Free opportunities for beginners and for people wishing to improve their skills via programmes of coaching, competition and training for players, coaches and officials	Annual Total				Annual Total
	Pitch usage by hours				Participation hours
	2016 Actual	2015 Actual	% Change		2016 Actual
Beginners	863	704	23%		13,815
Improving skills and training	775	693	12%		13,005
Total *(excluding other activities)*	**1,638**	**1,397**	17%		**26,820**

The charity continues to hosts a range of tournaments involving local schools – such as the EFL Cup in November that saw 112 players from 12 schools take part – and also actively recruits schools and local junior teams to use the Community Pitch.

Priority is given to clubs, schools and groups in the Lancing area – with locally-based teams offered pitch hire at significantly reduced rates. During 2016 AITC offered free competitive footballing opportunities to 15 schools in the Adur and Worthing region. Junior clubs who have benefited from regular use of the pitch include:

Junior clubs accessing the Community Pitch during 2016	
AFC Worthing Girls U16	**Hangleton Rangers U16**
AFC Worthing Youth U7	**Hollingbury Hawks**
ASC Strikers Select U16	**Lancing Rangers U14**
ASC Strikers U14	**Lancing United Youth**
ASC Strikers U15: Matches	**Mile Oak Wanderers U13s**
ASC Strikers U16	**Seacoast Team Tour Training**
Brighton Boys	**Worthing Divas**
Brighton District Schools U12s	**Worthing Strikers U16**
CMT Football	**Worthing United U14**

The full list of local schools that have been offered free usage of the Community Pitch in 2016 can be found in the Appendix.

Although the pitch is made available seven days a week from 9am each morning, demand is highest in peak times when priority is given to locally-based junior clubs. In order to satisfy the demand AITC developed a fruitful partnership with Sussex FA and delivery continues to take place across both the Community Pitch and the Sussex FA's Culver Road headquarters. This partnership has resulted in a significant increase in the amount of hours available for pitch usage across the two facilities.

In order to satisfy the demand among junior football clubs and schools, and to maximise the impact of the Community Pitch, the decision was taken to limit day-time activity on the Community Pitch to participants aged 18 or under. The only exception is AITC's adult disability football teams. This change in approach is reflected in the decrease in the number of Community Pitch participation hours in the 40 plus age-group.

In summary, during 2016 the community pitch achieved higher than targeted weekly free use for sports development initiatives aimed at priority groups, with an average of 48 hours per week of activity against a target of 35 hours per week. Local and regional football clubs / groups remains under the target of 24 hours per week, largely due to prioritisation of youth teams, however the average weekly use of 19 hours per week represents significant progress from 2015.

January – December	**Weekly Average**					
	Free of charge use for sports development initiatives aimed at priority groups			**Local and regional football clubs / groups**		
	Target	2016 Actual	2015 Actual	Target	2016 Actual	2015 Actual
Total	**35**	**48**	**39**	**24**	**19**	**12**

6 Marketing

Albion in the Community (AITC) continues to pro-actively market the Community Pitch to local schools. Indeed, more than 100 local schools were approached in 2016 with an offer of a free session or free tournament participation on the Community Pitch. Targeted schools have also been offered regular paid for access.

One particular success story was Bramber Primary School in Worthing. The school contacted AITC asking for our help due to the lack of facilities the school has to deliver PE and other sporting activities on site. The charity was already working with the school, delivering PE three days a week and from September 2016 Bramber's pupils were given use of the Community Pitch for one afternoon a week.

The above is a fantastic example of AITC's network of contacts within the local community providing an additional marketing avenue for driving access to the Community Pitch.

Other ways the charity has marketed the pitch to the local community include through contacts with schools, grassroots junior football clubs, cold-calling and the charity's extensive contacts list which includes a wide variety of disability groups.

Individual events, such as the free soccer school for girls or the autism football session, were also advertised in the local media through press releases; in Brighton & Hove Albion's match-day programmes; on the charity's website; at a string of community events and through the charity's social media channels.

