



Chard Town Football Club

Purchase of a New Site

Background

For many years Chard Town Football Club has had to play on a pitch which is unsuitable and fails to comply with the Football Association's Ground Grading criteria. Coupled with ageing spectator and player facilities, the football club's home pitch is unable to serve the full needs of the club or the local community.

Having identified a requirement to develop new community sports facilities, the football club appointed Sports Solutions GB to manage the search and acquisition of a new site, the relocation of the club and the development of the new ground.

Strategy and Implementation

The team at Sports Solutions GB commenced the development project with the identification of appropriate sites in the town, shortlisting potential sites which were most suitable for the proposed new facilities and the needs of the club and local community. Each site was visited by the project consultant at Sports Solutions GB and appraised against a range of suitability criteria.

An important part of this process was to open up discussions with key stakeholders in the community and prospective partners, including council officers and members, land agents, developers and landowners.

Outcome

Having compiled a shortlist of suitable sites, the team at Sports Solutions GB will manage the next stage of the development which will include the negotiation of contracts and a feasibility study to investigate the viability of the facility development and capital investment.

