Welcome to the Sale Sports Club Development Update

This update is in two parts
   a)  Sports Development
   b)  Facility Development

The club council and section committees have been kept up to date on developments.

I am aware that not all of the updates at the committee get passed to all members so this document will be circulated to all members twice a year.

Sports Development
After almost 3 years Rick Halkon, our full time Coaching and Development Officer (CDO) moved to a cricket specific role for the Cheshire County Cricket Board at the end of last year. Rick’s role was initially funded through grants for the first 3 years, but through the establishment of the coaching programme it is almost self-funding.

The committee noted the benefit that the CDO role had made on the club (increasing participation and the positive role of the club in the local community) including developing the junior cricket section, managing the tennis coach and supporting the tennis programme, making primary school links, running multi-sport festivals, running the multi-sport holiday camps, working with hockey and junior football to support parental involvement. At the end of November the committee decided to recruit a new CDO. Tim Hayward was successful and started in the post in February. Tim is also full time and is a level 2 coach at both cricket and hockey.

Tim’s priorities for the first 6 months are concentrated on those areas that generate income and ensure sustainability:
   1.  Establish a profitable in schools programme of after school clubs whilst providing quality sports provision in curriculum and afterschool and encouraging the transition of young people from school to club
   2.  Delivery of Chance to Shine (we receive £3,000 for this work per year) delivered as required by Cheshire County Cricket Board
   3.  Ensure there is a new football team feeding into Sporting FC Sale each year
   4.  Support the new tennis coach in establishing a full junior and adult coaching programme
   5.  Establish profitable (safe, enjoyable and quality) holiday camps

Tim and I will be meeting in the next 6-8 weeks to establish the next 6 months priorities so please contact Tim to discuss your sections priorities and the role Tim can play in supporting you over the medium term. I meet with Tim weekly and Ashley every 3 weeks minimum.

We also welcomed a new Head Tennis Coach, Ashley Webster with whom we have an 80:20 profit share on all group activity.
Holiday camps and coaching information can be found at: www.salesportsclub.com
Facility Development
As a club we realise that our facilities are not up to a standard expected and no longer meet our needs in terms of playing and socially. They are a financial drain on the club membership rather than generating income to support the playing of sport. Our strategy is to pursue a sport led development so that we can control the project to meet our needs, only falling back on a developer led scheme if this is not possible.

Decisions made previously by the club committee:
A high level options appraisal was completed that indicated that consolidating into a new build clubhouse on the Sale Sports Club site and pursuing an artificial sports pitch in Sale was the preferred option. This was agreed by the club council and presented to the wider membership at the 2010 AGM.

There are two Development Groups, one is involved in the facility design (this group is on hold until we have planning permission and an idea on funding, but they were engaged in the initial draft design). The second group is involved in the finance and planning aspects. This group consists of Alex Moore, Rob Moore, Steve Hodkinson, Roger Lee and Ian Dixon.

What have we done in the last 6 months?
We have continued to benefit from as much free advice as possible and have engaged with a planning consultant, a design and build company and potential funders.

We carried out an initial consultation with the sections some time ago and are in the process of refreshing this. This includes working closely with the hockey section to work through their options as their strategy is to return to Sale, with a preference of our own sand filled full sized pitch. We are working with them to establish a brief feasibility and option paper which was presented to the last council meeting. We are currently assessing pitch location options.

We are working up a business plan and detailed feasibility study to include business and usage plans for a sand filled pitch and a 3G pitch. Our preference is for a surface that fully supports our hockey section as well as accommodating football development. Funding and usage/business plan for each will be key.

Before you all get too excited about the surface, the main challenge will be getting planning permission for a pitch at all, irrespective of the surface.

Overleaf are the actions that will take place in the next few months. Please ask your committee representative to keep you informed and I will be back in touch in 4-6 months.


What’s next?

1. Develop club vision and finalise draft options appraisal & feasibility study (all sports)
2. Draft financial investment appraisal (capital & revenue)
3. Assess sources of funding and commence initial grant applications
4. Start consultation with councillors, local residents, members, etc.
5. Finalise plans, etc.
6. EGM – final fully costed proposal presented to members
7. Apply for planning permission

NB. Professional services will be engaged as appropriate and some tasks will run concurrently.

Overleaf you will see rough sketches (front and back and floor plans) of a potential club house. The proposed location is over the footprint of the existing pavilion with a ‘leg on the pavilion’ to allow for a balcony and the viewing of the tennis court area (which is also used for junior multi-sport activity) and the cricket pitch, junior football pitches and the multi sports club areas on the main club site. These sketches are based on section consultation and full member consultation at the AGM a few years ago. These sketches give you an idea of what is proposed rather than being detailed plan and we know we need to think about what provision we need for the groundsman and stewards for example.

For more information or to add your skills to our skills pool please contact: Alex Moore (Alexandra_boyle@hotmail.com/ 0161 374 1044)
