



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

Area Board	<i>Wootton Bassett and Cricklade</i>	
Form submitted by (contact for all queries)	<i>Paul Harrison, 14 Wood Street, Wootton Bassett, SN4 7BD, 01793 855665</i>	
Name of initiative	<i>WBSA Relocation</i>	
Brief Description of Initiative	<i>The project aims to relocate the Wootton Bassett Sports Association from its current 7 acre site (1 football pitch, 1 cricket square, 4 tennis courts) to a 26 acre site (3 senior & 2 mini football pitches, 2 cricket squares, 8 tennis courts), and in doing so not only provide the increase in sports facilities the community requires but notably secure and extend the legacy in which the land was first bequeathed to WBSA for sport. The new site is located opposite Ballards Ash Sports Ground, thus providing Wootton Bassett and surrounding parishes a state of the art sports hub.</i>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	√
	Improving affordable housing	
	Lives not services	√
	Supporting economic growth	
	Safer communities	√
	Protecting the environment	
	Action for Wiltshire – combating the recession	√
Amount of funding sought	<i>£150,000</i>	
What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)	<i>The money will be wholly spent on capital expenditure, contributing to the cost of purchase and development of the new site which is forecasted to be £6.75m, broken down approximately as land purchase of £1.5m, development of sports facilities £3m, infrastructure works £1.5m, professional fees £0.5m, and contingency of £0.25m.</i>	

<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p><i>The WBSA relocation will directly contribute to the following LAW and Action for Wiltshire objectives:</i></p> <ul style="list-style-type: none"> - <i>all those objectives within “building resilient communities”</i> - <i>Provide the strong foundations for children and young people’s development</i> - <i>Enable people to improve their long term health and well being</i> - <i>Improve the street scene and reduce crime and anti-social behaviour</i> - <i>Supporting Wiltshire’s children and young people</i> - <i>Supporting community well being and resilience</i> <p><i>This will be achieved through the provision of quality sports and social facilities for the community, and through the programmes of participation driven by the clubs within the sports association including school sports partnership initiatives.</i></p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p><i>All of the clubs within the Sports Association are constrained in the sports participation programmes they are able to offer by the extent of the current facilities. Despite the constraints the clubs provide sports opportunities for more than 600, of all ages and both genders.</i></p> <p><i>The clubs all have sport development plans to grow the participation opportunities they offer the community, but these cannot be delivered without increased facilities. The Rugby Clubs proposed move to Ballards Ash will reduce the pitches available to the community, and WBSA’s relocation will redress this shortfall.</i></p> <p><i>The project has the support of all the relevant sport national governing bodies, together with Wiltshire Council Leisure Partnerships and Sports Development Managers.</i></p>
<p>How will you know you have been successful?</p>	<p><i>The most tangible measure will be the completion of the development of the new facility and the first year operation, both to budget.</i></p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p><i>Facility usage numbers and sports participation figures will be measured and monitored against plan.</i></p> <p><i>The clubs sport development plans all include objectives and targets, and these will also be measured and monitored, in conjunction with sport national governing bodies.</i></p>
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p><i>The clubs development plans seek to grow participation by some 25% by year 3. Coupled with the potential to introduce sports based education, the opportunity for use of the facilities by other community groups, and pay and play usage, the site could be hosting as many as 300 people for sport facilities, and a further 100 for social, voluntary and recreational purposes per day. This level of usage is some 10 times that of current, and truly demonstrates the concept of a community sports facility.</i></p>

