PLAYZONE BUSINESS CASE

SUPPLEMENTARY INFORMATION NOTE

7 July 2026

PURPOSE OF THE BRIEFING NOTE
Following a Cabinet decision to progress the development of four PlayZones in the District, to consider and agree business plans for these new facilities and progress towards the construction phase.

BACKGROUND SUMMARY

At their meeting on 27 June 2025, Cabinet agreed to install four new “PlayZones” at Clacton on Sea, Walton on the Naze, Jaywick Sands and Harwich; which are modern, largely free to use intergenerational multi activity hubs around the Tendring District, at a total cost of £1,119,257, with 75% match funding agreed from the Football Foundation (FF).

Prior to entering into contract for the construction phase, Cabinet requested that Officers ‘*produce business cases for this scheme with authority for approval and associated actions delegated to the Leader and Portfolio Holder for Finance and Governance and Leisure and Public Realm in consultation with the Corporate Director Finance, Assistant Director Sport, Culture and Health and Legal Services*.’

The ongoing financial implications for the operational delivery of the four PlayZones is set out below, outlining the year-on-year income and expenditure for each PlayZone. This planning is entirely based on credible, up to date and informed information. The methodology on how this business case has been built is outlined below.

Methodology

1) The Council has worked with partners to approach a range of organisations on their interest and commitment to use these facilities on a regular basis. After two rounds of consultation, organisations and clubs have made a ‘pre-booking’ commitment for dates and times. These ‘pre-bookings’ and commitments are what is used to inform the income numbers and as such are based on firm information.
2) The income growth each year has been projected on a highly conservative calculation of one additional booking for 40 weeks a year on the lowest price. This is to ensure the facilities are viable without over-committing and also based on the number of organisations who have expressed an interest but not committed, so we know the demand is there.
3) There is also £75,000 of external funding available to support activation of these facilities and support local organisations to deliver community driven activity. This Sport England funding will be held and administered through Active Essex.
4) Expenditure projections are provided by the Football Foundation based on evidence from previous PlayZones and their vast experience of delivering sites of this nature elsewhere in the country.
5) A Sinking Fund has not been included in these figures as although this is good practice, it is not compulsory for these facilities. A Sinking Fund would be £17k per year to cover all four sites (£85,000 for the 5 years) and current estimations suggest it this could be set aside, if a decision was taken to do so.

The full business plans for each facility are attached as Appendix A - D. Table 1 below outlines the high-level surplus/loss for each PlayZone:

Table 1 – Surplus/Loss for each PlayZone

Site	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	TOTAL
Clacton PlayZone	£6,001	£4,879	£3,025	£5,166	£4,615	**£23,686**
Cliff Park Harwich PlayZone	£6,241	£5,126	£3,272	£5,413	£5,546	**£25,599**
Jaywick PlayZone	£3,361	£2,160	£306	£2,447	£2,580	**£10,835**
Walton PlayZone	£12,881	£13,089	£11,736	£13,376	£13,506	**£64,589**
TOTAL	**£28,484**	**£25,254**	**£18,339**	**£26,402**	**£26,246**	**£124,727**

Taking the above information into account, it is projected that there will be an overall surplus of £124,727 over the first five years of operation.

The percentage of anticipated activity across four PlayZone facilities demonstrates a sustainable financial model, and activation will continue in advance of construction and once the facilities are operational. There is an expectation for interest to grow when the PlayZones are being constructed and complete. Details of the programmed use reflected captures the number of booked activity and categorises the services delivered (C*ommunity Use*, P*artner Use* & C*ommercial Use*).

The increased forecast of programmed use for each site between Yr 2 – Yr 5 has been calculated at £10 p/hr 'Community Use' facility rate hire for forty weeks. This is a highly conservative estimate based on the interest gathered to date. This is forecast as £400 per year for four years (totalling £1,600). There is an assumption of 3% increase in fees and charges each year from Yr 2 – 5 on top of this.

