

Local Football Facility Plans

Changing room pavilions / clubhouses



Guidance note



— ■ FUNDING PARTNERS ■ —

Introduction

Changing room pavilions / clubhouses provide a number of benefits. While the primary function is often associated with the changing rooms to facilitate match-play and training (for players and officials), in the context of clubhouses there is equal value in facilities such as community and education rooms, catering facilities and spectator toilets.

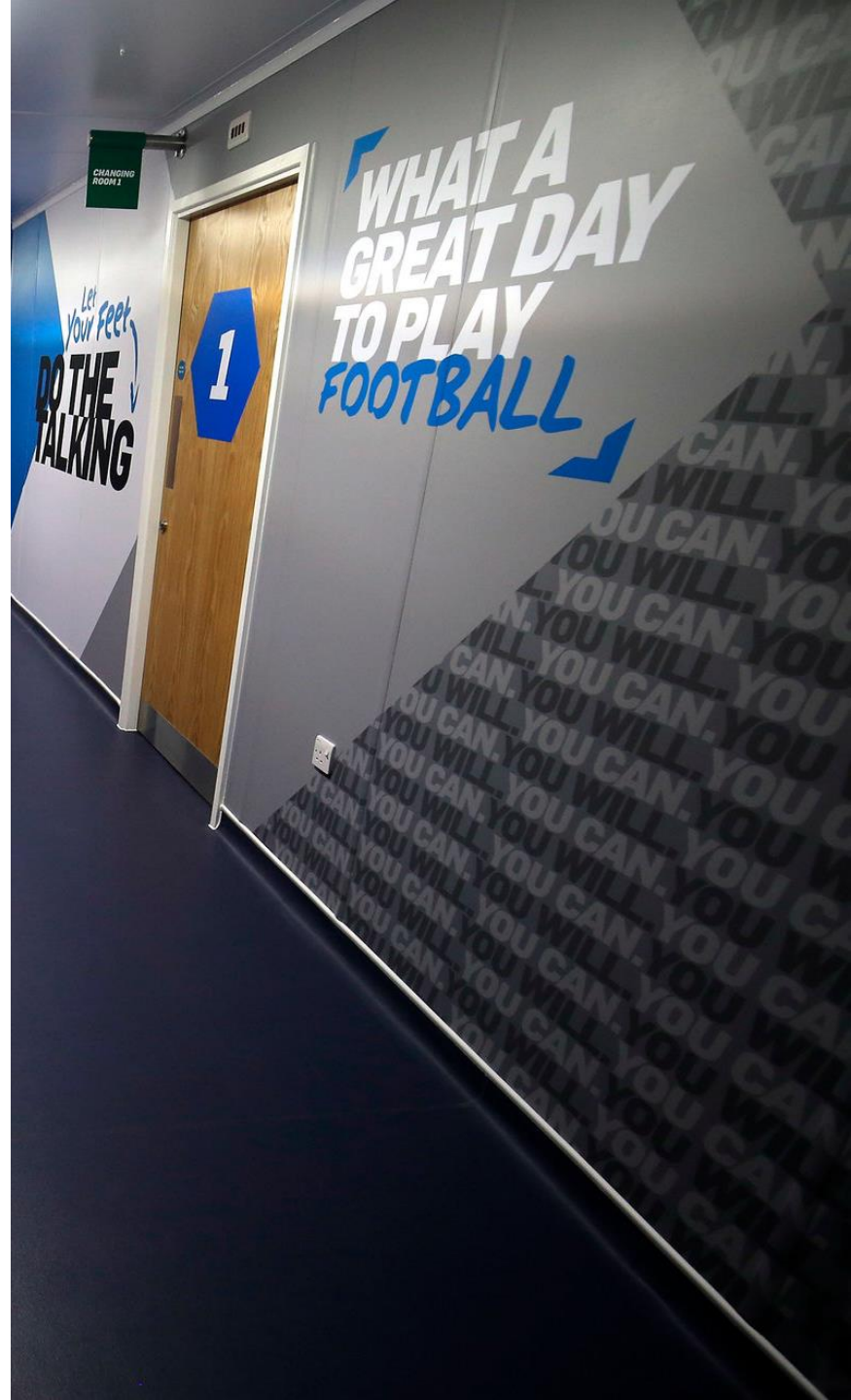
Such assets should support other investment priorities (3G and grass pitches) and be located at sites that will make the biggest impact on local communities. To achieve this, as part of the LFFP process, focus will be given to sites which have three or more full-size pitches* or high outcome potential.**

Following the identification of priority local sites, a variety of solutions may be required such as new builds (modular / traditional build), refurbishments, extensions and asset transfers. Consideration will also be given to the needs of professional club community organisations (CCOs).

Quality

As pitch quality is the number one issue for players, this should be prioritised before investing in changing room pavilion / clubhouses. When both aspects require improvement, this can be delivered together but consideration should be given to the timeframe required for pitches to become established.

Many existing facilities are of poor quality or are unsuitable for the modern game (e.g. communal showers, male only toilet facilities). This discourages players and officials, negatively impacts customer experience and, in certain situations, can be a safeguarding issue.



*sites may contain various pitch types (e.g. 5v5, 7v7, 9v9) but should total the 'equivalent' size of three full-sized 11v11 football pitches **slightly smaller sites can be considered when in prime locations and have significant usage levels



Inclusivity

Current design practices are modern, inclusive and accessible to people with disabilities. Football activity at key sites should also be inclusive and sensitive to different user groups, including women and girls, disability, BAME groups and people in lower socio-economic groups.

