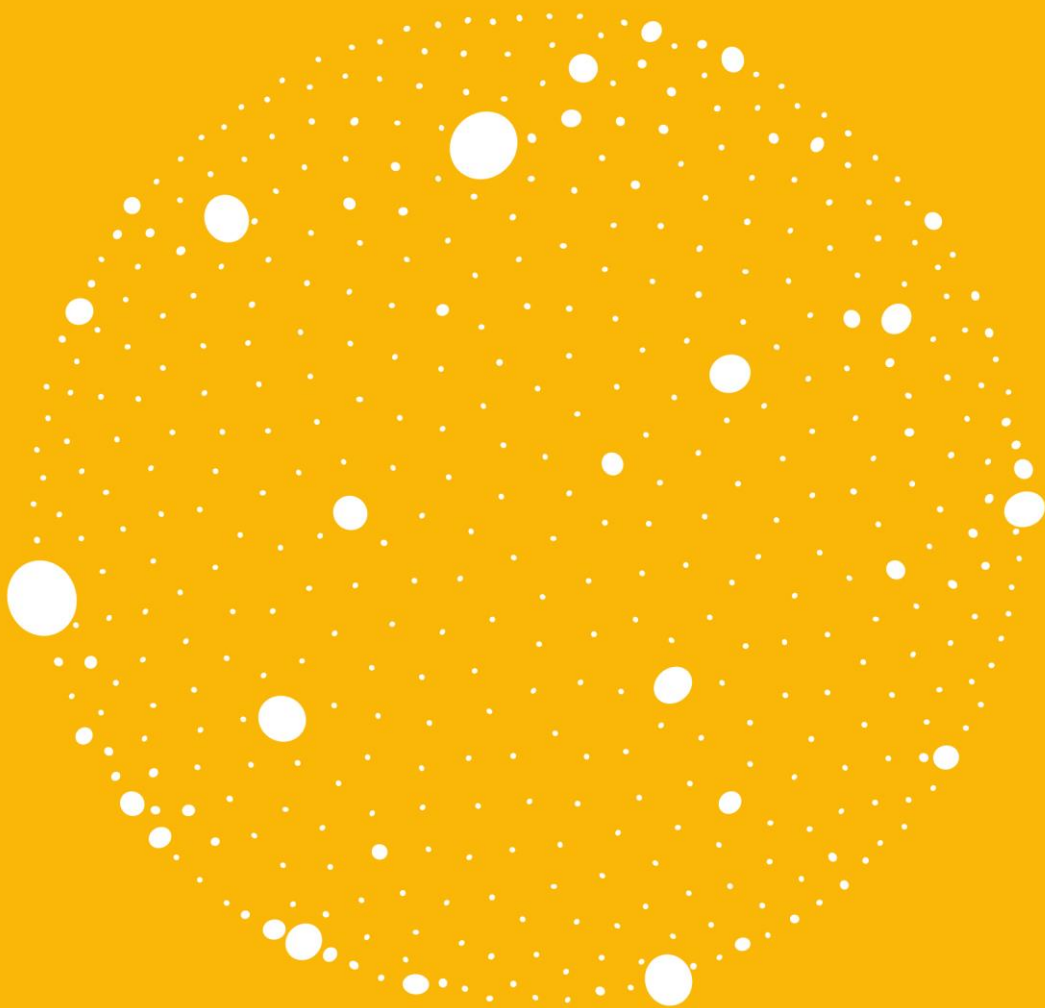


community
enterprise

Loch Park Development : Research Report

Glenafton FC

October 2018



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1. Introduction and Background

1.1 Background and Original Drivers

Glenafton Junior Football Club is a community owned football and sports club that owns its own site. Holding the asset in trust for the community gives the organisation a real opportunity to develop it to meet the needs of the local community more effectively. Glen Afton FC was formed in 1930 and has been at Loch Park since 1960. There are deep roots in New Cumnock and a great space facility. However there is a feeling that it is an underused facility and that the time is right to re-develop the site and building to create a high quality indoor and outdoor space for sports, health and well-being for the people of the village and surrounding area.

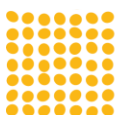
Crucially they are keen to ensure that any development is rooted in the needs and demands of local people. But there is also a need to ensure that any development is not only fundable, but is also financial sustainable beyond initial grant funding.

Glenafton Community Development Group undertook work on an early business plan and this document builds on the work that was achieved by local people during that process where a real opportunity began to be articulated.

1.2 Organisational Context and the site

Glenafton FC was formed in 1930 at the heart of the Miners Rows in Connel Park, New Cumnock in East Ayrshire, In 1960 the club moved to its current site at Loch Park in the heart of the village.

There is a small hall with a bar area and well-appointed kitchen and toilets. The building is basic, but well looked after.

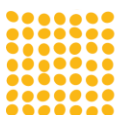


1.3 Methodology

It is estimated,

- The survey represented the views of around 300
- 76 individuals engaged at the Gala Day
- Around 60 participated in the open meeting and at the home game

Between individuals engaged with at events and those who completed surveys, we are confident that that at least 400 local people contributed to the research.



2. Research

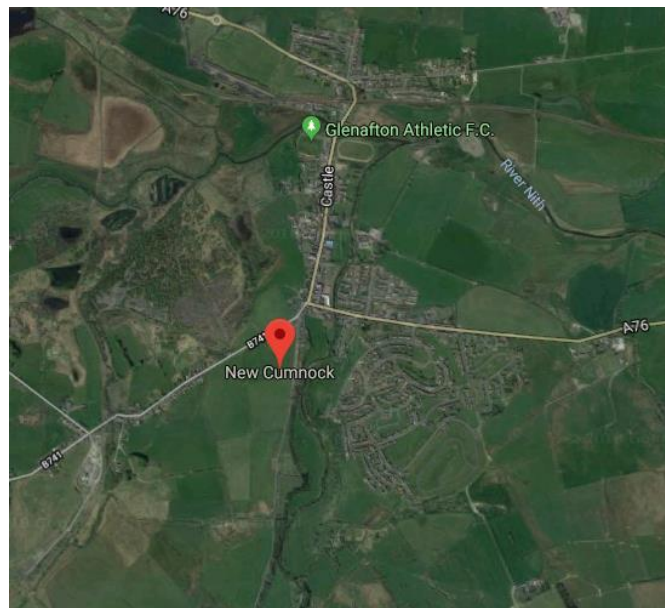
2.1 The Nature of the Area



New Cumnock

New Cumnock is a town in East Ayrshire, Scotland. It expanded during the coal-mining era from the late 18th century, and mining remained its key industry until its pits were shut in the 1960s. The town is 5.7 miles (9.2 km) south-east of Cumnock, and 21 miles (34 km) east of Ayr.