At the time of preparing this report, the PlayZones at Clacton Leisure Centre and Bathhouse Meadow, Walton on the Naze have received planning permission. The proposed facilities at Crossways Park, Jaywick Sands and Cliff Park, Harwich are due to be considered at Planning Committee in July and August respectively. The Football Foundation and contractor, who were appointed through the approved procurement framework, have indicated that subject to JCT contracts being signed over the next week, construction could start on 24 August 2026 (Walton on the Naze) and 5 October (Clacton Leisure Centre) with a 12-week project period. The remaining two facilities are likely to start in early 2027.
Further details of the financial sustainability of the PlayZone sites are included under the 'Finance, Resources and Capacity' segment of this report. The risks and mitigations of each site are independently listed later in the report.

Finally, it should be noted that Officers have been working with the Football Foundation, McCardle Sports (the main contractor) to produce the Joint Contracts Tribunal (JCT) Contracts for the construction phase and Legal Services have been supporting that process.

CURRENT POSITION

Having secured FF funding for the PlayZone scheme, work has taken place with partners to show the level of projected demand and revenue generated. The table below summarises the projected position to date for each site, which is based on the development work which has taken place and the associated costs provided by the Football Foundation.

The introduction of Pickleball to Walton and Clacton leisure sites has offered an alternative service not otherwise available in the district and demonstrates areas of growth with significant uptake in Walton. There are also opportunities for one-off casual bookings and further bookings are anticipated once the facilities are constructed and the grant scheme led by Active Essex is open for applications (further information below).

Harwich:

Under the confirmed bookings within the programme of use (POU), the site is projected to generate a revenue of £72,933 over 5 years (based on a 48-week year).

The PlayZone situated in Harwich shows surplus in each year based on current expressions of interest and conservative growth each year. Over a five-year period this site is profitable and sufficient surplus finances are available to be reinvested. Cliff Park is an area of high community engagement with local groups and clubs based in the area and so demand is expected to be high.

Jaywick:

90% of bookings made reflect community use with no commercial bookings. The site is projected to generate a revenue of £58,187 over 5 years (based on a 48-week year).

The Jaywick PlayZone shows a small surplus each year but is very close to a break-even level. Of all the sites this is where interest has been the lowest. The Sport England Activation Funding we have received will be used to maximise opportunities here to generate interest and growth and deliver a strong community programme at the site. The total number of bookings at the facility is currently at 19% capacity and 95% of bookings have been purchased as 'Community' bookings which is the lowest hourly rate the facility can be hired for (£10 p/hr). Any cost pressure on this site over the first 5 years can be managed and supported by the strong surplus generated by other sites, however on current forecast that won't be required.

Clacton:

There are currently no commercial bookings, whereas community organisers are the biggest segment to have committed to using the facility. As a result, Clacton is expected to generate a revenue of £71,260 over 5 years (based on a 48-week year).

The proposed PlayZone situated on Vista Rd shares the premises with Clacton Leisure Centre as part of a wider outdoor recreational area. The high footfall in this area, as well as being in the largest populated town in the district means this PlayZone is forecast to be profitable.

Walton:

The Walton Playzone has seen a significant boost in pickleball bookings and one third of weekly operating hours now have committed bookings for when it opens. Walton is expected to generate £111,026 in revenue over the next 5 years (based on a 48-week year).

The Walton PlayZone is situated very close to Walton-on-the-Naze Lifestyles and sees high footfall in this area. This PlayZone will be equipped with Pickleball markings which has significantly increased the level of programming, making this facility the most profitable Playzone of the scheme. The £64,589 surplus across the initial five years ensures the overall sustainability of the facilities.