Some examples of the sort of promotional materials used to advertise these sessions can be found in Appendix B.

7 Financial performance

AITC manages the marketing and external rental, along with the day to day expenses associated with the running of the Community Pitch.

As per the Community Use Agreement AITC receive all income from the pitch to set against the costs of operating and maintaining the facilities. The P&L Schedule below covers the period January 2015 to December 2015:

Financial performance (January – December)	**2016**	**2015**
Income from pitch rental	**£37,536**	**£56,351**
Direct expenditure		
Staff	£12,055	£24,232
Maintenance	£21,331	£20,315
Utilities	£25,786	£24,558
Cleaning	£8,572	£8,163
Equipment	£420	£400
Stewarding / Security	£14,995	£14,281
Total direct expenditure	**£83,159**	**£91,950**
Sinking fund	**£25,000**	**£25,000**
Total expenditure	**£108,159**	**£116,950**
Net income (subsidised by Brighton and Hove Albion Football Club)	**-£70,623**	**-£60,599**

Income generated from pitch rental fell during the year by 33% to £37,536. This decrease in income is a result of the decision to target the Community Pitch exclusively to those people under the age of 18. While this has reduced income, and the number of adult teams accessing the pitch, it has increased the availability for local youth teams to access the facility. There has been a specific reduction in pitch hires during week day evenings.

The decrease in pitch rental income has been mitigated in part by a subsequent reduction in staffing required to facilitate this provision. Therefore expenditure on staffing has reduced by 50% to £12,055. The staffing charge does not represent the cost borne to AITC in providing qualified football coaches to facilitate the provision of free usage of the pitch.

Other costs have increased marginally during the course of the year, with an additional investment in a second portable changing room and improved access to the Community Pitch.

Brighton & Hove Albion FC and AITC continue to underwrite the losses associated with running the Community Pitch, including making provision for the sinking fund. A key objective remains to explore ways in which the Community Pitch can become self-financing in the near future.

8 Maintenance

The pitch is maintained in line with recommendations in the installer's operation and maintenance manual.

This includes weekly in house maintenance by Brighton & Hove Albion FC's grounds team and quarterly visits by the installer.

To date, the maintenance programme has proved very effective with the retaining quality despite the high levels of regular use.

No defects or issues have been identified. A copy of the latest report is included for reference in Appendix B.

The general equipment, including goals and surrounding netting, is also in good condition. To date there have been no costs incurred for the replacement of equipment on the pitch, although these will undoubtedly come in time.

Last year AITC applied for FA accreditation for the pitch and this accreditation was awarded following an FA inspection. The committee recommends the continuation of the quarterly visits by the installer.

9 Facilities

During 2015 AITC installed temporary changing and toilet facilities on the areas directly adjacent to the pitch, and a further changing facility was added during 2016. Additional landscaping has taken place during 2016 and electricity and water supplies remain in place.

During the course of 2016 the facility continued to benefit from:

- Additional low level lighting installed on the pathway from the car park to the Community Pitch to ensure that users had a safe route to and from the pitch. The lighting was installed during 2015, at low levels to ensure that it did not impact on local residents. The lighting is activated by motion sensors to be as energy efficient as possible and reduce the amount of time that the lights are in operation
- Additional signage was installed during 2016 to ensure the permitted access routes to the pitch were utilised and ensure that users did not inadvertently enter unauthorised areas.

The changing and toilet facilities remain a short term solution for the venue. The intention remains to provide purpose build facilities to include changing facilities for teams and match officials featuring integrated toilets and showers, a multi-purpose area incorporating catering provision for participants and spectators and administrative space to enhance the teaching opportunities.

The facility provisions continue to be monitored and reviewed on a regular basis including taking on board feedback from users of the pitch.