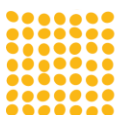
One of the first mentions of the village was when Patrick Dunbar of Comenagh signed the Ragman Roll of 1296. Blind Harry's poem "The Actes and Deidis of the Illustre and Vallyeant Campioun Schir William Wallace" placed William Wallace in and around the village four times in his heroic tales of the patriot, calling it Cumno and Dunbars' castle, which sat on Castlehill in the midst of a vast loch, as "Black Bog Castle".



Both William Wallace and Robert Bruce were hunted within the Afton's glen, where Robert Burns' "Sweet Afton" still flows gently, until it merges into the River Nith. This industrial, literary and national heritage is an important part of the community's cohesion and sense of pride.

The village of New Cumnock and surrounding rural areas has a population of around 2600 people, a decline of over 17% in the past decade. There is evidence of increasing need. Poor health, high unemployment rates, poor educational attainment and opportunities for young people are diminishing and there are high levels of relative deprivation according to the Scottish Index of Multiple Deprivation.

Since being awarded the "Ploek of the Plinth" award in 2013 for being Scotland's most dismal town, a community led action plan was created in 2014. This plan was "to guide for what we as a community will try to make happen over the next five years". One of the main priorities contained within this plan was for the creation of a Community and Sports Hub.



2.2 Demographics and Statistics



Ward Profile : Cumnock and New Cumnock

This related not to the local beneficiary community, but to the wider potential customer area for the new hub. There is a population in this ward of nearly 14,000

There are relatively worse health statistics compared to the Scottish average in the broader ward. 11% of first time mothers are under 19 compared with 8% across Scotland. 28% of mothers are recorded as smokers at anti-natal classes, compared with 16% across Scotland.

New Cumnock Statistics



Population

There are 2,700 people living in New Cumnock.

Proportionally, there are less people aged 0-15 in the area compared to the Scottish average (14.5% v 16.9%), the East Ayrshire figure is 17.4%. Working age ratio in NC is 60.7%, East Ayrshire is 63.0% a little less than the Scottish average figure of 64.6%.

NC residents aged 65+ are at 24.8% of the population, significantly higher than the Scottish average of 18.5%, East Ayrshire figure is 19.6 %.

The vast majority are White British (95.8%), against a Scottish average figure of 84.0% with Non White at 0.4% (Scotland = 4.1) and white non British at 0.5% (Scottish average = 4.2%).

94.6% of the population was born in Scotland; Scottish average = 83.3% with 0.8% born outside of the UK.

56.3% of residents are Christian (Scotland = 53.8%) and 37.1% have no religion (Scotland = 36.7%).



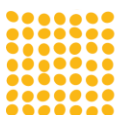
Households

31.0% of households are married, just below the Scottish average = 32%;

29.0% of households are pensioner significantly higher than the Scottish average figure of 20.9%

Lone parent families with dependent children are 35.3%, the Scottish average = 27.6%

15.0% are one person households (under 65) (Scotland = 21.6%).





Vulnerable Groups

34.5% of children live in out of work households (Scotland = 15.2%) and 29.5% of children live in poverty (Scotland = 16.5%). The East Ayrshire figure is also higher than the national average at 20.6%.

6.4% of people claim Unemployment Benefits (Scotland = 2.7%)

Youth unemployment claimants (aged 18 – 24) are at 10.4% considerably higher than the Scottish average = 4.0%

10.1% of people claim Incapacity Benefit (Scotland = 7.5%)

27.0% of pensioners are living in poverty in New Cumnock compared to 16.4% across Scotland

7.4% of people claim DLA (Scotland = 3.9%); 22.2% of people of working age claim DWP benefits, Scotland = 13.0%; 25.2% of people claim housing benefit (Scotland = 16.5%).

Mental health related benefits are at 4.7% of working age adults, Scotland = 3.9%.



Housing

38.1% of dwellings are semi-detached (Scotland = 19.7%); 26.6% of dwellings are terraced with 22.5% being flats, maisonettes and apartments.

12.7% of dwellings are detached, Scotland = 21.4%.

51.7% of dwellings are owner occupied (Scotland = 62%). 25.8% are owned outright. (Scotland = 27.8%)

42.8% are socially rented (Scotland = 24.3%) and 33.6 % are rented from the Council (Scotland = 13.2%).

The vast majority of dwellings belong to the lowest council tax band indicating a lower value (79.1% of all dwellings belong to Band A), Band B = 5.7%, Band C = 7.1%, Band D = 6.6%; Scottish average for A,B,C and D = 21.2%, 23.2%, 16.1% and 13.3%.

1.4% of dwellings belong to Council Tax Band E, Scottish average = 13.3%.



Health

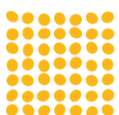
First time mothers aged under 19 are at 11.6%, Scotland = 8.4%.

Women giving birth who were smoking at booking is 36.6% (Scotland = 15.9%)

31.0% of the population has a limiting longterm illness, the Scottish average is 19.6%.

The main causes of hospital admissions is disease of the digestive system, followed by cancer, then respiratory disease.

Hospitalisation rates (emergency admissions) in the area are significantly higher than the Scottish average (19,621 v 10,192 per 100,000 population).





Education

49.9% of working age people have no qualifications (Scotland = 26.8%).

8.7% of working age people are qualified to level 4 (degree +), Scotland = 26.1%.

