

PARKLIFE FOOTBALL HUBS PROGRAMME

KIRKLEES



AGENDA

- Welcome and introductions
- The challenge
- What is Parklife
- Parklife in Kirklees
- How Parklife could benefit your Club / League
- Q&A
- Next steps

WELCOME AND INTRODUCTIONS

- **Kirklees Council** – the lead applicant to the funding programme
- **West Riding FA** – provide project and club support, local knowledge and insight
- **Huddersfield Town Foundation** – community programmes and links to player pathways
- **The Football Foundation** – manage the funding application process and capital investment on behalf of the Funding Partners
- **Sport England** – site selection, statutory planning role, ensuring wider sporting and social outcomes are delivered
- **The FA** – provide strategic overview of the project.

THE CHALLENGE



THE CURRENT PICTURE

- Shortage of good quality pitches and changing rooms
- 1 in 6 matches called off for poor pitch quality in 2017/18 season:
 - 9,641 cancelled matches in West Riding
 - 150,000 cancelled matches in England (or 300,000 teams affected)
- In Kirklees 22% of grass football pitches rated as 'poor' quality in the Playing Pitch Strategy
- 80% of grassroots football is played on local authority pitches amidst budgets reducing year- on-year
- Affiliated game data suggests there is current demand for c.8 new full size 3G football pitches in Kirklees.

WHAT IS PARKLIFE?



PARKLIFE

- A partnership approach by The FA, Sport England and The Premier League to tackle the lack of fit-for-purpose public sector football pitches in England.
- Investment into local facilities on a city-wide basis which all clubs can benefit from:
 - High quality
 - Affordable
 - Financially sustainable
- A new management and operational approach to grassroots football facilities
- Encourage people to play more regularly and achieve wider social outcomes
- Working with 'Partner' Clubs & Leagues – helping them to grow and become more diverse - focus on more Mini, Youth and Junior football being played on 3G.

PARKLIFE BEING DELIVERED

- **Sheffield** - open with 3 Hubs
 - Graves and Thorncliffe – double 3G sites
 - Westfield – double 3G with gym
- **London, Rectory Park Hub** – opening June 2018
 - Double 3G site, operated by Middlesex FA
- **Liverpool** – under construction, opening September 2019
 - 4 Hubs, all triple 3G, two with gym facilities

Currently out to tender, due to open by Sept 2019:

- **Eastleigh** – One Hub - triple 3G (2 x rugby size and 1 stadia 3G)
- **Sunderland** – Three Hubs - 10 x 3G's, 4 x grass pitches, 1 gym

WHAT COULD IT LOOK LIKE IN KIRKLEES?

- Portfolio of Hubs each with:
 - ❑ 2-4 x 3G artificial grass pitches
 - ❑ New/ improved natural grass pitches
 - ❑ New changing accommodation
 - ❑ Social areas and café
 - ❑ Coach education / meeting rooms
 - ❑ Improved car parking and access to sites
- Potential gym or other income generating facilities on one site



POTENTIAL SITES

- Number of sites being considered, no final decisions have been made
 - Size (≥ 4.5 ha), topography, location, access, flood risk
 - Statutory permissions and policy e.g. planning, Sport England (& other NGB's)
 - Ownership & Management fit with the Parklife model
- Potential sites which are 'technically' feasible will be considered further in an effort to develop a model which works for Kirklees.
- Club and league demand (support) is the single most important factor which will determine the scale of Parklife and wider facility development across Kirklees.
- Other key factors:
 - Local funding
 - Financial model

HOW ARE PARKLIFE HUBS MANAGED?

1. A not for profit Football Trust (charity) for the City is created comprising of:
 - Representatives: County FA, Council, Pro-Club Community Trust and at least 2 independent trustees.
2. The Council and Football Trust jointly procure an operator to run each site
3. In their bid an operator must agree to:
 - delivering outcomes on behalf of the Football Trust (e.g. programme of use & pricing);
 - pay a fixed annual sum into a sinking fund for the 3G pitches (funds held in a separate bank account);
 - pay a fixed annual licence fee to the Football Trust (on top of annual sinking fund payments); and
 - Share any surplus with the Football Trust (minimum 50: 50 basis)
4. At this stage the Football Foundation will make a final funding decision
5. Once built, hubs are leased on a long-term basis to the Football Trust at peppercorn rent
6. The Football Trust invests all income back into grassroots football locally.

