



Welcome

Welcome to our consultation on proposals for an improved Performance Centre and Academy at 100 Jersey Road.

We want to hear your views on our plans.

Our vision is to deliver a first-class training facility which will help us to attract the best players we can, consolidate our Premier League place and help us meet our long-term goals including our ambition to secure European football.

We will also create space for a new academy to develop gifted young footballers as well as provide space for community use in partnership with the Brentford FC Community Sports Trust.

At this exhibition you can:

- Take a look at the information provided which outlines our vision for the Performance Centre
- Speak to the team if you have any questions or queries
- Let us know your feedback

Our Team



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HCUK GROUP

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About the site

Brentford Football Club has operated its training ground at Jersey Road for 16 years. The current training facilities comprise five outdoor pitches, the original sports club pavilion and a series of single storey prefabricated buildings some of which are in poor repair.

The car park accommodates 70 cars with an area for additional visitors when needed. The site comprises 47 acres of land in total.



Site as it is now



Images of the site as it is now.

The consented scheme

The Club already has planning consent to make a range of improvements to the training ground facilities.

However, our original proposals were based upon the requirements of a Championship Club. Having reviewed the current scheme, the facilities are no longer deemed adequate to support a Premier League football club and Category 1 Academy. That's why we are revisiting these plans and presenting new ones here today.



Our consented proposals.

Our vision

Having achieved promotion to the Premier League in May 2021 we want to ensure that we can consolidate our Premier League place as well as support the longer-term success of the Club, including aiming for European football.

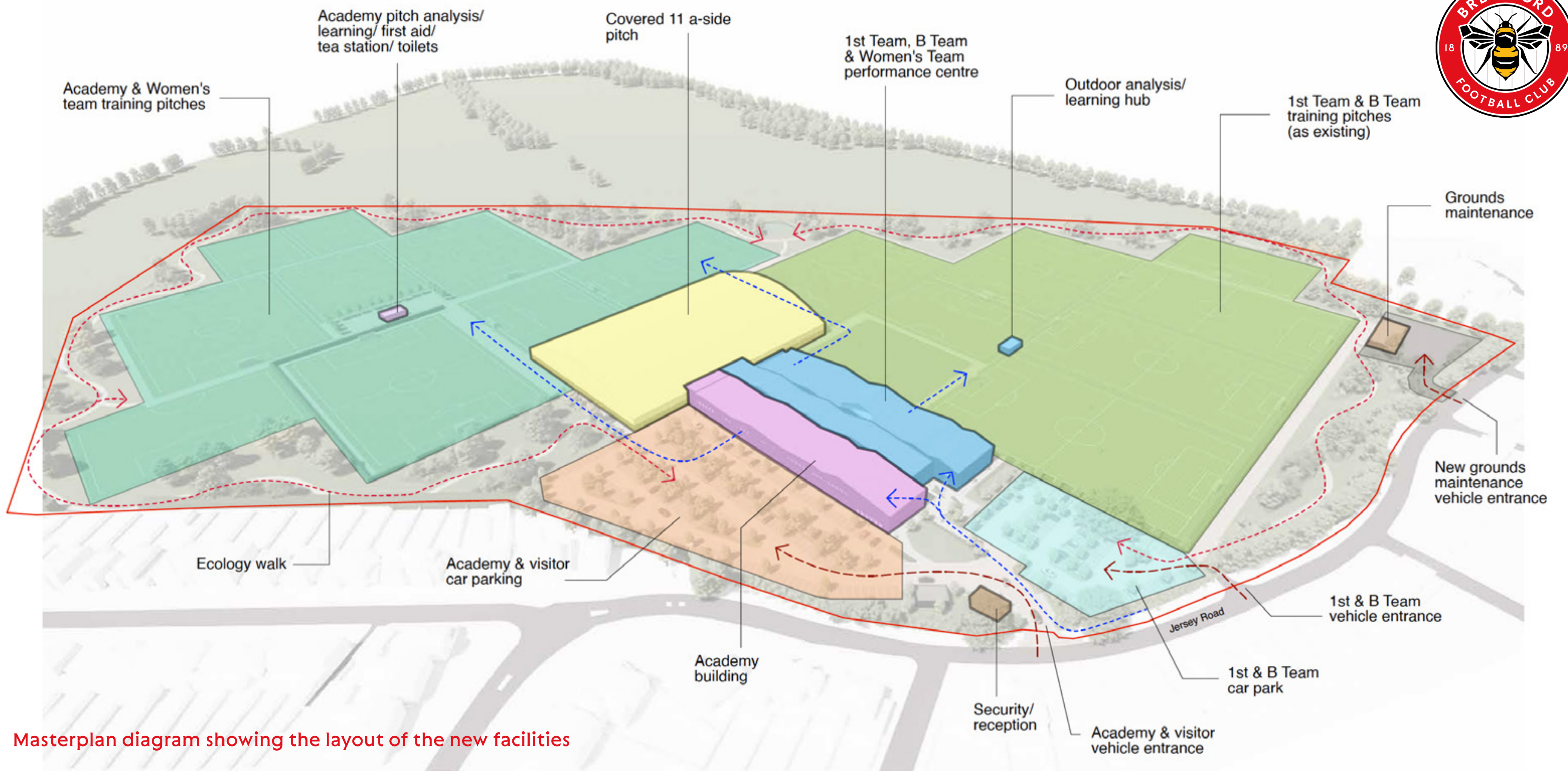
The proposals will ensure we create the best possible facility for our players, to help us meet our ambitions now and in the future. We also want this to be an asset for the community, providing real benefit to local people. **We are proud residents of Brentford and the wider area; this is our home.**