Female pupils in S4 achieving SCQF level 3+ in English and maths are 50%, Scotland = 94.8% while male pupils achieving the same are at 63.6%, Scotland = 93.7%.

15.6% of school leavers move on to employment (Scotland = 20.9%), 46.7% to further education (Scotland = 27.8%) and 2.2% to higher education (Scotland = 36.5%).



Economy and Employment

59.0% of working age people are economically active (Scotland = 69%).

33.4% are employed full-time (Scotland = 39.6%), 11.8% part-time (Scotland = 13.3%), and 4.0% are self-employed (Scotland = 7.5%).

The largest employment sector is health and social work (19%), followed by manufacturing and retail, both at 14%.

Local job types are principally business administration & support services, then retail then transport.

Most people are employed in skilled trades (14.8%), elementary occupations (14.6%); 13.6% of people are in professional occupations with 5.5% in managerial occupations.



Transport

35.6% of households have no cars (Scotland = 30.5%).

41.7% of households have one car (Scotland = 42.2%), with 18% of households having 2 cars (Scotland = 21.6%).

New Cumnock has a train station and lies between Auchinleck and Kirkcubright on the south western line running between Kilmarnock and Dumfries. The commute to Glasgow takes over an hour with Kilmarnock around 25 minutes away. Schedules seem fairly limited throughout the day and at peak times.

There are several bus routes in the area with the No 43/A route from Ayr to New Cumnock; 236 Cumnock to Dumfries; 246 Cumnock to Dumfries; 343 Ayr to New Cumnock; 356 Dalmellington to Cumnock and the X76 Glasgow – Kilmarnock, Irvine and Cumnock. Schedules vary however are fairly frequent at peak times, decreasing during the evenings and weekends.

[43 - Ayr - Cumnock + New Cumnock](#)

[236 - Cumnock - Dumfries](#)

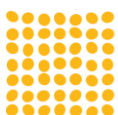
[246 - Cumnock - Dumfries](#)

[343 - Ayr - New Cumnock](#)

[356 - Dalmellington - Cumnock](#)

[X76 - Glasgow - Kilmarnock Irvine Cumnock](#)

The town lies adjacent to the A76 to Dumfries and is 5.7 miles south west of Cumnock and 21 east of Ayr.





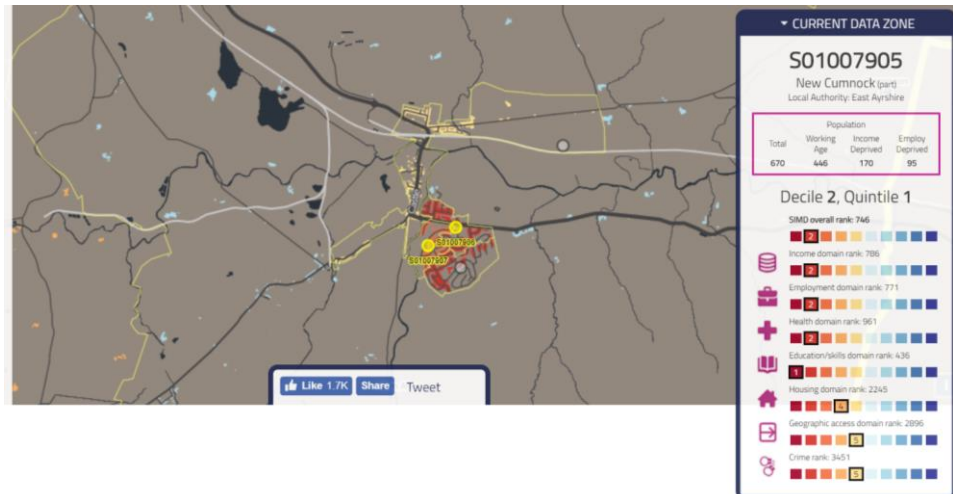
The average broadband download speed is 29.54 Mbit/s (Scotland = 41.80).

The average broadband upload speed is 5.52 Mbit/s (Scotland = 4.80)

SIMD¹

The examined areas are in the most deprived ranks of the majority of domains of SIMD with overall levels of deprivation in the bottom 20%; similarly income, employment and health levels are in the bottom 20%. We can also see that education indicators are in the bottom 10%.

The figures show us that New Cumnock is a highly deprived village with very poor educational outcomes for its young people and high levels of deprivation apparent throughout the community.

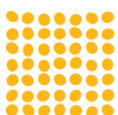


2.3 Policy

This is a local development which will deliver facilities and services to make life better and improve community facilities in an area struggling with a declining population and poor health and high relative deprivation. The development of the Facility will therefore bring benefits to NE Cumnock and East Ayrshire.

The project also fits within a wide range of national and local strategic policy directions.

¹ The Scottish Index of Multiple Deprivation (SIMD) identifies small area concentrations of multiple deprivation across all of Scotland in a consistent way. It allows effective targeting of policies and funding where the aim is to wholly or partly tackle or take account of area concentrations of multiple deprivation. SIMD ranks data zones from most deprived (ranked 1) to least deprived (ranked 6,976). The least deprived data zones are depicted in dark blue and the most deprived in dark red.



2.3.1 Broad National Policy

A Programme for Government

Scottish Government’s Overarching Purpose - The overarching purpose of the Scottish Government is to focus services on creating a more successful country with opportunities for all of Scotland to flourish. The delivery of public service and resources is underpinned by the National Performance Framework (Strategic Objectives, National Outcomes and National Indicators). Strategic objectives include improving health, opportunities for lifelong learning, creating safe and strong communities, and improving the built environment. A new sporting hub will facilitate the following benefits in particular;

Improved life chances – the hub will create opportunities for lifelong learning and participation in a wide range of activities to increase skills and confidence. Increased participation in sports and community based activity will lead to improved health and wellbeing.

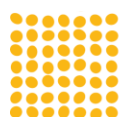
Better connected community– a hub could be a place for people and groups to come together, share experiences and achievements and develop the capacity needed to address challenges.

Better services - A hub will improve access to local services and contribute to a better built environment by replacing facilities which are no longer fit for purpose.

