

# Shakespeare Park Improvement and Development Project

Shakespeare Park, Avon Road,  
Braunstone Town, Leicester

Business  
Case  
April 2018

*Sport  
Recreation  
Play  
Community  
Facilities*



**Braunstone Town Council**



**Braunstone Juniors Football Club**



**Shakespeare Park Bowls Club**

## Executive Summary/Value Proposition

Braunstone Town Council, in partnership with Shakespeare Park Bowls Club and Braunstone Juniors Football Club, and with the support of Blaby District Council and local tennis and petanque representatives, has ambitious plans to improve the recreation, play and sporting facilities at Shakespeare Park, Avon Road, Braunstone Town, Leicester, which is owned by the Town Council.



*Clubhouse*

The current Clubhouse/Pavilion was erected in the 1950s and is primarily a wooden structure, although various additions, including the football changing rooms have been subsequently added and built using brick. The current building is damp, has no heating or air circulation and the clubroom is not large enough to accommodate players when all bowling rinks are in use. The clubroom is equally too small for use by the football club and

has limited flexibility for alternative income generating uses.

Both the playground and tennis courts have not been substantially refurbished in the last 20 years with no new play equipment having been installed at the site during that time. Proposals to improve these facilities will be part funded by the Town Council and Section 106 contributions, with the balance being sought from grants and local donors.



*Playground*

The proposals involve relocating the pavilion to another part of the site, then demolishing the existing pavilion and using the land for additional car parking. This will provide for a new modern and fit for purpose brick built clubhouse / pavilion, which can be shared between bowls, football, tennis and petanque clubs and with the ability of the clubroom to be hired for various healthy living and recreational clubs/sessions.



*Tennis Courts*

Renovation of the playground equipment will include the installation of modern low maintenance mulch safety surfaces and new play equipment including the provision of new sensory play equipment, which enables children with special needs to enjoy the playground and park with their friends and siblings. Improvements to the tennis courts will include the surface, markings and perimeter netting in order for

the courts to be attractive for a club and for tennis training. The Tennis Courts will continue to be available for free use by residents outside the times used by a tennis club.

The Surveyor has estimated costs for the new pavilion, demolition of existing pavilion and improvements and refurbishment of the site and car park to be £987,863. Nine tenders have been received for the work, two of which are within £10,000 of this figure.

The proposed relocation and new pavilion will increase participation in sport since the new clubroom will be able to accommodate the use of all bowling rinks at the same time and will enable the extension of the car park for both bowls and football club usage. The current bowls clubhouse does not have a disabled toilet, which will be provided. Existing and new clubs will benefit from access to modern clubhouse facilities, which will include equipment storage, modern fit for purpose changing facilities, social and meeting space, including kitchen facilities. The building is designed to enable the hire of the clubroom and kitchen facilities for private hire and in particular for fitness classes and other healthy living and recreational use providing for an additional revenue income stream.

## What is the project

The proposals involve building a brand new single storey Pavilion to cater for the sports which use the Park (i.e. Bowling, Football and Tennis). The location of the new building is between the Bowling Green, Tennis Courts and Recreation Field (to the rear of Shakespeare Drive). The building will make more efficient use of the floor space by providing a single clubroom (approximately 15 x 8 metres), kitchen (approximately 6½ x 2 metres), two changing rooms (each approximately 6 x 5¾ metres, including showers and toilets) and two changing facilities for officials (approximately 4¼ x 2½ metres) and storage facilities for all sporting teams using the park (football store is approximately 7¼ x 3 metres and the bowls store is approximately 4¼ x 2¼ metres).

Once the new Pavilion is operational, the existing Pavilion, adjacent to the Tennis Courts and car park (to the rear of Avon Road) will be demolished and the Car Park extended. The surface will be replaced and parking spaces lined out. Provision will also be made for cycle rails to which cycles can be secured.



*Illustration of new pavilion from bowling green*

The existing Clubhouse will remain in use during construction of the new Pavilion in order for existing clubs to continue to operate.

It is proposed that during the improvements, new safety surfaces and new play equipment, including the provision of Sensory Play Equipment, will be installed at the Playground, which will be closed for the duration of the installation of the equipment (anticipated to be no more than 2 months). The perimeter fence of the tennis courts, safety surface and nets will also be renewed.

