T: 0203 897 6700 M: 07496 611110

The Stanley Building, 7 Pancras Square, London, N1C 4AG

mp@powerhausconsultancy.co.uk www.powerhausconsultancy.co.uk



Relocation of Southend United Football Club to Fossetts Farm Implementation Phasing 30th September 2021

This document sets out the proposed phased implementation of the planning applications currently for determination by Southend Borough Council and Rochford District Council and comprise the related components of the developments required to relocate Southend United Football Club to land at Fossetts Farm. Each is briefly described below, how the scheme will be phased to achieve the relocation of the Club to Fossetts Farm and the completion of the development over a number of years.

1. Fossetts Farm Application – Southend Borough Council

Planning application 17/00733/FUL submitted to Southend Borough Council (SBC), seeks planning permission for the relocation of Southend United Football Club (SUFC), to land at Fossetts Farm and comprises in brief, a 21,000 seater stadium, hotel, residential development of 1,461 units, a Community Dome and SUFC Academy Dome with related development, including access from Fossetts Way and Eastern Avenue.

2. Replacement Training Facilities and Stadium Infrastructure – Rochford District Council

A related planning application reference 17/00436/FUL, has been submitted to Rochford District Council (RDC), seeking planning permission for four training pitches, players car park, new training centre, stadium car parking and flood attenuation, with access from Smithers Chase. This development will serve the relocation of the Club's training centre and pitches located off Eastern Avenue and deliver some of the infrastructure required to facilitate the first phase of the new stadium.

3. Enabling Works

In order to release the land to implement Phase 1 of the Fossetts Farm application, the applicant will be required to ensure that replacement training pitches, parking and a training centre are available to the Club to support its professional football requirements, before the existing facilities at Eastern Avenue are allowed to be lost and redeveloped. This is to meet national planning policy requirements¹ and Sport England policy requirements² that in order to support the loss of existing facilities, it must be demonstrated that they are replaced by equivalent or better provision, in an appropriate location.

The enabling works required to facilitate Phase 1 of the Fossetts Farm application will need to implement the four replacement training playing fields and the players car park located within the Rochford District Council application. This will re-provide part of the Club's existing training facilities.

In addition, a Training Centre application will be submitted to Southend Borough Council to deliver a temporary centre for the Club's needs for a period of three years, which will be equivalent if not better than the existing facilities located at Eastern Avenue. The site location for the temporary Training Centre is attached at **Appendix 1**. Further funding will need to be generated by subsequent phases of the development to construct the new permanent training centre included within the Rochford application described in brief in paragraph 2 above.

The applicant's existing Training Centre facilities are shown on Drawing No: 2059-00-DR-0100 RevD02 attached at **Appendix 2**. A more detailed description of the training centre is provided in the summary

_

¹ National Planning Policy Framework July 2021 paragraph 99

² Playing Field Policy & Guidance – Sport England



attached at **Appendix 3** with related table of existing and proposed facilities to be included in the temporary Training Centre application.

Once the Club's existing training facilities are replicated as described above, the Fossetts Farm development will be implemented in phases, which is described in brief below and is shown on the Phasing Plan attached at **Appendix 4**.

Phase 1: Replacement Training Facilities, Stadium Phase 1, Residential Phase 1 and Community Dome – Summer 2022 to Spring 2028

Stage 1

- East, West and South Stands of New Stadium and Stadium car parking (Phase 1A)
- Outline Residential Blocks A1, A2, A3 and A4 Zone A (Phase 1C)
- Outline Residential Blocks A5, A6, A7 and A8 Zone B (Phase 1C)

Stage 2

- Fan Plaza residential building (Phase 1B)
- Outline Residential Blocks S1 and S2 Zone C (Phase 1C)
- Community Dome with parking (Phase 1D)

Phase 2: North Stand Development and Residential Gateway North and South – Spring 2023 to December 2025

