

Ref number:
071



Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

wiltshirelaa@wiltshire.gov.uk

Area Board	Wiltshire, LAW, Action for Wiltshire	
Form submitted by (contact for all queries)	Peter Hussey, Stanley Park Sports Ground, c/o Town Hall, High Street, Chippenham, Wiltshire, SN15 3ER. p.hussey@chippenham.gov.uk 01249 463905	
Name of initiative	Stanley Park Sports Ground – The next stage	
Brief Description of Initiative	<p>A new extension onto the existing changing block, this will consist of 4-6 extra changing rooms and a larger meeting/social room. This will provide the community teams and community clubs and organisations who currently use the facility somewhere safe to change and socialise, as the site has grown from 20 teams in 2004 to 70 in 2009. The goal is to have all teams and clubs calling Stanley Park their home venue all year round, for playing and social use, and give the site a multi use goal encouraging more of the Community to use the site going forward.</p> <p>A new Floodlit 3rd Generation Synthetic full size pitch (Artificial turf pitch). This new all weather pitch will help develop sport across the town and encourage locals to be more active and continue sports during the winter months, in addition it will give 60 teams a place to train safely, and keep active during this period, but will also ensure that the sports ground will be available all year round. This will also provide Wiltshire Council with its first 3rd Generation All weather pitch in their area.</p>	
Please put a cross against the ambition(s) that this initiative will support *It is only necessary to identify those ambitions on which you feel your bid will make a significant impact.	Building resilient communities	X
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	
	Safer communities	X
	Protecting the environment	X
	Action for Wiltshire – combating the recession	
	Improving outcomes for Children and young people	X
Amount of funding sought	£75000	

What will this money be spent on?	<i>Capital Spending</i> <i>£32,250 will go towards the Building Extension</i> <i>£42,750 will go towards the 3rd Generation All Weather Floodlit Pitch</i>
Is planning permission required? Yes/No	YES, AND THIS HAS BEEN OBTAINED & GRANTED FOR THE EXTENSION & THE 3rd GENERATION ALLWEATHER FLOODLIT PITCH
Have quotes been obtained? Yes/No	YES WE HAVE OBTAINED QUOTES/TENDERS FOR BOTH PARTS OF THE PROJECT. THE EXTENSION HAS GONE OUT AND BEEN TENDER/CONTRACTOR DECIDED (COPY ATTACHED) WITH REGARDS THE 3rd GENERATION ALL WEATHER FLOODLIT PITCH, WE HAVE OBTAINED 6 QUOTES BUT A PREFERED CONTRACTOR WILL NOT BE DECIDED UNTIL A CONSULTANT FOR THIS SPECIFIC AREA HAS COMPLETED THE GEOTECHNICAL & TOPIGRAPHICAL SURVEY'S.

Note: Bids will only be considered if they help us to achieve our ambitions in the Local Agreement for Wiltshire. It is important that initiatives have a positive local impact, and that we are able to show success. In this section you are being asked to provide information about how your project contributes, and how you will measure that success. The level of improvement we expect to see will be proportional to the level of the bid: i.e. the more funding required, the greater the level of impact and improvement that will be necessary.

Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p><i>Building Resilient Communities;</i></p> <ul style="list-style-type: none"> • <i>Provide local facilities for local people to reduce the need for Chippenham Residents to travel outside of the town to play football/sport during the winter months.</i> • <i>To provide a larger classroom/social area to facilitate referee, medical,forums and coach education/training for volunteers, and planned through volunteers so we hit target demands of the community.</i> • <i>To maintain & improve the volunteer structure & recruitment with the community and to provide staff/workforce/volunteers the opportunity for personal betterment, so to achieve standards up to & beyond target levels.</i> • <i>Hold 3 Wiltshire County Football Coaches Association Events at the site, to develop Clubs workforce as well as sites own employees.</i> • <i>Run a Coaching Disabled Footballers Course to provide a CPD for club coaches and so clubs can develop & run New Disability Teams.</i> • <i>To work with County FA to host FA Charter Standard courses and use material to publicise opportunities to users & visitors to site.FA Charter Standard Level 1</i>
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Course, FA Age Appropriate Courses - Intro & Mod 1

