

3G multi-sports working group

21st November 2023

7:30pm at SPC offices

Minutes

Present: Cllrs Arger, Riordan, Mclaughlin plus Lee Seal (SMYFC) Caroline McRoyall (Continuum Leisure and the Clerk

1. Apologies: Louise Brice, Nicola Stonebridge(SMFC), Jeff Davis (Kent FA), Mike Evans (MBC), Cllr Sharp and Cllr Perry

As the Chair, Louise Brice was absent, it was agreed Cllr Arger would chair the meeting.

2. Declarations of Interest - NA

3. Minutes of previous meeting – 17.10.23

Cllr Riordan proposed and Cllr Mclaughlin seconded to approve minutes – agreed unanimously

A few points were raised;

Do we want to ask Council to invite Girl Guide Association rep and Headcorn FC rep onto the group – agreed to request Council to invite Girl Guides Association representative and Headcorn FC representative onto the 3G multi-sport working group.

CM to liaise with LB and Clerk on other sources of funding – follow on after business plan work in the new year.

4. Consultation Feedback

Staplehurst only responses overview report circulated and on website

Suggested Chairman of 3G group and the Clerk pull together an overarching Consultation report along the following lines;

1. Introduction
2. Gunning Principles
3. Methodology
4. Summary of feedback
5. Appendices

Aim to try and respond to comments.

CM to forward "email address" and set up email group.

Also update FAQ – Clerk

5. Pre-planning meeting - feedback

Circulated comments, but we await the letter from MBC planning – will circulate it to all as soon as we get it.

The general view was a productive meeting – an existing recreation site, so flexible, main points seemed to be traffic, access, car parking and impact on the rural area.

Note “Home Farm” planning application turned down – just along Headcorn Rd.

To link

Also note MBC recently approved “car parking surface at allotments” – “Golpa Grass retention”

LS raised the point about mid-week matches and training will be the “peak usage / car parking” – any options of Park and ride? explore

6. Contract meeting – feedback

Initial meeting and letter of intent agreed at Council and sent to contractors.

Awaiting MBC pre-app planning letter for second contract meeting, which will firm up issues and clarify surveys required.

7. Site visits – feedback

Cllr feedback from site visits;

Four Cllrs toured three 3G pitches in Kent, felt it was very positive.

YMCA well managed, only 3 spaces left so usage high, and 99 car parking spaces. Aylesford, note only 12 car parking spaces at the site but adjacent to 2 large Pay and Display car parks.

Generally positive.

8. Indicative business plan – discuss principles

The group discussed the following;

Principles

- Use Football Foundation template – Must follow the Football Foundation template as part of submission to Football Foundation, if the business plan is not sustainable then it will not be accepted by Football Foundation.
- Baseline year before opening – council working budget 2024/25?
- Year 1 - September 2025 – August 2026
- Year 2 – September 2026 – August 2027 and so on
- 5 year Business plan
- 3% standard inflation
- Football Foundation Target groups: Women & Girls, Disabilities, Diverse Ethnic Communities and Low Socio-Economic Groups

Pricing policy

- ▶ Benchmarked against other 3G pitches
- ▶ Different rates for different users e.g. partner clubs / community / commercial organisations
- ▶ Different times e.g. peak / off peak / match hire

Assumptions

Assume lighting permission to 10pm week days, no marketing so focus on known groups at moment. Need to confirm than further research.

Partner Clubs sign the Service Level Agreement - must support the development plan, provide some capital funding and will get priority rates and booking – after planning permission granted just before submission to Football Foundation.

Income headings

| Category | Income category | Comment | Indicative 2024/25 |
|---------------------|---|---|--------------------|
| 3G pitch Income | Winter Hire Income (30 weeks) | Allows for two week break / holidays / maintenance | £0 |
| | Summer Hire Income (18 weeks) | Allows for two week break / holidays / maintenance | £0 |
| Grass Pitches | Pitch hire | SMFC = £438.9 SMYFC = £575.19 Note amend to 1 grass pitch, free until drainage installed £0 in baseline | £12,169 |
| | Revenue subsidy/ budget contribution from LA or Parish Council | SPC contribution | £6,750 |
| Changing Pavilion | Building/Clubroom Hire | Included in pitch hire | £0 |
| | Kitchen income | To be considered, SMFC? | £0 |
| Misc | Sponsorship/Fundraising | | £0 |
| | Vending income | Option moving forward | £0 |
| | Revenue grants | ? | £0 |
| | Electric contribution from SMFC £50pm for main pitch Girl Guides Association £5 py | | £605 |
| | Training / education income | | £0 |
| Total income | | | £19,524 |

A prudent approach – breaks for holiday season, maintenance etc – therefore 48 weeks not 52

Try and firm up Partner clubs use – seek “letter of intent” by next meeting for draft business plan.

- CM / RG and LS meet up next week
- RG / Cllr Sharp and Cllr Mclaughlin and NS meet up this Thursday 10am
- CM / RG seek meeting with Headcorn FC – then invite Cllrs
- RG arranging meeting with Girl Guides – late next week on lease – will invite Cllrs and clarify usage of 3G pitch

FF template has programme and fees behind summary page – need to show as part of Business Plan presentation at next 3G meeting.