Our ambition when designing the training facilities has been to look to the future in a pioneering and progressive way. We have sought to deliver a design **that realises and reinforces our core principles as set out below:**



Our ambitions:

- 1. Be a good neighbour with low local impact** through the careful management of traffic, noise and pollution.
- 2. Deliver the first Zero Carbon Premier League** training ground - ensuring we are sustainable and environmentally friendly in the long-term.
- 3. Bring the football club together** in an inclusive and diverse environment. This includes a new football academy and a programme of community involvement.
- 4. Provide excellent training facilities** that support the nurturing of player talent, performance, recovery, treatment, and rehabilitation. We want this to be a personalised, player-centric environment suitable for a strategic, coach-led training programme.
- 5. Attract, recruit and develop** the best football players. This includes an aspiration for nurturing and developing young talent through our academy and by ensuring youth players have access to the elite teams.
- 6. Be designed** to promote an open and transparent way of working.
- 7. Be a secure, safe and accessible environment** which allows the Club to engage with the local community.



Masterplan diagram showing the layout of the new facilities

The Masterplan

To ensure the Performance Centre and Academy meet the Club's current and future needs, our proposals would:

- Demolish the outdated pavilion and temporary buildings and replace them with a **new high quality Performance Centre** for the 1st Team, B Team and Women's Team which will help to create an environment that promotes success and inspires the players and staff.
- **Facilitate the media and press** through the provision of briefing rooms and managed access points.
- Incorporate a **Football Academy in line with UEFA requirements** to enable the Club.
- Include a **covered pitch, a new full size external 4G pitch and floodlights** for two **outdoor pitches** for all-year-round training and community use.
- Provide **additional parking spaces** which will ensure that there is enough space for players, staff and visitors to Jersey Road without disrupting our neighbours.



Site plan showing where the new facilities will be located on site.