Grant Funding

As referred to earlier in this report, a successful bid for £75k was made by Active Essex, with support from the Council. This funding is broken down below and will be used to support activation over the next 18 months.
Funding Outline:

- £50,000 has been allocated to community activation and programming which seeks to invest in the following criteria.
    - Equipment (£4,000)
    - Marketing and Communications (£2,000)
    - Grants for facility Hire Fees (£30,000)
    - Coach Education (£4,000)
    - Coaching Costs (£10,000)
- £25,000 has been allocated to resources and delivering activity & engagement. The staffing activation is profiled to be delivered by Community Voluntary Services Tendring (CVST) under a part-time position (18hrs per week), for at least one year.
- CVST, Active Essex, and Active Tendring are partnering to deliver the proposed funding, each contributing distinct services and expertise.
- Active Essex will be the leading organisation for the Sport England Playzone activation funding. As such they will manage the funds for distribution as agreed with the partnership between Tendring District Council & CVST.

The funding allocated from this grant funding for facility hire has not been included in the Surplus/Loss figures as the business case needed to be financially viable without relying on external funding, which it does.

Table 2 – Pricing Structure

Table 2 outlines the three categories of pricing. This provides flexible pricing and a way of monitoring types of use from different groups. This schedule of charges is to be authorised in the executive decision to be published.
A review of the rates, costs and facilities has been listed below to ensure the PlayZones align with the strategic aims of the Service. Key areas of focus will be providing facilities at affordable prices and sustainability to re-invest into leisure facilities.

Category	**Price**	**Definition**
Community	£10ph	Defined by a grassroot sports club/not for profit organisation that delivers local sport and activity, coaching provision or individual/group booking the space for structured and programmed recreation
Partner	£15ph	An organisation or company that delivers local sports and activity that aligns with the council's strategic aims or on behalf of the service.
Commercial	£20ph	A group/company or organisation that is delivering in the space for revenue and income generation

CORPORATE PRIORITIES
CORPORATE AIM: “Working with Partners to Improve Quality of Life” STRATEGIC OUTPUT: Sport & Activity Strategy (2024-28) A6 Appendix A - Sport and Activity Strategy 2024 - 2028.pdf The Sport and Activity Strategy lists ‘Evidence Based District Wide Sport and Activity Offer to Meet Local Needs’ as a key objective’. This sets out the following: The Council will actively work with local people, communities and key partners to ensure more local people have access to sport and physical activity opportunities. Together with continuing to provide traditional and mainstream sports through the council’s sports facilities and local sports clubs, it should be recognised that more informal activity might be more appealing to significant areas of the population, due to a wide range of factors, including age, access to transport and levels of deprivation. Key areas of focus will be: · Using research available, work with communities and key partners to identify priority facilities and activities for local people. · A varied and continually evolving activity programme at the Council’s sports facilities · The formation of ‘activity hubs’ on the land surrounding each of the Council’s sports facilities, in Clacton on Sea, Dovercourt Bay and Walton on the Naze · Working with clubs and community groups to provide both traditional and informal activity sessions around the district The installation of PlayZones is subsequently listed in the Sport and Activity Strategy Action Plan, as one of the ways the Council can impact on encouraging more local people to become active.
KEY GOVERNANCE ISSUES AND/OR DIRECT LINKS TO OTHER MATTERS
The decision set out in the original Cabinet report for PlayZones outlines the current position of the council in regard to the approval, final business case and JCT contract. This is delegated to Leader of the Council & Portfolio Holder for Finance and Governance and the Leisure and Public Realm Portfolio Holder, in consultation with the Corporate Director (Finance & IT), the Assistant Director (Sport, Culture and Health) and Legal Services.
OUTCOME OF CONSULTATION AND ENGAGEMENT
As part of the consultation and engagement approach, local community groups have been consulted as part of the programme of use to assess the level of demand and review the type of programming taking place at each site (community, commercial and partner use). As noted in the Cabinet Report (27.06.2025) (Report Template Part A), a summary of the Playzone consultation results agreed that the Playzone facilities were necessary and indicates a level of support for the scheme. A supplementary consultation was conducted to consider the integration of Pickleball Courts, during which Clacton and Walton were identified as optimal locations for this initiative. In accordance with the agreement with FF, informed by the findings of the Pickleball Synopsis, provisions have been made to incorporate pickleball courts into the FF designs for the designated PlayZones at Walton and Clacton. An impact report (22.09.25) for the pickleball consultation collected the community’s feedback which saw 174 responses. 75% of respondents identified as ‘Women & Girls’ as a targeted community group under this project, and over 125 responses scored 100% need for Pickleball in the local area. More than half of these responses outlined the Walton PlayZone for

Pickleball courts. Overall, the consultation outlined a genuine need for this provision our community.