This Programme is important as not only does it set out the Government’s overarching purpose (to ‘focus Government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth’) but this purpose filters down to many regional and thematic strategies.

Scottish National Outcomes – of the 15 National Outcomes, those that the proposed Sports Hub development aligns with best are:

Scotland’s National Outcomes	How a community Sports Hub could help to achieve these
We live longer, healthier lives.	<p>Through the various activities on offer we will encourage all age-groups to take more exercise by offering a variety to suit most abilities. We will work with Primary School to increase their offering of physical education activities.</p> <p>This project, offering access to sporting facilities, will have direct health benefits on everyone who uses it.</p>
We live in well-designed, sustainable places where we are able to access the amenities and services we need	<p>This development will react to the needs of the local community as identified through the Survey and open consultation</p> <p>A new pitch and a better building will develop a good but bespoke space into something for full community use. The Facility will be accessible to people with a range of needs and incomes and for all ages and abilities.</p>
Our young people are successful learners, confident individuals, effective contributors and responsible citizens	<p>Access group and team activities, we will encourage our young people to work together to gain confidence whilst enjoying physical activity.</p> <p>GAFC will work with the local schools (primary and secondary) including the most disadvantaged young people in New Cumnock and beyond who often do not do well in school and offer an alternative working and learning environment through participation in sport.</p>



We have tackled the significant inequalities in Scottish society.	Those with support needs and health problems are at significant disadvantage and we will work towards equality of opportunity through providing access to modern sporting and well-being facilities.
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Curriculum for Excellence

The expected outcomes for the Facility are also linked with the Curriculum for Excellence (Successful Learners, Confident Individuals, Responsible Citizens and Effective Contributors). This is particularly important when working with young people who are at risk of disengaging with education.

Modern sporting facilities would create opportunities for children and young people to improve

- self-esteem and confidence
- self-awareness
- positive relationships
- conflict resolution/problem solving skills
- communication skills
- responsibility/commitment
- anger management skills
- team building skills.

Between 2015 and 2019 The Government will have invested £50 million in Active Schools. The number of participants has risen from 270,691 in academic year 2013/14 to 293,878 in academic year 2016/17 – a rise of 8.6% in 3 years. Recent research highlighted that Active Schools participants spent an average of almost 2 hours a week on activities, and 94% said they were more motivated to be more active in the future. We are encouraging people from deprived areas to engage with sport through the programme in support of our ambitions to raise attainment.

Community Renewal and Empowerment Act / Community Ownership of Assets

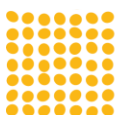
In March 2009, the Scottish Government and COSLA jointly launched the Scottish Community Empowerment Action Plan. This has come to fruition in the Community Empowerment and Renewal Act, which was passed by the Scottish Parliament in June 2015². The objective is to make it easier for communities to take over underused or unused assets (land and buildings).

Community ownership and control of assets has been hugely supported by the Scottish Government. Though the site is already owned within the local community there will still be significant political and funding support for developing a community owned asset.

Christie Commission

This report published in 2011 had a major impact on realigning the delivery of services to vulnerable people in places like New Cumnock. The key objectives of the reform programme are to focus on prevention rather than treatment of problems once they happen. Initiatives like the

² See <http://www.gov.scot/Topics/People/engage/cer>



Facility feed directly into this policy context by promoting health and well-being and good opportunities for physical activity, which could reduce the demand on health services later.

Social Enterprise

The Enterprising Third Sector Strategy and Action Plan committed to sustainable ways to run the third sector. A new 10 year Social Enterprise Strategy was launched in late 2016 and a first three year strategy was announced in March 2017. There is a national strategic approach to ensuring sustainability in communities with additional support and funding around this area.

The club will use a social enterprise model to support the delivery of social outcomes. There is a Sport Social Enterprise Network administered by Senscot and membership of that should be explored.

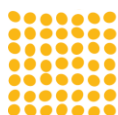
Rural Regeneration - The Scottish Government is committed to supporting rural life, rural communities and the rural economy. It set up the *Rural Development Council* to consider how best rural Scotland can contribute to the creation of a more successful country ('Speak Up For Rural Scotland'), through increasing sustainable economic growth. The Council's recommended priorities include *the promotion of Development Trusts and social enterprises* as a means to increase community participation and *increase business skills* to boost the rural economy and create jobs.

Rural areas in coalfields are particularly unique in combining rural exclusion and lack of services, transport and potential isolation, with the impact of industrial decline the impact that had on communities.

A new well-being hub in New Cumnock will increase community participation by providing a venue for the community to come together, to take part in activity, provide social interaction and physical and mental health benefits. It will contribute to the local economy through its enterprise activities and provide jobs locally.

2.3.2 Sport and Well-being Policy

The World Health Organization has shown important leadership on this issue in its Global Action Plan on Physical Activity, 'More Active People for a Healthier World', published on 4th June 2018. This sets out a target of achieving a 15% relative reduction in the global prevalence of physical inactivity in adults and in adolescents by 2030.



Scottish Government's Recommended Levels of Activity

Physical activity for children and young people (5–18 Years)

- BUILDS CONFIDENCE & SOCIAL SKILLS
- DEVELOPS CO-ORDINATION
- IMPROVES CONCENTRATION & LEARNING
- STRENGTHENS MUSCLES & BONES
- IMPROVES HEALTH & FITNESS
- MAINTAINS HEALTHY WEIGHT
- IMPROVES SLEEP
- MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for at least 60 minutes everyday

All activities should make you breathe faster & feel warmer

PLAY

RUN/WALK

BIKE

ACTIVE TRAVEL

SWIM

SKATE

SPORT

PE

SKIP

CLIMB

WORKOUT

DANCE

3 TIMES PER WEEK
Include muscle and bone strengthening activities

Sit less

LOUNGING

Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

Physical activity benefits for adults and older adults

- BENEFITS HEALTH
- IMPROVES SLEEP
- MAINTAINS HEALTHY WEIGHT
- MANAGES STRESS
- IMPROVES QUALITY OF LIFE

REDUCES YOUR CHANCE OF:

- Type II Diabetes **-40%**
- Cardiovascular Disease **-35%**
- Falls, Depression and Dementia **-30%**
- Joint and Back Pain **-25%**
- Cancers (Colon and Breast) **-20%**

What should you do?

