

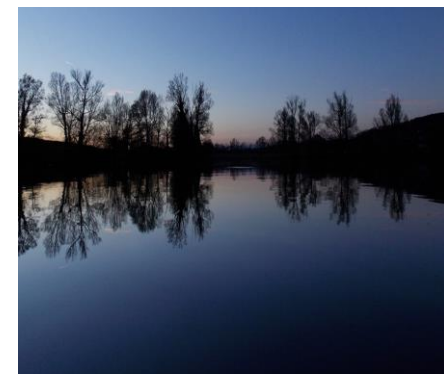
# Sporting Assets Services & Case Studies



# Sporting Assets

## The UK's leading advisor to Community Sports Clubs and Sport for Social Impact organisations

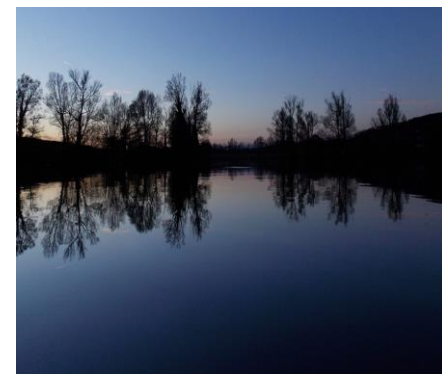
- Sporting Assets is social enterprise that helps develop sustainable sports organisations, by helping them take ownership of facilities, develop new facilities and diversify their revenue streams.
- Established in 2013, Sporting Assets puts sport at the centre of improving outcomes for communities by creating social cohesion, sports participation, jobs, health and well-being, whilst enhancing social impact and financial sustainability.
- Sporting Assets offers a wide range of bespoke advisory services to benefit and support sporting communities, governing bodies and Local Authorities.
- We have a team of experienced professionals, who all excel in their given fields and innovate to meet changing trends in Government policies, Local Authority budgets, and sources of finance.
- From playing fields to angling lakes to swimming pools, Sporting Assets can help protect, acquire, finance and manage local sporting assets.



# Sporting Assets

## Our services

- **Sports Asset Ownership**
  - Sporting Assets is the first specialist organisation dedicated to helping sports communities take control of and improve valued facilities. We cover the whole process, from feasibility to transfer, from structuring to finance, and from incorporation to long term management support.
- **Raising Finance**
  - From generating ideas and funds for smaller sports clubs, to managing complex and large takeovers we offer a range of services that enable sporting communities to attract finance, develop their enterprises and become sustainable.
- **Sports and Business Development**
  - We can offer extensive guidance on legal structures, governance, marketing and service development as well as business planning and networking for individuals and groups wanting to get their projects off the ground.



# Some of Our Projects to Date

**We have worked on various assignments to create new models of sustainable community asset ownership and develop the Sport for Social Impact sector**

- **East Lancs Football Development Association (ELFDA)**
  - Helping build a sustainable local stakeholder group that will own and run the playing field provision in Blackburn with Darwen, along with a pitch maintenance enterprise.
- **Lewes Community Football Club**
  - Creating new revenue streams from facility and service development opportunities. Raised over £1m on their behalf, including via a Community Share Offer.
- **Tynemouth Outdoor Pool**
  - Restoration of a local heritage asset and regenerating the local tourism industry through sport.
- **Wallsend Boys Club**
  - Re-establishing a once thriving youth work organisation nationally recognised as a centre of excellence of sports development, via a social investment funded new facility project.
- **Campus Skate Parks**
  - Rebranding youth work and accessing hard to reach young people through skate culture.
- **Ilkey Town AFC**
  - Utilising tax relief based social investment as partner funding for a Football Foundation funded new 3G pitch.



**We are fortunate that many of our projects benefit from grant support reducing the costs to our clients of our services:**



Cabinet Office



POWER TO CHANGE



# East Lancs Football Development Assoc.

## Transfer of Playing Fields to the Community

- Sporting Assets is working with ELFDA, a collective of amateur football league associations in Blackburn and Darwen, North West England to enable them to undertake a community asset transfer and restore 7 football pitches on redundant playing fields transferred from their Local Authority.
- The site will become a local junior football hub and allow the ELDFDA to become a development partner for local amateur football. Sporting Assets' role was to investigate the proposed asset transfer via a feasibility study, which was approved by all stakeholders. The initial feasibility study was a unique and innovative partnership between Blackburn with Darwen Council, Lancashire County Football Association, the Blackburn Rovers Supporters' Trust and the ELFDA.
- Sporting Assets have now raised the £420,000 in required funding to restore the playing fields back into use as a youth football hub with a Community Share Offer to follow.
- Sporting Assets is now helping ELFDA establish a pitch maintenance enterprise.
- Impacts include job creation, stronger communities and sports participation.