Potential Future Management Options

Finally, following approval of this stage of the project, Officers will engage with local organisations to discuss future management and operation of PlayZones. It is important to set out that although the council is leading on this project to provide evidence-based activity opportunities for local communities, other organisations could operate/manage PlayZones following construction through a licence agreement in the future. Future operational use of facilities and reference to consulting with local organisations about future management of these proposed facilities. This will be key in advance of Local Government Reorganisation, to understand how the facilities will be managed in the future. This will need to be established prior to submission of the funding bid. This process will also include programming of the facilities to ensure there is a balance struck between free to use sessions for local people and hired sessions for organisations (although some of these are likely to be free at the point of use). The programme balance will ensure there is enough income derived from the facilities to cover the cost of annual maintenance.

FINANCE, RESOURCES & CAPACITY IMPLICATIONS

Table 3 – Projected Surplus/Deficit

Finance: Table 3 reflects the overall provisional financial position of each PlayZone (Deficits / Surplus for a 5-year period):

Playzone	Projected Surplus/Deficit
Jaywick:	+£10,853
Walton:	+£64,589
Clacton:	+£23,686
Harwich:	+25,599
Total:	**£124,727**

The above figures do not a Sinking Fund in the funding agreement with Football Foundation as this is not a mandatory requirement of this project. This is due to the uniqueness of the PlayZones, with the playing surface being built from hard-standing, long-lasting tarmac which does not require maintenance or seasonal repair. The FF has outlined within the proposal that the life expectancy of a PlayZone is 25 years, and revenue generated through programming/utilisation will provide a return on investment before the expiry of the facility. The forecast programmed activity across four PlayZone facilities outline a projected sustainable financial model, overall. The council continues to build on the current programme of use for sites to be sustainable and a key consideration throughout this project will be a reaction to new bookings and increased interest whilst the PlayZone sites are under construction and eventually in full operation. Details of the programmed use captures the number of booked activity and categorises the services delivered (community use, partner use & commercial use).

Table 4 - Percentage of Use

This table sets out the projected use on opening, based on the engagement which has taken place. This shows that Walton would already be at 40% capacity prior to opening, with the facility at Harwich currently the lowest at 18%. As set out elsewhere in this report, significant work on activating these facilities will be taking place prior to opening.

Site	Percentage of Use*
Jaywick	19%
Walton	40%
Clacton	22%
Harwich	18%

Table 5 – Five-year Forecast
Table 5 below is a five-year forecast, based on projected income over that period which is informed from the community engagement which has taken place.

Site	Projected surplus Generated	Overall Expenditure	Difference
Jaywick	£58,187	£47,334	£10,853
Walton	£111,026	£46,437	£64,589
Clacton	£71,260	£47,547	£23,686
Harwich	£72,933	£47,334	£25,599
Total	**£313,406**	**£188,652**	**£124,727**

Whilst there is an inherent level of risk to operating a publicly accessible facility stock such as PlayZones, the modelling undertaken to get to these figures has been done through a robust consultation and a 'pre-build' booking programme. This has given us a good level of certainty on where the business is coming from and is not down on perceived or potential demand. There is a greater risk at the Jaywick site due to the demand received, but PlayZones are designed to provide positive public value and enhance communities. This is a vital facility for Jaywick and if a subsidy is required for this site, the revenue generated at other sites will be ale to support this. This results in less reliance on the Council funding the subsidy from elsewhere.

All risk will be managed through regular monitoring of income performance, ongoing development of the programme of use, and partnership working to maximise utilisation and demand.