For a healthy heart and mind

Be Active

VIGOROUS: RUN, SPORT, STAIRS

MODERATE: WALK, CYCLE, SWIM

To keep your muscles, bones and joints strong

Sit Less

TV, SOFA, COMPUTER

To reduce your chance of falls

Build Strength

GYM, YOGA, TAI CHI, BOWLS

Improve Balance

MINUTES PER WEEK

75 OR 150

VIGOROUS INTENSITY (BREATHING FAST, DIFFICULTY TALKING) OR MODERATE INTENSITY (INCREASED BREATHING, ABLE TO TALK) OR A COMBINATION OF BOTH

BREAK UP SITTING TIME

2 DAYS PER WEEK

Something is better than nothing. Start small and build up gradually: just 10 minutes at a time provides benefit. MAKE A START TODAY: it's never too late!

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: <http://www.bit.ly/startactive>

A More Active Scotland : Scotland's Physical Activity Delivery Plan

The report notes that 64% of adults met the Chief Medical Officers' guidelines for moderate or vigorous physical activity, a similar level to that seen since 2012 (62-64%) (Scottish Health Survey 2016). 76% of children meet the average daily guidelines on physical activity, an increase from 71% in 2008 (Scottish Health Survey 2016).

There is a desire to grow on this positive trend and the vision is

“Our vision is of a Scotland where more people are more active, more often.” It sets out the following outcomes;

- Outcome 1: We encourage and enable the inactive to be more active
- Outcome 2: We encourage and enable the active to stay active throughout life
- Outcome 3: We develop physical confidence and competence from the earliest age
- Outcome 4: We improve our active infrastructure – people and places
- Outcome 5: We support wellbeing and resilience in communities through physical activity and sport
- Outcome 6: We improve opportunities to participate, progress and achieve in sport



As part of this, the Scottish Government is keen to encourage and support clubs and communities to retain participants through community sport hubs, Sports Governing Body regional development posts, and Direct Club Investment (sportscotland). There are numerous programmes that are part of that policy, from the National Daily Mile to Cycling without Age, from Women and Girls in Sport Week to Care About Physical Activity programme. There is a significant policy and programme momentum towards sport and health that this project can benefit from and link into.

The report stresses the importance of physical spaces and the contribution that Sportscotland will make to investing in that. It does indicate overtly that community consultation must be shown in the development of any asset.

The report notes importantly;

“The physical environment is an important factor in encouraging and enabling us to live active lifestyles. The availability and accessibility of sport and exercise facilities, our transport infrastructure, and our built and natural environments all have a significant bearing on how readily we can take part in physical activity and sport, and the regular choices we make about how we move through our surroundings. We therefore seek to ensure that our environments support outdoor play, walking, cycling and other forms of active travel, and provide inspiring and safe opportunities for people to participate in physical activity and sport.”

“We will support the development of community sport hubs within the most deprived areas of Scotland offering a range of opportunities for people to take part in sport (sportscotland).”

Key objectives of Sports Scotland

Sports Scotland will target resources around the development of projects that have the greatest impact on:

- participation
- progression
- equalities & inclusion
- people development
- collaboration & impact

Health & Wellbeing– As part of its social policy framework to reduce poverty and inequalities, the Government’s Equally Well policy seeks to improve health and wellbeing for all. It recognises the importance of community empowerment to address local needs but also the key role the third sector has to play in delivering innovative and inspired ways of supporting people.

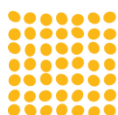
The Hub will find ways to reach deep into the community through strong, inclusive partnership working and innovation. It will involve and empower local people with multiple needs, whom universal services sometimes find hard to reach. It will remove barriers to participation through easily accessible, multi-purpose facilities.

2.3.3 Local Strategy

New Cumnock Community Action Plan 2014 -2019

This development fits strategically with the following local priorities identified within the plan.

- Theme 2 Community & Recreational Facilities
 - Priority 3 Develop Integrated Community & sports Hub

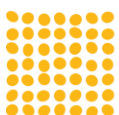


- Priority 4 Improve facilities for young people.
- Theme 3 Local Economy, Tourism & Jobs
 - Access training & Jobs
- Theme 4 Environment, Heritage & Outdoor Recreation
 - Complementary to Ethos

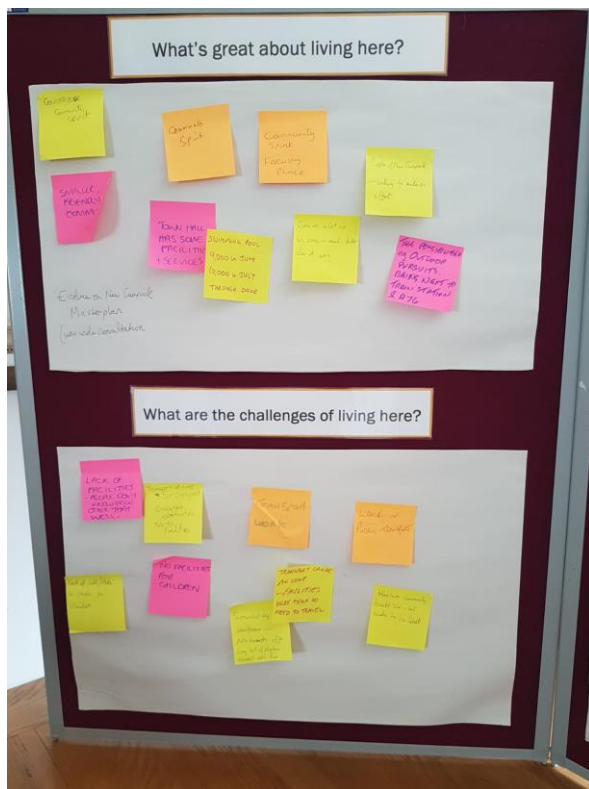
2.4 Trends in sport

Over recent years the development of sport has been promoted significantly in the UK and Scotland due to a range of factors:

