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SECTION C: YOUR PROPOSAL

Name of building / venue / facility

Crownpoint Sports Complex

Name of your organisation

The Clyde FC Community Foundation

Please provide details of the legal status of your organisation

Charity <i>(please provide Charity No if applicable)</i>	X	SC044165
Scottish Charitable Incorporated Organisation (SCIO)		
Company Ltd by Guarantee	X	
Community Club/ Sports Club		
Other <i>(please specify)</i>		

Do you have a formal constitution/ governance documents?
(please provide a copy) **YES**

Tell us about your proposal for the building/ venue/ facility and how you see this operating. Provide some detail as to why your organisation is well placed to deliver the benefits that will flow from the proposal.

The subject of this proposal, Crownpoint, is situated in the east of Ward 9 Calton in Glasgow. Clyde Football Club (Clyde FC) was founded in this area, based in Barrowfield where it grew from its community roots, 145 years ago.

The applicant, The Clyde FC Community Foundation (The Foundation), established in 2013 as a registered charity and a private company limited by guarantee without share capital, will operate Crownpoint as a community sports hub.

Our plans are about helping to regenerate the community's health and well-being through involvement with sport. We believe that with The Foundation managing Crownpoint, we can use the brand of an elite football club to encourage participation in one of the most deprived communities in Scotland. It is well understood that football club brands reduce the barriers to engagement for otherwise hard to reach groups. The Foundation has access to the Clyde FC brand for its programmes.

Clyde FC are operated as a not for profit community interest company and were Scotland's first one member one vote community owned football club. With approximately 400 active members who decide policy and elect directors. There are

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two Boards of volunteers which run Clyde FC and The Foundation. We are embedded in community control and decision making and now wish to expand this community focus to include community asset ownership.

The Foundation has extensive experience of working in the community. We operate across a range of projects, often in partnership, including employability, mental health, physical wellbeing, dementia, numeracy and literacy, disability, carbon reduction and environmental awareness, pre-school children, walking football, food bank collections, and a broad range of football camps involving girls and boys.

We will work with all existing users of the site to look after their interests, we are looking to expand facilities and avoid any displacement. We will reach out to local organisations to encourage more and deeper community engagement and involvement as our plans evolve. We are particularly keen to work in partnership with other site users to maintain, improve and manage the site professionally and sensitively. We will also reach out to ensure our offer appeals to the diverse nature of the local community and to encourage girls and women to come along both for fun and to compete under the Clyde FC umbrella.

Our immediate plans will include building a community stadium around the existing floodlit 3G 11-a-side football pitch. This will be available for the use of all users of Crownpoint and will make an excellent venue for schools, community teams and other groups as a neutral venue for cup competitions. In time we would plan to develop further all weather facilities on the adjacent grass football pitch to the west of the running track.

Our plans leave the existing running track and athletics field intact. There will be no negative impact on athletics by football operations. Rather, by working in partnership with Scottish Athletics we would be able to promote maximum community involvement by holding local, regional, national and even international athletics events. Ensuring the facility is 'track marked' would be a primary objective.

The opportunity to have football and athletics working together to promote community engagement in health and well-being through sport for everyone would be unique in Glasgow.

The existing built infrastructure will be utilised for broader community engagement activities such as repair shops, cooking classes, technology awareness, numeracy and literacy, English as a second language, again often in partnership with other organisations, some of whom we would hope to base themselves at Crownpoint. There will be no plans to displace any existing users.

Tell us about the benefits that you expect to generate from this proposal and how these might meet an existing need. Will your proposal benefit the local community, a community of interest or both?

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Community Benefits

Firstly, The Foundation can focus its efforts on the broadly defined Calton area of the city, providing opportunities for the whole community to participate in and around sport from a purely fun to elite level in one location. The combined offer would focus as now on football and athletics offering opportunity for participation, volunteering and employment. The site will be professionally managed with careful attention to making it an attractive, welcoming and accessible venue for anyone and everyone in the community.

Community of interest Benefits

Secondly, the return of Clyde FC to its roots after being forced to leave Glasgow 36 years ago will strengthen Glasgow's sporting profile by having an additional elite SPFL club operating within the city's boundary. Revenues arising from football and athletics events, lettings and new projects will allow us to maintain and develop the facility. As a functioning sports hub close to the city centre we will raise the profile of Crownpoint, bringing in new investment and facility users as well as attracting new supporters to join the passionate support the club currently enjoys. We will make access to watching elite football affordable and accessible for all.

Managing the site to maximise usage and footfall will help generate the revenues required to achieve sustainability for Crownpoint as a whole. This is a major project for The Foundation, the support of Clyde FC and its network of contacts will assist in making our vision for Crownpoint a reality.

There are opportunities in continuing to realise the legacy from the Commonwealth Games, especially once the running track is 'track marked' so that it can attract prominent events and thus attract athletes and spectators to the venue from home and abroad. The recent ability to use photo finish technology is already one step closer towards realising this goal. We want Crownpoint to function as a top class, elite sports hub underpinned by community participation and involvement.

Economic Benefits

By improving the facilities at Crownpoint and hosting professional football matches and regular athletics events we will also deliver economic benefits to the local community through the purchase by supporters and attendees of a variety of goods and services from local businesses, many of whom are small and local.