The current timescales are for work to commence in summer 2018 and to be completed by autumn 2019. Construction and delivery vehicles will be directed to and from Braunstone Lane via Shakespeare Drive, this is a small scale construction project and large amounts of vehicular movement are not anticipated. Works on the site will take place during the working week and during the day.

### Why do we need the project?



*Outside of changing rooms*

The current Sports Pavilion, which contains the Bowling Clubhouse and Football Changing Rooms, is in disrepair and no longer fit for use, the Clubhouse is predominantly constructed using wood. The football changing facilities do not provide internal access to toilet facilities. There is no heating and windows don't open. There is no disabled access to the Bowling Clubhouse (identified as a deficiency in provision in the Blaby District

Open Space Audit of 2015). To make changes to the existing Pavilion would be an inefficient use of resources since the main structure is at the end of its life.

The existing clubs are unable to expand since the Pavilion and site layout is an inefficient use of space. The Club Room and Kitchen are too small for the number of pitches on the bowling green and there are separate changing and toilet facilities for the Bowling Club and Football Club, the Bowling season being April to October and Football Season August to April. Since bowling and football don't take place every day, in the couple of months both clubs overlap there is the ability to schedule use of the new facility to avoid clashes.



*Small Club Room*

Both the Playground and Tennis Courts are well used by the local community, however, there has been no significant investment in the facilities on this site for 15 years. Surveys and assessments undertaken by the Town's Citizens' Advisory Panel identified the need for improvements to the facilities. Modern





*Slide with bark safety surface*

technologies produces long lasting, vandal proof, yet attractive play equipment and safety surfaces. Currently tree bark hides needles and broken glass, presenting dangers to young children, wet pour is shrinking presenting trip hazards and the tarmac tennis court surface is wearing thin, with cracks and holes appearing in the surface. Installing new safety surfaces at the Playground and Tennis Courts will not only improve safety, it will also reduce

maintenance costs while improving the visual appearance. In addition, Braunstone Town only has traditional play equipment at its parks, and there is a variety of sensory play equipment. Such equipment was recently installed at Oakfield Park, Blaby and was well received by parents since it allows for play for all ages and abilities and in particular those physically unable to use traditional play equipment such as swings and slides, installing such equipment at an existing playground allows for the family and friends to enjoy play and recreation together. Prior to the installation of sensory play equipment in Blaby, the nearest park providing such equipment was in Market Harborough. Once tenders are received from play equipment providers, a consultation will be undertaken with local residents and playground users to ascertain their views on the type of equipment required.



*Oakfield Park Blaby*

In 2016, the population of the Winstanley Ward was estimated as 7,390, of which 1,894 (25.6%) are aged 19 or under and 808 (10.9%) are aged 65 or over.



*Shops on Henley Crescent*

According to the Indices of Multiple Deprivation, five out of 10 of the most deprived Lower Level Super Output Areas in Blaby District are in Braunstone Town. The rankings for England (1 being the most deprived and 32,482 being the least deprived); Woodland Drive ranked 55, Henley Crescent 71, Cleveley Avenue 103, Winstanley Community College area 109 and Narborough Road South 126. All top quartile on the Indices of Multiple Deprivation. Woodland Drive and Henley

Crescent are in the top 20% in Leicestershire for overall deprivation. These two areas experience high rankings across a range of domains, including Income, Employment and Education deprivation.

The Annual Report of the Leicestershire Director of Public Health 2017 identifies that throughout Leicestershire, over a fifth (22%) of residents were “inactive” and in Blaby District, this rose to over a quarter (27%) of all adults.

The National Childhood Measurement Programme data for Leicestershire shows in 2015/16, a fifth (21.3%) of children in Reception (4-5 years) and a third (31.3%) of children in Year 6 (10-11 years) were overweight or obese. The Annual Report 2017 of the Leicestershire Director of Public Health identifies Winstanley Ward (along with Sileby Ward) as having the worst in Leicestershire and has a worse statistical significance compared to England. The same report also identifies Winstanley Ward as one of four wards in Leicestershire that has a significantly higher teenage pregnancy than both England and Leicestershire averages.