- Organise a Volunteer Awards evening for all clubs and teams using Stanley Park as a home venue. Set up organising committee, Nomination basis from Players Parents, Other Coaches and Players themselves. To follow on from this point within this section. From the Volunteer Awards given out each year/annually, this person(s) will then be nominated for County and Regional awards/recognition.
- Organise pre-season briefing meetings with Clubs at the start of each season detailing acceptable standards of behaviour and the need for positive playing environments.
- Work with All Club's & coaches that work with U16's and below to start/attend The FA Age Appropriate Modules Intro & L1. Set up on site courses and host.
- To provide a structured development ladder/pathways within Clubs and FITC Schemes and manage effectively, so players progress accordingly through the game.
- CFDO to attend Youth Club Committee Meetings, so to help monitor, develop clubs along side FA & WCFA Strategy/guidelines
- Use/promote the WCFCA effectively for local teams as a support tool and network opportunity to improve coaching methods and offer help & guidance
- Set up a Coaches support Group to offer help and guidance at a local/community level. Invite all coaches & team managers to network meetings 4 times per year.
- Work with clubs to appoint a Volunteer Coordinator for each Club. This person would become a key contact for the recruitment & development of volunteers with in each Club. Recruit & select a Volunteer Coordinator per Club
- To Help & Develop 14-16yr olds, Boys & Girls, and give them a clear pathway into and through football
 - *Playing
 - *Coaching
 - *Refereeing
- Establish links with all appropriate sporting bodies. Develop an annual action plan of sporting events ensuring an understanding of specific roles & involvement of stakeholders
- To increase the awareness of football playing opportunities in the local community
 - Actively promote playing opportunities through posters, on site, in local community centres, schools & other Community venues
- Communication with Parents, Players & Volunteers. Hold Annual open day/evening for all at the beginning of each Football Season.
- Promote & increase health awareness for all club

members. Establish Links with Sports Physios, Health Workers & Primary Care Trust to deliver Consultancy & Sessions on Site.

- To promote anti-racism and ensure that all members of the community are welcome. Advertise on site and in local community centres*
- Set up and establish a Homework club for young persons to attend before football training through Local Clubs Links with Local Schools*

Safer Communities;

- To develop and maintain effective lines of communication between facilities, user groups, partners and the wider community.*
- To ensure that all people can play and watch football/sport in a high quality, safe environment that is free from abuse, and ensure all clubs visitors adhere to the Respect Campaign.*
- Fully support the FA RESPECT programme. Site users to purchase and use FA RESPECT barriers, also site to purchase spare sets to aid Clubs to achieve standards required. FA RESPECT signage on site updated and made visible to ALL users.*
- Organise pre-season briefing meetings with Clubs at the start of each season detailing acceptable standards of behaviour and the need for positive playing environments.*
- To follow all FA Guidelines and procedures regarding Club Welfare and work with the Wiltshire County FA to ensure Club Welfare officers receive up to date training and support along with on site Club Welfare Officer (CFDO)*
- To Help & Develop 14-16yr olds, Boys & Girls, and give them a clear pathway into and through football*
 - *Playing*
 - *Coaching*
 - *Refereeing*
- Facilities managed to a high standard & reviewed weekly @ grounds & staff meetings & quarterly @ facility working party develop meetings*
- BMX track constructed on undeveloped unused area by access road.*
- Establish links with all appropriate sporting bodies. Develop an annual action plan of sporting events ensuring an understanding of specific roles & involvement of stakeholders*
- To increase the awareness of football playing opportunities in the local community*
Actively promote playing opportunities through posters, on site, in local community centres, schools & other

