

**Jubilee Park Sports Improvement Project –
Community Benefit Statement (September 2024)**

1. Project Overview

- 1.1 Jubilee Park has achieved Green Flag Award status and is identified in the Green Space Strategy as a high level/facilities park and garden typology. The Park is located within North Huyton's Page Moss Ward. The site currently has a children's and toddlers play area, community pavilion situated within the centre of the park, a path network, grassed football pitches, and fenced containers for storing football equipment and goalposts.
- 1.2 The Knowsley Playing Pitch Strategy 2021, highlighted Jubilee Park as a key site, and one that could address the future shortfall of grassed football pitches and 3G (third generation synthetic surface) pitches within the Huyton area for young people. Additionally, the report highlighted as high priority, the need to develop an improved community hub, with toilet and kitchen facilities, as a key part of supporting future participation on the site.
- 1.3 In 2020, Knowsley Council and Huyton Jubilee Community Sports Hub CIO (the charitable arm of Huyton Juniors Football Club) began to develop a submission to the Football Foundation for a Sports Facilities and Pavilion Improvement Project that would address these needs by creating a new floodlit and fenced 9 vs 9 Artificial Grass Pitch (3G), refurbishment of the existing pavilion building, creation a new 62-space car park and supporting further development of the community grassed sports space known as the Queen Elizabeth II Playing Fields at Jubilee Park, Dinas Lane, Huyton, Knowsley L36 2NW.
- 1.4 Huyton Juniors FC (Huyton JFC) was established in 2008 and has grown from a single team to 33 teams in 16 years. The club is based at Jubilee Park and uses the grassed pitches and pavilion building. With a shortage of 3G pitches in Huyton to support football training, and as one of the largest junior clubs in the borough, Huyton JFC have long had ambitions for a 3G facility at their home ground, in order to grow their community offer.
- 1.5 Huyton JFC established Huyton Jubilee Community Sports Hub (Community Interest Organisation - CIO), known as 'The Sports Hub', to provide a robust management and operating structure for the proposed 3G and pavilion development. The Sports Hub operates as a separate legal entity to Huyton JFC, but the two organisations are linked, with members of the football club (Huyton JFC) being appointed as The Sports Hub Trustees and serving on the Management Committee. A Service Level Agreement between the two

organisations details the terms upon which Huyton JFC will access the 3G pitch and pavilion to be operated by The Sports Hub.

- 1.6 The area proposed for the new car park and 3G Artificial pitch is currently an under-utilised single hoop concrete-based basketball court and an amenity grassed space which formerly housed fenced tennis courts, prior to 2010. Since 2010, per the Green Flag Management Plan, and in agreement with Fields in Trust, this area has been used as overspill car parking during the football season, when matches are played on the existing grassed pitches.
- 1.7 The Jubilee Park Sports Improvement Project is one of the four priority projects identified for investment in the Local Football Facilities Plan. The need for the proposed 3G pitch is supported by Knowsley Joint Health & Well-being Plan Strategy 2025, with data and insight which highlights the health inequalities and deprivation in the community the project serves. The project also supports the Knowsley Better Together Strategy and Knowsley 2030.

2. Community Benefit – Sports provision

- 2.1 The Knowsley Playing Pitch Strategy 2021, and Local Football Facilities Plan 2023, report existing 3G Artificial pitches are operating at capacity and that there is a shortfall of two 3G Artificial pitches, one in Huyton, and one in the Prescott, Whiston & Cronton area currently. The shortfall increases to three 11v11 3G pitches when accounting for future demand, with a second additional pitch required in the Huyton sub-area. The creation of a 9v9 3G pitch in Jubilee Park will absorb some of the demand by providing a football training facility aimed at U17 provision freeing up bookable slots of full size pitches for older provision.
- 2.2 A consultation undertaken as part of the Playing Pitch Strategy revealed a common issue with low availability at 3G pitches, with some clubs reporting they cannot access sufficient capacity on 3G Artificial pitches for training; mainly those based in the central area of the Borough, Huyton, where the identified quantitative shortfall exists.
- 2.3 Community consultations on proposals to improve the sporting facilities at Jubilee Park were undertaken in 2018, 2020, and then on the current submission in 2022. At each consultation, the majority of the community were supportive of improving and providing enhanced sporting facilities on the site.
- 2.4 Huyton Juniors FC is the sole user of the grassed football pitches and currently have 33 teams for ages Under 6 Years (U6) to Under 17 Years (U17), including 2 girls teams. Club teams train on the grassed park pitches when daylight and weather allow, despite their poor-quality during autumn/winter months, because of the shortage of 3G facilities in the area. The pitches are also used for a popular U6 Junior Academy on Thursday evenings and a major annual tournament, which attracts teams from across Merseyside and the North West.