10 Development plan January - December 2017

The purpose of this Development Plan is to establish a framework for the delivery of the service, to include performance targets based upon the requirements of the community user agreement. The ultimate objective of the plan is to ensure continual improvement of the service while ensuring the plan is as user friendly as possible to enable all interested parties an understanding of its aims and objectives.

Key objectives for 2017:

- Achieve participation by each of the target groups specified in the Development Plan.
- Continue to develop partnership working with external agencies to assist in achieving targets.
- Monitor and review standards of service through regular surveys, audits and assessments.
- Run a minimum of six tournaments over the year of which a minimum of one tournament will be for women and girls.
- Build on the success of the free soccer school for girls by delivering further free girls-only soccer schools.
- Continue to provide regular free access to the Community Pitch, either through tournaments, taster days, or similar events.
- Expand the provision on offer to people with a disability.
- Maintain facility standards in line with FA guidance and manufacturers requirements.
- Promote and encourage further external hire by local community groups, including schools, governing bodies and junior football clubs.
- Attempt to increase the number of participants from a challenging socio-economic background by continuing to target schools and organisations in areas that are officially designated as areas of high deprivation.
- Deliver internal CPD for AITC staff and host external organisations/agencies courses.
- Facility to cover its operational costs.
- Increase the number of local grassroots junior clubs accessing the Community Pitch.
- Work towards AITC's goal of inviting every school in Sussex to the Community Pitch within the year.

Action Plan

Area / Activity	Action Point	Who to Complete	When to be completed by
21 and under	Provide free of charge AITC led elite and performance training and competitive opportunities	AITC	Dec 2017
	Provide free of charge AITC led beginners football opportunities	AITC	Dec 2017
	To increase under 21's participation by 10% during the course of the year	ALL	Dec 2017
	Free competitive opportunities extended to every school in Sussex enabling free access the community pitch	AITC	Dec 2017
Girls and women	Continue to develop links with BHAFC women and girls in order to raise the profile of the facility to female under 18 teams in the local area	ALL	Dec 2017
	Host dedicated events to promote women and girls football with relevant local partners	AITC / SCFA	Dec 2017
	Aim to increase women and girls participation by 10%	ALL	Dec 2017
Low income socio economic groups	Attempt to increase the number of participants from a challenging socio-economic background by continuing to target schools and organisations in areas that are officially designated as areas of high deprivation	ALL	Dec 2017
	Aim to increase low income participation by 10%	ALL	Dec 2017
Black and minority ethnic groups	Identify ways in which we can effectively record and monitor data regarding black and minority ethnic groups	AITC	Dec 2017

	Identify black and minority ethnic groups that can be targeted with free accessible football opportunities	ALL	Dec 2017
People with Disabilities	Continue to develop the existing programme of activities for people with disabilities Aim to increase disabled participation by 10%	AITC ALL	Dec 2017 Dec 2017
Leagues & tournaments	Run a minimum of six tournaments over the year of which a minimum of one tournament will be for women and girls. Run a minimum of three schools tournaments	AITC	Dec 2017
External hire by local groups	Increase external hire by local groups by 10%	ALL	Dec 2017
Coaching / officiating courses	Set up and deliver coaching courses to both internal staff and external agencies. Target to deliver 4 courses over the year Work in partnership with Sussex FA, Football Association and other partners to provide facilities for the delivery of officiating and coaching courses	AITC AITC / SFA	Dec 2017 Dec 2017
Other usage	**Continue to encourage usage by other users outside of the core target groups** **Continue to work in partnership with other local providers to ensure that the local demand is covered by the provision of suitable facilities** **Continue to ensure that 35 hours per week are available for free community usage as specified within the CUA**	**ALL** **ALL** **AITC**	**Dec 2017** **Dec 2017** **Dec 2017**

