

# Manor Road Vision



## The Dagenham Football Development Centre

## Introduction

The Academy of Dreams (AOD) is an established company designed specifically to develop outdoor sports facilities at community sites, with a management team who between them possess over 20 years' experience of managing and developing private sports centres across the UK. We feel we have a unique product and ethos which will be of major benefit to local people.

The mission of AOD is to provide comprehensive sports training, leagues, tournaments, clinics, camps, recreation, education, research and facilities that serve the year-round needs of local people, in a positive and supportive environment, staffed by well-trained local individuals who will welcome participants without regard to skill level, ancestry, ethnicity or gender.

AOD is committed to ensure local individuals, families and clubs gain:

- Access to sports opportunities
- Wellness and lifelong physical activity
- Access to a positive learning environment which will develop and build self esteem



## Aims & Objectives

- 1) To enhance the playing experience of grass roots sports participants in a safe, professionally managed environment and at an affordable rate.
- 2) Encourage participation from all social, religious and gender groups to use the facilities. By increasing participation in the sport we can help people to maintain a healthy lifestyle.
- 3) To create a sustainable business by offering subsidised sport as part of a structured commercial business plan.
- 4) To offer provision for all field sports to include, football, hockey, both codes of Rugby and La Crosse. We will develop working partnerships with the sport's governing bodies to incorporate site specific and national development plans.
- 5) To invest a percentage of profits back into the facility and equipment to ensure best service at all times. An on-going sinking fund will be introduced to cover the re-laying of the pitches at the end of their natural life span.
- 6) We will work with local development officers, professional clubs and governing bodies to ensure that the provision is fulfilling local strategy and so players, coaches and referees who are showing promise of developing to a higher level can do so through the right channels.
- 7) Finally to ensure sport is played and enjoyed in the spirit of the game.



## Management Team

Richard Hipkiss

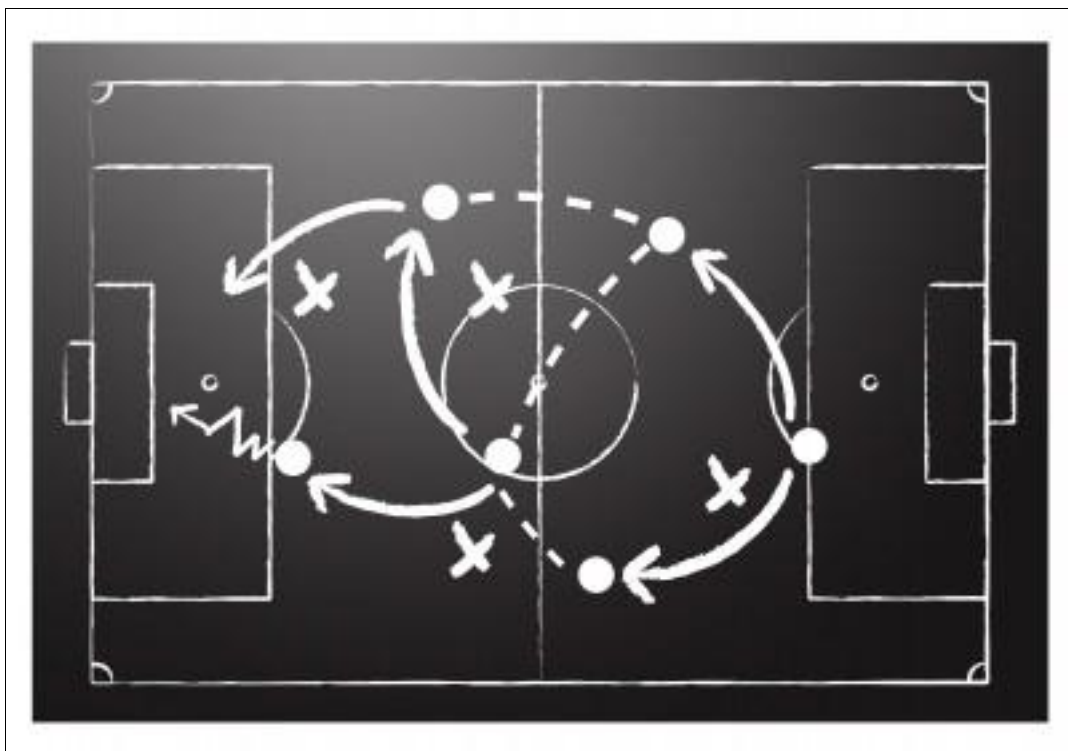
Having completed a BA Honours degree in Leisure Management, Richard has wealth of experience designing and operating leisure facilities across the UK. During a twenty year period in the leisure market, Richard has operated over thirty private leisure venues, each with a variety of facilities including all-weather and grass sports pitches, sports halls, treatment clinics, licensed bars, function halls, soft play areas, fitness clubs and conference rooms. A key player in the private football operator market, having worked at senior and director level for Powerleague, JJB Soccerdomes, Skylark Leisure, Complete Football and Match Day Centres.

