

# Report

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

**Report to:** City Area Committee (Community)

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## **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.
- 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