	Increase overall usage by 10% **Continue to offer and promote developmental paths from sessions through to elite performance levels**	**AITC** **AITC**	**Dec 2017** **Dec 2017**
Administration	Annual report to be finalised and issued as per the requirements of the Community Use Agreement (CUA)	ALL	Jun 2017
	Committee to meet quarterly throughout the year	ALL	Quarterly
	Action plan to be reviewed as part of quarterly committee meetings, with any amendments to be agreed by the committee	ALL	Quarterly
	Produce quarterly usage summary for presentation to the committee	AITC	Quarterly
	Committee to nominate chair and secretary for the year	ALL	Mar 2017
	Ensure a record of all bookings is maintained to enable accurate reporting	AITC	Dec 2017
	Continue to ensure that all users are familiar with and adhere to the site rules and regulations	AITC	Quarterly
	Provide monthly operational reports to committee members	AITC	Monthly
Marketing	Other organisations to include information and link to the above from their websites	ALL	May 2017
	AITC to produce marketing literature promoting courses running at the venue	AITC	Monthly
	Marketing literature to be distributed via all agencies	ALL	Monthly

	Measure the effectiveness of marketing to assist in identifying areas for improvement	AITC	Quarterly
	Investigate alternative methods of advertising the facility	AITC	Quarterly
Facilities	Maintain the facility in line with the manufacturer's guidance and current legislation	BHAFC	Dec 2017
	Equipment to be monitored and replaced as required throughout the year	AITC	Quarterly
	To continue with installers quarterly maintenance visits	BHAFC	Quarterly
Financial	Committee to review and agree hire fees for the forthcoming year	ALL	Mar 2017
	Increase the number of charged rental hours by 10%	AITC	Dec 2017
	Financial performance to be reviewed by the committee at each meeting	ALL	Quarterly
Other Areas	Obtain regular customer feedback including completion of an annual user survey, with the results to be presented to the committee for review	AITC	Dec 2017
	Continue to ensure that the use of the facility does not impact on the American Express Elite Football Performance Centre or its Academy status	AITC/ BHAFC	Dec 2017
	Continue to ensure that all staff and volunteers have completed DBS checks prior to commencing sessions on the pitch	AITC	Monthly

11 Development plan January – December 2016

Area / Activity	Action Point	Status
Under 21's	Utilise the facilities for hosting elite and performance sessions run by AITC Aim to increase under 21's participation by 10% Provide coaching and skill training of players from 5 years of age to club level and county level	Achieved 3% increase achieved Achieved
Over 45	Aim to increase over 45's participation by 10%	Decision taken to remove this objective
Women's & Girls	Continue to develop links with BHAFC womens and girls to raise the profile of the facility to other womens and girls teams in the local area Host a dedicated event to promote womens and girls football with relevant local partners Aim to increase womens and girls participation by 10%	Achieved A series of events were held Increased by 24%
Low income	Aim to increase low income participation by 10%	Increased by 103%
Black / ethnic minorities	Investigate opportunities to raise the profile of the facility to black and ethnic minority groups Consider the introduction of specific targeted sessions for black and ethnic minority groups Aim to increase black and ethnic minority participation by 10%	BME groups were not specifically targeted, however a significant number of BME individuals accessed the pitch through other group usage.

People with Disabilities	Continue to develop on the existing programme of activities for people with disabilities Aim to increase disabled participation by 10%	Achieved Increased by 75%
Leagues & tournaments	Run a minimum of 2 leagues over the year. Leagues to be run throughout the winter months to focus on maximising capacity at low use times of the week Run a minimum of 3 schools tournaments. Schools tournaments to be focused on Adur and Worthing schools Tournament and leagues for Local and Regional junior and senior affiliated players organised by AITC	No leagues took place as usage restricted to under 18s only Two schools tournaments were held at the community pitch, one of which was girl specific Two tournaments were arranged for junior grass roots clubs during the year
External hire by local groups	Promote facility for use by other sports in addition to football Increase external hire by local groups by 10%	Free of charge hockey and cricket sessions were provided for children under 16 who are deaf and hearing impaired External hires decreased during the year