1. There is more of a focus on physical activity and the impact of sport than on sports excellence. 64% of adults and 76% of children met the Chief Medical Officers' guidelines for moderate or vigorous physical activity. This amounts to a small increase over the years but a positive momentum that should be built on. Minimum physical activity requirements are being communicated nationally and a realisation of lifestyle on health and longevity is accepted by most people;
2. Many football clubs are already doing a lot in the areas of men's health, mental health and the promotion of people taking control of their own health through physical activity. For example, The Changing Room is a unique project which uses the power of football to bring men aged 30 to 64 together encouraging them to take action on their mental health and wellbeing. There is also the Football Fans in Training programme which supports football fans to lose weight, have a healthier lifestyle, and get fitter.
3. The Scottish Government has invested nearly £1 million in 2017-18 to support older adults in care to become active through the Care About Physical Activity programme.
4. Scotland's inaugural Women and Girls in Sport Week was held in October 2017 to raise awareness of sport & physical activity among women and girls and participation barriers
5. There are numerous programmes that are part of Government policy, from the National Daily Mile to Cycling without Age, from Women and Girls in Sport Week to Care About Physical Activity programme. There is a significant policy and programme momentum towards sport and health that this project can benefit from and link into.
6. The London Olympics were viewed as highly positive increasing interest in sport;
7. The Glasgow Commonwealth Games has translated that momentum to Scotland where there is continued interest in sport;
8. There is a significant opportunity to raise the profile of sport in Scotland as a result of recent and other events such as the 2014 Ryder Cup and potentially Glasgow 2018 Youth Olympic Games;
9. 2 hours per week of Physical Education is compulsory across Primary and Secondary schools in Scotland, embedding sport and physical health into weekly activity;
10. Funding, despite this, has been ad hoc. sportscotland funding has reduced and there are very few funding sources for sports specific projects;
11. Interest in sport and fitness is increasing and there is a view that this will continue over the coming years so, whilst grant funding for investment is difficult, commercial demand is likely to be retained



2.5 Open Public Meeting



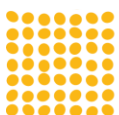
The team visited a home game in September 2018 and ran an open public meeting prior to the game.

24 people completed the All About Me sheet showing that around 75% were local to New Cumnock, fewer were under 16 and most were families.

Approximately 35-40 people participated in the session, with others completing the survey before the football. We engaged with a number of individuals at the game and around 60 people engaged with in total. The following are the key findings as people were asked to reflect on the whole community rather than just what they thought about Loch Park;

What's great about living here?

- Countryside
 - Community spirit
 - Friendly place
-
- Come on a lot as an area – much better than it was
 - The possibilities, e.g. outdoor pursuits.
 - Being next to train station and A76
 - People of New Cumnock – willing to make an effort
 - Swimming Pool – 9,000 in June, 10,000 in July through the door
 - Town hall has some good facilities and services
 - Smaller, friendly community
 - Evidence on New Cumnock masterplan (wide consultation)



What are the challenges of living here?

- Transport can be an issue but facilities here mean there's no need to travel
- Windfarm community benefit ok – but needs to be a limit
- Lack of public transport
- Surrounded by windfarms – puts tourists off, every bit of skyline is covered with them
- Not enough facilities for children
- Transport

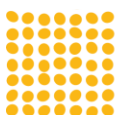


- Work
- Lack of Lidl/Aldi so people go elsewhere
- Lack of facilities so people don't know each other that well anymore
- Transport at times for employment
- Employment opportunities
- Sports facilities

What would you like to see happen at the club?

What services would benefit you and your family?

- Judo, boxing etc.
- Driving range, golf
- Creche
- Soft play facilities
- More for kids
- Indoor – gym/weights
- More opportunities for children in the area
- More for kids
- Modern sports facilities
- Employment and volunteering opportunities
- Better facilities for children
- Gym – place to keep fit



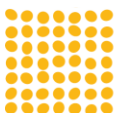
- More child friendly facilities
- Sheltered space
- 5's pitch
- Gym & exercise classes
- Gym and bad weather activities
- Youth Club
- Play sports mid-week in winter
- Creating an "Afton Water" leisure club – Lido, Town Hall, Glenafton, Working Men's club
- Community cinema

What difference would this project make to you, your family and neighbours?

- Bring communities together
- More business
- Better quality of life
- To have access to facilities as cities do
- Better quality facilities
- Family orientated
- Better at bringing people together
- Be more active without needing to worry about the weather

How would you like to see the building and open space develop?

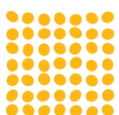
- Cycling – on John O Groats to Land's end route – provide showers, changing rooms, TV Lounge etc.
- Youth Club
- Sports facility
- Gym
- Range of different sport activities that are engaging and fun for children
- Community hall for events
- Better pitch
- Outdoor pursuits, e.g. canoeing on Nith – showers, changing facilities
- Sports facilities (all weather and indoor)
- Gym facilities



- The national Autistic Society is 8 miles away with 40 young people on the autistic spectrum but no facilities for them. This would be great integration for them.
- Running track (previous running track at Cumnock has been removed)
- Wedding venues – Town Hall has no drinks licence – leaves Working Men’s Club or Lochside (very expensive)
- Sports centre from one angle but venue for weddings etc. from another angle – multi use venue – income & community use
- Club could be the “Heartbeat” of the village
- Screen sports live with a pint
- Music festival – indoor and outdoor
- Music venue – Campbell Hall is more or less sound proof

What other groups could we work in partnership with?

- Community Council
- Local schools that are in the cluster area
- Golf club
- New Cumnock Development Trust (have done extensive survey)
- Lochside Hotel
- Local tradesmen (e.g. Ian Watt Haulage)



2.6 Comments from individuals at the Game

New Cumnock is on the way up. Let's keep that going	Pitch could be open to all	Is this football or all sport. All sport could be a design issue
Children and young people are a priority	Walking football and gentle exercise for older people around a club of some kind	Must always family friendly
Wrap around health sessions such as drugs awareness and anti-smoking	Form a real partnership with the schools	Get everyone active
Is there a link possible with GPs?	A gym is vital (a few people)	Ensure syntheteic pitch is a money earner

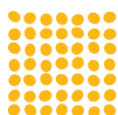
2.7 Gala day consultation

There were a large number of families and community members at the gala day and the whole research process was promoted and surveys distributed. A total of 76 people engaged directly with the consultants (40 male and 31 female).