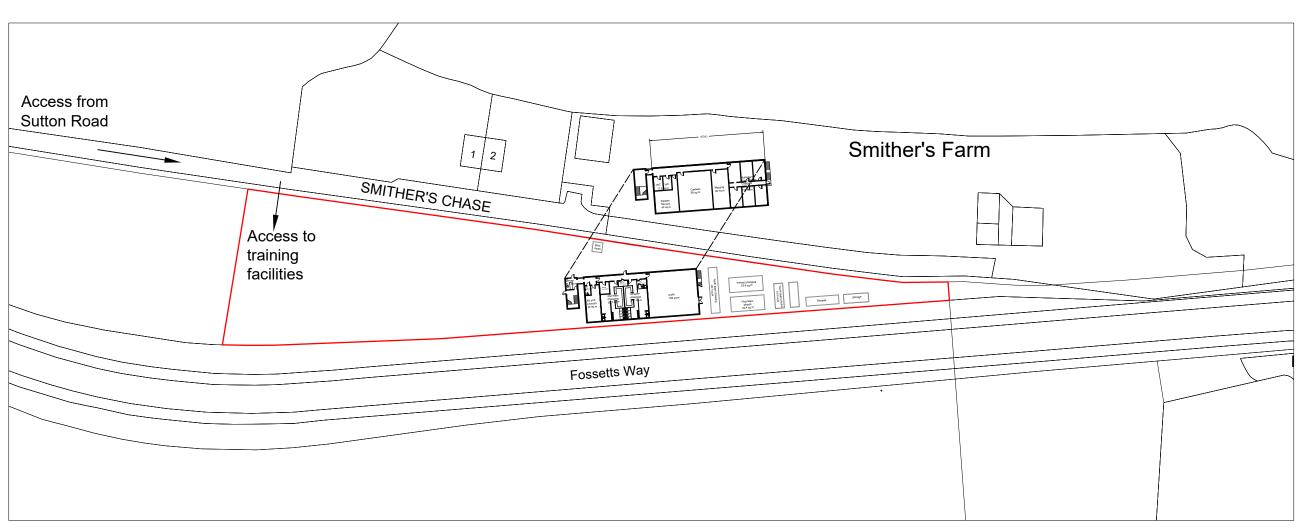
- North Stand, Hotel and Stadium Residential (Phase 2A)
- Gateway North and South Residential (Phase 2B)

Phase 3: Academy Dome - Spring 2026 to December 2026

- Permanent Training Centre (Rochford District Council)
- SUFC Academy Dome with ancillary buildings (Phase 3)

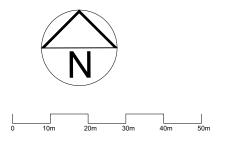


Appendix 1 – Temporary Training Centre Location Plan

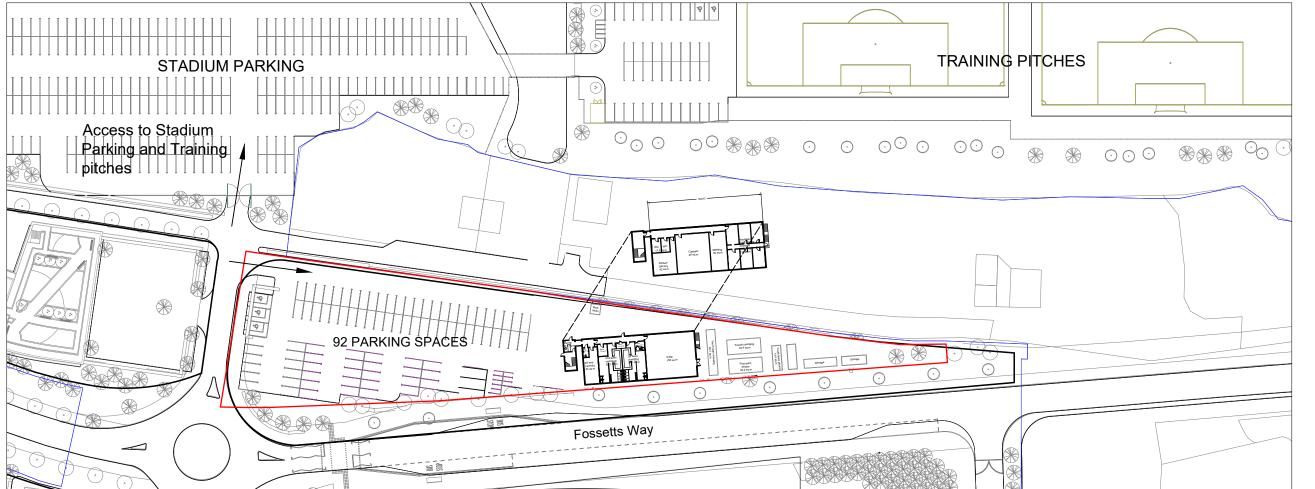


CZWG

CZWG Ltd 436 Roman Road London E3 5LU Telephone 020 7253 2523 mail@czwgarchitects.co.uk www.czwg.com



PROPOSED LOCATION



Rev: P01 Date: 26.09.21 Drn: SG Chk: SG Initial Issue.