<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	<p><i>The clubs all have sports development plans that are monitored and approved by their sport national governing body and are updated annually, driving for continual improvement in quality and volume of sports participation programmes offered. The business plan includes employing a sports development officer to drive the planned growth in sports participation.</i></p>
<p>Who will benefit from this initiative?</p>	<p><i>The beneficiaries of the project will be made up from a broad spectrum of the community including club members, students (both in and out of curriculum), social pay and play users, community groups, and companies. All the clubs offer sports programmes for adult and youth, and plan to introduce initiatives to support hard to reach sections of the community. The project will benefit generations to come, just as the current site has supported sports use for over 70 years.</i></p>
<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative <i>Development of the facilities will not be commenced unless fully funded.</i></p>
<p>What are the key risks to success and how will these be managed?</p>	<p><i>The key risks and moderators are:</i> a) <i>insufficient grant funding secured – significant consultation has been and will continue to be undertaken to minimise this risk</i> b) <i>best value development – procurement process will require a minimum of 3 quotes</i> c) <i>cost of development increases – the procurement process will lead to fixed price contract award</i> d) <i>quality of development – specialist consultants will be engaged as appropriate, and technical compliance will be monitored by sport governing bodies</i></p>
<p>Who will manage the initiative</p>	<p><i>Paul Harrison. Relocation Manager for WBSA, 14 Wood Street, Wootton Bassett, SN4 7BD, 07791 541672</i> <i>Paul has considerable experience of project management and will oversee the project for the Sports Association, reporting to the Executive and trustees. Specialist consultants will be engaged to manage and deliver the site development.</i></p>

Signed:

Chairman of Area Board

Dated:

Wootton Bassett Sports Association

PROPOSED RELOCATION



SYNOPSIS of PROJECT

MARCH 2010

BackGround

Wootton Bassett Sports Association (WBSA) has occupied its site at Rylands Way since 1930, when Major Gerard Buxton gifted the land to be used for organised sport within Wootton Bassett, and at the time setting up WBSA to own and manage the ground through trustees and an elected executive. The Association is made up of the Town's football, tennis, cricket and road running clubs, and facilities include a full size football pitch, full size cricket pitch, four tennis courts, and associated clubhouse with changing and social facilities. These facilities are used to the maximum, and indeed all the clubs are constrained by them in offering more sporting participation to the community. In order to meet the demand for training and matches, the clubs utilise considerable facilities at Ballards Ash and Wootton Bassett School. As a result the Association initiated a project to relocate from the current site to a much larger site on land opposite the existing Ballards Ash sports ground, and within the neighbouring parish of Lydiard Tregoze.

Following a number of years negotiation, contracts were exchanged on the sale and purchase of the respective sites in December 2007, followed by the submission of full planning applications in January 2008. Resolution to grant planning was passed on both sites by the end of 2008. However the economic downturn, notably in the residential development market, slowed progress during 2009.

Need and justification

The requirements of the new site were identified by consideration of current and proposed Association clubs usage, the potential for midweek daytime educational use, and demand from other local clubs and organisation. Looking specifically at the Association clubs needs

- Of the football clubs 20+ teams only four can be accommodated on the sole pitch at Rylands Way, whilst mini-soccer can be played on the cricket outfield. However this leaves some 12 teams to play at Ballards Ash, and all club training to take place off site, and severely constrains opportunity for growth;
- The tennis club membership is at its maximum for four courts, with limited social court time available. To fulfil all League fixtures the club hires additional courts at Wootton Bassett school;
- The cricket club fields 4 adult Saturday teams, 2 of which cannot be supported at Rylands Way. The junior section growth is constrained by availability of the pitches.

All the clubs have strong sport development plans aimed at providing more sports participation opportunities to all sections of the community and strengthening of the school sports partnerships recently established. The clubs have all been accredited by their sport governing bodies, and the sports plans together with the relocation are seen as a priority on all governing bodies regional plans. However such development plans cannot be achieved within the confines of the existing facilities.

Support for the proposals, recognising the need for them, has been expressed by the FA, LTA, ECB, Sport England, and the Wiltshire Council leisure partnerships and sport development managers.

Sport is now placed firmly at the forefront of Government thinking, with the overall aim to increase participation in sport and physical activity, primarily because of the significant health benefits and to reduce the cost of inactivity to the nation. WBSA relocation will provide increased and enhanced facilities, allowing delivery of clubs development plans and contributing significantly to achievement of government objectives for sports participation.

Proposed Development

It is proposed for the new site to include the following facilities: 3 full size (1 floodlit) and 2 mini football pitches, 2 cricket squares and outfield, 8 floodlit tennis courts, an artificial training pitch, trim trail, and associated buildings for changing, social, and administrative use.



