



Welcome

Welcome to our public drop-in, where you will be able to learn more about our proposals to improve our Academy at 100 Jersey Road.

Today, you'll be able to:



Learn more about the proposals



Speak to Brentford Football Club staff and the project team



Let us know your thoughts

Our project team:



Applicant



Lead Architect



Project Manager



Community consultation specialist

Carter Jonas

Planning Consultant



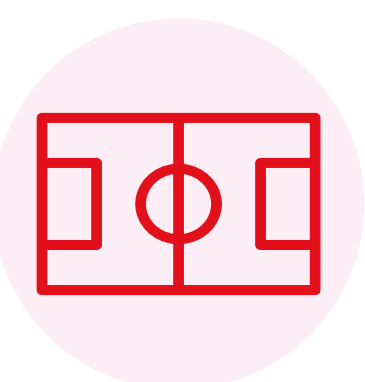


Robert Rowan Performance Centre

A leading temporary training centre, to meet the Club’s current and future needs.

As you might be aware, our proposals to create a temporary training centre were approved by Hounslow Council in August 2022, following consultation with local communities and stakeholders.

Construction works were completed later in the year and the centre opened in December 2022. It was named in memory of our former Technical Director, Robert Rowan who sadly passed away in November 2018.

Our new facility has allowed us to:

-  Replace the temporary, portable buildings, with significantly better training facilities for all the Club’s professional teams.
-  Upgrade the Pavilion building into a fit-for-purpose media and press facility.
-  Incorporate a Category 4 Academy (in line with the Premier League requirements at the time), to enable the Club to train the next generation of young footballers.



The Robert Rowan Performance Centre has a temporary planning permission that ends in August 2027. Once the enhanced Academy and new pitches are operational, we will consider our long-term options for permanent facilities at Jersey Road, to support the Club and our teams. **We will continue to keep you and our community updated on our plans, as they progress over the coming years.**

Academy categories	Description	Typical level of clubs
Category 1	Elite environment Coaching from pre-academy through to U21’s Can recruit nationally from U15 as long as there is access to a full-term education programme At least 18 full time staff and an operational budget of £2.5m+ League-organised games	Premier League Some Championship clubs
Category 2	Elite environment from foundation to professional level (U9 to U21) with some specialist staff Players are recruited locally but have access to additional coaching opportunities and an educational programme League-organised games	Championship, League 1 and some League 2 clubs
Category 3	From foundation to professional level (U9 to U21) Professional coaching and development opportunities Players typically recruited locally	League 1, League 2 and National League sides
Category 4	Focus only Professional Development Phase (U17 to U21)	League 2 and National League sides

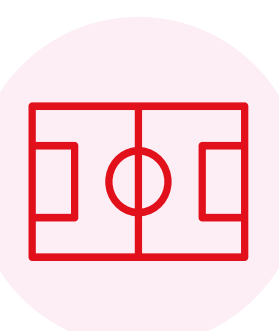
Our new proposals

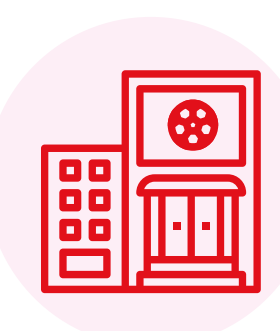
A leading Academy, helping the Club to invest and support local grassroots football.


In summer 2022 the Premier League introduced new guidelines that require all clubs to have at least a Category 3 Academy by the start of the 2024/25 season.


