

PARKLIFE FOOTBALL HUBS PROGRAMME



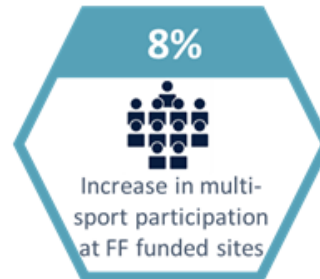
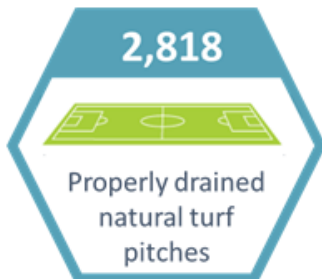
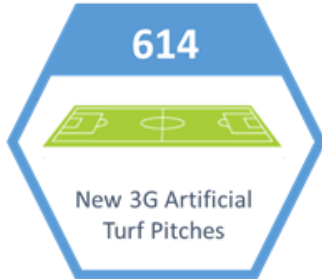
HOUSEKEEPING & AGENDA

- Toilets, Fire alarm/ emergency exits
- What is Parklife? – FA
- Sunderland Parklife Programme – FA
- The Next Steps – SCC
- Questions and Answers – ALL



NATIONAL FOOTBALL FACILITIES STRATEGY

- Joint Strategy between The FA, Premier League and Sport England
- Projects worth **£1.3b** have been developed to date.



POTENTIAL INVESTMENT PRIORITIES ARISING FROM STRATEGY...

- Improve 10,000 Natural Turf pitches
- Deliver 1,000 3G 'equivalents' (mix of full size and small sided provision, inc MUGAs - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers)
- Deliver 1,000 changing pavilions / clubhouses, linked to multi-pitch or hub sites
- Support access to flexible indoor spaces, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes
- Refurbish existing stock to maintain current provision
- Support technology and innovation
- Hub model



WHAT IS PARKLIFE?

CHRIS SMITH - FA PARKLIFE PROJECTS MANAGER



ORIGINS/ PURPOSE

- Originally an FA-led response to a rapidly deteriorating public sector owned/managed infrastructure - Since 2010 Local Authority budgets have reduced by 50%+ (especially major towns and cities)
- Hard truth is that public sector not able to continue to subsidise football to the same level leading to poorer quality stock and higher prices
- One part of strategic objective to rapidly increase number of AGPs- alongside current PLFA Facilities fund delivered by Football Foundation



AIMS OF THE PROGRAMME

Hubs will be:

- Financially sustainable across the portfolio
- Designed collaboratively between all stakeholders
- Encourage people to play more regularly and achieve wider social outcomes
- Be affordable football facilities
- Flexible facilities catering for football, other sports and agendas
- Offer a high quality consistent customer experience
- Provide a new management and operational approach to grassroots football facilities