Other resources (e.g. external parties): Through a recent restructure, the Council has employed two new posts within the Council's Sports Facilities Team. This includes a Project and Procurement Manager, who will provide project management support on the construction of this project and provide the resources required to work with the design team and contractor. In addition, the Community Sport and Activity Manager will deliver on the objectives adopted through the Sport and Activity Strategy. This will include working with a variety of organisations to programme the facilities and bring opportunities for physical activity 'closer to where residents live'.

Sinking Fund
As there is no requirement in the funding agreement with Football Foundation to include one, a sinking fund for surface replacement after the lifecycle of the Playzones ends, is not factored into profit and loss calculations. There is currently however enough surplus projected

to hold a sinking fund and a decision could be taken to use any surplus accumulated at the end of each financial year, to contribute or fund replacements**.**

Future Operational Management
It is possible for the Council to work with partners to manage any of these facilities, through a licence agreement. Although this will require approval from the FF, this report will provide authority for discussions to take place with a view to establishing agreements where appropriate and agreed by the Portfolio Holder. The PlayZone Cabinet report has already agreed the following in relation to this:
'that following consultation with local organisations, decision making for future management options for the PlayZone facilities is delegated to the Portfolio Holder for Leisure and Public Realm in consultation with the Assistant Director, Sport, Culture and Health, Corporate Director, Governance and Corporate Director, Finance'

Capital Costs
The total breakdown for the cost of delivering the project is set out in Table 6 below, together with the grant funding offered and match funding required by the Council:

Table 6 – Capital Costs
As set out in the Cabinet Report, the costs of constructing the four PlayZones are set out below, together with both the external funing contribution and the Council's match funding:

Playzone Location	FF Funding Offered (£)	Match Funding Required (£)	Total Cost (£)
Clacton on Sea	200,653	66,884	267,537
Jaywick Sands	192,167	64,054	256,221,
Harwich	249,824	83,274	333,098
Walton on the Naze	196,801	65,600	262,401,
Total Project Cost	**839,445**	**279,812**	**1,119,257**

LEGAL DUTIES, POWERS & RESTRICTIONS (EXISTING, NEW RESPONSIBILITIES OR EMERGING)

Under the Football Foundation's (FF) Framework Alliance Contract, the Council has signed a Joining Agreement with the Foundation. This means the FF act as the main Client, and the Council will be an 'Additional Client'. This agreement allows the Council to work with the FF and other partners to ensure the project is successfully delivered. It also lets the Council award a contract to the PlayZone Provider under the approved framework.
The Foundation has pre-procured three roles through their framework, which are key to taking the project through to completion, which are as follows:

1. Framework Management Consultant (FMC) – Edge Public Solutions
2. Specialist Testing Consultant (STC) – Sportslab UK
3. PlayZone Provider (PZP) - McArdle Sport

Following agreement of these business cases, in consultation with the Legal Services Team, the Assistant Director Sport, Culture and Health will proceed to enter into JCT agreements with the PlayZone Provider, McArdle Sport.

IMPLICATIONS RELATED TO DEVOLUTION AND/OR LOCAL GOVERNMENT REORGANISATION

Ongoing costs: As covered elsewhere in this report, there is a risk that ongoing costs will not cover annual maintenance costs and the facilities will deteriorate. This is being mitigated through activation schemes and work with external organisations with regards to future management arrangements. Future Priorities: A future Unitary Authority might not prioritise the promotion of community hubs such as Playzones as part of a place based approach to tackling a range of issues. As such, the facilities may deteriorate through a lack of investment.

ASSOCIATED RISKS AND MITIGATION

Service delivery, local demand & financial risk has been showcased within this report. At this point, a key takeaway reflects earlier in the report that the four PlayZone sites are financially viable. The risks considered in this project have identified and mitigated factors are listed below.