The Blaby District Open Space Audit of 2015 identified the following deficiencies at Shakespeare Park:

- “Disabled improvements needed at Shakespeare Park BC” (page 157);
- “the courts in Shakespeare Park are rated ‘below average’ which will adversely affect their usage capacity” (page 125);

and recommended the following improvements:

- disabled access improvements required at the Bowls Club (page 16);
- tennis court surface improvements (page 16);



*Outside disabled toilet at rear of building*



*Sub-standard surface at tennis courts*

"A member of the bowls club said, “the project development would significantly raise the image and the facilities available for the sport of Bowls within the, Braunstone Town & Thorpe Astley Community. And would be of great help in attracting additional members, enhancing the following:-

- Changing/Locker room area
- Improving Kitchen facilities
- Larger Club Room Dining area, (as the current room in the old pavilion restricted by fire regulations) for the number of people allowed to sit down.
- Allowing the Club to use 6 rinks instead of 4, which may help in attracting more members
- Lighting/Heating/ which would allow usage during winter months

- The Club could introduce Indoor Short Mat Bowls during the winter months again for the community
- A far more secure environment.
- Better Parking Facilities for Members and visiting clubs alike
- An area set aside for Petanque and French Boules”.



*Bowling green*

If the project was not delivered the existing building would fall into further disrepair, even with annual maintenance the building would become unusable in the next 5 to 10

years. This would leave three clubs with no facilities to use which will see these groups having to disband or move away from the area, further increasing inactivity and obesity and contributing to increasing levels of deprivation.

### **What will be achieved by the project Impact?**

The new multi-purpose Pavilion located on a site providing lawn bowls, pétanque, football pitches and tennis courts provides for both sustaining current sport and recreation participation and encouraging growth in both participation and in the range of sporting activities:

1. New Clubhouse/Pavilion providing modern changing facilities which can cater for most sports and a larger clubroom and kitchen providing social facilities, expanding the offer of the clubs enabling membership numbers to be retained and increased, giving more local people an opportunity to become active and providing a wider offer to families as a whole. The Clubhouse can also accommodate new sports clubs who wish to use the site, for example a tennis club, therefore increasing sports participation and the number of sports the site has to offer.
2. Improved Site Layout, incorporating landscaping, additional parking and cycle rails allowing for increased use of the facility and reducing the negative effects of on street parking on the local residential area.
3. Improved play facilities – efficient modern play equipment, sensory equipment for children with special needs and play equipment which aids a child’s learning and development, to allow for the all children and siblings to enjoy play and learn.
4. Improved tennis court facilities – modern playing surface and relining of the courts to aid playing, along with improvements to the perimeter and court nets. A local tennis club and the District Council are interesting in delivering playing and coaching sessions from the Courts. Outside any formal use, the courts will be made available for use by individuals in the community.



*Illustration of new pavilion from football pitch*

With the hiring out the new pavilion and the opportunity to provide shared space for more sports clubs, the footfall will be

increased and the site will provide sporting, recreation and play opportunities for all age groups and families. This will provide the opportunity to encourage people to take up new activities reducing the number of inactive residents and the levels of obesity and providing for improvements to health and wellbeing.

The Bowls Club will provide the older members of the community with an opportunity to take part in sporting and social activities, have a sense of belonging and feel part of the community, leading to a reduction in social isolation.

The Bowls Club currently have 40 playing members but only 8 social members, due to the lack of facilities available with the current pavilion. The Club have an active social side well supported by members and their respective spouses, but unfortunately this is at venues away from the current Pavilion due to the restricted facilities for evening events.



*Sheltered housing along Avon Road*

Therefore with the impending provision of a new Pavilion, the Club would be able to attract more members, players and social members from within the surrounding community, anticipated to be an additional 20 members and additional 30 social members in the first 5 years. The introduction of club social events; such as including indoor short mat bowls for the winter months /plus petanque/boules, is anticipated to double participation activity for members in the first 5 years.

The project will have an impact from completion allowing existing clubs to expand and become more sustainable. The football club have an approved FA Charter Football Development Plan, which identifies the need for a new clubhouse in order to sustain and grow the club. This Plan sets out the Football Club's aim to double the number of boys and girls playing teams over 3 seasons, including launching the Town's first adult ladies team. Informal activities at the new facilities will begin as soon as the facilities are opened. New sporting clubs will take longer to establish but this is considered relatively short term (2-5 years from completion of the on-site works).

Once construction has commenced, the partners will work on a Development Plan for the site to include activities and timescales for delivering each club's targets for increasing the number of active participants and participation levels.

Providing a new build, rather than renovation of the existing building, enables the building to meet the current energy efficiency standards in accordance with building regulations, for example, energy efficient lighting, heating and insulation. The design also enables solar panels to be added to the roof.



