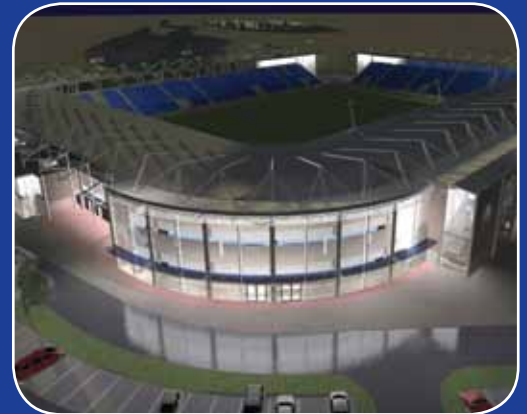


# Sport Matters

## Developing a Sustainable Future for Oldham Athletic Football Club.

SSGB is delighted to have been appointed by Oldham Athletic FC to help it deliver an exciting scheme to develop new sports facilities at a 30 acre site in Failsworth. The proposed £20m facility will include a mixed use 15,000 seat stadium, leisure amenities, a range of community sports facilities, artificial pitches and a health and fitness centre.



The Club's current home at Boundary Park houses an ageing stadium and is not financially viable in the long term, which the Club's owners realised some time ago. The plans to relocate the Club and develop sports facilities accessible to the wider community, will be a significant contribution to the local area and will provide much needed amenities for local residents, clubs and groups to become more involved in sport.

The proposed facilities will represent substantial investment in the local community and will provide a range of new jobs for local residents as well as much needed sports and recreation facilities.

In addition to providing new jobs, the new facilities will deliver important new revenue streams for Oldham Athletic FC, ensuring the League 1 Club remains financially viable and which will create wider opportunities for more people to have access to a professional football stadium.

SSGB will manage the project, including co-ordinating a public and stakeholder consultation and working closely with the design team to develop a scheme which is both sustainable and meets the needs of the local community.

Following full consultation with both the public and stakeholders, SSGB will work with the Club in identifying and securing public and private funding partners and assisting in submitting a planning application planned for early next year.

## £1.425m of grant funding secured for community sports facilities at Oxford City Football Club.



SSGB has helped Oxford City Football Club secure over £1.425m of grant funding to build new, enhanced football and netball facilities for the Club and local community.

This included funding from the following key bodies:

- £350k - Sport England
- £930k - Football Foundation
- £80k - Football Stadia Improvement Fund
- £60k - England Netball

Further funding of £225k has been generated by Club members and sponsors and Oxfordshire Netball has raised another £70k from clubs, trusts and foundations.

Securing this amount of funding in the current climate enables procurement for the scheme, which will start in September. SSGB will lead the development of the new facilities, which will include a full-size floodlit 3rd generation artificial grass pitch, six floodlit netball courts, and a pavilion housing new changing rooms and community room. Building is planned to commence on site in January 2011.



# Assisting Inverclyde Council in Developing a Cost-Effective Leisure Facility Strategy

Since its appointment by Inverclyde Council in 2008, SSGB has undertaken a high level assessment of its facilities through an independent review of operating information in order to identify potential efficiency options available to the council.

SSGB provided an independent assessment of Inverclyde's local community halls and leisure facilities, including those which had recently been closed, those which are managed by voluntary groups and other community facilities managed by the council.

The team at SSGB advised on the most cost effective methods of making financial savings, including further closures and transfer of activities to other centres as well as alternative management options such as charitable trusts and the voluntary sector.

The assessment was carried out over a four week review period and included:

- > Comprehensive review of information provided including facilities' usage, financial performance, location, physical condition and management structures

- > Taking operational data, an analysis using key performance indicators to illustrate centres' performance
- > Report providing a summary of the key findings by site, along with conclusions and recommendations for ways to make efficiency savings

Based on the findings, SSGB presented a number of key recommendations in a comprehensive report, including alternative operational and management structures which would make financial savings and advice on VAT and tax implications. This has led the Council to commit £23m towards a major programme of refurbishment and renewal of its key leisure facilities.

SSGB and S&P Architects have now been appointed as part of the professional team leading the planning applications and grant funding bids for three of the strategic leisure sites. Following a Stage 1 application by SSGB, Sport Scotland has initially allocated £2.25m towards the projects in Greenock and Port Glasgow.