Community venues

- *Communication with Parents, Players & Volunteers. Hold Annual open day/evening for all at the beginning of each Football Season.*
- *Work with Sports Partners to set up and establish Friday Night & Saturday Morning sports sessions to help keep young people off the streets.*
- *To promote anti-racism and ensure that all members of the community are welcome.*
Advertise on site and in local community centres
- *Set up and establish a Homework club for young persons to attend before football training through Local Clubs*
Links with Local Schools
- *CFDO to develop a Progression ladder through Local Football & options available.*

Protecting the Environment;

- *With the new extension & floodlights, and the extra demand on fuel/energy costs, a BIOMASS heating system has been costed into the project for the building along with Green Energy saving Lights for the 3rd Generation Playing area Floodlights (Musco Lighting).*
- *The site will also be working with MJ Church to set up an attractive yet effective re-cycling system for the site, as used at and during the Chippenham Folk Festival.*
- *The site has already a re-cycling water system installed with water cleansing through reed beds*
- *In the past 3 years planted over 4000 trees on site so to encourage future generations to come on a nature walk, for pleasure or education.*

Improving outcomes for Children and young people;

- *To ensure that all players of all ages and ability have the opportunity to participate and get involved in high quality football/sport sessions in and out of school/education/work hours.*
- *To raise standards of young players/sportspersons within the community of Chippenham and surrounding areas.*
- *Support Development of Volunteer coaches so in turn create better players/sports persons within the Community.*
- *100HRS peak and 100HRS off peak a year will be offered to governing bodies so courses and sessions can be put on for the Community as a whole.*
- *Work with Girls & Womens Football Development Officer and Clubs to; Retain Girls U14 Team (FCCY)*
Develop a new U10's team retain each year & develop a new team each years, subject to age gap/difference.
- *Run weekly advanced development sessions for U6-U12*

	<p><i>year olds.</i> <i>3 sessions in total per week run by FA Level 2 coaches & age appropriate qualified</i></p> <ul style="list-style-type: none"> • <i>Work with All Club's & coaches that work with U16's and below to start/attend The FA Age Appropriate Modules Intro & L1. Set up on site courses and host.</i> • <i>To provide a structured development ladder/pathways within Clubs and FITC Schemes and manage effectively, so players progress accordingly through the game.</i> • <i>To Help & Develop 14-16yr olds, Boys & Girls, and give them a clear pathway into and through football</i> <i>*Playing</i> <i>*Coaching</i> <i>*Refereeing</i> <i>Hold 1 Referee Course per year @ Site + 16 attendees</i> <i>Assist 4 - 14-16yr olds through Duke Of Edinborough Award/Step into Sport scheme leading into FA L1</i> • <i>BMX track constructed on undeveloped unused area by access road.</i> • <i>Establish links with all appropriate sporting bodies. Develop an annual action plan of sporting events ensuring an understanding of specific roles & involvement of stakeholders</i> • <i>Promote & increase health awareness for all club members. Establish Links with Sports Physios, Health Workers & Primary Care Trust to deliver Consultancy & Sessions on Site.</i> • <i>Work with Sports Partners to set up and establish Friday Night & Saturday Morning sports sessions to help keep young people off the streets.</i> • <i>Set up and establish a Homework club for young persons to attend before football training through Local Clubs</i> <i>Links with Local Schools</i> <p><i>ATTACHED</i> <i>-FDP = FOOTBALL DEVELOPMENT PLAN FOR THE SITE' STANLEY PARK SPORTS GROUND</i> <i>-BP = BUSINESS PLAN FOR SITE' STANLEY PARK SPORTS GROUND</i></p>
<p>What makes this initiative a local priority (e.g. evidence from research and local support)</p>	<p><i>In the initial development of the site in 2004 it was recorded and documented the need for a sports/football facility in Chippenham all year round. Due to funding shortfalls in the original project an all weather pitch was unable to be installed. Documentation to support this will follow this application, and that will include support letters from Schools, Clubs, Organisations and Sporting Bodies.</i></p>
<p>How will you know you have been successful?</p>	<p><i>Achieving out targets set over a 5 year plan, locally, county, and nationally. The Football Development Plan is reviewed quarterly through Wiltshire County Football Association, and yearly</i></p>