Environmental Benefits

We will also help to deliver environmental benefits for the community by promoting green travel plans for supporters/attendees to access Crownpoint, capitalising on its

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excellent accessibility by public transport and proximity to the city centre. Our community stadium will also conform to all sustainability principles, including those related to planning the facility, its construction such as the choice of materials used to minimise carbon emissions; and operationally too we will work towards net zero carbon emissions by choice of heating systems used, water conservation, waste disposal and re-usable or recyclable materials used within the facility. The same principles apply to the existing pavilion on site, where we will review its existing carbon footprint and plan any improvements needed such as better insulation and reducing carbon emissions where possible.

This project will be part of our 20-minute neighbourhood ethos, which determines that the local Calton ward community can work, socialise and live within a 20 minutes' walk or cycle from the new facility.

What are your plans to generate sufficient income/ grants to be able to sustain the ongoing operating costs of the building/ venue/ facility?

The sustainability of Crownpoint will rely to a great extent on expanding the active hours that the site operates, in particular having daytime activities operated by The Foundation. We will work, in partnership or on our own, to keep the site active throughout the day and at weekends where paid for utilisation of facilities is currently low.

The Foundation has extensive experience of delivering the type of activities that can make Crownpoint a vibrant daytime facility. Examples of which are noted above.

Most of our programmes are grant funded and we have extensive experience in obtaining funding for programmes that will support the operation of the facility.

On top of our normal charitable activities we would intend to work with Clyde FC to introduce the typical types of business models that can operate around a professional football club that supports other elite teams to maintain and develop the facilities under their control.

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Tell us about any experience you have in managing a building/ venue/ facility.

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The Foundation has utilised numerous venues in particular at the club's previous home at Broadwood in Cumbernauld so developed a sound understanding of operating facilities.

The daily operation of Crownpoint would be a collective effort between existing Foundation staff and volunteers but also staff and volunteers from Clyde FC plus those new staff and volunteers who join us.

The staff and volunteers of Clyde FC, have been closely involved in operating stadia when they operated Shawfield, and since leaving Shawfield in 1986, renting at Firhill, Douglas Park, Broadwood and now at New Douglas Park. Although not owners and wholly responsible for managing these facilities, we have worked closely alongside the owners and their staff on a practical day to day level in preparing for matches, charitable programmes and events and we understand the practical issues of maintenance and investment in facilities.

Despite being a tenant at Broadwood Stadium until July 2022, Clyde FC is well versed in the football aspects of running and maintaining a sports facility. As a senior SPFL football club, Clyde FC has complied with a range of requirements relating to the safety and maintenance of the facility and related activities. This was done in close partnership with the landlord, North Lanarkshire Leisure. Regular operational planning meetings were held with the stadium management to ensure the safe and efficient delivery of events. Clyde FC staff and volunteers were integral to the operation of the facility when events were staged.

Clyde FC has also contributed financially to the ongoing maintenance and safety of the facility and employs experienced staff. As of 1st July 2022, Clyde FC moved to New Douglas Park, Hamilton to share with Championship Club Hamilton Academical FC, where the club has a similar relationship with its landlord and operates to a similar level of compliance with the football authorities, maintaining its SFA Silver Status in terms of its operating and facilities management responsibilities.

In addition, the club has long experience of managing football matches, sometimes involving Premiership clubs in cup ties and dealing with complex management of ticketing, TV coverage, stewarding, health and safety and safeguarding issues, and media relations. All of this experience is available to The Foundation.

What help and support from the council family would you require for this proposal?

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- **Details of current users and use rate of the Crownpoint pitches, including most popular times and prices**
- **Help with identifying and estimating indirect costs associated with the venue, such as marketing and other services that are currently not identifiable in the asset suitability report**
- **Help to estimate the cost of investment to bring the facility up to a standard considered acceptable and to estimate an ongoing maintenance schedule**
- **Financial support to obtain an expert view on the above from an appropriate professional**
- **Details on how Glasgow Life has hitherto engaged with the local community in its operations and advice on the best approach to take**
- **Details of all capital and maintenance expenditure over the past 5 years at the facility**
- **Costs and schedule for maintenance of the 3G pitch, including future life expectancy**
- **Whether we can access some capital funding, especially so the running track can be 'track marked' and thus contribute to sustainability and other small pump priming projects to get our project off the ground as quickly as possible, e.g. fencing ; storage for sports equipment; help to create a second artificial pitch, which would help us generate revenue from the site, minimise displacement and contribute to meeting demand for pitches in Glasgow**

Please provide us with any other information that you feel is relevant to your proposal.

In summary, The Foundation can provide skilled and professional management of Crownpoint as a key community sports hub in one of the most challenged communities in Scotland and secure the long term future of the site by investing in it for this purpose.

We can offer the return of a long standing elite football club whose heart has never left the east end of Glasgow even if by force of circumstance it has had to move away temporarily. This will clearly enhance Glasgow's sporting reputation as one of the foremost cities of sport in Britain.

Our commitment to invest in a community stadium will ensure that the type of facilities necessary for a senior football club will be available to the community and will create a strong sense of inclusion as we develop an approach where the doors are always open.

We are keen to support teams for all age groups, attracting participants from the local community whether operating under the Clyde FC brand or their own valued identity.

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We will help create a sporting hub close to the centre of the city of which Glasgow can be proud.

Over time we will maximise the use of the site both for elite football, athletics and community use and we will generate the revenues required to create a sustainable resource for the city.

Our plans would be an injection of hope and investment to help regenerate one of the most deprived communities in Scotland. We will do this by adopting a policy of community engagement and involvement to promote healthy lifestyles and well-being through participation in, and association with, sport. By reaching out to the local community we will offer sporting opportunities for all and contribute to the overall regeneration and health and wellbeing of the area.

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