

Community Initiatives
Salisbury District Council, PO Box 2117
Salisbury, Wiltshire SP2 2DF

direct line: 01722 434274
fax: 0870 400 7757
email: lcary@salisbury.gov.uk
web: www.salisbury.gov.uk

Report

Report subject: South Wilts Sports Club - Hub/Multi-Sports Project

Report to: City Area Committee (Community)

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Author: Louise Cary, Principal Sports Development Officer

SOUTH WILTS SPORTS CLUB - HUB/MULTI-SPORTS PROJECT

Report Summary:

Members are asked to consider the proposal that has been submitted by South Wilts Sports Club to develop a Hub/Multi-Sports Club and determine the principle of agreeing the level of financial support that they are prepared to contribute to the project.

1. Background:

- 1.1. South Wilts Sports Club and its member clubs are amongst the most pro-active and dedicated clubs within the area. In particular the cricket and hockey clubs are committed to providing safe, effective and quality coaching opportunities for a wide range of age groups and offer an extensive competitive programme for members. South Wilts Cricket Club in particular has gained Club Accreditation from three recognised sources, are leading the way in terms of development in the county and are providing support to other cricket clubs in the area.
- 1.2. The concept of hub, or multi-sports clubs has been identified within the Sport England (SW) Regional Plan for Sport 2004 - 2008 as a key mechanism for achieving greater community involvement in sport and recreation and improving the quality and level of provision and opportunities. Strategic Theme 1 'Delivering Community Sport', references the 'need to set up a network of multi-sport hub clubs with a network of community co-ordinators, in order to provide a range of high quality and locally accessible opportunities'. This concept also supports the priority of increasing participation by 1% per annum.
- 1.3. Salisbury District Council's Sport, Recreation and Physical Activity Policy 'Be Active Stay Active' under Policy 2 'Supporting Community Activities' recognises the need to support the development of sporting clubs and organisations so that they can provide safe, well organised activities for the community.



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- 1.4. The Wiltshire and Swindon Activity and Sports Partnership (WASP) First Active Strategy (Key Challenge 10 Club Development) recognises the need for clubs that are the cornerstone where both long-term participation and the opportunity to compete and fulfil personal potential can be built. A key target is to establish a 'Hub-Club' in the County.
- 1.5. With these objectives linking local plans through to regional strategies, the concept of developing a hub/multi-sports club within South Wiltshire, based on need and potential, has become a priority for sport and wider community development. South Wilts Sports Club has been identified as the club within the area where this is most needed and where potentially most can be achieved.

2. The Hub/Multi-Sports Concept

2.1 The concept of the hub/multi-sports club is about the following principles:

- The hub/multi-sports and satellite concept comprises a single hub-site involving a number of clubs on that site, with the potential for a link with a range of satellite clubs
- The hub/multi sports site will be well equipped for sports specific and training facilities, social events and will have space for growth, particularly for informal activities
- The hub/multi-sport site will provide management, coaching and training for on-site clubs, as well providing these services for smaller satellite clubs where capacity is insufficient
- It is expected that the hub site will have a full-time professional to support a coaching programme for the hub site, satellite clubs and local schools/community groups
- The coaching programme will be based around the principles of Long Term Athlete Development and provide a framework to generate lifelong participation, improve players performance and create more participative opportunities for the community

2.2 The characteristics of a hub/multi-sports site and the services that the hub will provide can be divided into two distinct areas; 'Management' and 'Player Development'

2.2.1 Management

- Governance and Business Planning
- Co-ordinated training and club development programmes
- Membership Packages and Use of Facilities
- Integrated marketing, promotion and fund raising
- Integrated monitoring
- Co-ordination of volunteer workforce

2.2.2 Participation and Player Development

- Co-ordinated delivery and access for a wide range of community group and individuals
- Co-ordinated generic holiday/activity programmes and coaching camps
- Co-ordinated activity, coaching and competition programmes
- Co-ordinated links with local schools, colleges, universities
- Shared information of player development opportunities
- Co-ordination of district and sub-regional development squads
- Access to conditioning programmes

2.3 South Wilts Sports Club has been working over a number of years to achieve its vision of being a flagship club for sport and recreation in the area. The multi-sports club concept has given South Wilts Sports Club the opportunity to develop its project which will see the development of new changing and social facilities and the appointment of a sports development co-ordinator /officer that will progress sport and recreation for clubs and

community. A more detailed outline of the project has been provided by South Wilts Sports Club in advance of the meeting. This is attached as Annex A.