Performance Centre and Academy



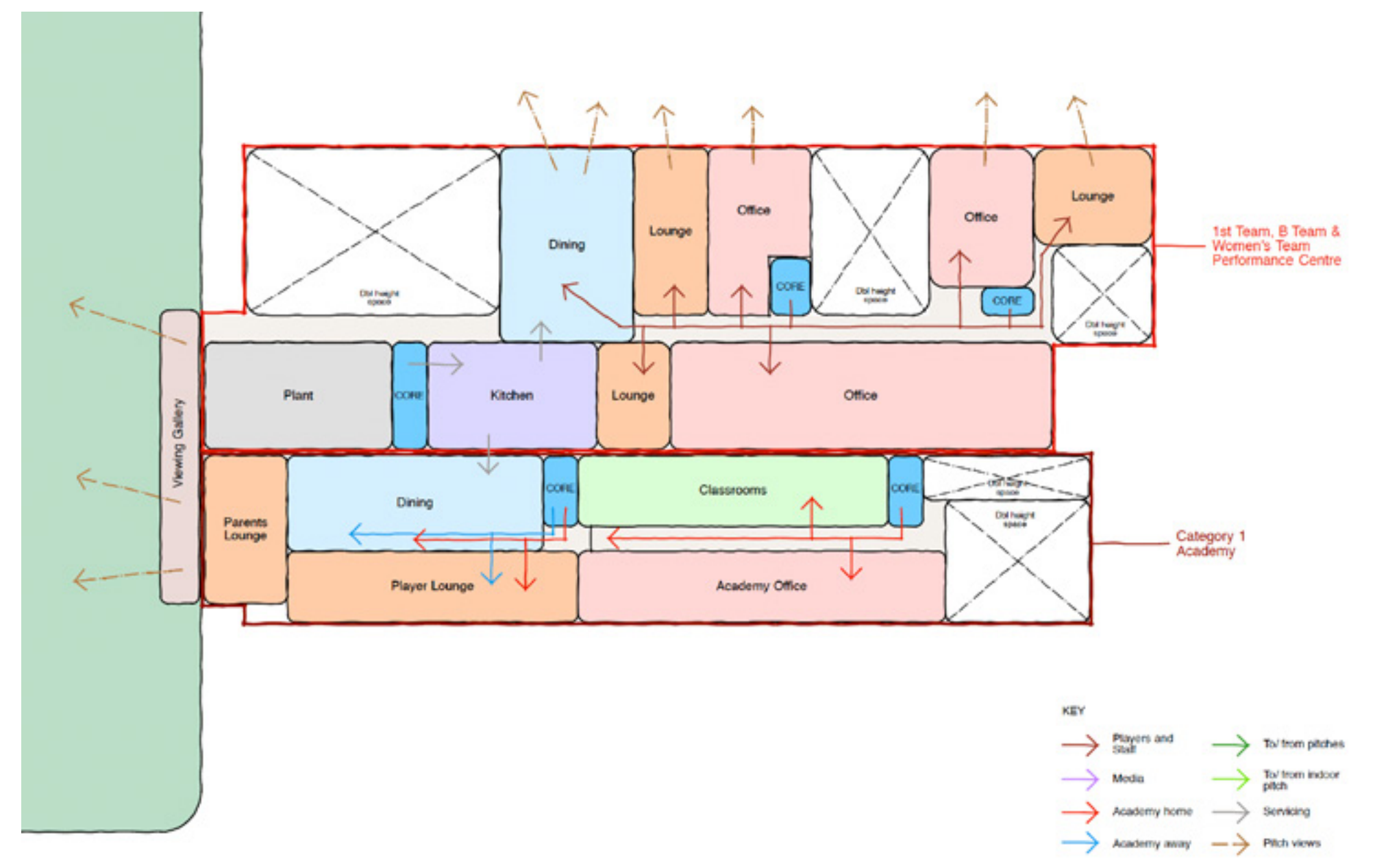
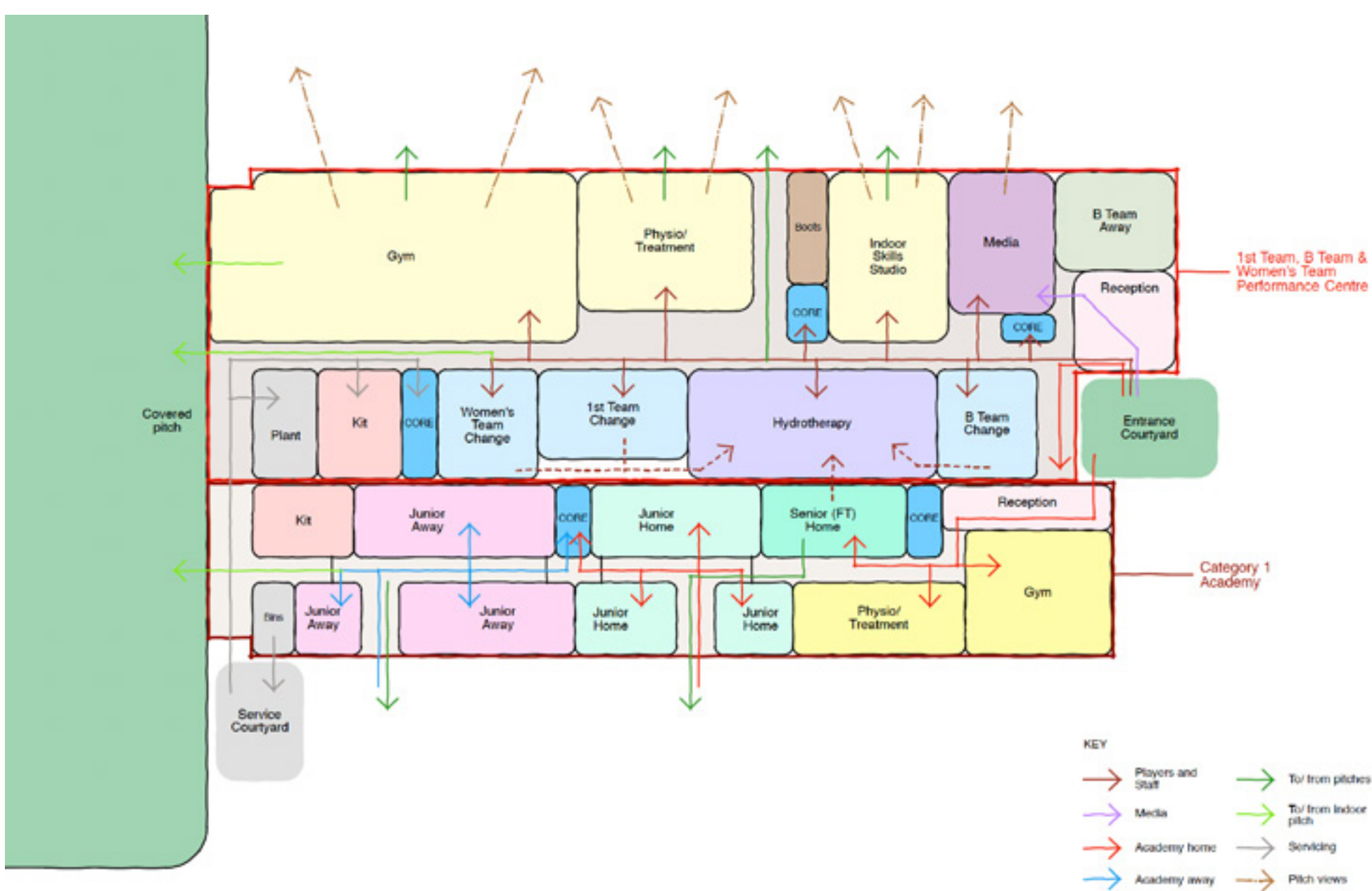
View of the entrance to the Performance Centre with landscaping.