Do not scale off this drawing Report all errors and omissions to the Architect Dimensions to be checked on site

SHEET INFORMATION:

Plotted by : S.GOHIL
Plot date : 26 September 2021 18:26:42

Southend United Football Club

Project:

SUFC Relocation

SUFC Temporary Training Facilities PROPOSED LOCATION OPTION C

Drawing status: For Information

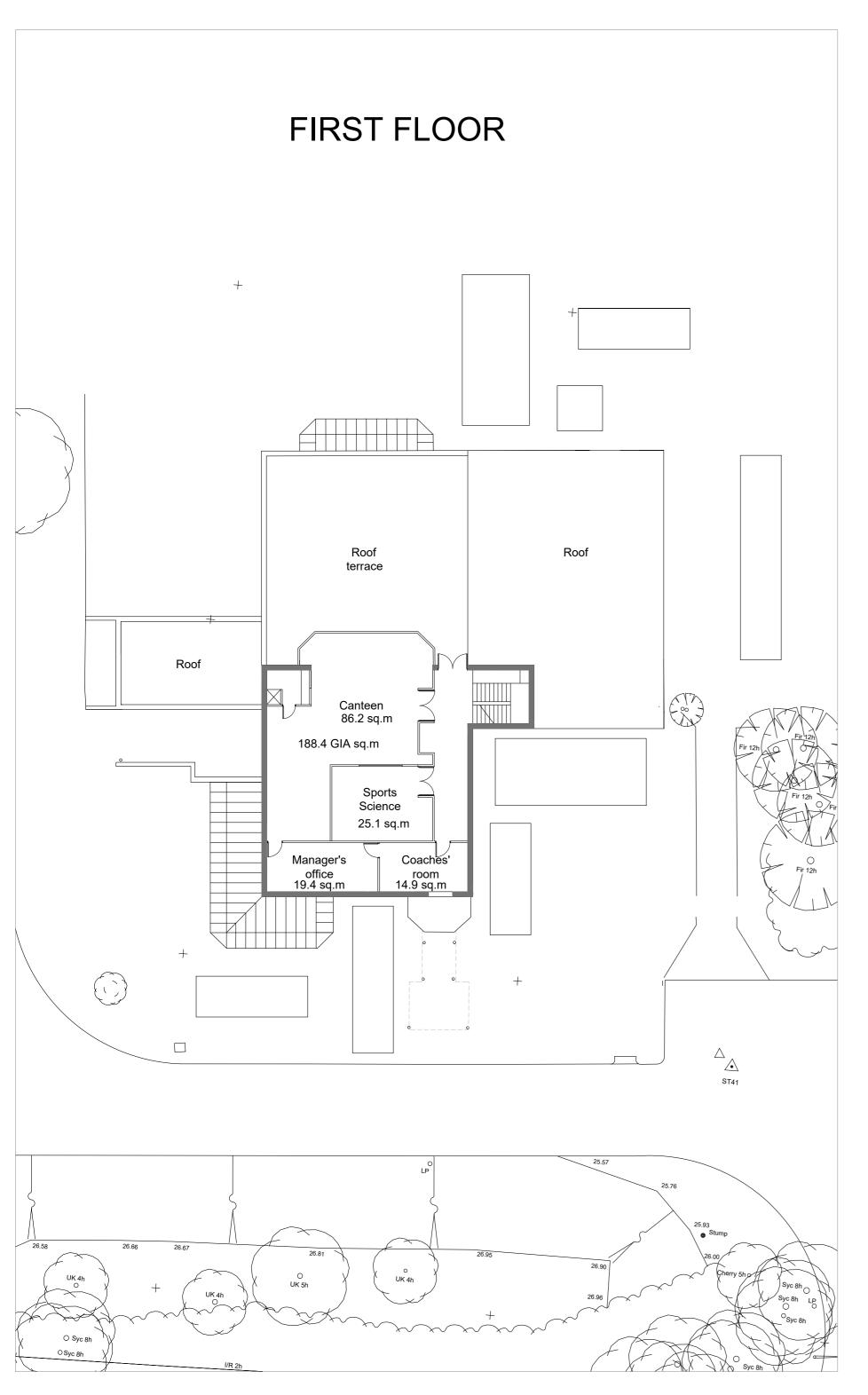
Scale @ A3 1:1000

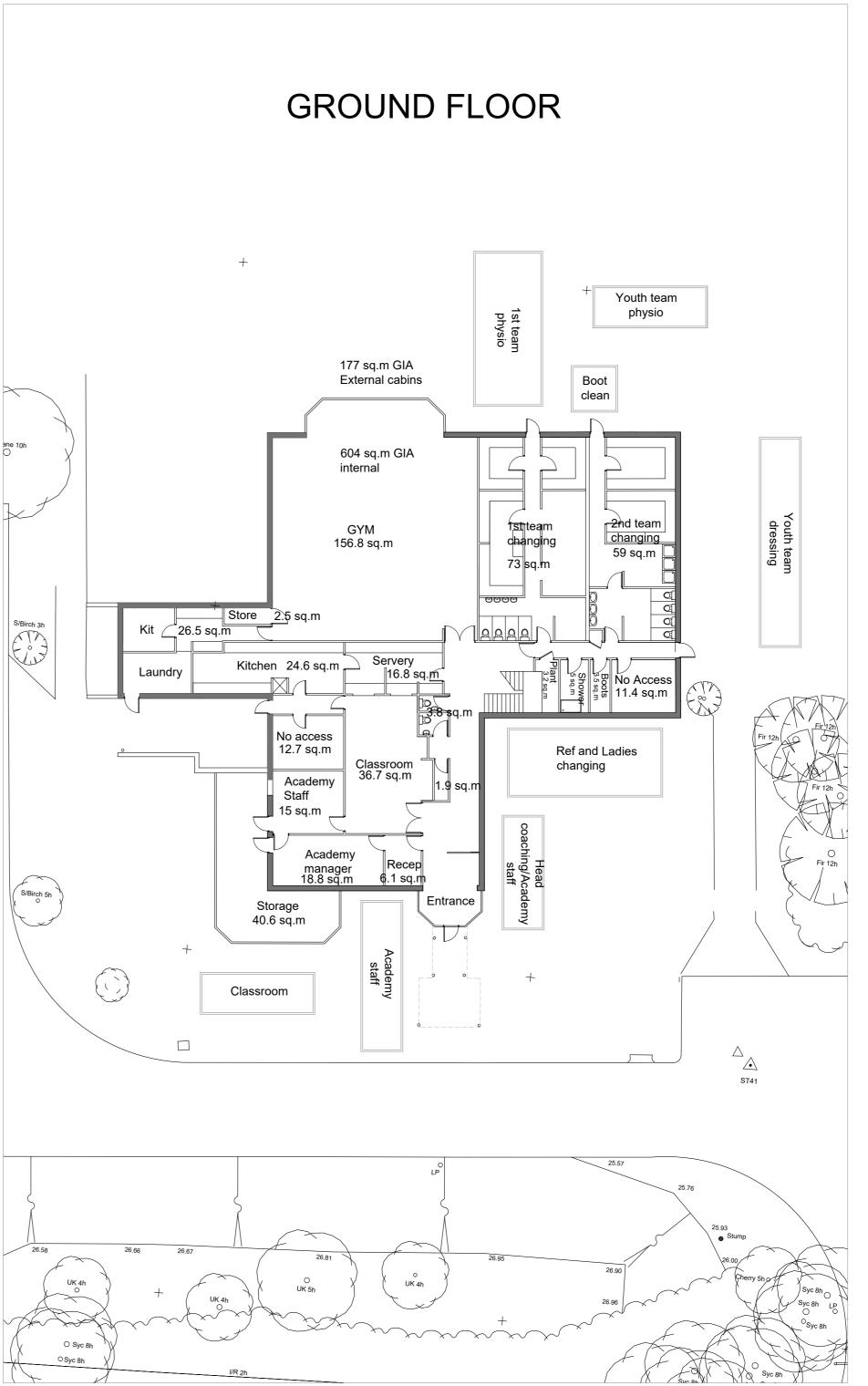
Drawing No:

2059-00-SK-C01 P01



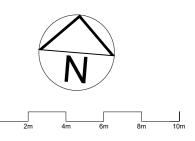
Appendix 2 – Existing Training Centre Facilities







CZWG Ltd 436 Roman Road London E3 5LU Telephone 020 7253 2523 mail@czwgarchitects.co.uk www.czwg.com



Areas

Ground Floor
GIA = 604 sq.m / 6,501 sq.ft
NIA* = 533.5 sq.m / 5,746 sq.ft
*includes storage space in "conservatory"
area adjacent to Academy Manager's

First Floor

GIA = 186.0 sq.m / 2,028 sq.ft NIA = 145.6 sq.m / 1,567 sq.ft

TOTAL

GIA = 792.4 sq.m / 8,529 sq.ft NIA = 679.1 sq.m / 7,310 sq.ft

External Cabins =

177 sq.m / 1,905 sq.ft GIA approx 162 sq.m / 1,744 sq.ft NIA approx.