## Opportunity for sustainable sports facility for local community and new home for AFC Fylde being explored



The opportunity for sustainable, high quality new sports facilities for the local community in Fylde is being explored by SSGB. The scheme is being promoted by Haythornthwaite Sports Foundation (HSF), which is supported by local businessman David Haythornthwaite.

The team is currently completing a feasibility study, which includes investigating the potential for relocating AFC Fylde to a new ground, as well as the need for new community recreation and sports facilities. The scheme would provide the Club with a long-term home and the opportunity to form new ladies and girls teams, increase access for disabled players, offer courses in coaching and refereeing and build stronger links with local clubs, schools and colleges. AFC Fylde is also working with Kirkham Juniors FC to look at how the new development could cater for both clubs and deliver a 'community club' facility.

As part of the feasibility study, a recent public consultation gave local residents and potential users the opportunity to learn more about the proposed scheme and raise any questions about the project.

## Advising on Improving Profitability at Gloucestershire County Cricket Club



The team at SSGB recently completed a business plan for Gloucestershire County Cricket Club, in response to their request for advice on improving the profitability of their existing health and fitness club and proposed plans for a swimming pool.

The feasibility study completed by SSGB included:

- > Facility audit for the health and fitness club and the swimming pool
- > Demand assessment and consultation for the swimming pool
- > Income and expenditure projections for the health and fitness club and the swimming pool
- > Assessment of unmet demand for the health and fitness club
- > Demographic assessment for the health and fitness club
- > Report on findings

Using the findings from the feasibility study, SSGB produced a comprehensive business plan for Gloucestershire County Cricket Club, including recommendations for an enhanced health and fitness club.

Since the study was completed, GCCC has reported an increase in turnover of 15%.

## gym4less.com

SSGB is delighted to have been appointed by a new budget health club operator, gym4less.com, to identify suitable premises for a range of low-cost gyms across the UK.

The team at SSGB will be responsible for identifying suitable sites, negotiating terms with landlords, securing premises, managing the property estate, project management, quantity surveying and advising on property solutions. SSGB will work closely with the senior management team at gym4less.com to meet their objective of five operational sites in year one and fifteen sites by the end of year two.



# £1.4 million Grant Funding Secures Future for Thame Football Partnership

Since submitting a successful planning application to South Oxfordshire District Council for Thame Football Partnership, SSGB has helped the Community Football Club succeed in providing new sport and recreation facilities for the club and the local community through securing over £1.4 million of funding for the scheme.

SSGB has provided support in all areas of both the project and club's development over the last two years and is delighted to have secured such a significant level of funding. As part of this process, costs were detailed, including potential income streams, staff costs, revenue contributions, utility charges and a full five year financial forecast prepared.

**The scheme has attracted funding from three key bodies:**

- Football Foundation
- Sport England
- South Oxfordshire District Council

The team at SSGB is now managing the next stage, working with the Partnership on the build of the new facilities in the town, which commenced earlier this year.

**The new community sports facility will include:**

- > Clubhouse with 200+ seat stand and changing rooms
- > Board room and function room facilities with a bar
- > Main football pitch
- > 3rd Generation Floodlit Artificial Grass Pitch
- > Three full size grass pitches and three junior pitches

**Plans for Improved Sports and Recreation Facilities Approved by Cirencester Town Council.**



Recommendations for developing the existing sports and recreation facilities at Kingshill Sports Ground, presented by SSGB, have been approved by Cirencester Town Council, subject to a successful planning application. The current facilities are limited and increasingly unsuitable for the needs of the existing users, particularly young people who have few recreational areas to enjoy in the town.

SSGB was appointed to investigate the feasibility of developing new, sustainable community sports facilities on the existing site, including a supply and demand assessment, consultation with local sports clubs and council officers, sports development planning workshops and a review of grant funding opportunities.

The feasibility study identified the need for an exciting scheme including a range of improved and new sport and leisure facilities, including a new skate park, BMX track, zoned play area, improvements to existing pitches and upgraded footpaths throughout the site. The recommendations proposed a second phase which is likely to incorporate a full size floodlit artificial grass pitch and an extension to the existing pavilion.

## New Headquarters for Cornwall County Football Association



Cornwall County FA has moved into its new headquarters in Bodmin, with the help of SSGB.

The headquarters of Cornwall FA was based in the St Austell in a small building which was in a poor state of repair. The building wasn't suitable for the FA Development and Administrative team which worked there and didn't project an appropriate image for a County Governing Body.

SSGB managed the project, from the disposal of the existing premises to identifying and securing the most suitable and cost effective new premises. As part of the project, the team at SSGB managed the appointment of the selling agent, Alder King, including negotiating the terms and conditions of the appointment.