Brentford is the only club in the Premier League that does not currently have a Category 3 Academy. Although this is the minimum requirement to meet the League’s new guidelines, having just a Category 3 Academy would leave us disadvantaged in the long-term. **We have therefore used this to time to develop new proposals that will not only improve our facilities but secure the Club’s future and open more opportunities for the local community.**


We are therefore bringing forward plans to create a Category 1 Academy, which will incorporate:

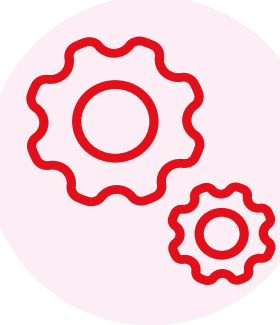
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New football pitches, including two full-sized grass pitches, smaller grass pitches, and another with an artificial surface (4G).
- 

A high-quality designed Academy building, with upgraded facilities that will benefit our staff and players.
- 

An indoor artificial surface (4G) pitch, capable of supporting sporting activities and which could be used by the local community.
- 

New landscaping and ecological improvements across the site, to respect the area’s part status as a Site of Importance for Nature Conservation (SINC) and protect local wildlife.
- 

Floodlighting installed on the outdoor artificial surface pitch (4G) and three of the grass pitches.
- 

A dedicated grounds’ maintenance area.



The grounds’ maintenance area will be based in a single-storey building, sized to meet the increased needs of the site.



A full-size indoor artificial surface (4G) pitch will be designed with a tensile fabric roof.

A comparison with other Premier League clubs	Brentford Proposed		Tottenham	Chelsea	Arsenal	Man City	Liverpool	Man Utd	Aston Villa	West Ham	Fulham	Crystal Palace
League	PL		PL	PL	PL	PL	PL	PL	PL	PL	PL	PL
Main Site Size (Acres)	43		77	140	143	80	64	72	61	29	42	26
Year Completed of Main Site (Year of Refurbishment)	N/A		2012	2007 (2016)	1999 (2015)	2014	2020	2002 (2017)	2021	2012	1999	2022
Designation of Land (Main Site)	MOL		Green Belt	Green Belt	Green Belt	N/A	N/A	Green Belt	Green Belt	Green Belt	MOL	MOL
Total Buildings Approximate GIA (sqm)	7,550		12,687	9,000	10,979	21,376	14,606	12,707	8,000	9,996	6,500	5,469
Academy	Cat 1		Cat 1	Cat 1	Cat 1	Cat 1	Cat 1	Cat 1	Cat 1	Cat 1	Cat 1	Cat 1
Covered Pitch size	105m x 68m		80m x 50m	80m x 60m	40m x 20m	105m x 68m	60m x 40m	105m x 68m	60m x 40m	60m x 40m	60m x 40m	105m x 68m
Total number of external pitches	12.5		15	24	14	16	14	17	13	13	16	13



The Academy building will be a single-storey building, designed to a high-quality, with minimal impact on the Metropolitan Open Land and neighbouring properties.



For the community

As part of our Academy development, we want to create better, positive opportunities for local people.

Working with Brentford FC Community Sports Trust, we are exploring a number of early ideas, which may include:



Opening the Pavilion for local residents to use for community events and meetings.



Allowing access to our multi-functional indoor pitch, that can support sporting activities at key points during the season.



Further investment and support for community football sessions, so people of all ages and abilities can enjoy the beautiful game.



Developing links with local schools to support their sporting activities.