All areas approximate

Rev: D02 Date: 17.09.21 Drn: SG Additional room areas indicated.

Rev: D01 Date: 25.08.21 Drn: SG Chk: SG

Initial Issue.

Do not scale off this drawing
Report all errors and omissions to the Architect

SHEET INFORMATION:
Plotted by : S.GOHIL

Dimensions to be checked on site

Plot date : 17 September 2021 14:09:19

Client:
Southend United Football Club

Project:

SUFC Relocation

SUFC Existing Training Facilities
Floor Plans

Drawing status:
For Information

CZWG

Scale @ A2 1:200

Drawing No: 2059-00-DR-0100

Rev: D02



Appendix 3 – Proposed Temporary Training Centre Specification

T: 0203 897 6700 M: 07496 611110

The Stanley Building, 7 Pancras Square, London, N1C 4AG

mp@powerhausconsultancy.co.uk www.powerhausconsultancy.co.uk



Southend United Replacement Temporary Training Centre 8th September 2021

Existing Facilities at Eastern Avenue

The existing SUFC training centre located at Eastern Avenue has been surveyed and measured and is set out on CZWG's drawing reference 2059-00-DR-0100 – see attached. For sports training purposes the NIA measurements have been used to set out what the existing facilities at Eastern Avenue comprise of. The GIA measurements are also shown on the same drawing.

At **ground floor** the existing accommodation of 533.5 sqms (NIA) comprises:

- 1st Team Changing with 4 WCs and shower
- 2nd Team Changing with 4 WCs
- Separate shower room
- Boot room
- Gym used by both teams
- 1 classroom
- Academy Management offices
- Laundry
- Kitchen and Servery
- Reception

At **first floor** the existing accommodation of 145.6 sqms (NIA) includes the following facilities:

- Canteen
- Sports Science Room
- Manager's office
- Coaches Room

The rooms that are labelled 'no access' are not used and are not useful spaces for any training purpose and have been out of action for approximately 9 years and have therefore been discounted from any assessment of existing training centre floorspace.

Proposed Temporary Training Centre

SUFC will provide a temporary training centre that will comprise of modular buildings to accommodate, changing (for all teams), classrooms, canteen, gymnasium, physio, managers and coaches rooms comprising of no less than 679.1sqms NIA. It is anticipated that they will be better and as a minimum equivalent facilities to meet Sport England's criteria.

Roy Warren of Sport England has been consulted to discuss what he would need to assess in any formal consultation on an application for a Temporary Training Centre. His email of 7th September is attached and sets out the requirements to ensure that it meets Sport England's assessment of 'equivalent or better.'

The applicant has discussed locations for the Temporary Training Centre with Roy Warren who has advised that he will not support any temporary facility remote from the new training grounds in Rochford District Council. He has agreed in principle that they could be located (subject to any necessary planning permission) in the location of the proposed replacement training centre in Rochford or as an interim use on land forming either the Gateway North or Gateway South buildings.

T: 0203 897 6700 M: 07496 611110

The Stanley Building, 7 Pancras Square, London, N1C 4AG

mp@powerhausconsultancy.co.uk www.powerhausconsultancy.co.uk



Fossetts Farm Existing and Proposed Training Centre Measurements 1st October 2021

COMPARISON OF EXISTING FACILITY AGAINST NEW FACILITY				
Use	Existing Facility		New Facility	Comment
Reception	6.1		8.5	
1st Team Changing	73		54.7	
2nd Team Changing	59		52.7	
Showers	8.8			Included in Changing Rooms
Boot Room	3.5		11.4	
Gym	156.8		156	
Classroom	36.7		45	
Academy Management offices	33.8	93.2	116	
Sports Science	25.1			
Coach Office	14.9	93.2		
Managers Office	19.4			
Kitchen/Servery	41.4		42	
Canteen	86.2		90	
Laundry	26.5		33	
Plant	3.2		0.4	
Referee Changing			6	Now included in new facilities
WCs			21.33	
Total	594.4		637.03	

EXISTING PORTAKABINS RELOCATED				
Youth Team Dressing				
Acadamy Staff				
1st Team Physio				
Ladies Dressing				
Head Coach and Academy Staff				
Youth Team Physio				
Classroom				



Appendix 4 – Fossetts Farm Phasing Plan