3. Community Benefit – Wider community impacts

3.1. Page Moss is the second largest Ward in Knowsley and has challenges around poverty, health and inclusion. Related data is shown below:

- One of the 20% most deprived wards nationally;
- Second most deprived ward within Knowsley;
- 42.4% of children experience child poverty (17.1% nationally), and 44.4% of older people experience poverty (14.2% nationally)
- Life expectancy: women 79.3 years (83.2 nationally). Men 75.1 years (79.5 nationally).
- 42.7% of Primary School Year 6 children are overweight, or obese, compared to England average 34.3
- 73% of adults are overweight, or obese, compared to England average 62.3%
- Above the Merseyside average for incidents of crime per 1000 people, with 101 incidents per 1000 reported over a year, compared to 88 per 1000 across Merseyside

3.2 In addition to Huyton JFC facilities usage, a wide community programme of use has been developed to provide sporting activities to the Page Moss community that will help tackle the social challenges the area faces. These include:

- Activities for Older people including walking football and Football Memories dementia support programmes;
- Activities for Adults with additional needs delivered through adult social care partners;
- Activities for asylum seekers and refugees to help combat social isolation and support community cohesion;
- Activities for women and girls, including Zumba and Yoga;
- -Activities for LGBTQIA+ people;
- -Activities to provide targeted diversionary activities to reduce community Anti-Social Behaviour.
- Targeted initiatives, working with Merseyside Police, to reduce crime and engage those at risk of becoming involved in crime;

3.3 The range of activities will be supported by a range of stakeholders who have expressed support and agreed draft Service Level Agreements for the project. These stakeholders include:

- Active Through Football;
- Liverpool County Football Association;
- Everton in the Community;
- Liverpool FC Foundation;
- Merseyside Police;
- Merseyside Sport Knowsley School Sports Partnership;
- Mencap & Huyton Gateway Club;
- Merseyside Youth Association;

- 3.4 The facilities will also provide the two local schools adjacent to Jubilee Park: Park View Academy and St Aloysius Catholic Primary School with enhanced sporting facilities to use for curriculum multi-sport and after school provision. This is particularly important for Park View Primary School, who do not have any grassed sports pitches and make use of Jubilee Park during summer months for P.E. lessons and Sports Days.
- 3.5 In addition, refurbished facilities within the Pavilion, will support wider non-sporting community initiatives including activities to tackle social deprivation, social isolation, “On My Head Son” men’s mental health group, a food pantry and community café.

4. Site Management and Leasing

- 4.1.1 On completion of the project, Knowsley Council as the landowner of the site proposes to make a Community Asset Transfer (CAT) to Huyton Jubilee Community Sports Hub CIO (The Sports Hub) through a 27-year full-maintaining peppercorn lease. The Sports Hub objectives are: the advancement of amateur and junior sport and to provide recreational facilities for the public benefit, in particular but not exclusively through the provision of facilities for the playing of football and other sports.
- 4.1.3 The Huyton Juniors FC structure and the Sports Hub structure is detailed in Appendices A and B. The Sports Hub Management Committee Chair will manage and co-ordinate the Site Development Plan. The Chair will undertake Steering Group meetings and support the two Community Liaison Champions. The Champions will be responsible for ongoing community engagement, including meeting with priority groups identified to give talks, provide information, support access and increase attendance at Jubilee Sports Hub. They will organise community social events that encourage local people to attend the hub and use feedback to shape the activity offer.
- 4.1.4 The Sports Hub Treasurer will be responsible for the project finances and the Pitch Replacement Fund. Each year £0.019m will be transferred from the Sports Hub CIO bank account into a separate Pitch Replacement Fund account and ring-fenced for future resurfacing of the 3G pitch.
- 4.1.5 Huyton JFC Committee have managed the use of the Jubilee Park grassed pitches and pavilion building for over 10 years for match play, training, school holidays programmes and events. The Committee are experienced in event and activity planning and delivery, co-ordinating booking slots and allocations, operating café and social facilities, organising large numbers of participants and managing site access in a safe and conscientious manner.
- 4.1.6 Huyton JFC Committee, and by extension the Huyton Jubilee Community Sports Hub CIO, are experienced in co-operating with Knowsley Council through the

Knowsley Events Strategic Advisory Group (KEVSAG) system and through working with the Environmental Sustainability Team to ensure site-wide activities are administered in a safe and secure manner across Jubilee Park.