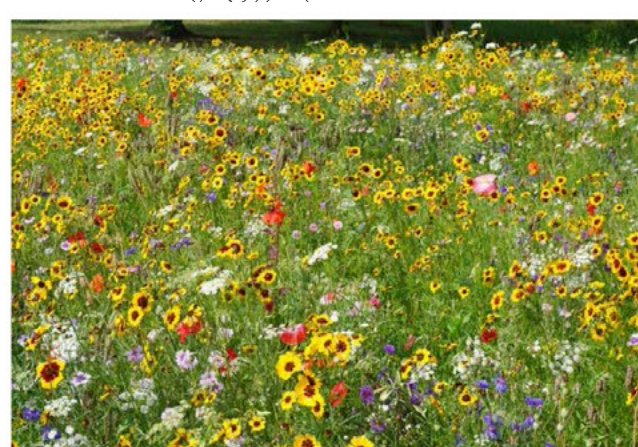
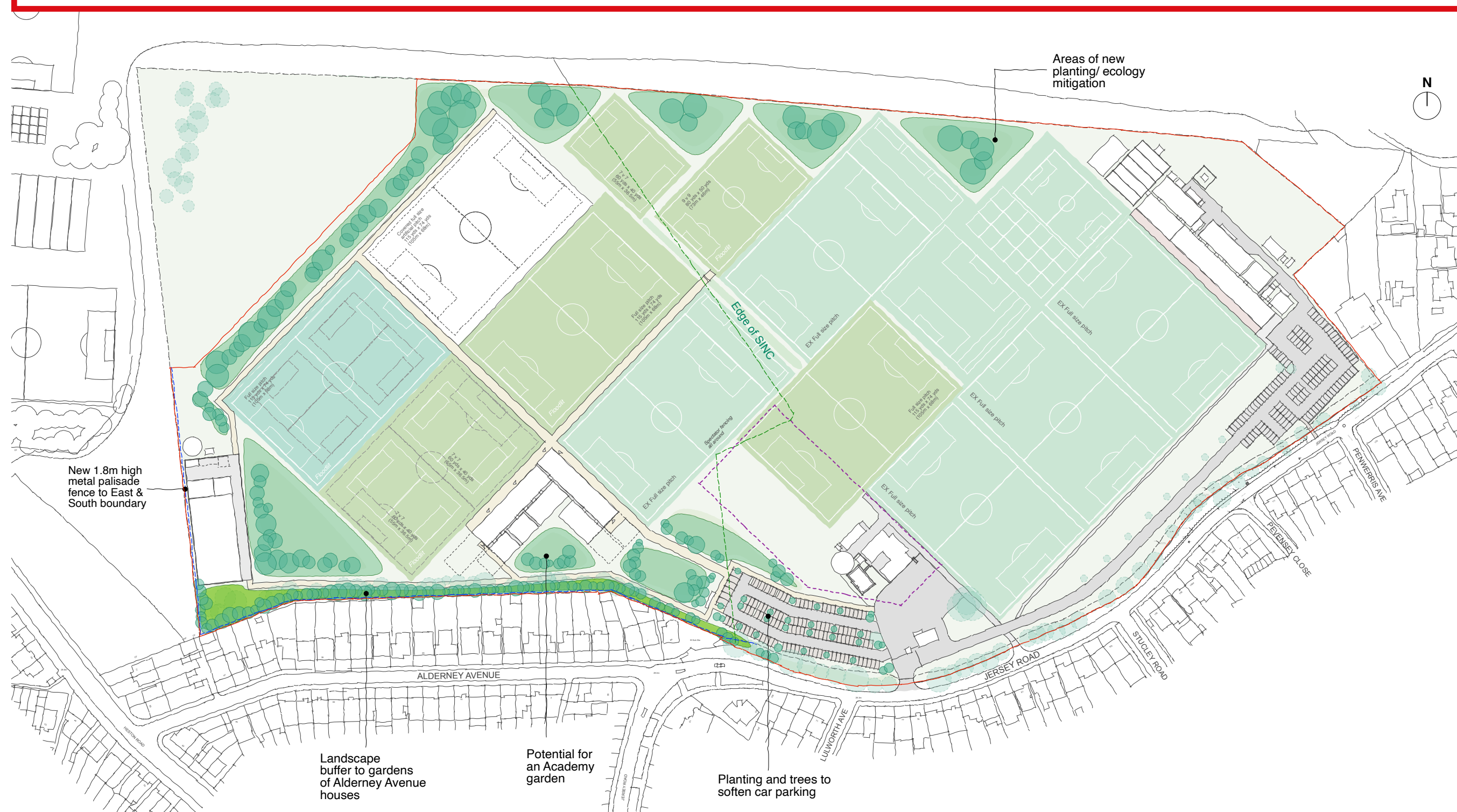