This will also reduce the running costs of the building, ensuring that a higher proportion of the clubs funds can be directed into sport.

## **Strategic Partners / Community Involvement**

### ***Braunstone Town Council***

The Town Council comprises of 21 Councillors who are elected every four years. Each year the Council elects from amongst its number the Town Mayor and the Deputy Town Mayor.



We provide a wide range of services to the citizens of Braunstone Town together with social and recreational facilities. The Council also promotes the interests of the town in its representation to other bodies. It works in partnership with the District Council and other public bodies to provide and supplement public services within the town area.

The Town Council has a Business Plan, reviewed annually, setting out priorities for the year, alongside a Capital Plan.

The Town Council is the owner and manager of the Shakespeare Park site.

### ***Shakespeare Park Bowling Club***

Shakespeare Bowling club was formed in 1963, and has been meeting at the park ever since. The Club hold friendly afternoon fixtures with many of the local clubs throughout the season. The club also has teams in the Hinckley & District Triples League and the South Leicestershire Triples League



The Club provide lessons and courses and also hold community open days when residents can find out more and have a go.

The Bowling Club currently partly manage the existing pavilion and green and have valuable insight into the usage and potential of the site.

The Club currently have 40 playing members but only 8 social members.

## **Braunstone Juniors Football Club**

Braunstone Juniors' vision is:



- to provide quality, safe opportunities for young people of all ages in our community to play football;
- to help develop personal skills and confidence;
- to introduce people to football regardless of age, ability, sex, religion and ethnic background;
- to improve the performance of players, coaches and volunteers within the club.

The Club have seven teams which play on the park (from under 7s to under 14s) and two teams which play at neighbouring Thorpe Astley Park. The club hold football tournaments, training sessions and family fun days.

The Club has Development Plan for the FA Charter Standard, which runs from 2016/17 – 2021/22 and includes objectives to retain and increase participation, develop players and coaches, and the playing and training facilities.

The football club are growing and bring knowledge of building a new successful club. The club currently has 100 members.

### **Other Clubs**

The Town Council has been working with Leicester Forest East Tennis Club and Leicestershire Petanque to ensure there is scope for improvements and expansion of these sports in the Town and in particular in the Winstanley Ward.

### **Current Provision / Position / Context**

The breakdown of population in 2016 was:

	Population	Under 20	65 & Over	Male	Female
Braunstone Town	17,235	4,146	2,682	8,557	8,678
Winstanley Ward	7,390	1,894	808	3,722	3,668

The breakdown of club membership is currently:

	Members	Under 20	65 & Over	Male	Female
Shakespeare Park Bowls	40	1	32	28	12
Braunstone Juniors	100	100	0	67	33

The 2015 Open Space Audit identified per capita levels of provision:

	Braunstone Parish	Blaby District
<i>Population</i>	<i>16,850</i>	<i>93,674</i>
Adult Football	1: 2,407	1: 2,082
Youth Football (11v11)	1: 16,850	1: 10,408
Youth Football (9v9)	1: 16,850	1: 8,519
Mini-soccer (7v7)	1: 16,850	1: 9,357
Mini-soccer (5v5)	1: 16,850	1: 7,205
Cricket	1: 16,850	1: 4,942
Rugby	-	1: 7,206
'3G'	-	1: 93,900
Bowling Greens	1: 16,850	1: 13,414
Tennis Courts	1: 4,213	1: 2,408

## Consultation / Market Research

In 2012 and 2013, Braunstone Town's Citizens' Advisory Panel, which is made up of residents from around the Town (and is open to join) along with some local ward members, carried out a review of the Council's Open Spaces and Parks to identify priorities for improvements for Capital Projects should external funding arise. This included site visits, identifying need, potential projects and scoring the projects to create a ranking.

Details of the proposals were published in Braunstone Life, which is circulated to each property in Braunstone Town, approximately 7,100 households, along with details on how to respond to the consultation. Questions were included in the Town Council's Annual Survey, undertaken between June and August each year between 2015 and 2017, which was circulated to 300 random households in 2015 and was available on-line, from our Centres and advertised in the Braunstone Life. Consultation information events were also held at Braunstone Civic Centre.