- 2.4 The project has the backing of the Wiltshire and Swindon Activity and Sports Partnership, officers of Salisbury District Council and Sport England South West, where the project is one of two identified within Wiltshire to receive Sport England Funding. South Wilts Sports Club submitted their Stage 1 application to Sport England's Community investment Fund in April 2007 and have since then been working on their Stage 2 application.

3. Financial Information

- 3.1 The Club is now at a stage whereby it requests official support from Members with a view to gaining clarity regarding potential funding from the Council.
- 3.2 The club estimates that the cost of the project will be in the region of £1,000,000 and have also indicated the potential sources of funding that includes a request for £100,000 from Salisbury District Council.
- 3.3 In principle funding such as this could come from one of four sources
- from Committees reserves – The committee has sufficient reserves to fund this request if it so wishes although this will be at the expense of other projects
 - Development Contributions utilising the R2 Policy – The committee already has an approved project list and this application would be an additional project. Further advice would have to be taken from Forward Planning and Transportation to ascertain the availability of R2 monies over the next 12 months. Further advice should also be taken from Legal Services to ensure that the use of R2 complies with relevant legal agreements
 - Request a capital contribution from the General Fund via Cabinet and Full Council. This may have to be in liaison with Wiltshire Council
 - A combination of the three above
- 3.4 The Committee should be aware that there are a number of other Community groups within the City who are also looking for Capital funding.
- 3.5 It should be noted that any funding approved by this Committee will be subject to planning consent being granted to the Club and the club's ability to raise the balance of the Capital required prior to work commencing on site. Contracts should not be let prior to the club demonstrating financial viability.

4. Consultation Undertaken:

- 4.1 South Wilts Sports Club has had various discussions with local ward councillors with positive feedback for the project. The Club has also consulted its current member clubs and existing users regarding the project also with very positive results. The club has started to engage with other clubs and organisations that could be supported by the project, or who could be potential customers again with positive feedback. Local residents that may be directly affected have also been consulted with no adverse feedback received. The sports club has evidence of these discussions.

5. Recommendations:

City Area Committee (Community) is requested to:

- (i) support in principle the South Wilts Sports Club's vision to develop a Hub/Multi-Sports Club for the benefit of the local community.

- (ii) agree in principle to support the club financially with a capital contribution of between £50K to £100K subject to a further report.
- (iii) If the committee is minded to support in principle (i) and (ii) above a report be prepared by Officers outlining where this sum of money could be sourced.

6. **Background Papers:**

Sport England SW Regional Plan for Sport 2004-08 - 'Life's Out There - Be Active'
Wiltshire and Swindon Activity and Sports Partnership Action Plan 'First Active'
Salisbury District Council's Sport, Recreation and Physical Activity Policy, 'Be Active Stay Active'
Salisbury Sport and Physical Activity Alliance Action Plan

7. **Implications:**

You must complete the following:

- **Financial:** Contained within the report under section 3 Financial Information. As discussed in the report, funding from committee reserves or from developer contributions is in place, or possible, subject to further decisions on allocation. The capital programme for the General Fund for 2008/09 has already been set and agreed, so decisions on investing in a new scheme such as this from the General Fund Capital Funds may fall to the new Wiltshire Unitary Council.
- **Legal: As contained within the report**
- **Human Rights:** None at this stage
- **Personnel:** None at this stage
- **Community Safety:** None at this stage
- **Climate Change:** None at this stage
- **Equality and Diversity:** None at this stage
- **Council's Core Values:** All
- **Wards Affected:** South Wilts Sports Club is situated in the Bemerton Ward. Any physical implications will only affect this ward. However the project itself will benefit a wider community, current and new users come from many wards. Greatest usage is likely to come from those within a 20 minute drive time of the facility

SALISBURY & SOUTH WILTS SPORTS CLUB
HUB CLUB & PAVILION PROJECT
SUBMISSION TO THE CITY AREA COMMITTEE
25 MARCH 2008

INTRODUCTION

Salisbury & South Wilts Sports Club (S&SWSC) is the largest voluntary multi-sports club in Salisbury District. Located beside the Wilton Road on the western outskirts of the City, it currently provides major facilities for cricket, hockey, soccer and golf for all ages.