A green heart

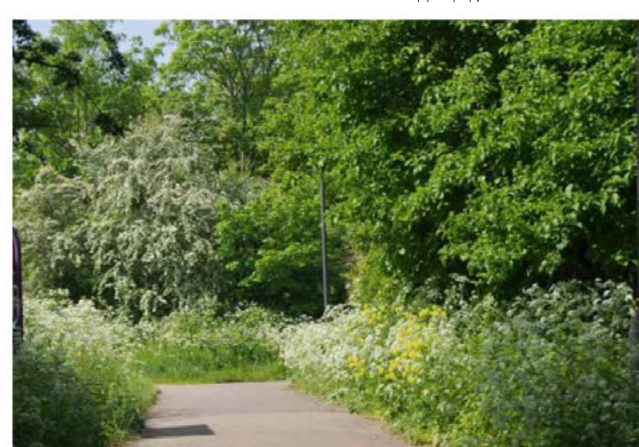
As part of our plans for the Robert Rowan Performance Centre, we invested in new landscaping and trees around Jersey Road, to create a more welcoming, attractive environment and reduce the visibility and noise of our activities as much as possible.

For the Academy, we want to provide further landscaping, planting and ecological improvements, to respect the area's status as a Site of Importance for Nature Conservation (SINC), and minimise any potential disturbances to local residents.

On the southern boundary, behind the rear gardens of homes located along Alderney Avenue, we are also looking to add a new fence that will be supported by planting, greenery and trees.



Wildflower lawns



Planting succession

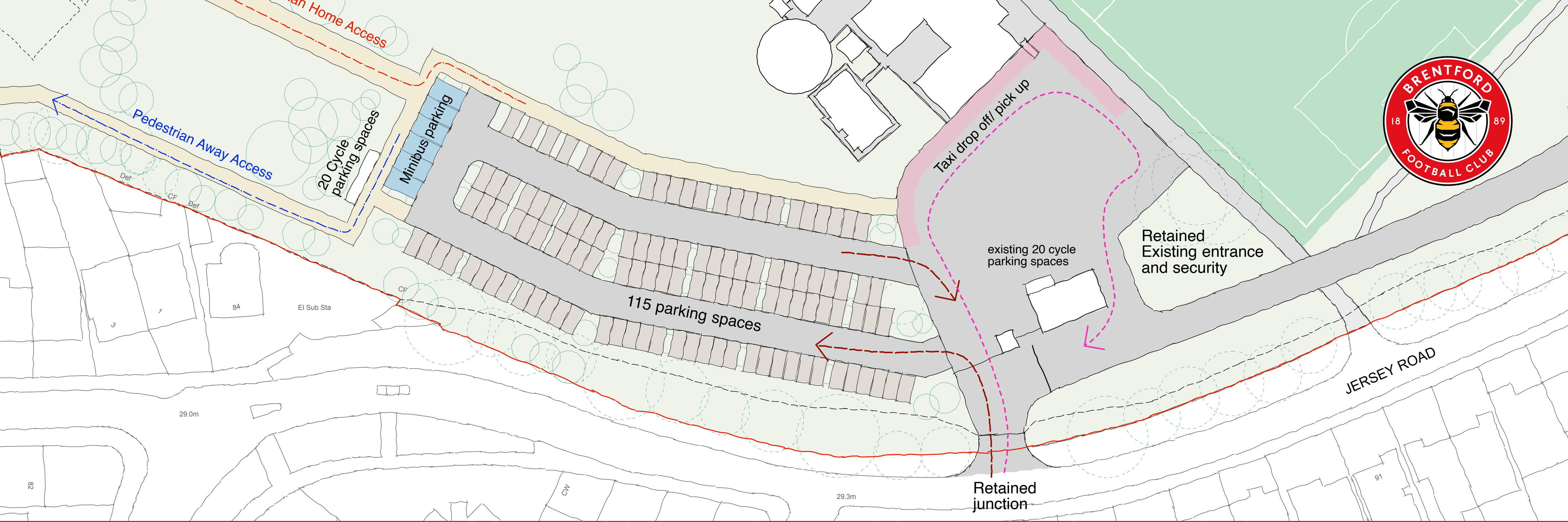


Woodland wildflower mix



Naturalised planting in groups





Managing the Academy

Access

The existing vehicle and pedestrian route to the training ground via Jersey Road will continue to be used by players, staff and members of the local community (when needed) to access the Academy.

