

3G AGP - Q & A Document – FINAL – Wednesday 6th March, 2019

Headlines

- Saffron Walden Community FC and Saffron Walden County High School have reached agreement on the siting of a new 3G artificial grass pitch (3G AGP) at the High School. The Essex FA is also supportive of the proposal.
- The football club, along with sister club PSG, has launched a fund raising campaign – known as '#mycommunity3G' - to raise funds locally to support the plan, and will seek planning permission in the coming weeks.
- We hope to have the new 3G AGP facility in place by Spring 2020.
- It will be a high quality 3G AGP facility, meeting FA, UEFA and FIFA standards.

- This project is a real community partnership.
- This new facility will benefit the whole community - in Saffron Walden and across the Uttlesford district.
- Saffron Walden Community FC and the County High School have concluded a detailed agreement to make this vision a reality. We now need local funding support to bring it to fruition.
- Our young players deserve good quality facilities.
- This facility will enable local participation of all kinds, including disability football.

- Uttlesford is one of only two districts in Essex which doesn't have a state of the art 3G artificial grass pitch. That is unacceptable in 2019.
- We need new facilities to help expand the provision of football, including growing areas like girls football. This supports health and well-being.
- It's vital that our local authorities get behind this scheme. Our young people deserve their support.
- The FA is ready to support this huge investment in our area. This is too good an opportunity to miss.

Question and Answer

Q. What has been agreed?

A. SWCFC and SWCHS have reached agreement on a Heads of Terms document. This sets out how the proposed 3G AGP would be run and managed between the parties, and how a number of detailed financial and operational issues will be organised.

Q. What is a 3G artificial grass pitch (3G AGP)?

A. 3G pitch is an artificial surface with synthetic grass. 3G pitches are widely used in the UK, across Europe and beyond, including by professional sports clubs. The proposed pitch for Saffron Walden would be an FA approved, high quality surface, meeting UEFA and FIFA guidelines.

Q. Is the 3G definitely going ahead?

A. Planning permission will be required from Uttlesford District Council (UDC), while the main funder – the Football Foundation (FF) – will need to approve the project and the associated FF funding. The Essex FA are supportive of our proposal, and are expected to back our application to the FF, as long as we can demonstrate local support, and a credible delivery plan – which has now been agreed with SWCHS.

Q. Where will it be located?

A. The 3G pitch will be located at the Saffron Walden County High School (SWCHS), in the south-west corner of the site.

Q. Does the SWCHS support the proposal?

A. Yes. Both the SWCHS Board of Governors and the Saffron Education Trust (SET) have approved the plans and detailed Heads of Terms document which has just been agreed (February 2019).

Q. What is the involvement of SW PSG Girls' Club?

A. SW PSG is closely involved in the scheme and will be an active partner and fund raiser, and a core user of the facility. An important part of our vision is the continued growth of girls' football, and increasing participation of girls in the game. Matt Clare, Chairman of SW PSG, has been closely involved in driving the scheme forward, and is a signatory to the bank account into which the funds raised will be deposited.

Q. Who will be able to use it?

A. The facility will be heavily used by the local community. The school will be the primary user on week days in school hours. SWCHS will also have access to up to 8 Saturdays per year in term time, from 10.00-11.30. SWCFC will have usage in the evenings and all other weekend slots. In addition to SWCFC and SW PSG (Girls' club) use, there will be a number of slots made available to other local football clubs and for public use hire. The facility will also be used extensively by a range of users during school holidays.

Q. Does the Football Association (FA) support this proposal?

A. We have been working with the Essex FA for more than four years to bring a 3G facility to Saffron Walden. The Essex FA's own analysis suggests this area is one of

only two districts in Essex – along with Tendering - which doesn't have a 3G pitch. FA modelling indicates that a 3G in Saffron Walden is a high priority.

The Essex FA are supportive of our proposal, and are expected to back our application to the FF, as long as we can demonstrate local support, and a credible delivery plan – which has now been agreed with SWCHS.

Q. How much will it cost?

A. The estimated cost is around £900,000.

Q. How will it be funded?

A. The primary funder will be the Football Foundation (FF), who will fund the lion's share of the cost, subject to the project meeting the FF requirements. FF is the UK's largest sports charity, funded by the Football Association, the Premier League and the UK government (via Sport England). SWCFC and SWCHS have set an initial target to raise £100,000 locally. We also intend to seek funding support from other local funders.

Q. How will the fund raising campaign work?

A. SWCFC and its sister club PSG have set an initial target of £100,000 to be raised over the next six months. Each of the clubs' 52 teams will be working towards delivering a contribution, through a range of fund raising activities – including quiz nights, bake sales, sponsored events, and other ideas. They also hope to attract support from local businesses and others. We also plan to sell pitchside advertising for the new 3G to local businesses. SWCHS will also provide support to the fund raising campaign.

Q. How will it be managed?

A. SWCHS will be responsible for the overall management of the site. SWCFC will run a booking system for the evening and weekend slots for the 3G AGP.

Q. Will this partnership work?

A. Yes – SWCFC and SWCHS are confident that the partnership will be a success. Both organisations are used to working in partnership. SWCFC worked with SW Cricket Club and SW Town Council to bring the Bridge End Gardens Mini Pitches into use in 2017, and also works in partnership with Plantation FC and the SW Town Council at Herbert's Farm. SWCHS has a wide range of partnerships in place.

Q. When will the 3G facility be built?

A. Our target is to have the facility built and in use by Spring 2020.

Q. Are the local authorities putting any funding in?

A. We consider this is a community facility and that there is a very good case for local authorities to provide funding support on behalf of local taxpayers. We very much hope the local authorities will make a funding contribution.

Q. Is there a bank account people can donate to?

A. SWCFC is in the process of opening a new bank account with the Saffron Building Society, specifically to support the fund raising for the new 3G AGP. Polly Lankester, Associate Head Teacher of SWCHS, and former Mayor of Saffron Walden, Cllr Mike

Hibbs, are co-signatories for the account along with Martin Johnson (Chairman) and Matt Clare (Vice-Chairman) of SWCFC.

Q. Is the proposal linked to that at Carver Barracks?

A. No. This is a separate proposal. The Carver Barracks proposal involves a running track, and all weather multi-sports pitch, which can be used for hockey, and rugby and football training. The Carver Barracks proposal would be a welcome addition to sports facilities in the District.

Our proposal by contrast is for a high quality 3G artificial grass football pitch, designed to the highest FA standards, and meeting UEFA and FIFA requirements. No such facility currently exists in Uttlesford.

Q. Is there enough demand for these facilities?

A. Yes. The 3G artificial grass pitch would be fully utilised from day 1. There is huge demand for these facilities and currently our own teams have to travel miles to use them. The FA's own modelling suggests the District of Uttlesford should have 4 such 3G pitch facilities.

SWCFC and SW PSG are keen to explore all potential avenues for delivering new facilities and sports pitches in Saffron Walden and the surrounding areas.