The importance of sport in the community is recognized by those involved in the Club. The desire to improve the current provision has resulted in an innovative scheme, supported by Sport England, to provide additional sports development capacity to the District and to improve facilities through the construction of a new pavilion and resurfacing of the existing synthetic pitch. This will result in increased and improved sporting participation for the community.

This document is intended to provide a brief summary of our proposed project as an introduction to the City Committee. The scheme, already familiar to your Officers in the Community Initiatives Unit, and to a number of local councillors, will require support through local planning review. We are also seeking financial support from SDC in recognition of the community benefits which the scheme will provide.

WHO WE ARE

On land leased from the Wilton Estate, S&SWSC is best known for the two main sections: South Wilts Cricket Club and Salisbury Hockey Club, but we also host the Salisbury Golf Driving range, a Croquet Club and have close to 400 footballers of all ages using the artificial and grass pitches each week.

All member sections are part of the overall Sports Club and we share a common club house facility containing changing facilities, a bar, kitchen and social area including skittle alley. We have a ground of approximately 17 acres that is leased from the Wilton Estate comprising grass pitches and a floodlit multi-sport synthetic surface.

South Wilts Cricket Club plays at the highest level of local amateur league cricket as well as hosting Wiltshire Minor Counties and first class County games. It is a centre of excellence for coaching and youth development work. It runs 4 Adult teams and a booming youth section encouraging both boys and girls cricket with players frequently achieving county representation.

Salisbury Hockey Club runs 4 Ladies and 6 Men's teams and also has a strong Junior section. The Ladies 1st XI plays one league under National League level. Club members play at National (veterans), Regional and County level.

The Golf Driving Range is a member section offering a pay and play facility. It also manages a co-located 9 hole short course which has proved highly popular with many

people of all ages who could not otherwise access the sport of golf.

We have a totally open membership policy and all member clubs are either accredited or about to complete formal accreditation procedures. We work closely with the Community Initiatives Unit of SDC and local schools to provide opportunity for sporting participation to the residents of Salisbury District.

We have worked with SDC to attract further sports to the Club and the latest to be looking to join our Project are Sarum Orienteers who are planning a training course on-site and Salisbury Exiles Rugby Club who wish to have a rugby pitch on site which will enable them to become a RFU recognized club. Both these sections are expected to join in 2008.

The Club is funded by its income through membership, pitch hire (mainly the synthetic pitch) and bar takings. The existing club house, built over 50 years ago by self-help, is clear evidence of the commitment of our members. In its time, it was an impressive facility but is now showing its age, is costly to run, inadequate for the amount of sport played and is a severe constraint on our ability to develop. Thus, a new pavilion is essential to secure a long-term future for the Club.

OUTLINE OF THE HUB CLUB & PAVILION PROJECT

Our vision is to develop a multi-sport centre for the community based on a new Clubhouse/Pavilion that will serve both existing member sections and other sports organizations in the District. Based on the Sport England model of the 'Hub Club'(1), we will also appoint a full time Sports Development Officer, jointly funded for the first 3 years by Sport England. Working in conjunction with the SDC Principal Sports Development Officer, the County Sports Partnership (WASP) and the Salisbury Sport and Physical Alliance, they will deliver a programme of coaching, volunteer and club development for on and off-site clubs, and increased sports participation for all ages particularly through our member clubs. They will also co-ordinate programmes supporting Long Term Athlete Development.

We must provide a new pavilion so that we can offer modern changing facilities, an attractive viewing area for cricket and hockey and a social area that is attractive, functional and can provide facilities for indoor sports such as skittles, short mat bowls, and facilities for meetings of local community groups. Disabled access will be a priority.

We will also include in the project the re-carpeting of the synthetic pitch. This was originally laid in 1997 as a result of National Lottery funding, a grant from SDC and Club funds. The carpet has worn well but is approaching the end of its planned life and the Sports Club has generated reserves to fund a replacement in the next two years.