	<i>through the Football Association.</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"> -Steering Groups, made up of Local community based organisations/clubs/schools/and council -Working Party Group Continued, Made up of 6-8 Chippenham Councillors, Town Clerk & Community Football Development Officer, Quarterly -Community Football Development Officer Attendance at Club/organisation Committee Meetings -Football Foundation, Monitoring and Evaluation process -Wiltshire County Football Association Development working group made up of Key partners from across the county working as one Site Football Development Plan Completion and movement forward. -Finance & Operational Management Group Meeting, finance meeting with officers from Chippenham Town Council
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p><i>Maintain and Sustain current level of User groups and Key partners and grow year on year for the next 5 years - Currently = 72 teams, Year One = 82teams – to Year 5 = 91 teams</i> <i>The 5 year plan is to be achieved by 2015/16 (These figures do include U5, U6, U7 Teams across all clubs)</i></p> <p><i>ATTACHED</i> <i>-FOOTBALL DEVELOPMENT PLAN FOR THE SITE' STANLEY PARK SPORTS GROUND</i> <i>-BUSINESS PLAN FOR SITE' STANLEY PARK SPORTS GROUND</i></p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? (this is one-off funding) 	<p><i>Chippenham Town Council have shown and proven there support and financial backing for the site and what it provides, and with that the foundations have been laid over the past 6 years for this next stage. Capital and Revenue streams are already in place for repairs, maintenance and so forth, and a detailed income and expenditure plan has been planned in. Chippenham Town Council Always Focus on our existing Local Community/Users/Key Partners . When times are tough, the reaction is often to try to get more new Users in from further a field or set up schemes/inititives. That might be appropriate for us to do, but not at the expense of our existing Users/key partners or community. The reality is that we will generate higher user rates more readily, more quickly and more cost effectively from our existing users/customers. We will support/defend our key users/partners.</i></p> <p><i>ATTACHED</i> <i>-FOOTBALL DEVELOPMENT PLAN FOR THE SITE' STANLEY PARK SPORTS GROUND</i></p>

	<i>-BUSINESS PLAN FOR SITE' STANLEY PARK SPORTS GROUND</i>
Who will benefit from this initiative?	<i>The Local Community, County, South West. In approx figures on a local Community level (Chippenham & Surrounding Areas), male participation will grow from 1131 to 1535 and female participation from 128 to 333 week on week, year on year in the next 5 years.</i>
Confirm no unfunded commitments from this initiative	Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative
Will ongoing maintenance of premises/equipment be necessary?	<i>Yes and this will be undertaken/monitored and planned in and completed by Chippenham Town Council</i>
What are the key risks to success and how will these be managed?	<i>The key risks to success will be the drop out rate from sport especially football. We as a site need to monitor and involve ourselves in managing and ensuring a visit to the site is a pleasurable one in all activities held here, for all ages. We need to sustain the growth we have achieved in the past 5 years, and work on building on that.</i>
Who will manage the initiative	<i>Peter Hussey, Community Football Development Officer, Stanley Park Sports Ground, c/o Town Hall, High Street, Chippenham, Wiltshire, SN15 3ER, 01249 463905, p.hussey@chippenham.gov.uk</i>

Signed:

Chairman of Area Board

Dated:

NB: It is the responsibility of the Area Board to ensure that:

- **bids are robust and well-founded**
- **public money is spent appropriately and in accordance with the details of the bid and with any conditions placed on approval by the PRG Panel**
- **the initiatives are managed well to achieve the benefits and that performance improvement is reported**