PARTNER CLUBS & LEAGUES

- Clubs and leagues that have a need for additional or improved match and/ or training facilities - particularly mini soccer and 9v9 football.
 - Charter standard (Club, Development, Community, Adult)
 - clear plans to grow e.g. more teams, more divisions;
 - commitment to diversify e.g. women & girls, disability; and
 - well governed and financially sustainable.
- Open to possible changes in league format e.g. alternative fixture days or staggered KO (central venue)
- Partner Clubs will have protected pricing and preferential training slots.
- The number of Partner Clubs for each Hub will depend on:
 - the number of pitches
 - the number of training slots requested, days/ times (flexibility)
 - making the overall business model financially sustainable (portfolio approach)

PRICING ASSUMPTIONS

- Pricing would be consistent across all hubs; balancing affordability with financial sustainability
- All prices would be protected against rises above inflation.
- Winter and summer charging:
 - **Winter** = September – March
 - **Summer** = April - August
- Peak and Off-Peak hours:
 - **Peak** = Mon, Tues, Wed & Thurs, 6pm - 9pm
 - **Off-Peak** = all other times
- Training:
 - Pitches hired in quarter slots, where 1 slot = $\frac{1}{4}$ of the pitch for one hour
 - Cost per quarter 3G in the region of £15 - £30/ hr (*Liverpool partner club rate is = £22.50 per $\frac{1}{4}$ pitch per hour during winter peak time*)
- Matches:
 - seasonal charging, in-line with Kirklees Council's grass pitch pricing

KIRKLEES COUNCIL UPDATE

Rob Dalby – Greenspaces Operational Manager

- Challenges faced by the Council
- Why Parklife is attractive as a potential solution to Kirklees Council
- What kinds of changes might be considered going forward

NEXT STEPS – FEEDBACK & EXPRESSIONS OF INTEREST (EOI)

- We want to better understand:
 - The demand for 3G across Kirklees (now and in the future)
 - The main drivers of demand (e.g. location, price, timing, travel time)
 - The key issues and challenges that you experience
 - Any aspirations for pitch / facility development
- Consider what the benefits of Parklife would be to you as a club or league
- Clubs/ leagues that submit an EOI will be invited to make a formal application to become a ‘partner’ to Parklife later in the year. At that stage we will require:
 - a copy of your club development plan
 - a copy of your most recent accounts
- Return completed Forms and EOI’s (**1 per club**) to Will Wallace **by 10th August** – forms will be emailed to all clubs/ leagues.

- The example below shows how a Partner Club might look on one pitch from 5.00pm-8.00pm, providing 1 hours training for:
 - eight under 7's teams (2 on each quarter)
 - eight under 8's teams (two on each quarter)
 - two under 9's teams (two teams per quarter)
 - two under 10's teams (two teams per quarter)
 - One under 11's team (using two quarters)

		4pm-5pm	5pm-6pm	6pm-7pm	7pm-8pm	8pm-9pm	9pm-10pm
Pitch One	Quarter Pitch 1	Choose an item.	under 7's	under 8's	under 9's	Choose an item.	Choose an item.
	Quarter Pitch 2	Choose an item.	under 7's	under 8's	under 10's	Choose an item.	Choose an item.
	Quarter Pitch 3	Choose an item.	under 7's	under 8's	under 11's	Choose an item.	Choose an item.
	Quarter Pitch 4	Choose an item.	under 7's	under 8's	under 11's	Choose an item.	Choose an item.

- The decision on number of quarters required per hour is down to the club's requirements and should consider number of players training in each space and how long you want players to train. Individual managers may also have varying requirements for their teams.