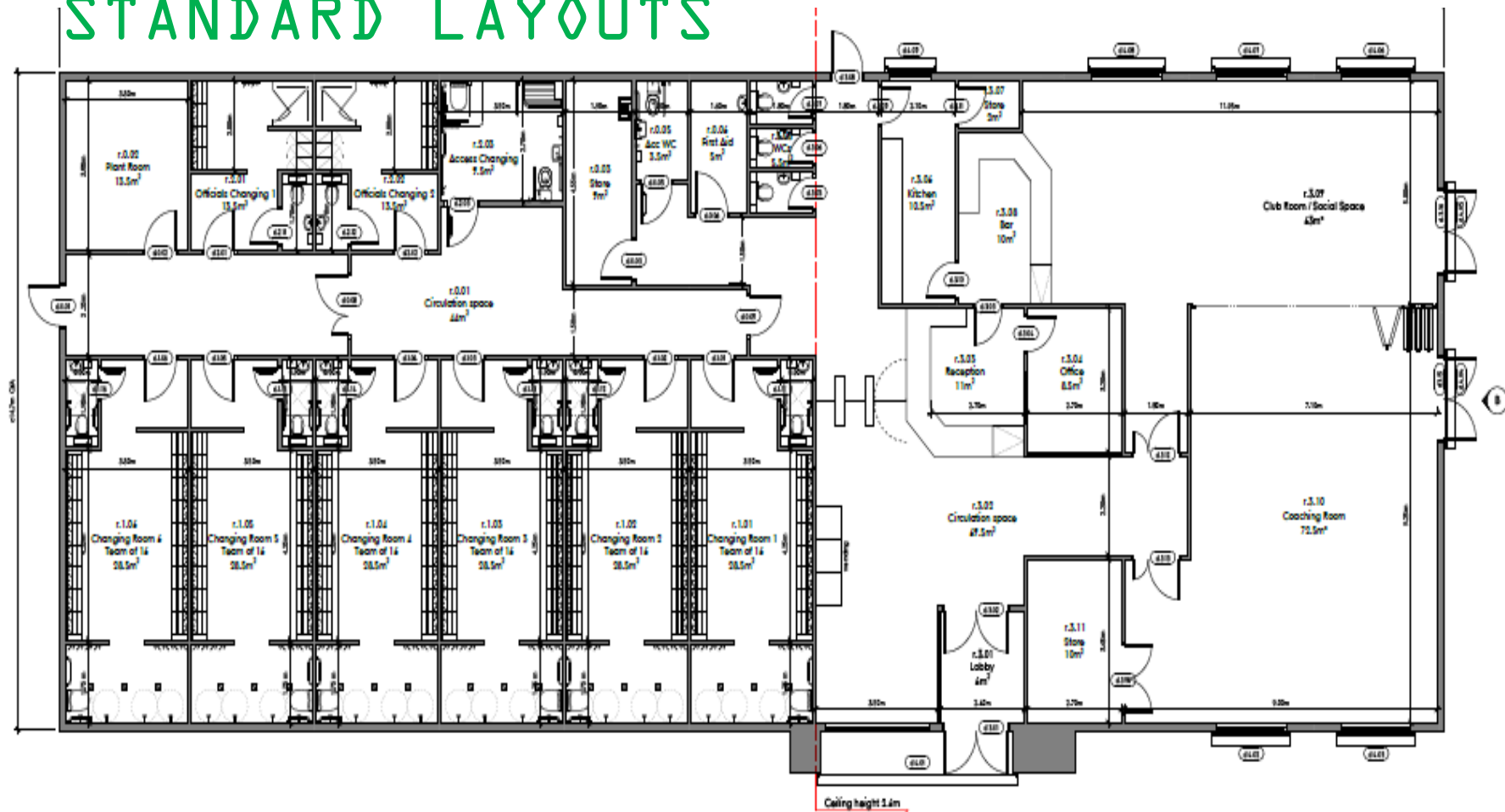


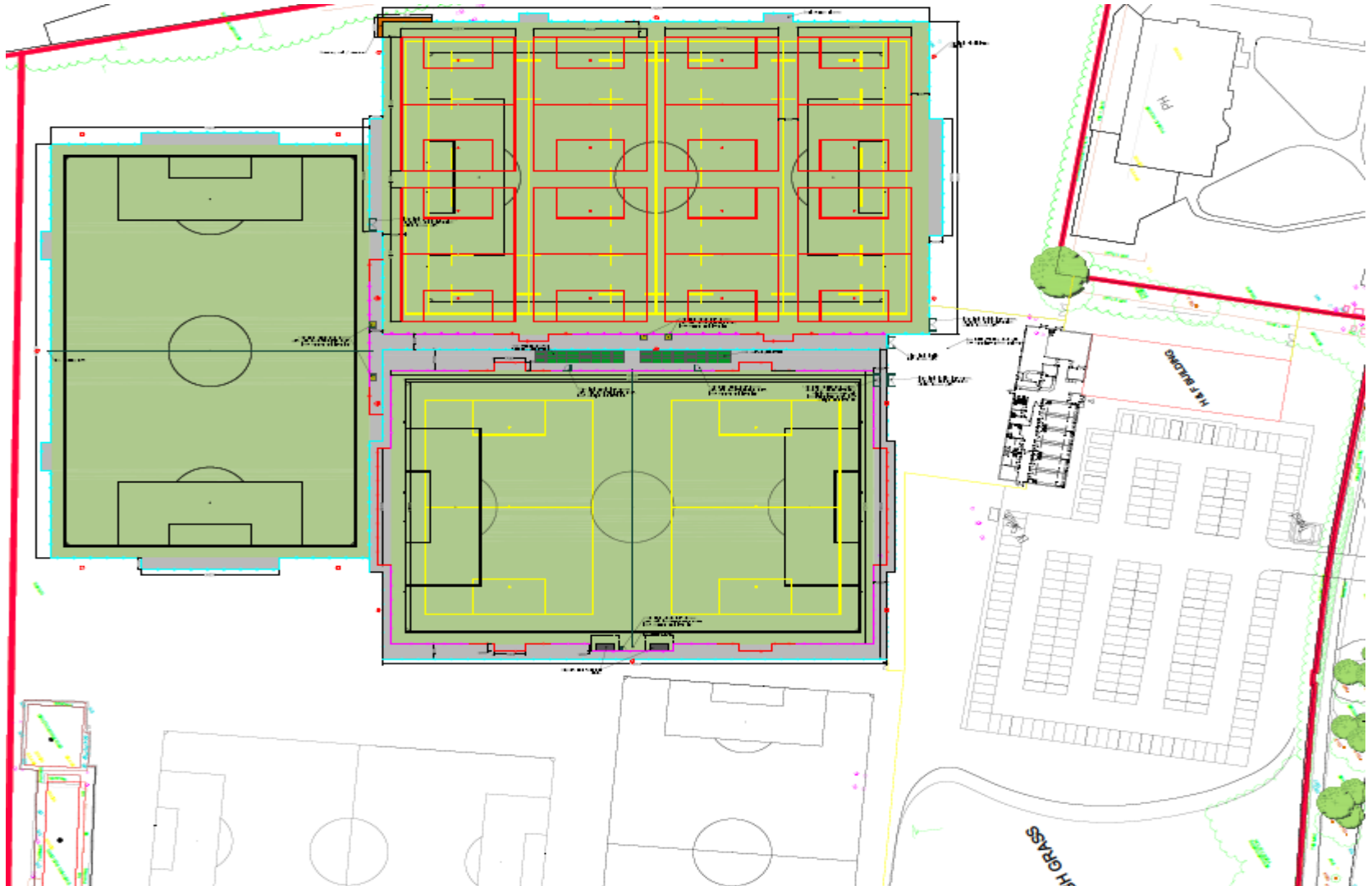
WHAT IS A HUB SITE?

- Dedicated location for delivery of affiliated & recreational football
- Ideally 3x AGP's, natural grass pitches & ideally standard building design
- Coach Education space & FA programmes delivered on site- bottom up approach to protecting slots and setting pricing locally
- Programmed use to cater for club use for training and club/ league use for matches as a priority and then operator can deliver recreational programmes
- Links to pro-club (community programmes)
- Some sites may have a commercial offer
- Opportunity for excellent data capture



STANDARD LAYOUTS





PARKLIFE SUMMARY

- New money for Grassroots Facilities - £130m from football partners for an initial 5 year programme (FA £10m, PL £8m, SE £8m)
- Based on supply and demand modelling to produce a city/ LA wide Football investment plan
- New charitable trust established to hold property and sinking funds
- Significantly more AGP's, but revenues to be used to improve grass pitch maintenance locally – football paying for football
- Medium term – key grass pitch sites to also come under Trust control
- Leagues and clubs are key partners to help deliver the 50% mini and 9v9 target of matches being played on AGP's



SUNDERLAND PARKLIFE

- 3 sites identified from modelling exercise and programme partners;
 1. Northern Area Playing Fields
 2. Community North Sports Complex
 3. Ford Quarry

- Sunderland Football Trust
 - Football Association
 - Sunderland City Council
 - Durham Football Association
 - Sunderland FC Foundation of Light
 - Independent(s) (TBC)



ABB EY LANE JFC VIDEO

EOI



USAGE GRID - EXAMPLE



DELIVERY PARTNER

Next Steps

- **Thursday 3rd August** EOI and Usage grid available on www.activesunderland.org.uk/Parklife (these will be emailed to all club contacts as well)
- **Wednesday 23rd August** - last date for all EOIs and Usage forms to be returned
- **Friday 25th August** Sunderland Project Board take place to review returns
- **Early September** All Clubs updated by email
- **Monthly** - Updates will be available on above webpage



QUESTIONS?