Coaching / officiating courses	Set up and deliver coaching courses to both internal staff and external agencies. Target to deliver 5 courses over the year	Four coaching courses were held at the Community Pitch.
	Work with approved external agencies to provide facilities for the delivery of coaching courses	A coaching course, run in conjunction with Sussex FA was delivered at the Community Pitch
	Run a young persons officiating/volunteering course	Not achieved
	Run a level 1 and level 2 coaching course	Not achieved
	Work in partnership with Sussex FA, Football Association and other partners to provide facilities for the delivery of officiating and coaching courses	A coaching course, run in conjunction with Sussex FA was delivered at the Community Pitch
	Promote attendance on coaching and officiating courses to in house staff via team meetings and external communications	Achieved
	Promote attendance on coaching and officiating courses to attendees on other sessions held at the community pitch and other venues around the local area	Not achieved

Other usage	Continue to encourage usage by other users outside of the core target groups	Usage remains restricted to under 18s and adult disability groups
	Continue to work in partnership with other local providers to ensure that the local demand is covered by the provision of suitable facilities	Partnerships with the Sussex FA and Sir Robert Woodward Academy remain strong
	Continue to ensure that 35 hours per week are available for free community usage as specified within the CUA	An average of 32 hours per week of free community usage was achieved during the year
	Increase overall usage by 10%	Free opportunities for beginners and for people wishing to improve their skills increased by 17%, however total free usage was slightly lower than the prior year
	Continue to offer and promote developmental paths from sessions through to elite performance levels	Achieved
	Consider special offers and promotions to encourage usage at low use times	Achieved

Administration	Annual report to be finalised and issued as per the requirements of the Community Use Agreement (CUA)	Achieved
	Committee meeting dates to be agreed in advance for the forthcoming year	Achieved
	Action plan to be reviewed as part of quarterly committee meetings. Any amendments to be agreed by the committee	Achieved
	Produce quarterly usage summary for presentation to the committee	Quarterly reports were produced with increased reporting due in 2017
	Committee to nominate chair and secretary for the year	Achieved
	Ensure a record of all bookings is maintained to enable accurate reporting	Achieved
	Continue to ensure that all users are familiar with and adhere too site rules and regulations	Achieved
Marketing	AITC website to be reviewed and updated to raise the profile of the community pitch and its availability for external hire	Achieved
	Other organisations to include information and link to the above from their websites	Not achieved
	AITC to produce marketing literature promoting courses running at the venue	Achieved
	Marketing literature to be distributed via all agencies	Achieved
	Measure the effectiveness of marketing programmes to assist in identifying areas for improvement	Not achieved
	Investigate alternative methods of advertising the facility	Achieved

Facilities	Upgrade toilet facilities	Achieved
	Continue to maintain the facility in line with the manufacturer's guidance and current legislation	Achieved
	Equipment to be monitored and replaced as required throughout the year	Achieved
	To continue with installers quarterly maintenance visits	Achieved
Financial	Committee to review and agree hire fees for the forthcoming year	Achieved
	Achieve financial targets as set out above	Not achieved
	Financial performance to be reviewed by the committee at each meeting	Not achieved
Other Areas	Obtain regular customer feedback including completion of an annual user survey. Results to be presented to the committee for review	Not achieved
	Utilise above in reviews of the development plan	Not achieved
	Continue to ensure that the use of the facility does not impact on the American Express Elite Football Performance Centre or its Academy status	Achieved
	Continue to ensure that all staff and volunteers have completed DBR checks prior to commencing sessions on the pitch	Achieved

12 Committee Approval

The above report has been reviewed and agreed by the Community Pitch committee.