Richard is a passionate supporter of local, professional and grassroots sport.

## Additional Staff

A dedicated team of local staff will be employed covering the following roles:

- Duty Managers
- Administrators
- Qualified Coaches
- Qualified Officials
- Grounds Staff



## The Proposal

We see this project as a fantastic opportunity to work in partnership with a well-respected local football club, to enhance the existing facilities and to invigorate and create a stronger field sports development project for the club and the local community.

## Project Description

### Phase 1

- Construct a new full size all-weather pitch with an approved FIFA 2 star playing surface. This accredited surface allows for local, regional and national competitions to be played for both football and rugby. Provide pitch markings for 7v7, 9v9 and 11v11 affiliated competition and training. The pitch dimensions will provide a player pathway from juniors to seniors.
- Upgrade the site generally with removal of old buildings and improve access and security.
- Provide a sports pavilion, housing a reception, foyer, meeting/classroom, café bar, changing rooms and toilets. The pavilion will provide management and first aid support.

### Phase 2

- Construct a new 7-a-side all-weather pitch with an approved FIFA 2 star playing surface. Provide pitch markings for 5v5 and 7v7 affiliated competition and training. The pitch dimensions will extend the player pathway provision at site, assisting both the all-weather and grass pitch provision on site.



## **Maintenance**

AOD trained staff would be responsible for the everyday maintenance and cleanliness of the pitches and surrounding areas. Annual maintenance packages will be incorporated for the pitches and building to ensure the facility remains at premier standard. A sinking fund will be delivered to ensure the pitches are maintained to required specification for years to come. The pitches will be maintained, litter picked and given a full H&S check on a daily basis.

## **Security**

AOD would combine CCTV security on the pitches with a booking system and coaching aid facility.

## **Equipment**

To cover every aspect of the games development we will provide safe goalposts for all forms of the game from 5v5 to 11v11.



## **Facility Provision**

### **Small-Sided Leagues**

Small-sided football is one of the fastest growing participation sports in the UK; we will introduce FA affiliated leagues for adults and juniors to play in. This aspect of the business is a commercial element which enables us to subsidise other products. Through experience in the market we identify that players who compete at a good level of football are not always keen to play the conventional 5-a-side football, so we have developed a 6-a-side game which has a larger playing area and goals and can also operate the conventional 5-a-side game.

### **Mini Soccer**

We would work with the local FA and leagues to centralise weekend mini soccer matches to Manor Road. We have had experience of this around the country and this makes the leagues easier to administer and also helps local professional clubs to monitor the development of potential local talent by using the leagues as scouting hubs. We can offer a fixture and results service and provide referees to alleviate costs to the clubs. The flexible pitch structure will create a player pathway through the various age groups.

### **Training**

At present, Dagenham has a severe deficiency of suitable training pitches. Those that are available are either too small, too expensive or have inadequate playing surfaces. AOD can provide high quality turf and floodlighting, built with training needs pitch dimensions in mind, whilst maintaining the ability to incorporate full team drills. The provision for training will be suitable for both football and rugby clubs.

### **Social Football**

The pitches will be available to the public for block and casual bookings.

### **Youth Football & Rugby**

We will be developing a range of programs focusing on the fun aspect of sports, to run throughout the year and during school holidays.

