

Ref number:



# Performance Reward Grant Scheme

## APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

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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 &amp; 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"> <li>- <i>all those objectives within “building resilient communities”</i></li> <li>- <i>Provide the strong foundations for children and young people’s development</i></li> <li>- <i>Enable people to improve their long term health and well being</i></li> <li>- <i>Improve the street scene and reduce crime and anti-social behaviour</i></li> <li>- <i>Supporting Wiltshire’s children and young people</i></li> <li>- <i>Supporting community well being and resilience</i></li> </ul> <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"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<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"> <li>• What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<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"> <li>How will you ensure that the improvement continues after the end of the initiative?</li> </ul>	<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: