

Ref number:
046



Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

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Area Board	<i>Melksham</i>	
Form submitted by (contact for all queries)	<i>Kevin Lockwood, Chairman, Semington FC, 01380 870855</i>	
Name of initiative	<i>Semington Sports Club; football ground development plan</i>	
Brief Description of Initiative	<p><i>The development of Semington Football Club has been constrained due to the fact it has played home fixtures outside of the village. Semington Rovers (Sunday team) was established in 1996 and with a healthy number of players and volunteers Semington Magpies (Saturday team) followed, forming in 2001.</i></p> <p><i>After many years endeavouring to acquire suitable land in the village for a football pitch Semington Parish council will become tenancy holder of the land to the west of West Wilts Crematorium after agreeing a 15 year lease on behalf of Semington Sports Club.</i></p> <p><i>The site has been prepared by a working party of volunteers with hedgerows tidied, the ditch cleared and water mains installed. Mole drainage, levelling, over seeding and regular mowing have all been performed; the playing surface is expected to be up to a good standard and ready for the start of the 2010/11 season.</i></p> <p><i>The next phase is to install appropriate changing facilities so that the site can accommodate both existing senior teams at the start of the 2010/11 football season. Returning to the village will be the platform for the future success of the club.</i></p> <p><i>The club has 30 players registered with the Football Association including 3 FA qualified coaches and has always been well represented by young people who have lived or have connections with Semington.</i></p>	
Please put a cross against the ambition(s) that this initiative will	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X

support	Supporting economic growth	
	Safer communities	
	Protecting the environment	X
	Action for Wiltshire – combating the recession	
Amount of funding sought	<p>£38,000</p> <p><i>Subject to obtaining planning permission which is currently being prepared</i></p>	
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)	<p><i>This money is all for capital works and will be used for::</i></p> <ul style="list-style-type: none"> • <i>Changing facilities (quotations have been sought for basic portakabin facilities and are in the region of £30,000)</i> • <i>Installation of cesspit</i> • <i>Installation of vehicle access and overflow car parking</i> • <i>Goalposts will be purchased from clubs recent fundraising and 50% FA goalpost safety grant</i> • <i>Semington Parish Council will provide a further £10,000</i> 	
Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p><i>In the Melksham Area Community Plan access to wide ranging leisure and sporting activities for all ages is seen as a priority. Semington Parish Council is a keen supporter of this project which will impact on the lives of many local people. The project will initially offer improved facilities for the existing senior teams. The number of users and frequency of participation will rise as the playing surface improves to withstand a higher level of use.</i></p> <p><u><i>Building Resilient Communities:</i></u></p> <ul style="list-style-type: none"> • <i>At present both teams play regular league games against teams from various community areas in Wiltshire. This includes Melksham and Trowbridge as well as surrounding villages like Holt, Seend, Broughton Gifford and Steeple Ashton.</i> • <i>Semington Magpies has ambitions to reach the Wiltshire League, it needs its own pitch to achieve this, and will mean teams from a wider area of the county will visit the village and use the facilities.</i> • <i>The football club is run by around a dozen volunteers.</i> • <i>A large number of people of all ages within the village get involved with fundraising for the teams and help with pitch maintenance and line marking. This project will create more volunteer opportunities.</i> • <i>Many local people watch the teams on both Saturdays and Sundays. This number will increase given that the location is within walking distance of the heart of the village.</i> • <i>Both teams have been committed to developing the talent of young persons in the village and surrounding area after they have outgrown youth football.</i> • <i>One of the key council objectives is to encourage communities to take part in sporting and cultural activities and events that bring different age groups together. Both teams regularly have older persons watching and this is</i> 	

	<p><i>anticipated to increase with matches taking place in the village itself. As many as 50 spectators have been recorded in the past.</i></p> <p><u><i>Lives not Services:</i></u></p> <ul style="list-style-type: none"> • <i>The football club gives young persons in the village and surrounding areas of all abilities the opportunity to take active participation in healthy teamwork and to develop their potential.</i> • <i>Teamwork is essential in football at all ages and this helps to build qualities of awareness, co-operation, confidence, respect and consideration for others.</i> • <i>The club promotes fair play and a healthy lifestyle. Improved facilities will allow Semington Sports Club to promote these values through further related activities like sports training / coaching.</i> • <i>Semington Rovers (Sunday team) won Wiltshire FA's fairplay award in 2007 following a season played with no bookings or ill discipline.</i> <p><u><i>Protecting the Environment:</i></u></p> <ul style="list-style-type: none"> • <i>Due to the existing infrastructure of the site and surrounding area this project will have a positive impact on the environment.</i> • <i>The club will co-ordinate a group of volunteers to maintain conservation of the site with the grass being mowed regularly as required.</i> • <i>The pitch is on land which would otherwise remain unused. It is owned by the adjacent crematorium that has no plans for the area. The owners are pleased that the land will be used for the benefit of the village and will prevent further settlement by travellers.</i>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p><i>The project encompasses Wiltshire FA's development objectives of increasing participation, improving levels of performance, and widening access to football.</i></p> <p><i>Since 1996, the football club has had an impact on the lives of 100's of people in Semington and the surrounding area and has grown with the support of local people and businesses through sponsorship, gifts-in-kind, fundraising and voluntary work.</i></p> <p><i>The club has the full support of the Parish Council and is held in high regard within the local community. The club was very proud to be recognised with Wiltshire FA's fairplay award in 2007.</i></p> <p><i>Sport is recognised for keeping people "off the streets", and keeps them focussed and occupied in healthy activity and helps build team spirit, respect for others and a sense of loyalty.</i></p>