### **Events and Tournaments**

We would look for the site to become a venue for regional, national and international sports events, clubs and camps. This could be combined with educational programs such as coaching and language awards. Local students could be provided with opportunities to participate in European exchanges linked to the management team.

## Football Development

We would build relationships with Professional Football Clubs on the delivery of their aspects toward the local football development plan. We would also engage the local F.A. to hold F.A. learning packages and to affiliate our small-sided leagues to them.

AOD will offer all versions of the game from 5v5 – 11v11. This is core to the FA's development strategy having conducted extensive research into the grass roots football community. The FA's website stated:

*"Small Sided Football is the most popular and fastest growing area of adult football. With over 1.5m adults playing Small Sided Football every week and with 30,000 teams playing in organised and competitive small sided leagues, this format of football has increasingly become an integral part of the football family.*

*The FA recognises the important role that Small Sided Football plays in encouraging people to continue playing football and enjoying all aspects of the 'beautiful game.'*

*Small Sided Football is an all encompassing term that covers the following formats:-*

- 5v5
- 6v6
- 7v7

*FA Shareholders voted in new Youth Development proposals by an overwhelming 87 per cent majority.*

*The Shareholders, present at today's AGM at Wembley, voted to bring in a new player pathway for football to include a mandatory 5v5 format of football for U7s and U8s and a 9v9 format for U11 and U12s to be phased in by season 2014-15.*

*The changes passed have been developed over a number of years, with research and over two years of consultation across the game.*

*Nick Levett, National Development Manager, said: "After 138 road shows nationwide it was fantastic to get the endorsement of the majority of the grassroots football community.*

*"These changes are a massive step forward for the future of children's football in this country."*

*Introducing 5v5 for U7s and U8s, with progression to 7v7 and then 9v9, allows the children to play on appropriate size pitches and with appropriate size goals.*

*The smaller pitch and number of players allows greater number of touches of the ball and involvement in the game, helping develop greater technical skills at a lower age.*

*The move will also bring a more child friendly approach to competition, breaking up the eight-month long adult based season into smaller periods of competition which encourage increased learning".*

AOD share the same vision for football development as the FA and intends to facilitate this player pathway.

## Centres of Excellence

We feel it is important that, as well as providing a sporting hub for the whole community, that young players with exceptional talent should be recognised. We work with our professional club partners to deliver both boys and girls development classes.



## **Sports Development**

We will be looking to install a football/ rugby turf onto the full size all-weather pitch to ensure best use of the facility. This philosophy will assist the goal of creating a community hub. We will work with both the governing bodies to incorporate development schemes and fun sessions in to the sports delivery programme for the site.

## **Community and Educational Partnership**

It is a key element to ensure the facilities are offered to schools and community groups. We would create a strong partnership with the local Council to offer the school vast opportunities for its pupil's sports, educational and work experience opportunities. At the start of each academic year we will work together to produce a timetable of use for physical education lessons, community inclusion classes, competitive school matches and tournaments. In addition we will provide 20 hours of community pitch use midweek between the hours of 8:30am and 4:30pm to local schools and qualifying community groups such as concessionary Council leisure pass holders. Within this free of charge provision we could run an after school club to channel energies into a positive healthy environment and reduce the risk of anti-social behaviour.

We feel we can enhance aspects of extra-curricular activities such as holding subsidised FA learning courses for pupils and staff and developing partnerships with the Princes Trust and other social inclusion charities to enhance the opportunities of young people.

As partnerships progress we would like to offer employment and work experience opportunities to local pupils, such as days where they can shadow our staff to gain insight into how the centre operates.

As part of our commitment to the community we will be working with organisations such as NACRO and The Youth Offending Team to develop courses to improve social inclusion and improve young people's lives and skill sets.

We would also look to introduce a college vocational course where football is the driver for young people to engage in educational programmes.

## **Employment Opportunities**

AOD will invest directly into the community through the provision of employment opportunities, looking to recruit staff from the local area. AOD is an equal opportunities employer.

The concept has been devised by an experienced leisure operator for local residents and clubs. The long-term vision is to increase the number of people participating in sport at all levels, to reduce anti-social behaviour, to use sport as a force for good and to create a

strong community-led environment for everyone to enjoy. In addition we hope to assist local talent with support and links to professional sport and provide other career opportunities via strong educational and development projects.