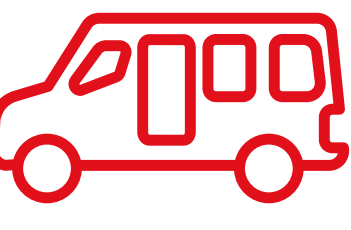
Parking

There are currently 110 parking spaces at the Robert Rowan Performance Centre, with an additional 70 spaces at the Pavilion that are used by visitors, players and staff as and when required.

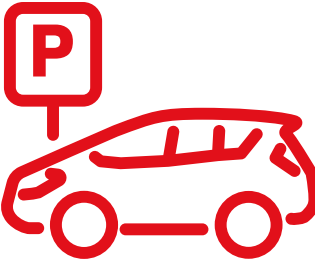
As part of our plans for the Academy, we are proposing to provide:



100 spaces, including blue badge parking areas, for parents and staff.



6 oversized minibus parking spaces for visiting teams.



15 parking spaces for grounds staff.

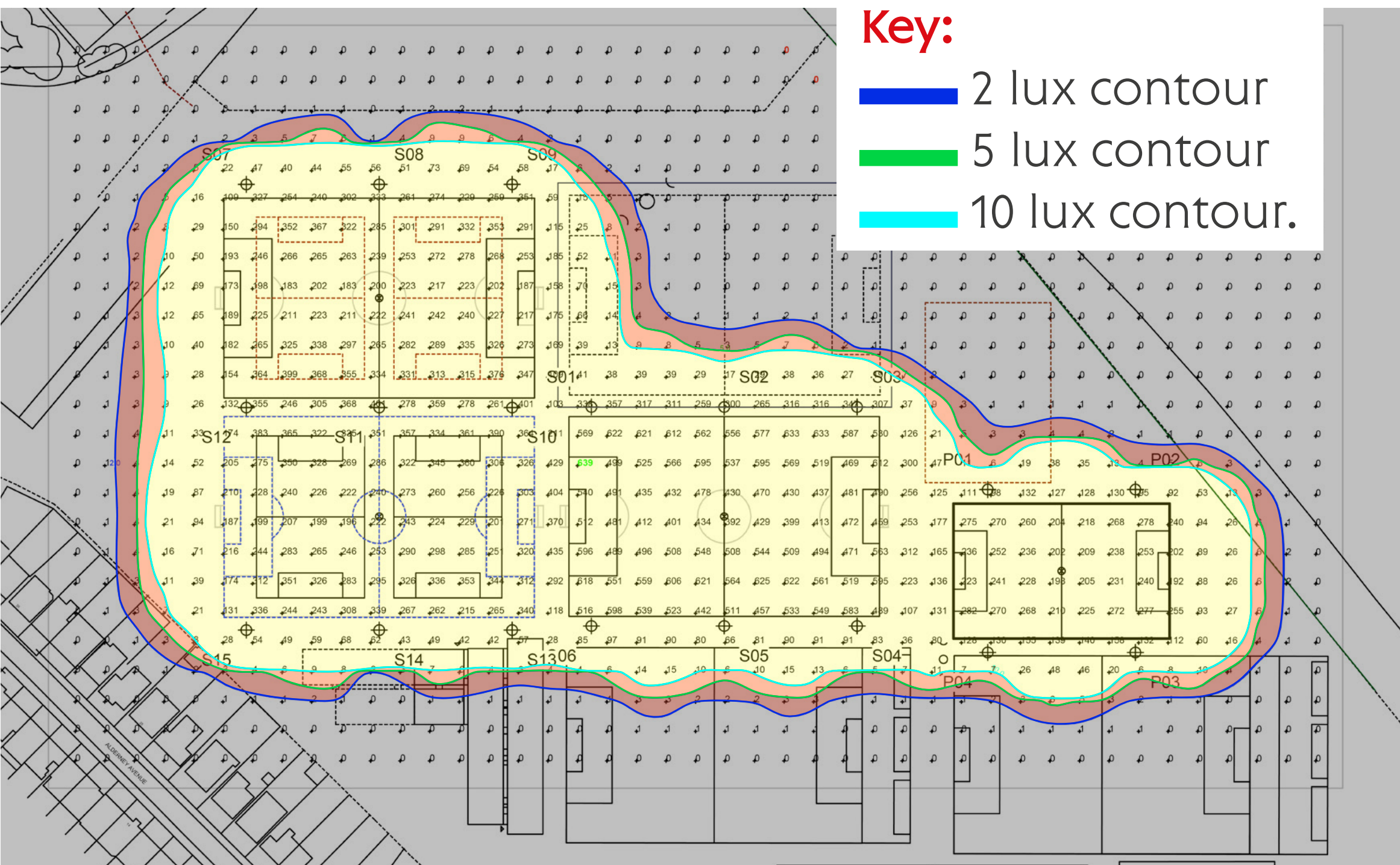


20 cycle spaces.

Floodlights at the pitches

As part of the requirements for a Category 1 Academy, we must provide a floodlighting option on both grass and artificial (4G) pitches. Floodlit pitches will be fitted with the latest LED technology, so they are fully controllable and have minimal light spill, reducing the visual impact to our neighbours.

The lighting contour map below shows the minimal impact of floodlights on the surrounding area. For reference, 2 lux is equivalent to a very dim room with just a nightlight on, while 5 lux is similar to having a small reading lamp on in a dark room.



We anticipate that 50% of the total trips made to and from Jersey Road for the under 12s to under 16s players, will be carried out by a taxi-drop off and pick-up service, paid for by the Club. This significantly reduces parking requirements and also reduces car trips as the taxis will pick up and drop off multiple players for each taxi.



Summary and next steps

Thank you for attending our public drop-in today.