Consultation at Civic Centre

The Consultation identified the following:

1. Bowling Club Pavilion – Consider options for the long term future of the building and possible future wider community use, and replacement of building, and the existing club's involvement in sourcing funding opportunities for the replacement;
2. Consider alternatives to respond to problems of burst water pipes from the water tank currently sited on top of the football changing rooms (possible options, heating of tank or removal and installation of electric showers in the changing rooms);
3. Replacement to Perimeter Fencing of Tennis Courts;
4. Improvements to the entrance to the park area (access from the car park to the park)

As a result the project was included in their report, Proposals & Priorities for Improvements to Our Parks & Open Spaces, which was adopted by the Policy & Resources Committee on 11th April 2013.

The Project has subsequently been included in the Council's Capital Plan and has been included in the plan for 2017/2018 adopted by Council on 26th January 2017.

## **Proposed Facility / Action**

### ***Governance and project management***

Braunstone Town Council's Policy & Resources Committee is the responsible body for overseeing the vision and capital improvement project to the site. Every scheduled meeting of Policy & Resources Committee receives a progress report, considers any actions/decisions required for the next stage and reviews the project timescales. The Committee has established a sub-committee of three Councillors to take decisions between meetings where this is required.

The three Councillors on the sub-committee are also part of the Working Group which has been established to deal with detailed progress of the project and the proposals. Represented on the Working Group are Town Councillors, relevant Town Council officers, Braunstone Juniors Football Club and Shakespeare Park Bowls Club representatives. This group ensures the valued and essential input of the clubs currently using the site.

The Town Council's Executive Officer & Town Clerk is charged with ensuring that the project is managed, monitored and delivered on a day to day basis. This includes liaison with the District Planning Authority, the Architect, surveyor and other professionals appointed to advise and work on the project. The Deputy Executive Officer & Community Services Manager is managing funding opportunities and grant applications.



### ***Phases of consultation***

In addition to the consultation identified above in relation to need for the improved facility, once open, the management body will consult with partners, clubs, users and the community on its proposed activities and framework for community use. This consultation will also include plans by the clubs using the facility to develop sporting provision. The management body will further develop the approved Business Plan for the facility.

The Management Committee will produce an Annual Report and make it publically available. Consultation will be undertaken by the management team on changes to the business plan and with its future plans and will include the Town Council and partner Sports Clubs and, where relevant, the local community, hirers and users.

### ***Planning permission***

Following recommendations of the Working Group and a public consultation, proposals for redeveloping the site, erecting a new Pavilion/Clubhouse and demolishing the existing clubhouse and extending the car park were submitted to the District Planning Authority on 17th July 2017.

Permission was granted on 8th November 2017 with conditions, discharging these conditions will be dealt with through the next stages of the project.

### ***Architect and Professional services***

Professional Services have been commissioned as follows:

- a) from HSSP Architects for all work from initial stages through to Design Development and Contract Management;
- b) from Graham Clarkson Associates for quantity surveying – from Pre-tender stages, through procurement to contract management;
- c) from Collinshallgreen Ltd for civil and structural engineering services, including foundations and drainage;
- d) from Axis M&E Consulting Engineers – for design of electrical, heating and water services; and
- e) from the Parkinson Partnership, VAT Advice.

### ***Procurement of contractor***

Drawings and the bill of quantities has been prepared for Building Regulation submission and invitation to tender for the contract. This work consists of:

- i. Drawings for building regulations,
- ii. Services – specification, and
- iii. Finishing schedule.

The Form of Contract to be used is JCT – Joint Contract Tribunal, which is a contract form routinely used in the construction and building industry and was selected by the Council since JCT publish a suite of contracts to cover all eventualities. JCT approach includes a front form which is the contract of

particulars, a section filled out by the surveyor, and it goes on to cover insurance and liabilities, standard clauses and concludes with start & finish dates, and damages.

The General specification for the tender includes:

- Materials (design drawings)
- Workmanship (dealt with preliminaries)

Bill of quantities for the tender includes:

- Preliminaries
- Schedule, to include internal fittings
- The Construction (Design and Management) Regulations 2015 matters, and
- Health & safety issues.

The Mechanical & Electrical Performance Standard includes:

- Lighting levels
- Heating levels
- Basic performance levels
- Brief performance standard put into Bill of Quantities
- Price breakdown back with tenders

### ***Seeking Quotes***

The deadline for submission of tenders by potential contractors was Wednesday 28th March. Nine tenders were received and three shortlisted for due diligence and financial checks (arithmetical and solvency) and technical assessments (bill of quantities and capability/deliverability).