Engagement

It is essential to create an environment that is welcoming to players, spectators, volunteers, officials and all sections of the community. Taking a modern approach to pavilions and clubhouses (beyond the provision of changing rooms) opens up new opportunities to engage the whole community.

A site development plan will identify these key user groups and consider their needs. This will take into account expected usage patterns for changing rooms and, when appropriate, will not include provision for groups that typically do not use these facilities, such as mini-soccer teams.

On a social level, community rooms encourage parents, players and friends to stay for refreshments or obtain shelter from the winter weather. It also provides a welcoming space for training and education, meetings and small events.

However, to fully engage the whole community, pavilions and clubhouses must look beyond football and connect with an array of other local groups. These can vary from a community yoga class to a meeting point for the local running club – we encourage local stakeholders to think broadly and diversely. In turn, facility usage and income will also be maximised.

Sustainability

Clearly, pavilions / clubhouses need to be well managed and maintained to keep them in a good state of repair. Catering facilities provide an essential source of revenue to assist this and we shall work with each priority project for potential investment to develop a business plan that considers these aspects.

Consideration will also be given to reviewing the best operator solution for key sites. Financial pressures on the public sector combined with strong growth in the number of well-organised large multi-team clubs has created an environment where asset transfers are increasingly popular.

Examples and case studies

The following pages provide examples and case studies of the most popular location and facility types.



Example

New builds

Priority local sites that do not have an existing changing room pavilion / clubhouse will be identified for a new build. Consideration will be given to who will use and operate the site in order to identify the correct facility mix.

Refurbishment / extensions

Many existing pavilions / clubhouses at priority sites are in a poor state of repair and require refurbishment. While annual maintenance (such as painting and general repair) is the responsibility of the site owner, many require additional work. This might involve a complete renovation to modernise a dated and unappealing building, or reconfiguring the layout to provide facilities suitable for youth, female and disability users.

Alternatively, a pavilion / clubhouse may need to be extended to create extra space for a thriving club that has outgrown current facilities, or perhaps to enhance the use of existing good quality assets by adding a community room.

In either case, as part of the LFFP process, existing pavilions / clubhouses at priority sites will be evaluated to identify priority projects for potential investment.

Case study

Lincs
Inspire

Bradley Football
Development Centre

10

Changing rooms
serving 20 grass
football pitches and
two cricket wickets



Social

facilities for players,
spectators and
community groups



Education

rooms for key
community groups
delivering social
outcomes



3

full-sized 3G FTPs planned



Example

Professional club community organisations (CCOs)

CCOs continue to expand and enhance their range of community delivery, offering a variety of programmes and services to support local communities (sporting and non-sporting).

We want CCOs to have aspirational, high quality and sustainable facilities that provide further opportunities to work collaboratively with local partners to develop programmes that directly benefit under-represented groups.

Dedicated CCO facilities strengthen a club's presence in the community. They have a broad and diverse range of uses such as multi-sport, education/training and outreach programmes that promote social outcomes like education, health, employability and social inclusion.

Achieving this requires a flexible and innovative approach to facility design such as multi-sport areas, more flexible community spaces or office space for CCO staff. Other more conventional aspects may include changing rooms, grass pitches and 3G FTPs.

As part of each LFFP, the local CCO's facility needs will be considered by reviewing 1) CCO headquarters (CCO owned and operated) and 2) Usage (CCO usage needs at other priority sites for potential investment).

Case study



Education

rooms to enhance learning programmes



Health

projects delivered on 3G FTP (supported by four changing rooms)



Employability

programmes to support people and office facilities for trust staff



Social inclusion

to inspire young people aged 11-19



Example

Asset transfer

There are many reasons why clubs and local authorities might consider a change of ownership/management for a particular site. While there are risks to be mitigated, there are also significant opportunities.

Local authorities may consider asset transfers because of financial pressures and the need to save costs. This can often facilitate a new approach to long-standing problems and result in a more efficient use of assets by utilising community management models.

For many large multi-team clubs, asset transfer represents long term security and a home base to nourish and improve facilities for the community. To achieve this, clubs need to have appropriate operational, financial and governance structures.

Despite many successful examples, there are also some poor projects where insufficient preparatory work resulted in issues being overlooked which ultimately led to the asset becoming a liability. An appropriate due diligence process must follow the identification of an asset transfer opportunity.

While the details can be developed at a later stage, as part of the LFFP process, strategic intention should be considered and established for the proposed operator at each priority project for potential investment.

Case study



Social

facilities for the whole community



Education

Room for Stockton Sixth Form College and club



Dance studio

for college and community fitness



Stadia 3G

for club, College and whole community



WHAT A GREAT DAY TO PLAY FOOTBALL



LOVE
#MUMS
FOOTBALL

"I LOVE FOOTBALL
BEST SP
WORLD. I H
FUN PLAYIN
AND AT TR
I'VE MADE
NEW FRIE

JANE, AGED

"I LOVE COMING
TO FOOTBALL ON A
SATURDAY WE ALWAYS
GET TO LEARN NEW
TRICKS AND SKILLS AND
DON'T GET TOLD OFF IF WE
TRY THEM IN THE GAME.
I CAN DO LOADS NOW."

JADE, AGED 11



Premier
League



FOR
ALL



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Football 
Foundation

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