Appendix A: Schools offered free competitive opportunities at the Community Pitch

Breakdown of Schools

Name of School	Location	County
Adur and Worthing schools:		
Bohunt School	Worthing	West Sussex
Davison CE High School for Girls	Worthing	West Sussex
Durrington Infants & Junior School	Durrington	West Sussex
English Martyrs Catholic Primary School	Worthing	West Sussex
Goring-by-Sea Primary School	Goring-by-Sea	West Sussex
Herons Dale Primary School	Shoreham	West Sussex
Orchards Junior School	Worthing	West Sussex
Seadown School	Worthing	West Sussex
Shoreham Academy	Shoreham	West Sussex
Sir Robert Woodard Academy	Lancing	West Sussex
The Globe Primary Academy	Lancing	West Sussex
West Park CE Primary School	Worthing	West Sussex
West Sussex Alternative Provision College Lancing	Lancing	West Sussex
West Sussex Alternative Provision College Worthing	Worthing	West Sussex
Whytemead Primary School	Worthing	West Sussex
Other Sussex based schools:		
Albourne CE Primary School	Albourne	West Sussex

Aldingbourne Day Centre	Chichester	West Sussex
Aldrington CE Primary School	Brighton and Hove	East Sussex
Angmering School	Angmering	West Sussex
ARK Blacklands Primary Academy	Hastings	East Sussex
Ark Little Ridge Primary Academy	Hastings	East Sussex
Balfour Primary School	Brighton and Hove	East Sussex
Bede's Preparatory School	Eastbourne	East Sussex
Benfield Primary School	Brighton and Hove	East Sussex
Bevendean Primary School	Brighton and Hove	East Sussex
Blackthorns Community Primary Academy	Lindfield	West Sussex
Blatchington Mill School	Brighton and Hove	East Sussex
Bolney CE Primary School	Bolney	West Sussex
Bolnore Village Primary School	Burgess Hill	West Sussex
Bosham Primary School	Bosham	West Sussex
Bramber Primary School	Bramber	West Sussex
Brighton and Hove High School	Brighton and Hove	East Sussex
Broad Oak Community Primary	Heathfield	West Sussex
Brunswick Primary School	Brighton and Hove	East Sussex
Carden Primary School	Brighton and Hove	East Sussex
Cardinal Newman	Brighton and Hove	East Sussex
Carlton Hill Primary School	Brighton and Hove	East Sussex
Catsfield CE Primary School	Battle	East Sussex
Cedar Centre School	Brighton and Hove	East Sussex
Chiddingly Primary School	Lewes	East Sussex
City Academy Whitehawk	Brighton and Hove	East Sussex
Coldean Primary School	Brighton and Hove	East Sussex

Coombe Road Primary School	Brighton and Hove	East Sussex
Cornfield School	Littlehampton	West Sussex
Cross-in-Hand CE Primary School	Heathfield	East Sussex
Cuckmere House School	Seaford	East Sussex
Dorothy Stringer School	Brighton and Hove	East Sussex
Downs Park School	Brighton and Hove	East Sussex
Downs View Link College	Brighton and Hove	East Sussex
East Hoathly CE Primary	Lewes	East Sussex
Eastbourne Academy	Eastbourne	East Sussex
Eastergate CE Primary School	Bognor Regis	West Sussex
Etchingham CE Primary School	Hastings	East Sussex
Fairlight Primary School	Brighton and Hove	East Sussex
Ferring CE Primary School	Ferring	West Sussex
Fletching CE Primary School	Fletching	East Sussex
Goldstone Primary School	Brighton and Hove	East Sussex
Grove Park	Crowborough	East Sussex
Hangleton Primary School	Brighton and Hove	East Sussex
Hankham Primary School	Hankham	East Sussex
Headstart School	Battle	East Sussex
Hertford Junior School	Brighton and Hove	East Sussex
Hillside School	Brighton and Hove	East Sussex
Hove Park School	Brighton and Hove	East Sussex
Longhill High School	Woodingdean	East Sussex
Manor Green College	Crawley	West Sussex
Maynards Green Community Primary School	Maynards Green	East Sussex
Millais School	Horsham	West Sussex