Policy & Resources Committee on 15th June 2018 is scheduled to determine the successful tender, award the contract and submit a request to Council on 29th May 2018 to apply for a loan from the Public Works Loan Board and to seal the contract. Assuming finance is in place, then the contractor could start on site in August with an estimated completion of 40 weeks.

### ***Construction works***



*Clearance of site for new pavilion to undertake soil and foundation tests*

Once sealed, a Pre-contract meeting will be held with the appointed contractor, where documents will be signed and all detailed arrangements for commencing the works will be agreed and recorded and confirmed in writing.

The official communications channel and first point of contact for the Council will be the architect. On site meetings will be held with the contractor every month. These

meetings will involve the Executive Officer & Town Clerk, Council Architect, Council Surveyor and any other professional employed to advise the Council on elements of the project as necessary and the appointed representatives of the contractor.

This meeting will discuss progress of the project and the monthly valuation undertaken by the surveyor, according to the Bill of Quantities. On approval, 95% of the monies relating to each monthly valuation will be paid to the contractor, the rest being held until completion.

On completion of the work the surveyor will issue a Practical Completion Certificate. At that point ½ the amounts retained on the monthly payments is released and the rest is held for 12 months.

An inspection will be undertaken 12 months after completion to ensure that the contractor has addressed all defects, which have been identified. Assuming this is the case an end of defects period certificate is issued and the balance paid.

### **Expenditure – facility example**

Since it is proposed to sub-let on a medium term lease to a Management Committee the operational management of the building, the staffing arrangements will be determined by the clubs, which currently is anticipated to be clubs volunteers.

The clubs themselves will continue to pay for their own sporting equipment. Equipment used in the facility, such as in the kitchen will be provided by the Management Committee using the income from the clubs and hire by third parties.

Utilities costs will be reduced per unit due to the creation of an energy efficient building. However, given it is anticipated that there will be a higher usage, the projected costs are higher and these will be met by income from the clubs and hires.

Maintenance will be undertaken by the Management Committee and these are expected to be minimal given it is a new build building, however, the Management Committee will be expected to hold a sinking fund to ensure funds are available for the future maintenance of the building. The amount that the transfer into the sinking fund each year will increase as the building increases in age. This approach will also enable the Management Committee to build up a sustainable revenue income to cover running costs and as the facility becomes used by more clubs and hirers, set aside money for the sinking fund.

The park, playground and tennis courts will continue to be managed by the Town Council.

## Income

Since it is proposed to sub-let on a medium term lease to a Management Committee the operational management of the building, the Committee will be responsible for setting a pricing structure and securing grants to ensure that the obligations of the lease and the requirements of any external funding received for the site and pavilion construction is met.

Income from the Management Committee's ground lease will be at a peppercorn rate, such as £1. The Management Committee will be responsible for payment of all rates, service charges and maintenance costs.

## Programme

In leasing the management of the Pavilion facility to a Management Committee, Braunstone Town Council will require that the site meets its sporting and recreational objectives, including those of its partners and those of the external funding bodies.

Key programme priorities will be:

- demonstrating increased membership and participation in the existing sports (Bowls and Football) clubs;
- accommodating additional clubs to expand participation in other sports, e.g. tennis, petanque;
- when determining the focus for additional use of the facilities, including the hire terms & conditions and charging structure, priority being given to healthy living activities and groups, which can range from fitness activities (e.g. a meeting and changing facility for cross-country running, dance and fitness classes) to education sessions (e.g. eating and exercising information).

## Marketing Plan

Information will be provided prior to the commencement of the construction concerning the plans for the site and timescales. Regular updates on progress will be provided with opening dates. All this publicity will raise awareness of the park and the new facilities and what it will have to offer, including sports clubs and their activities.

Upon completion, an open day will be held to meet the clubs, find out what they have to offer and to sign up. This will be a family event with activities and an opportunity to have a go at the sports.

Publicity will also be available at Braunstone Civic Centre and through the partner clubs. Information will also be circulated to local schools. The Town



*Picture of a Town Council Open Day*



Council will use all communication methods: Braunstone Life, website, social media, leaflets and posters.

Targeted publicity will be launched two months before completion and opening. The Town Mayor, partners and VIPs will open the facilities.

New activities and programme will be promoted by targeting existing relevant community groups and organisations.

Introductory packages will be promoted via the above means and through the sports clubs.

***Contact:***

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