How will you know you have been successful?	<i>We will know we have been successful once our village has its own football pitch and changing facilities that are better equipped for local football than those we currently use; an increase in active participation will result.</i>
<ul style="list-style-type: none"> How will you measure the impact? (may have more than one measure) 	<ul style="list-style-type: none"> <i>By measuring the membership numbers of the club</i> <i>By measuring the number of fixtures and training sessions hosted at the facility</i> <i>By measuring the attendance of spectators</i> <i>By measuring the number of pitch / facility hires by other teams / groups / organisations</i> <i>By measuring the number of revenue streams</i> <i>By measuring the economic benefit seen by The Somerset Arms and Semington Village Hall / Social Club</i>
<ul style="list-style-type: none"> What is your improvement target (s), and when do you expect to achieve this/these? 	<p><i>Our target is to gain promotion from the Trowbridge & District League in to the Wiltshire League – expected to be achieved by 2012/13. This will be achieved by working with the Wiltshire FA to meet the required facility standards and to develop participation so that the club has the strength and depth of players to succeed. This may include the formation of a reserve team.</i></p> <p><i>We also plan to:</i></p> <ul style="list-style-type: none"> <i>Become an FA Charter Standard Club and work with the Wiltshire FA to have plans in place for youth football. As a well-organised, safe club we expect to achieve this recognition this year.</i> <i>Maintain Semington Rovers (Sunday team) participation in the top division of the Chippenham & District Sunday Football League</i> <i>Develop the number of pitch / facility hires over time</i>
<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	<p><i>We will:</i></p> <ul style="list-style-type: none"> <i>Encourage new players and supporters by raising the profile and accessibility of the club. Hosting community events will help to achieve this</i> <i>Co-ordinate volunteers who will maintain and improve facilities and the playing surface</i> <i>Increase the number of pitch / facility hires</i> <i>Expand levels of activity through regular training / coaching sessions</i> <i>Increased revenue streams will generate surpluses for future development and improvements</i> <i>Maintain a reputation of a well managed and friendly club</i>

<p>Who will benefit from this initiative?</p>	<ul style="list-style-type: none"> • <i>Semington Parish as a whole – as an active village-based organisation the football club would contribute to an increasingly vibrant village</i> • <i>The players and their families</i> • <i>The health and wellbeing of participants, and that of the many people who come to watch</i> • <i>The development of local football and the opportunities that the club creates for new players</i> • <i>Future generations of local players and spectators</i> • <i>Local organisations that hire the facilities; this could be existing youth football clubs</i> • <i>The opposing teams that visit from Wiltshire Towns & Villages</i> • <i>The Somerset Arms (post match trade)</i> • <i>The Village Hall / Social Club (organised social events)</i>
<p>Confirm no unfunded commitments from this initiative</p>	<p><i>I confirm that there will be no unfunded financial commitments arising from this initiative; the project and future activities are self-supporting and sustainable on a revenue basis.</i></p>
<p>What are the key risks to success and how will these be managed?</p>	<ul style="list-style-type: none"> • <i>Project does not proceed and numbers ‘plateau’ off, thus stifling future expansion and ability to increase community involvement (Medium risk). A fund raising plan over a longer timescale would have to be put in place.</i> • <i>Semington village ceases to expand and grow in terms of new, in-coming families (Low risk). Out of football club control, however club does recruit active members from further afield.</i> • <i>Semington Football Club fails to attract new/keep old players (Low risk). The number of organised 11-a-side teams has been in decline (national statistics) but this means that there are more players seeking opportunities to play organised 11-a-side football.</i> • <i>The club will continue to be friendly and fun place to play football.</i>
<p>Who will manage the initiative</p>	<p><i>Kevin Lockwood 01380 870855</i></p>

Signed: Jonathon Seed

Dated: March 24th 2010

Chairman of Area Board