Clearly such a project requires significant funding. In addition to our internal fund-raising & reserves (£130,000 to date), we shall be seeking grants from the National Lottery Community Initiatives Fund through Sport England and other sports organizations such as Football Foundation and the National Sports Foundation. We are also optimistic that the Members of SDC will recognize the benefits of the project to the local community

and make available R2 funding or other grants for the project. However, it is unlikely that these sources will be sufficient and thus we are working with the Wilton Estate to provide additional funding through the sale of a small amount of land suitable for a residential development (5 houses). This will also have the benefit of counting towards 'match funding' which will potentially increase the value of grants available to us.

Planning policy dictates that no existing recreational facility can be lost without it being replaced. We fully endorse this and our plan would be to build the new Pavilion, vacate the old one and then allow the housing development to proceed on the footprint of the current clubhouse. This plan has been endorsed by Sport England and has been informally presented to the SDC Planning Department. Our next step is to progress this through an Outline Planning Application, achievement of which is a preliminary requirement of many of the grant awarding bodies.

BENEFITS TO THE COMMUNITY

National and local policies are all about getting more people not just into sport but involved in some form of physical activities. Sport England South West has a government target to increase sports participation by 1% year on year in our area. Key to this are clubs such as ours offering facilities, coaching and encouragement to the community.

As Salisbury's primary multi sports club, we will offer the community more opportunities to get involved in sport and recreation. We will also offer space for community use by relevant groups and we are talking with SDC about such use. We have communicated our plans to the residents of Lower Bemerton where they have been favorably received.

Our members will benefit from having a good, modern clubhouse base with the right changing facilities, meeting rooms and social facilities. A new facility will encourage participation particularly for youth groups, schools and adults returning to sport. It will also attract other sports who can see a way of using the grounds or who just need a proper base to operate from. An improved facility fully equipped for disabled access will also make the use of the synthetic pitch and indoor facilities more attractive to wheelchair users.

Clearly linked to the increased use of sporting facilities is the commercial benefit to the community. An improved facility will encourage more representative matches and an increase in spectator numbers bringing additional revenue to the District.

OUR PLANS & ESTIMATED COST

We have initial plans for a 2 storey building comprising a ground floor of 6 team changing rooms, officials' changing rooms, storage and a downstairs social room with an upstairs comprising a separate social area with a main room with bar, kitchen and (very importantly) a skittle alley to uphold a long (but recently faded) offering of the Sports Club. This will be sited on the north-west corner of the main cricket field overlooking the synthetic pitch. We recognize the importance of good design in the construction of a building situated on such a prominent approach to the City and this is one of our key requirements.

We need a suitable building which will meet Sport England standards and provide accommodation for the sports development activities to support participation growth. Analysis of current and projected usage using the Key Performance Indicators set by Sport England showed that current use of the Club and its grounds is close to 1750 people.

The estimated cost of the project proposed including the synthetic pitch re-carpeting is in excess of £1,000,000. The table below indicates potential funding sources.

| Source | £k |
|--------------------------------|--------------|
| S&SWSC Fund-raising & reserves | 150 |
| Sport England | 125 |
| Wilton Estate sponsorship | 250 |
| Football Foundation | 100 |
| National Sports Foundation | 250 |
| Salisbury District Council | 100 |
| Other sources | 75 |
| Total Project Cost | 1,050 |

Currently, we are planning for the pavilion construction work to take place during 2009 in order that the new facilities are in place for the start of the winter season. We are intending to commence employment of the sports development officer during the spring of 2009 in order so that development programmes can start during the summer of 2009.

CONCLUSION

Salisbury & South Wilts Sports Club has an excellent track record of providing sport to the community of South Wiltshire. In order to maintain that sporting tradition, the Club is progressing an ambitious plan to provide improved facilities at its Wilton Road site and to provide sports development resources to the benefit of the community as a whole.

In order to progress this scheme, it is essential that we receive the endorsement of the City Committee to our proposal and its support through planning review. We also seek the financial support of the Council through the award of grant funding in recognition of the advantages that this project will bring to the Council in fulfilling its sport & recreation objectives for the community.

Clearly there is much work to do. We are already working closely with and benefiting from the professional advice of your Officers, Sport England, and other statutory organizations. Your support will clearly demonstrate the desire to have in place excellent facilities for Salisbury to share in the legacy of London 2012 Olympics.

REFERENCE

1. Supporting the development of Multi Sport Environment in the South West; Sport England South West Regional Plan Bulletin No 4: 'The Hub & Satellite Concept' March 2005

Peter Curtis
Chairman, S&SWSC Hub Club & Pavilion Project