View of the Performance Centre from the pitch.



How the site could look like on completion.



Ground floor and first floor diagrams showing the Performance Centre and Academy buildings

A week in the life

We have set-out a proposed schedule for how activity could work on a typical day in a typical week at the Performance Centre and Academy.

This is not set in stone and is likely to change as we refine the programme, but should provide an idea of the type and timing of the activities that will take place.

Morning

- Night security team clock off when ground staff and chefs arrive. Team staff arrive between 7am and 8am four days a week.
- At 9am the first-team players will arrive and training and medical sessions should take place.
- Training sessions run from 10.30am to lunchtime.
- On Saturday, there is a full academy training programme and the U16s and U18s play matches. These normally take place in the morning with everyone leaving the site around lunchtime.

Afternoon

- Lunch served from 12pm to 12.30pm at the canteen followed by further training or gym sessions.
- The B Team tend to play their matches on Tuesdays at 1pm.
- On Saturdays the disability team train in the afternoon and community sessions, such as weight management, could take place.
- On Sundays, Academy games will take place.

Evening

- Training sessions for the women's team, pre-academy, U9, U10, U11 and U12 players could take place.
- On Fridays, games could take place for the women and U23 teams.



Community benefits

Our community offer

We don't just want to be a good neighbour to our community, we want our new training and performance centre to be a genuine benefit to Brentford and the surrounding area.

We are therefore developing a programme of activities for the local community which aims to be inclusive for all, support targeted groups or individuals and to use our proposed state-of-the-art facilities as a place that inspires.

Our early thinking for this programme of activities includes:



Post-16 Training

We currently have 93 post-16 students on our football education programme.

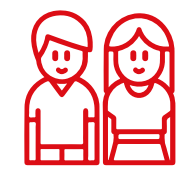
We want to expand our current intake by building and expanding on our existing partnerships with schools and the local community.

We are looking at organising FA accredited coaching qualifications for our students.



Men's Weight Management

We want to extend our 12-week adult weight management programmes to Hounslow residents with the aim to engage inactive males between 30-60 years of age from the local area.



Youth Engagement

The new facilities will build on the work our Youth Work and Communities Engagement Department currently offer for over 450 young people.

We want to use Friday and Saturday evening sessions to launch a new Youth Engagement session for local young people.



Disability Football

We currently deliver over 17 disability sessions to approximately 200 people and want to improve this offer to be one of the most inclusive clubs in the country.





Investing in young players

A Premier League club needs to look to the future. We want to grow our own talent and nurture the next generation of young footballers.