Moulsecoomb Primary School	Brighton and Hove	East Sussex
North Mundham Primary School	Bognor Regis	West Sussex
Northease Manor School	Lewes	East Sussex
Nyewood CE Junior School	Bognor Regis	West Sussex
Parklands Community Primary School	Chichester	West Sussex
Parkside Community Primary School	Heathfield	East Sussex
Patcham High School	Brighton and Hove	East Sussex
Patcham House	Brighton and Hove	East Sussex
Peacehaven Community School	Peacehaven	East Sussex
Peter Gladwin Primary School	Brighton and Hove	East Sussex
Petworth CE Primary School	Petworth	West Sussex
Plaistow and Kirdford Primary School	Plaistow	West Sussex
Portslade Aldridge Community Academy	Brighton and Hove	East Sussex
Ratton School	Eastbourne	East Sussex
Rudyard Kipling Primary School	Woodingdean	East Sussex
Rustington Community Primary School	Rustington	East Sussex
Rye College	Rye	East Sussex
Sacred Heart Catholic Primary School	Wadhurst	West Sussex
Saltdean Primary School	Saltdean	East Sussex
Seahaven Academy	Seahaven	East Sussex
Seal Primary Academy	Selsey	West Sussex
South Bersted CE Primary School	Bognor Regis	West Sussex
Southbourne Junior School	Southbourne	West Sussex
Southway Junior School	Burgess Hill	West Sussex
St Andrew's CE (Aided) Primary School	Brighton and Hove	East Sussex
St Bartholomews School CE Primary School	Brighton and Hove	East Sussex

St Bernadette's Catholic Primary School	Brighton and Hove	East Sussex
St Catherines College	Eastbourne	East Sussex
St John the Baptist Catholic Primary School	Brighton and Hove	East Sussex
St John's Catholic Primary School	Horsham	West Sussex
St John's College	Brighton and Hove	East Sussex
St John's School	Seaford	East Sussex
St Joseph's Catholic Primary School	Haywards Heath	West Sussex
St Lukes Primary School	Brighton and Hove	East Sussex
St Margaret's CE Primary School Ditchling	Ditchling	East Sussex
St Martin's CE Primary School	Brighton and Hove	East Sussex
St Mary's CE Aided Primary School	Brighton and Hove	East Sussex
St Nicolas' CE Primary School	Brighton and Hove	East Sussex
St Richard's Catholic Primary School	Chichester	West Sussex
St Wilfrid's Catholic Primary School	Burgess Hill	West Sussex
Stafford Junior School	Eastbourne	East Sussex
Sussex Downs College	Lewes	East Sussex
Telscombe Cliffs Community Primary School	Telscombe Cliffs	East Sussex
The Cavendish School	Eastbourne	East Sussex
The Haven Voluntary Aided CE/Methodist Primary School	Eastbourne	East Sussex
The Oaks Primary School	Crawley	West Sussex
Uplands School	Brighton and Hove	East Sussex
Varndean School	Brighton and Hove	East Sussex
Walberton and Binsted CE Primary School	Walberton	West Sussex
Warden Park	Littlehampton	West Sussex
West Chiltington Community School	West Chiltington	West Sussex
West Rise Junior School	Eastbourne	East Sussex

West Sussex Alternative Provision College Chichester	Chichester	West Sussex
West Sussex Alternative Provision College Littlehampton	Littlehampton	West Sussex
Westdene Primary School	Brighton and Hove	East Sussex
Willingdon Community School	Eastbourne	East Sussex
Willingdon Primary School	Eastbourne	East Sussex
Wisborough Green Primary School	Wisborough	West Sussex

Appendix B – Examples of marketing





Play Deaf sports

this October half-term

Come along to our free session for under-16s and try football, hockey and cricket.



Tuesday 25 October | 11am-2pm

American Express Elite Football Performance Centre, 60 Mash Barn Lane, Lancing, West Sussex, BN15 9FP.