Mitigation Factors:

- Financial Viability
  - There is a risk that income will not cover all the expenditure related to these facilities. In this eventuality, any shortfall would need to be generated from the wider Sports Facilities budgets. These budgets are currently generating a significant surplus against the estimates. This has been mitigated by two rounds of consultation to establish a clear desire from organisations to book slots. In addition, a significant amount of activation work is being carried out to drive usage, which includes grant funding to support organisations wishing to establish sessions.
- Raised Awareness
  - A key takeaway reflects earlier in the report that the four PlayZone sites are projected to be financially viable. A risk which will be mitigated once the sites are operational will be raised awareness of the facilities and additional bookings from local community groups that respond to activity taking place and a physical/visible facility to engage with.
- Setting Timeframes
  - A reflection in the background summary recognises the planning process and decisions to be issued. Once dates are agreed to commence construction, opening dates of the facility can be promoted to increase community engagement.
- Active Partnership Funding
  - The aforementioned Sport England funding profiled for Place Partnership Priority Areas will support programmed activity with a total costing of £75,000 in Year 1 and Year 2 of the programme of use. Active Essex is the lead applicant and account holder of funds.
  - The programming and activation of the PlayZone will dedicate a £50,000 funding pot for Tendring District Council, Active Essex and CVST to manage and score funding applications. This will dedicate funds to PlayZone facility hire, club development initiatives for upskilling and training, as well as equipment and staffing.
  - The remaining £25,000 investment has been profiled towards a PlayZone Activation Officer with CVST as the employer. This will allow further community engagement and resource to manage bookings and administer sports programmes on the PlayZones.
- Future Operations
  - Community organisation leasehold considerations and site supervision/facility operations.

NEXT STEPS & MILESTONES

Inc. on-going commitments and project management
- Planning Outcome and Construction
  ○ To undertake effective project management with McArdle Sport Tec pending a planning outcome.
  ○ enter into JCT contractual agreement with McArdle Sport Tec.
 	
- Community Engagement
  ○ Continue with community engagement to build the existing programme of use.
  ○ To continue to explore and deliver (subject to being successful) the Sport England £75,000 Community Activation Funds

BACKGROUND

The four PlayZone locations listed below are proposed as the development sites, and were agreed following deliberation by a consortium of partners and subsequently through community consultation:

1. Clacton Leisure Centre
2. Bathhouse Meadow, Walton on the Naze
3. Cliff Park, Harwich
4. Crossways, Jaywick Sands

This project aligned with the Sport and Activity Strategy objectives by developing new free to use facilities in key locations around the district to support improved social outcomes, and impact positively on reducing instances of crime and anti-social behaviour. By using these hubs to provide a balanced, exciting and modern activity programme, they can positively impact on improved physical health, mental/emotional wellbeing, social engagement and inclusion. All of which have the potential to contribute significantly towards a place-based approach to active wellbeing and the challenges surrounding the delivery of health and social care services in the district.

The initial programme of use that was submitted as part of the application process (dated, 27.06.2025) had been accepted by the FF. The council is now in the process of achieving the financial sustainability of each site. This has been undertaken with a final programme of use to assess local demand and ensure the programming structure and income meets the cost of maintenance.

The projected capital costs associated with the PlayZone facilities have been provided through a FF framework process and include design fees, project management, construction, project contingencies and risk mitigation costs. The FF have confirmed that all PlayZone projects around the country to date are completed within the budget allocated. It should be noted however that any additional cost will be at risk to the Council, so strong project management will be required. The Council has accepted the FF funding offered through this report and enter into a funding agreement which is covered in the legal section. Furthermore, the 25% match funding has been agreed and the council has proposed to finance this from Section 106 funding of £204,643.88 (Recommendation B in listed Cabinet Members' Decision Decision - Cabinet Members' Items - Report of the Leisure and Public Realm Portfolio Holder - A.5 - Delivery of four new Playzone Activity Hubs for the District).