The existing facilities provided at the Manor Ground are in desperate need of considerable investment. The focus of AOD is to add to the existing infrastructure with specialised and experienced management, with local knowledge and relationships in conjunction with good investment. The site in its current format is of little value. The location would not attract health clubs or retailers and the sports use requirement reduces any residential property potential value. The site and local residents need management, investment and a facility that provides for the local community. This community hub concept is key to the success of AOD and needs to be reflected within lease terms and tenure.

The business plan attached proposes a base rent of £10,000 or 5% of gross profit. In addition an annual community use provision of up to £26,000 is offered. This gives a very good return for the restrictive nature of the site.

In addition to this proposal AOD is happy to review management or refurbishment opportunities that may open up at other venues across the Borough. Such facilities could satellite from the sporting community hub provided at Manor Road which provides the solid infrastructure and foundation to efficiently manage other pitches across the Borough.



## **ACTIVE IN WALES & HARROW COLLEGE**

The Cambrian Village Trust was established by AOD in 2000 with the aim of promoting sporting opportunities for young people in the Mid-Rhondda area, irrespective of age or ability.

The project has and continues to prove a truly remarkable success delivering schools soccer coaching for primary, secondary and disability school pupils. With the development of new floodlit grass and all weather football pitches alongside educational facilities, the trust employs a number of full time qualified coaches operating a variety of courses and qualifications for the local community.

The Trust is building a continuous momentum of more and more qualified coaches, better players, healthier participants, giving all corners the chance to develop themselves physically, mentally, improving knowledge, qualifications, confidence and providing a distraction from anti-social behaviour.

The Trusts delivery includes the following programs:

- Primary school provision
- Disability program
- Holiday program
- Coach education
- Secondary school provision
- Academy
- Academy development hubs

### **The Game On Program**

A program devised for grassroots encouraging participation and motivation to change lives for the better with community involvement for the community the participants live in. The program objectives are in line with the AOD mission statement, increasing confidence and participation, engaging with disadvantaged people, diverting people from anti-social behaviour, increasing community cohesion through time banking, encouraging a healthy lifestyle and heightening educational and personal goals.

The Cambrian Trust is a good working example of the achievements that the Academy of Dreams can replicate with partnerships with schools.

**Harrow College**

# Academy of Dreams - BTEC Level 3

## Diploma in Sport (Football) - 16-18 only

Who is the course for?

Boys aged 16-18 years with proven football playing ability selected by trial who seek a first class education and have predicted grades A to C at GCSE level. This is the first year of a two year course that will help you to develop skills and knowledge required for employment within a variety of sectors of the sport industry.

This course is for 16-18 year old boys

What can it lead to?

Students who are successful can progress to employment in the sports industry. Students can also progress to University to take degrees or HND in Sports, Fitness and Health related courses.

Entry Requirements

Successfully selected from trials.

GCSE Grades A\*-C including English and/or Maths and Science. A Merit at BTEC Level 2 qualification plus C grade in GCSE English and/or Maths preferably.

Please note, you will be required to wear sportswear, which you will need to purchase. Further details will be given at enrolment.

What will I study?

BTEC Level 3 Diploma in Sport (Performance & Excellence)

YEAR 1

Unit 1: Principles of Anatomy and Physiology in Sport

Unit 2: The Physiology of Fitness

Unit 3: Assessing Risk in Sport

Unit 4: Fitness Training and Programming

Unit 7: Fitness Testing for Sport and Exercise

Unit 11: Sports Nutrition

Unit 17: Psychology for Sports Performance

YEAR 2

Unit 27: Technical and Tactical Skills in Sport

Unit 28: The Athlete's Lifestyle

Unit 5: Sports Coaching

Unit 8: Practical Team Sports

Unit 19: Analysis of Sports Performance

Unit 22: Rules, Regulations and Officiating in Sport

## How will I be taught?

Training is mapped out over a five day period with games played on a Wednesday or Sunday. College classes will take place over the same five day period and classes will consist of a variety of lectures, videos, outside speakers, research, student presentations, online interactive sessions.

## How will I be assessed?

You will be assessed through a combination of written assignments, presentations and practical assessments.