To do this, we are proposing to deliver a new football academy which meets the requirements of the Premier League and UEFA.

- It is a requirement of UEFA for inclusion in any European competition for the Club to operate an Academy.
- The Academy will provide the best opportunity for the Club to invest in the future and help maintain its place in the Premier League for years to come.
- This is key to the sustainable operation of the Club and is largely built upon the Club's excellent reputation in developing players, which can only be enhanced with the benefit of much improved facilities.
- Also in response to Brexit and the new challenges with recruiting players from Europe, it is more important than ever that we invest in home-grown talent.

Car Parking and Access

Access

A Premier League training facility requires a range of access points, both public and private, to facilitate the coming and going of different groups of people. From the players themselves to staff, medical professionals, media, and members of the local community, lots of different people will use this facility and we need to manage how they access it.

With this in mind the main access to the site will be retained and enhanced, and will be used by the academy and visitors. There will then be a separate entrance that will be upgraded for use for players, coaches, and other associated staff.



Overview of access to the Training and Performance centre with car parking allocation.

Car Parking

Currently, the site has 70 permanent spaces and an area for overspill when needed.

The previously consent was for 106 permanent spaces with an additional 38 spaces in case of overspill (144 parking spaces in total).

Our proposals are for 276 car parking spaces in total. This includes 206 spaces for the academy and visitors which will mainly be used on the weekend. Separate parking, comprising 70 spaces, is then proposed for the first team, B team and associated staff.

Zero Carbon

In light of the climate emergency, there has never been a better time to invest in sustainable infrastructure, built with energy efficiency and our planet in mind.

It is therefore our ambition that the performance centre be the Premier League's first ever Zero Carbon training ground.

Even since we received planning consent for our original proposals, our understanding of sustainable design and construction has moved on, and our new proposals would therefore meet much more stringent environmental standards.

Net Zero Carbon and the highest levels of sustainability will be targeted through:

- Improved building fabric
- Low embodied carbon materials
- Integrated building smart meters and controls
- Air Source (or Ground Source) Heat Pumps for heating and cooling
- Photovoltaics on the roof
- Waste hot water heat capture and exchange
- Low water consumption appliances
- Increased landscaping, planting and ecology enhancements
- Installation of electric vehicle charging points



Example of photovoltaics that could be used on the roof of the Performance Centre.

Landscaping

Our proposals will help support and enhance the local wildlife through extensive planting, trees and greenery.

Areas of scrub, taller vegetation and uncut grassland will be retained and enhanced to help support local wildlife populations.

Extensive tree planting will take place near the car park, and leading up to the door of the building, there will be planting beds with seating, to create a calming and welcoming atmosphere.

Around the outside of the site will be ecologically rich wildflower meadow planting patches and log piles to further support local wildlife. We will also introduce ponds and bird and bat boxes to the area.





Comparisons

How our proposals compare with other Premier League clubs

	Year completed of main site (year of refurb)	Designation of land	Total buildings GIA (sqm)	Covered pitch size	Total number of external pitches
Our Proposals	N/A	MOL*	10,186	105m x 68m	15
Crystal Palace	2022	MOL*	5,469	105m x 68m	13
Aston Villa	2021	Green Belt	8,000	60m x 40m	13
Leicester City	2020	N/A	15,261	105m x 68m	21
Liverpool	2020	N/A	14,606	60m x 40m	14
Man City	2014	N/A	21,376	105m x 68m	16
West Ham	2012	Green Belt	9,996	60m x 40m	13
Tottenham	2012	Green Belt	12,687	80m x 50m	15
Chelsea	2007 (2016)	Green Belt	7,024	80m x 50m	24
Man Utd	2002 (2017)	Green Belt	12,707	105m x 68m	17
Arsenal	1999 (2015)	Green Belt	10,979	40m x 20x	14

* Metropolitan Open Land




Next Steps

Thank you for coming to our consultation.
Your feedback is essential in helping us to shape
our proposals.

We will be submitting a planning application early next year.


You can have your say by:

-  Providing your comments and feedback via the website – bfcperformancecentre.co.uk
-  Completing a comment card available today
-  Emailing us at bfcconsultation@londoncommunications.co.uk
-  Freephone 0800 433 4268



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Timeline

-  **December 2021**
Public consultation on proposals
-  **Spring 2022**
Proposed submission of planning application
-  **Summer 2022**
Targeting planning decision
-  **Spring 2023**
Targeting works to start on site
-  **Autumn 2024**
New training and performance centre opens