APPENDICES

Appendix A

Clacton Leisure Centre, Vista Rd – Profit & Loss Projections

Income	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	TOTAL
Booking Charges	£13,200	£14,008	£14,420	£14,832	£14,800	**£71,260**
Funding	£0	£0	£0	£0	£0	**£0**
TOTAL	**£13,200**	**£14,008**	**£14,420**	**£14,832**	**£14,800**	**£71,260**

Expenditure	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	TOTAL
External Contractor	£0	£0	£1,000	£0	£0	**£1,000**
Equipment replacement	£0	£500	£515	£530	£546	**£2,091**
Regular maintenance	£5,004	£5,154	£5,309	£5,468	£5,632	**£26,567**
Sinking Fund	£0	£0	£0	£0	£0	**£0**
Line Marking	£0	£515	£530	£546	£800	**£2,391**
Sand Top Up	£0	£0	£1,000	£0	£0	**£1,000**
Lamp replacement (floodlights)	£0	£300	£300	£300	£300	**£1,200**
Floodlight maintenance	£0	£400	£412	£424	£437	**£1,673**
Utilities	£735	£757	£780	£803	£827	**£3,902**
Annual Subscription (ClubSpark)	£1,460	£1,503	£1,549	£1,595	£1,643	**£7,750**
TOTAL	**£7,199**	**£9,129**	**£11,395**	**£9,666**	**£10,185**	**£47,574**

Profit/(Loss)	**£6,001**	**£4,879**	**£3,025**	**£5,166**	**£4,615**	**£23,686**

Notes:

- The cost estimates have been profiled by the Football Foundation that maps the expected spend for the initial five years.
- The Clacton Playzone has seen a higher number of bookings with engaged groups due to a high footfall next to an existing leisure facility, as well as the facility being compatible with Pickleball.

Appendix B

Walton-on-the-Naze, Batthouse Meadow – Profit & loss Projections

Income	**Yr 1**	**Yr 2**	**Yr 3**	**Yr 4**	**Yr 5**	**TOTAL**
Booking Charges	£20,880	£21,918	£22,330	£22,742	£23,154	**£111,026**
Funding	£0	£0	£0	£0	£0	**£0**
TOTAL	**£20,880**	**£21,918**	**£22,330**	**£22,742**	**£23,154**	**£111,026**

Expenditure	**Yr 1**	**Yr 2**	**Yr 3**	**Yr 4**	**Yr 5**	**TOTAL**
External Contractor	£0	£0	£500	£0	£0	**£500**
Equipment replacement	£0	£500	£515	£530	£546	**£2,091**
Regular maintenance	£5,004	£5,154	£5,309	£5,468	£5,632	**£26,567**
Sinking Fund	£0	£0	£0	£0	£0	**£0**
Line Marking	£500	£515	£530	£546	£563	**£2,654**
Sand Top Up	£0	£0	£1,000	£0	£0	**£1,000**
Lamp replacement (floodlights)	£300	£0	£0	£0	£0	**£300**
Floodlight maintenance	£0	£400	£412	£424	£437	**£1,673**
Utilities	£735	£757	£780	£803	£827	**£3,902**
Annual Subscription (ClubSpark)	£1,460	£1,503	£1,549	£1,595	£1,643	**£7,750**
TOTAL	**£7,999**	**£8,829**	**£10,595**	**£9,366**	**£9,648**	**£46,437**

Profit/(Loss)	**£12,881**	**£13,089**	**£11,736**	**£13,376**	**£13,506**	**£64,589**

Notes:

- The cost estimates have been profiled by the Football Foundation that maps the expected spend for the initial five years.
- The Walton Playzone has seen a higher number of bookings with engaged groups due to a high footfall next to an existing leisure facility, as well as the facility being compatible with Pickleball.