In summary, these are the key points relating to the Club's proposed expansion of the Academy facilities at 100 Jersey Road:

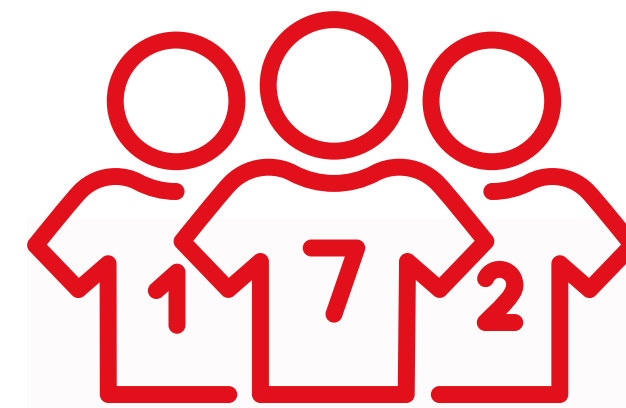


In order to compete fully and build the home-grown talent we want, particularly post-Brexit, we need an Academy at the Category 1 level.



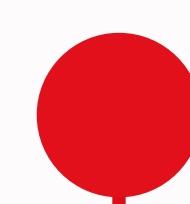
The development will remain mostly 'green' given the predominance of pitches and we believe that there are very special circumstances that outweigh any potential impact to the Metropolitan Open Land (something that Hounslow Council considered to be the case in their determination of our previous plans for the training ground).

All London-based Premier League clubs have their academies located on either greenbelt or Metropolitan Open Land.



The Premier League has stipulated that all clubs must have an Academy at least at Category 3 level (from under 9s through to professionals) and we'd like to provide that in a purpose-built facility at our training ground.

Timeline



November 2023

Public consultation on proposals



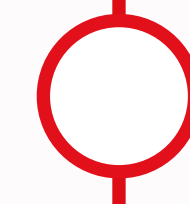
Winter 2023

Proposed submission of planning application



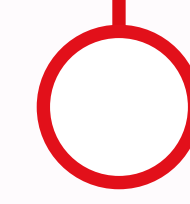
Early 2024

Targeting planning decision



Spring 2024

Construction works begin on the new Academy



Summer 2024

New Academy opens ahead of new Premier League season

Have your say

We hope you found this event informative. Please do take a moment to give us your feedback using the forms provided.



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