Supported by:



# Lewes Community Football Club

## Development of Service Delivery for the Local Authority

- Sporting Assets is currently working with community owned Lewes FC on their ambitious plans to develop their stadium into a 24/7 community village.
- The overall project will require over £6 million of finance, transforming a community owned football club into a social enterprise central to the community, with a diverse revenue base and a financially sustainable future not reliant on match day related income.
- Sporting Assets is providing a range of bespoke services that include project management support, devising and implementing strategic development plans and finding the funding. We have so far helped the club finance a 3G pitch, which included £220,000 raised by a Community Share Offer that included the subscribers receiving 30% tax relief.
- In addition to this we have secured Lewes FC a £63,000 feasibility grant for phase 2; a multi-functional clubhouse with a community café, which will be a delivery point for many new and innovative local services.
- The club now delivers on mental well-being, wider outreach and local sports development.



together  
FOR MENTAL WELLBEING



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# Tynemouth Outdoor Pool

## Restoration of an asset of historical significance and local importance

- At the southern end of Tynemouth Beach, on the North East coast, lies the decaying remains of Tynemouth outdoor swimming pool. The pool was built in the 1920s to provide a safe place to swim, and was extremely popular with both locals and holidaymakers until the 1980s, when it fell into disrepair.
- The Friends of Tynemouth Outdoor Pool are a charity set up in 2012 to regenerate the pool and turn it into a sustainable business. They are aiming to raise £5m to regenerate the pool alongside facilities such as a community space, café and gym.
- Sporting Assets and the Community Shares Company are working together to develop a community share issue and financing mix to fund the project, delivering strategic support, community engagement and securing social investment along the way.
- The project will deliver economic development, jobs and a stronger community with a range of associated activities.



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# Wallsend Boys Club

## Re-establishment as an important local delivery body and a partner for the local authority

- Founded in 1966, Wallsend Boys Club are a nationally recognised charity. The Club has gained a formidable reputation for the early development of many professional footballers, among them Alan Shearer, Peter Beardsley and Michael Carrick.
- However, the Club is more than a football training camp. From the Club's Constitution: "The objects of The Club are to help and educate members through leisure activities, to develop their physical, mental and spiritual capacity in order to help them become useful and responsible members of society."
- As a charity relying upon grant support from North Tyneside Council and sponsorship/patronage to survive financially, Wallsend explored a number of service delivery opportunities and grew to having 10 youth workers providing a variety of youth services from the Club – an important partner for the local Council. Due to a loss of their youth facility, this declined to the current position of only having one full time post remaining.
- In order to continue to survive in the current economic climate and build for the future, they now must look to once again broaden their activities, encourage high-profile sponsorship, and generate revenue through their own trading enterprise.
- In order to deliver on this potential, the Club are currently investigating the possibility of developing a new purpose-built youth facility and 3G pitch, which will allow them to generate more revenues by providing a variety of youth focused services. We are assisting them raise £1.5m for these facilities.



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# Campus Skate Parks

## Rebranding youth work

- Founded in 2011, Campus Skateparks is a charity that uses the positive energy and influence of skateboarding to engage with children and young people. They have two indoor venues in Bristol each with their own identity and unique design to cater for all ages and abilities, with thousands of members, as well as an amazing skate shop and online shop.
- Campus believe that the best way to work with young people is to provide an inclusive space that gives opportunities for socialising and personal development without pressure to conform.
- In 2011 they set out as one youth worker and one social worker to use the positive energy and influence of skateboarding to engage with children and young people. Since then, the organisation has gone from strength to strength at a time when much of the budget for youth has been stripped back to almost zero.
- Sporting Assets is developing a growth plan for Campus with identified opportunities such as service delivery. Alongside is the development of a tailored impact measurement system by Substance.



# Ilkley Town AFC

## 3G Astroturf Pitch

- Ilkley Town AFC has embarked on an exciting project to build a 3rd generation artificial grass pitch on the grounds of Ilkley Grammar School in Ilkley. This is one of four phases of the overall redevelopment of the Ben Ryhdding Sports Club facilities which will transform the sporting offer to the local community.
- £675,000 funding is required to prepare the site, build the pitch and floodlights, and provide the necessary maintenance equipment.
- Sporting Assets is working with The Community Shares Company to provide advice on the governance structure and the financing. At March 2016, £325,000 of the £350,000 member finance has already been raised via a Pre-Loan. The loan offer is eligible for Social Investment Tax Relief (SITR) for all subscribers.
- Ilkley Town AFC have 30 teams ranging from u6 to u21, boys, girls, mens, ladies and veterans' teams.



# Some of our Partners and Friends

Sport is about creating teams, friendly competition and exceptional individual performances – we aim to be as good as we can be, but at the same time, we play well with others



substance.