Appendix C

Cliff Park, Harwich – Profit & Loss Projections

Income	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	TOTAL
Booking Charges	£13,440	£14,255	£14,667	£15,079	£15,491	**£72,933**
Funding	£0	£0	£0	£0	£0	**£0**
TOTAL	**£13,440**	**£14,255**	**£14,667**	**£15,079**	**£15,491**	**£72,933**

Expenditure	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	TOTAL
External Contractor	£0	£0	£1,000	£0	£0	**£1,000**
Equipment replacement	£0	£500	£515	£530	£546	**£2,091**
Regular maintenance	£5,004	£5,154	£5,309	£5,468	£5,632	**£26,567**
Sinking Fund	£0	£0	£0	£0	£0	**£0**
Line Marking	£0	£515	£530	£546	£560	**£2,151**
Sand Top Up	£0	£0	£1,000	£0	£0	**£1,000**
Lamp replacement (floodlights)	£0	£300	£300	£300	£300	**£1,200**
Floodlight maintenance	£0	£400	£412	£424	£437	**£1,673**
Utilities	£735	£757	£780	£803	£827	**£3,902**
Annual Subscription (ClubSpark)	£1,460	£1,503	£1,549	£1,595	£1,643	**£7,750**
TOTAL	**£7,199**	**£9,129**	**£11,395**	**£9,666**	**£9,945**	**£47,334**

Profit/(Loss)	**£6,241**	**£5,126**	**£3,272**	**£5,413**	**£5,546**	**£25,599**

Notes:

- The cost estimates have been profiled by the Football Foundation (FF) that maps the expected spend for the initial five years.

Appendix D

Crossways, Jaywick – Profit & Loss Projections

Income	**Yr 1**	**Yr 2**	**Yr 3**	**Yr 4**	**Yr 5**	**TOTAL**
Booking Charges	£10,560	£11,289	£11,701	£12,113	£12,525	**£58,187**
Funding	£0	£0	£0	£0	£0	**£0**
TOTAL	**£10,560**	**£11,289**	**£11,701**	**£12,113**	**£12,525**	**£58,187**

Expenditure	**Yr 1**	**Yr 2**	**Yr 3**	**Yr 4**	**Yr 5**	**TOTAL**
External Contractor	£0	£0	£1,000	£0	£0	**£1,000**
Equipment replacement	£0	£500	£515	£530	£546	**£2,091**
Regular maintenance	£5,004	£5,154	£5,309	£5,468	£5,632	**£26,567**
Sinking Fund	£0	£0	£0	£0	£0	**£0**
Line Marking	£0	£515	£530	£546	£560	**£2,151**
Sand Top Up	£0	£0	£1,000	£0	£0	**£1,000**
Lamp replacement (floodlights)	£0	£300	£300	£300	£300	**£1,200**
Floodlight maintenance	£0	£400	£412	£424	£437	**£1,673**
Utilities	£735	£757	£780	£803	£827	**£3,902**
Annual Subscription (ClubSpark)	£1,460	£1,503	£1,549	£1,595	£1,643	**£7,750**
TOTAL	**£7,199**	**£9,129**	**£11,395**	**£9,666**	**£9,945**	**£47,334**

Profit/(Loss)	**£3,361**	**£2,160**	**£306**	**£2,447**	**£2,580**	**£10,853**

Notes:

- The cost estimates have been profiled by the Football Foundation (FF) that maps the expected spend for the initial five years.

PROPOSAL

Within the initial cabinet report (Decision - Cabinet Members' Items - Report of the Leisure and Public Realm Portfolio Holder - A.5 - Delivery of four new Playzone Activity Hubs for the District) recommendation (h) reads:

(h) agrees that the approval of the final business plans and associated actions, including the decision to enter into a JCT agreement with McArdle Sport for the construction phase of the Playzone Project, be delegated to the Leader of the Council & Portfolio Holder for Finance and Governance and the Leisure and Public Realm Portfolio Holder, in consultation with the Corporate Director (Finance & IT), the Assistant Director (Sport, Culture and Health) and Legal Services; and

Therefore, the recommendations are below:

- To proceed based on the business cases appended to this report.
- With support from the Legal Services team, to enter into and sign JCT contracts & begin construction phase with McArdle Sport Tec.
- Work with Active Essex to use the approved grant funding effectively, to active these facilities and develop a rich, multigenerational active wellbeing programme for the PlayZones

REPORT CONTACT OFFICER(S)	
Name	**Charlie Colwell**
Job Title	**Community Sport and Activity Manager**