For more information or to book a place, please call: **01273 668590** or email: **disability@albioninthecommunity.org.uk**

Albion in the Community
Giving people a chance

Brighton & Hove Hockey Club

Sussex Cricket Foundation

American Express Community Stadium, Village Way, Brighton BN1 9BL. Tel: 01273 878265.
Company limited by guarantee in England and Wales (No. 5122343). Registered charity in England and Wales (No. 1110978).

Amputee football sessions



An exciting opportunity for adults with a limb amputation to play football.

Every Monday, 8-9.30pm

Albion in the Community is hosting a weekly session at the American Express Elite Football Performance Centre in Lancing for adults to play amputee football.

The event is run in conjunction with the England Amputee Football Association and will include some basic practices, introduction to amputee football and small sided games.

The sessions will also lead to an amputee side which will compete nationally.

For more information or to book a place please contact our disability team on: **01273 878277** or email **disabilitysportparti@albioninthecommunity.org.uk**

Albion in the Community
Giving people a chance

Appendix C – Installer pitch inspection report

SIS (UK) LTD
ONSITE MAINTENANCE
VISIT & REVIEW

SIS (UK) LTD

ONSITE MAINTENANCE

VISIT & REVIEW

Project:	Brighton and Hove
SIS Ref No:	14-930
Site Address:	Brighton and Hove Albion Training Ground
	Mash Barn Lane
	Lancing
	West Sussex
	BN15 9EE
Site Contact:	Steve Winterburn

Visit / Report Number:	24 months
Date:	28th October 2016
SIS Representative:	Radoslaw Kulczycki
Client Representative:	Steve Winterburn

1) Project Information

Date of Installation:	27th November 2014
Pitch Type / Usage:	Football
Pitch Size:	104.7 x 71.5m
Playing Surface Installed:	Sis Pro Soccer 60

2) Current Pitch Usage Information

Design Usage:	Football
Actual Usage:	100% Football
Actual Weekly Hours Use:	40+ hours

3) Maintenance Carried out during visit

Operation(s):

Visual Inspection of seams and line markings

Rubber Infill distribution and depth – OK

4) Visit Inspection / Checklist

	Being Carried out Correctly				Comments
Maintenance Manual Read & Understood	Yes	X			Held in site office
Maintenance Training given to staff	Yes	X			Given at project handover
Weekly Maintenance Reports Completed	Yes	X			Copies of reports available in office and completed ones filed.
Litter Clean Daily	Yes	X			Pitch cleaned and bins provided
Brush Pitch Weekly	Yes	X			Weekly brushing when conditions allow
Brush Surrounds Weekly	Yes	X			Weekly brushing when conditions allow
Brush Direction Weekly	Yes	X			Alternate directions each brushing
Leaf Blower Monthly			No	X	No leaf blower required.
Seam Lines Checked Weekly	Yes	X			Checked when brushed
Line Markings Checked Weekly	Yes	X			Checked when brushed
Small Repairs			No	X	No repairs required to date
Rubber Crumb Depth Bi-monthly	Yes	X			Checked and OK.
Maintenance Equipment Condition	Yes	X			Pre start checks carried out before each use. Brushes in good condition.

5) Recommendations for changes or improvements:

On both penalty spots depth of rubber crumb below 30mm. Must to be monitored and topped up when required.
Keep weed killing around pitch perimeter.
First 1/2 pitch (where is entrance) look like it is in more in use than the rest of pitch. To keep the pitch in the best condition I suggested to use whole pitch evenly.

6) Other Feedback / General Comments:

The general condition of the pitch is good and maintenance schedule by the client is done diligently and recorded.

Report Copied to:

- Brighton and Hove
- RLF
- FF
- SIS

Site Visit Photos:



Photo one showing pitch.



Photo two showing pitch.



Rubber level below 30mm on penalty spots.



Used brush are in good condition.