Expenditure headings

| Category | Expenditure | Comment | Current position per month |
|----------------------------|--|--|----------------------------|
| 3G pitch | Annual maintenance contract | | £0 |
| | Equipment replacement | | £0 |
| | Pitch testing / inspection | | £0 |
| | Regular maintenance (weekly) | | £0 |
| | Sinking Fund | | £0 |
| | Line marking | | £0 |
| | Rubber Crumb top-up | | £0 |
| Floodlighting 3G pitch | Lamp replacement | | £0 |
| | Maintenance | | £0 |
| | Utilities | | £0 |
| Grass Pitches | Pitch maintenance – annual cost for the site | Covered by SPC contribution | £0 |
| | Machinery operational costs | Covered by SPC contribution | £0 |
| | Equipment Hire / groundsman | Groundsman – 3 grass pitches | £6,240 |
| Changing rooms / Clubhouse | Cleaning | SMFC current paid to clean pavilion, will need more cleaning | £1,500 |
| | Maintenance & Repairs | ? | £0 |
| | Sinking Fund | ? | £0 |
| | Utilities | Monthly Bill – £344.82 Does it need to increase? Water bill – (LS forward latest bill) No Gas | £4,137 |
| Revenue | Kitchen expenditure | ? | £0 |
| | Loan repayment | None | £0 |
| | Site Staff Costs / management fee | Need to consider caretaker? | 0 |
| | Legal | One off cost in first year | £0 |
| | Training and education costs | Part of development plan | £0 |
| | Marketing | | £0 |

| | | | |
|--------------------------|------|----------------------------|----------|
| | Misc | Tel, Wifi, printing etc | £0 |
| Total Expenditure | | | £ |

Many in 3G pitch category are set by the Football Foundation, for instance £6,000 electricity, £25,000 sinking fund for pitch in year one and then for 10 years to replace surface..

Need to clarify SMFC position on main pitch – extra grounds keeping cost, lease etc
Need to add in Business Rates as expenditure

Consultation queries

Reduced hire fee for the Girl Guides? Opportunity for regular booking – discounted rate – part of Football Foundation target group – meeting next week

Reduced fees for youngsters and residents of the village? Aim for low fee “Pay and Play” which should address this. Note acceptance that some people will be from outside Staplehurst but not really practical to manage a “Staplehurst Resident Leisure Card”?

Reduced rates for those in need by local clubs? – currently SMYFC informal arrangement, suggested by group that this is appropriate and avoids stigma.

Clarify other partner clubs

Management of facilities.

The group discussed at length the management of the facilities and more importantly the whole site

Acknowledge Girl Guides is a separate entity

Need to clarify with SMFC – clubhouse etc

The group concluded that it would be better if one contractor was responsible for the whole of the Jubilee Field rather than multiple contractors

Appear two options

- Council direct management – would require completely new staff team
- tender for contractors i.e. leisure contractor

Group preference was for a tender for contractors

LS asked if a “group could be formed to tender for the contract” – yes an open tender process would take place.

Need to clarify contract specification and then management fee / “profit” line in expenditure as part of the business.

Suggested to discuss with two leisure contractors who have already contacted the council for some idea of interest.

Note any contract would follow Council Financial Regulations - procurement process would go out to open tender.

Any operator – Council / contractor would have to abide by Football Foundation Terms and Conditions – pricing policy etc. Limited scope for profit, likely to be a management fee.

RG obtain standard terms and conditions from Football Foundation.

Agreed by next 3G meeting clubs agree via email "intent" of their usage and rates – basis for SLA in final business plan to be submitted as part of the Football Foundation bid

Bid Consultant bring back draft business plan for Tuesday 19th December 2023 meeting for comment aim for Council meeting 29th January 2024.

9. Capital Funding

Community Partner Clubs need to firm up targets for capital input, aim for targets in January 2024.

SMFC and SMYFC – LS stated they are registered as an Armature Sports Club so eligible for Gift Aid, crowdfunding

Target for HFC – open discussions

Other sources of funding

| 3g Multi-sports pitch capital funding | | | | |
|---------------------------------------|---------|---------------|---|-----------|
| Fund raising | Who | Target Amount | Comment | Confirmed |
| Staplehurst Parish Council | SPC | £ 30,000 | Confirmed at EGM 31st October 2023 | £ 30,000 |
| KCC capital sports fund | RG | £ 10,000 | Apply when have planning permission i.e. June 2024 | £ - |
| MBC grants | ME | £ - | Currently investigating opportunities, report back to group | £ - |
| SMFC fund raising | LS / NS | £ - | Need to agree target, | £ - |
| SMYFC - crowd funding? | | £ - | Need to agree a target | £ - |
| KCC match funding | | £ - | | £ - |
| Headcorn FC | | £ - | Need to agree a) partner b) target | £ - |
| Kent Playing Field Association | RG | £ 1,000 | Apply when have planning permission i.e. June 2024? | £ - |
| Kent FA grants | JF | £ - | As seeking Football Foundation unlikely - double check report back to group | £ - |
| CIL request | PR | £ 100,000 | Need planning permission before applying – June 2024 | £ - |

| | | | | |
|------------------------------------|-------|-----------|---|------------------|
| S106 request to MBC | RG | £ 210,617 | Rob Jarman confirmed "ringfenced for project" on 2nd May 2023 | £ 210,617 |
| Research other local opportunities | LB CM | | Various | £ - |
| Total | | | | £ 240,617 |

Confirmed funding of £240,617 at this stage is considered by Football Foundation to be very positive.

This is key factor in the project being prioritised and getting this far.

Important that we refocus on setting targets for partners and researching capital funding in new year once business plan developed.

Project plan – attached and on website

Risks – identified in initial contract meeting

Timing – delay in project means may miss funding window with Football Foundation

Next meeting – Tuesday 19th December 2023 – 7:30pm at SPC offices.

Important that as many Cllrs attend to scrutinise first draft business plan for refinement and then presentation in January 2024