The composition of facilities within the proposed site have been developed following due consideration of the sport development plans, considerable consultation with national governing bodies both with respect to plans/objectives and technical compliancy, and future sustainability and viability of the operations. The resultant design is recognised by all NGB's and local government as fitting a strategic need and in keeping with local development plans. Buildings design has taken into account planning considerations, the practicality of usage by the different sports and by community users, and where possible has adapted to the constraints presented by the site.

Objectives

On commencement of the relocation project the Association identified the following as the key objectives:

1. Securing and enhancing the legacy of Major Gerard Buxton, and making it "fit" for the next 75 years
2. Providing the facilities our clubs and community require, indeed are using today
3. Securing the operational future of WBSA

Benefits

The sporting facilities proposed will provide a resource for the whole community, and deliver the following benefits

- Significant inward capital investment within the community that will help to address the shortfall of sports facilities;
- Increased facilities that directly support delivery of club development plans, leading to greater provision of sports participation opportunities across all sectors of the community;
- Activities for young people with innovative initiatives established with local schools through improved school/club links, and the potential for new programmes aimed at reducing anti-social behaviour;
- Access to a range of quality facilities and coaches to improve skill development;
- Coach Education programmes designed to up skill the local workforce including volunteers and young people;
- The provision of first class social and community facilities within the site;
- The possibility of informal recreation activity at the site through new partnerships with other community groups.

The location of the new site opposite the existing Ballards Ash sports ground presents the opportunity to work with Wootton Bassett Rugby Club who are planned to relocate there, and a broad framework for doing so has already been developed. Together the sites will provide Wootton Bassett and surrounding parishes a top quality sports hub, in line with Sport England strategy.

Costs

Forecasted cost of development works has to date been estimated by a suitably experienced Quantity Surveyor. A full procurement process will be initiated prior to contract award in order to establish best value fixed price for the work. The cost of development is forecasted to be £6.75m, broken down approximately as land purchase of £1.5m, development of sports facilities £3m, infrastructure works £1.5m, professional fees £0.5m, and contingency of £0.25m.

Funding

Construction of the new facilities will, in the main, be funded through the capital receipt generated through the sale of Rylands Way. However, although a significant sum will be available, the cost of providing compliant and quality facilities that will support the needs of the clubs and community for years to come is high and as such grant support will be required to ensure the success of the project.

A number of potential funders have been identified. The key governing bodies, from whom the majority of funding will be sourced, have been consulted throughout the project. These consultations continue. The NGB's have the

project as a priority in their regional strategy plans, are aware of the cost of development, and supportive of the sums of money being sought from them. This is no guarantee that funding will materialise but every effort has been made to reduce this risk.

Viability & Sustainability

It is vital in proposing any such development of sporting facilities that the long term viability of the operation can be demonstrated. To do this a comprehensive financial forecast has been developed, broken down to provide focus as appropriate to the different sport facilities, ensuring that each is viable and that sufficient funds will be generated for relevant maintenance and refurbishment as required.

Usage of all the sports facilities has been planned, and forms the basis of the forecasted income within the business plan. Much of the peak time usage will be in support of WBSA clubs activities, whilst daytime usage will be predominantly for delivery of sports related education, through the growing school sport partnerships the clubs have. The facilities will also be used to deliver sports training, such as club volunteer/coach development. In addition time, including some peak, has been included in the schedule for use by local community clubs and organisations, and all clubs will be delivering programmes targeting increased community participation. Furthermore the pavilion building will offer rooms for community social, gatherings and meetings.

Summary

In summary, the relocation of Wootton Bassett Sports Association offers the opportunity to provide increased, greater quality, facilities than current, in a viable and sustainable way, delivering sport for the community in a joined up manner. There is a proven need for the development, with strong support from sports national governing bodies, council, and local community, all of whom recognise the potential growth in sports participation this development will enable for all in the community. It is a highly inclusive development that will be available for all sections of the community, has been comprehensively planned, and has identified relevant funding opportunities. It will facilitate delivery of strong sports development plans, provide a quality venue for sports related educational activities, and a legacy of benefit to all sections of the community for many years to come.