A feasibility study identified the current and future requirements of Cornwall FA and the type of facility best suited to their needs and budget. This enabled a short list of suitable premises to be compiled and investigated, which ranged from refurbished offices, new build office buildings and development sites, suitable for a stand alone headquarters or a headquarters with artificial training pitches.

Following the feasibility study, a new building at Callywith Gate was identified as the most practical solution within the budget. SSGB negotiated the price and managed the legal process and disposal of the old headquarters, resulting in the successful sale of the old building and the purchase of new premises. After the successful purchase of the new headquarters, the team assisted Cornwall FA in securing a suitable funding package.

## Community Benefits from New Sports Facilities in Ewhurst, Surrey



An eagerly anticipated new sports pavilion became a reality for the community in Ewhurst when it was opened on 6th December 2009. In addition to securing over £315,000 in grant funding, the team at SSGB produced a five year Sports Development Plan and assisted in submitting a successful planning application.

Gaining grant funding of this amount was particularly challenging for this project, which is based in a county perceived as affluent. The grant funding included financial support from four key bodies:

- Football Foundation
- Youth Capital Fund (via Surrey County Council)
- High Sheriff Youth Award
- Grassroots Grants (via Surrey Community Foundation)

Sports facilities for young people in Ewhurst had been very poor and the opening of the new purpose-built pavilion and upgrading of existing pitches provides much needed facilities for the local community. The funding paid for important upgrading work on the existing grass football pitches at the site, which include a full size grass football pitch, a junior size grass football pitch and a Mini-Soccer pitch.

Ewhurst Youth Club has already begun to enjoy the new multi-use facility, which will also be used by a range of community groups.

## Helping Dunkeld and Birnam Leisure Group Build a Sustainable Future for Sport in the Community

SSGB has been appointed by Dunkeld and Birnam Leisure Group to help develop a financially and environmentally viable healthy living and leisure centre in Dunkeld in Highland Perthshire. This charitable voluntary organisation assists in the provision of recreation and leisure facilities for the local community and has been granted outline planning permission for the proposed centre.

After a competitive tender process, the Group commissioned the team at SSGB to help them achieve their dream of building of a sustainable sports facility which will include a sports hall, fitness gym, changing facilities and health consultation rooms.



### Phase 1 – Project Evaluation

- > Briefing meeting and site visit
- > Review of background information
- > Supply and demand analysis
- > Strategic review
- > Design review
- > Sports and health activity plan
- > Review of capital and revenue cost estimates

### Phase 2 – Options Appraisal

- > Block plans and sketch designs
- > Capital cost estimates
- > Operational forecast/ business plan
- > Review of funding sources
- > Management options review
- > Cost and funding model and delivery plan
- > Options appraisal report

### Phase 3 - Reports

- > Supply and demand assessment
- > Strategic review
- > Site assessment report
- > Sports and Health Activity Plan
- > Best practice examples report
- > Block plans and sketch designs
- > Schedule of capital cost estimates
- > Business plan
- > Funding appraisal and recommended funding package
- > Management options matrix
- > Delivery plan

## Our Newest Clients...

**SSGB is delighted to confirm that it has been appointed by the following sports clubs, councils and organisations, to work on a range of exciting sports facility development projects:**

- West Somerset District Council
- Goals Soccer Centres
- Bisley Sport and Recreation Club
- Haythornthwaite Sports Foundation
- Old Marston Parish Council
- Three Rivers District Council
- Cowfold Parish Council
- Stratton St Margaret Parish Council
- Marlborough Tennis Club
- Kettering Olympic Gymnastic Club
- Woodley Town Council
- Tidworth Parish Council

## The Sports Solutions Team Grows

Sports Solutions is delighted to welcome Toby Wintgens to the team.

Toby, who joins the team as Graduate Consultant, graduated from University of Southampton with a First Class Honours degree in Sports Management and Leadership. Toby will be responsible for supporting Project Managers and Directors on a range of sports facility projects, where his interest and enthusiasm in sport will be invaluable.

**For further information on the services Sports Solutions GB offers, please contact: Chris Bevan on 01793 833 456 or email [chris.bevan@sportssolutionsgb.co.uk](mailto:chris.bevan@sportssolutionsgb.co.uk)**

**Alternatively visit [www.sportssolutionsgb.co.uk](http://www.sportssolutionsgb.co.uk)**