People were asked to discuss what they thought about the community. Though there was a general feeling that the village had improved, there was a focus on what people felt need to be changed.

Challenges in New Cumnock

- Families with three generations of unemployment
- Poverty
- Nothing to do in New Cumnock
 - For all ages, but especially for teenagers
 - “Drinking is the only thing to do”
 - “All there is to do is drink”
- Really difficult for young people in particular – need to divert them from drink especially



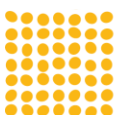
- No jobs
- Town has shrunk – there used to be 7,000 people living in New Cumnock. Now closer to 2,000³
- No learning opportunities locally. Cumnock College has closed
- Have to travel for everything
- Difficulty accessing services. It's £5.70 for an adult return to Cumnock on the bus – too expensive for most folk, especially if you take a whole family
- Lack of health and wellbeing facilities
- Petrol stations are never open
- Shops are shutting because of the supermarket
- Folk don't know about what's going on locally – poor advertising

Sports Facilities in New Cumnock

Local people thought that current access to sporting facilities was inadequate to meet need. Current Sporting facilities include:

- Loch Park
 - Loch Park has restrictions on pitch access which means that other teams can't play there
 - Limited timings that other teams can use the pitch and it's hard to get a booking. Either the pitch is booked, or the weather is bad
 - Men's teams have to travel to Mauchlin or Ochiltree to play football. This means it's hard to socialise after a match
 - Glenafton Under 19s practice at Green Park but the facilities are bad. The changing rooms there are closed (no boiler) so they change at Loch Park when they can and walk down. Pitch is muddy and wet in the winter. In winter go to Auchinleck Academy to use their 4G pitch. Council charges £40/hour – have to ask parents to subsidise this which is hard given levels of poverty locally
 - Gap between provision for young kids and then the main team. Used to be able to provide teams from 8-18 years – now much harder. This makes it harder to build talent going through the club and create a feeder team for the main team
- Greenhead Park
 - Flooded in winter
 - Changing rooms are broken (now closed)
 - It has a basketball cage but it's a site for youth drinking and is unsafe (full of glass)
 - Site considered derelict and unsafe

³ In fact this perception underestimates the local population.



Former facilities:

There used to be very good health and wellbeing facilities in New Cumnock. Across the road from Loch Park there was a running track, games hall and gym. According to local people it was one of the best used facilities in East Ayrshire. Several years ago the facility was badly flooded and was then knocked down. The former running track is now derelict.

Local people believe that the council promised that when it was knocked down that they'd help move a gym into Loch Park but this didn't materialise.

Loch Park still have all the previous gym equipment in a shipping container outside. Think now old and rusty but no one is quite sure

There used to be tennis courts, but no longer.

There used to be two schools. One was knocked down. The schools used to use the games hall and running track for sports but now use the glebe area at the back for sports.

Facilities further afield

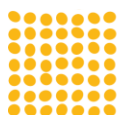
- Kirkconnel now has a small gym just opened
- Have to travel to Cumnock for a gym
- Have to travel to Cumnock to play rugby

Ideas for sports and wellbeing facility at Loch Park

- Improved pitch – astroturf/3G/4G – both for football and all sports (e.g. hockey)
- Floodlights
- Another stand to watch from
- Girls changing rooms (currently none)
- Community Gym – if well priced would be well used (former gym was one of the busiest in Ayrshire). Potentially need to lure back folk that have joined gyms elsewhere, but wouldn't be difficult if the facilities were good
- Other community activities
 - Toddlers Group (have to travel to Cumnock presently)
 - Could host birthday parties in the clubhouse
 - Could it become a community hub
 - Could this be somewhere where young people learn trades (Colleges are closed)
 - Space for young people to just go and hang out (e.g. with pool table etc.)
 - Somewhere for old people to learn skype etc.

Ideas for developments across the road at the park

- Renovated running track



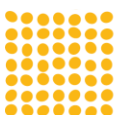
- Running track becomes a cycle track too? With bike hire
- Multi-use outdoor courts (tennis etc.)
- Rebuild the indoor games hall – could play indoor football etc.
- Trampoline Park
- Renovate the gravelly area

Projected impact and change

- “Keep the wains off the drink”
- Better access to health and wellbeing facilities would benefit the whole community
 - “No facilities locally so fitness levels are shocking”
 - Young people need a safe place to play sports
- Wider health and wellbeing needs
 - Smoking cessation classes
 - Bumps and Babies
 - Fall prevention classes
- Adults and kids would use it
- Glen Afton FC is really important locally
 - “Gives something for young people to aspire to”
 - “Glen Afton gives you something to be part of”
 - “Glen Afton is all we have”
- Football also important locally
 - Important to provide better facilities for young teams – they are feeders for the main club
 - Need more for the girls football
- Could this create employment – need proper jobs locally
- “Do more for the youth – they’re our future”
- Facilities here would also be useful for wider community – Sanquar, Kirkconnel, outlying rural areas
- Extra income for Loch Park could be spent on younger teams

Open Comments

- Loch Park is quite far from town centre. Would it be better to have a gym in the town by the swimming pool/hall



- Concern that people didn't really use the running track – how well used would this development be
- Loch Park own the land – including all the banks around. Potential to put another stadium on the other side
- Flooding is potential issue – Loch Park have a flood plain plan in place
- 6 volunteer pensioners upkeep the loch park pitch at present – needs more volunteers to help
- YIP World run a club on Thursday in the town hall for ages 8 -13 (nothing for kids older than this)
- Church offers Mums and Babies
- Also a current complaint about swing parks locally. Polqoheys Road playpark is run by a voluntary group. Council won't pay for it because there is a playpark in Greenhead Park. But it's a long walk to a bad playpark, and there is broken glass there
- Could Loch Park take over Greenhead and run the park there too?
- Kirkconnel police apparently have a really good relationship with the young people there – is the same true in New Cumnock?
- Dumfries House investment in the town has worked. Town Hall is now well used. Swimming pool is attracting folk from across Ayrshire (to the point its now so busy local people struggle to get in) – need to ensure that we fit in to their future plans
 - They are potentially planning a gym in the town hall for the next phase? (Phase 3)