4.2 Facility Management

4.2.1 The Sports Hub facility – 3G pitch, Car Park and Pavilion will operate as set out in the table below:

Period	Car Park opening hours	Pavilion opening hours	3G Artificial Pitch opening hours
Peak Monday – Friday (September – April)	8:00am -21:30pm	8:00am -21:30pm	9am -21:00pm <i>Note pitch closed for Maintenance 9am-10am on Mondays and Fridays</i>
Peak Saturday – Sunday (September – April)	08:50am – 18:15pm	08:50am – 18:15pm	9am – 18:00pm
Off Peak Monday – Friday (May – August)	08:00am – 18:15pm	08:00am – 18:15pm	9am – 18:00pm <i>Note pitch closed for Maintenance 9am-10am on Mondays and Fridays</i>
Off Peak Saturday – Sunday (May – August)	08:50am – 18:15pm	08:50am – 18:15pm	9am – 18:00pm

4.2.2 The Car park and Pavilion will open at 8:00am weekdays during school term time to help alleviate parking pressure along Twigg Lane, Lincombe Road and Dinas Lane for the surrounding primary schools. The Pavilion will also be available for breakfast club provision before the school day.

4.2.3 Facilities will be closed on Bank Holidays unless for special events. These events will be submitted to Knowsley Council through the Knowsley Events Strategic Advisory Group (KEVSAG) process for authorisation.

4.2.4 The Sports Hub will be available to be booked by community groups working with the Huyton Jubilee Community Sports Hub CIO to deliver social outcomes defined by agreements with the Football Foundation and Knowsley Council, through the funding agreements and Community Asset Transfer (CAT) requirements. Bookings will be administered using the Football Foundation's booking system.

4.2.5 Groups booking the facilities will be required to agree to set terms and conditions for use, which will include a behavioural code of conduct. These terms and conditions will set out:

- expected usages and behaviour
- penalties for breaching these agreements, including exclusion from use of the facilities

4.2.6 A Steering Group will be established that will ensure that the facility is being appropriately managed and meeting the aims as set out below:

1. To deliver the Project Development Plan and ensure a balanced and inclusive Programme of Use
2. To provide user feedback about facilities management

The Steering Group will meet quarterly and be chaired by the Sports Hub Management Committee Chair. The Community Liaison Champions will act as Secretaries. The Chair will be responsible for managing the Development Plan and will work with project partners to collect usage data for Football Foundation monitoring purposes. Signed Service Level Agreements (SLAs) detail partners' commitment to the Steering Group and the Site Development Plan.

Partners will deliver activities to achieve their specific targets and collaborate on joint initiatives such as women and girls' football development, disability football, and recreational football for priority groups. The Chair will ensure partners are delivering against their objectives and agree interventions as needed if objectives are not being met. The Steering Group will act as a forum for users to provide feedback and constructive suggestions to the management. Membership will be as follows:

- Jubilee Park Sports Hub Management Committee Chair
- Jubilee Park Sports Hub Community Liaison Champions
- Jubilee Park Sports Hub Trustee
- Jubilee Park Sports Hub Trustee
- Knowsley Council Volunteer and Engagement Manager
- Liverpool FA Facility Investment Manager
- Liverpool FA Active Through Football Co-ordinator
- Everton in the Community Interventions Manager
- Merseyside School Sport Partnership
- Merseyside Police Neighbourhood Team

Appendix A

Structure of Huyton Juniors Football Club

Chair and Vice Chair

Oversee the day to day running of the Club and chair meetings.

Secretary

Undertakes administrative duties and league registrations.

The Treasurer

Manages club finances on a day-to-day basis to ensure club is financially sustainable

Club Welfare Officer

Ensures Huyton JFC provides a safe, fun and inclusive environment for members. Liaises with the County FA Safeguarding Officer and external organisations as appropriate.

Sports Coordinator

Leads on training and recruitment of volunteers. Oversees the Club Development Plan and the player pathway from U6 academy to seniors. Manages the club tournament.

Appendix B

Structure of Huyton Jubilee Community Sports Hub CIO