2.8 Competitive Analysis

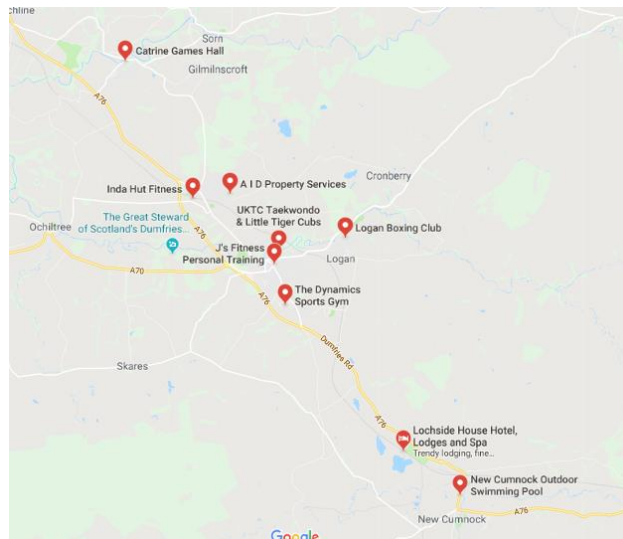
2.8.1 Cafes

The Glenafton initial proposal identified a cafe in the plan however as there are already two cafes in the village and proposals for a further two⁴ and this has not emerged in the community research at all.

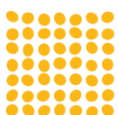
2.8.2 Gyms

The only gym available in the area are in Cumnock, a 12 mile round trip and a challenging bus journey. The spa at the Lochside hotel is very expensive and doesn't have a gym.

J's Fitness Team are a private sector fitness suite offering gym facilities with a focus on classes and sessions. They now have three studios and nearly 100 classes per month. It is targeted at those more serious about fitness. Each session costs £20. There is no structure where individuals can simply join the gym.



⁴ <https://eplanning.east-ayrshire.gov.uk/online/applicationDetails.do?activeTab=documents&keyVal=P7ULNMGMEN00>
<https://eplanning.east-ayrshire.gov.uk/online/applicationDetails.do?activeTab=documents&keyVal=O2SFU5GFGQ300>



Dynamic Sports Gym was a professional gym with good facilities. We have been unable to get in touch with them for pricing and other information and assume it is no longer operational due to issues with the owner’s involvement in drugs.

Doon Valley Leisure Centre at Dalmellington has good facilities but is a 22 mile round trip away. Fitness suite membership with no other facilities is £25 per month.

In Da Hut Fitness suite is an 18 mile round trip away in Auchinleck. It is a well-appointed facility.

Dumfries House have plans to develop a gym but it is likely to be more exclusive than is envisaged here.

In summary there are some gyms available but they can be expensive and a long journey to get to. Comparing this with data gathered there is significant demand for a gym locally.

East Ayrshire Leisure Gym Pricing

Membership	Category	Monthly Cost	Annual cost
Gold Fitness Suite (Induction Included), Swimming, In-house Fitness Classes, Racquet Sports, Athletics Track	Single	£32	£345.60
	Joint	£50	£540
	Concession*	£20	£216
Silver Fitness Suite (Induction Included)	Single	£25	£270
	Joint	£40	£432
	Concession*	£15	£162
Bronze Swimming	Single	£15	£162
	Joint	£20	£216
	Concession*	£10	£108
Youth*	14-17 years	£15	£162
Junior	8-13 years	£10	n/a

2.8.3 Facilities offering Well-being Locally

- Swimming Pool
 - Prince Charles’ pool
 - Heated outdoor pool
 - They offer swim + movie for kids – very popular
 - They offer midnight swimming – very popular
 - They offer seasonal aquafit class but always full because it draws people from across the wider area
 - Some concern from local people that the pool mostly runs on volunteers – what is needed locally is jobs
- Town Hall



- Offers some exercise classes (Tai Chi, Boxing, Yoga) but not on in the evenings so working folk can't access these
- The physical space is more geared to events than sports
- Phase 3 development potentially plans to have a gym in the hall?
- Working Men's Club
 - Offers zumba

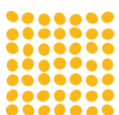
2.8.4 Synthetic Pitches

Outdoor Grass Pitches

East Ayrshire Leisure operate a number of grass football pitches that teams can register to play their leagues matches and train on.

Synthetic Grass Pitches

	Contact	Facilities and other details	Round Trip Distance	Pricing
Stewarton Sports Centre	Stewartonleisurecentre@east-ayrshire.gov.uk	One Floodlit synthetic grass pitch (FIFA 2* accredited)	56 miles	See below
Loudoun Leisure Centre	Loudounleisurecentre@east-ayrshire.gov.uk	Fifa (*1) floodlit synthetic pitch suitable for football, hockey and light rugby training.	40 miles	
St Joseph's Leisure Centre	StJosephsLeisureCentre@east-ayrshire.gov.uk	One floodlight 3G synthetic grass football pitch Only available outwith school time	42 miles	
William McIlvanney leisure Centre	McIlvanneyLeisure@east-ayrshireleisure.com	Only available outwith school time	42 miles	
Auchinleck Leisure Centre	Auchinleckleisurecentre@east-ayrshire.gov.uk	Fifa 1* synthetic grass pitch. The floodlit synthetic pitch	17 miles	



		is suitable for 11-a-side games with additional small sided goals for full/half-pitch use. The pitch also has goals and markings for hockey games. Only available outwith school time		
Doon Valley Leisure Centre	DoonValleyLeisureCentre@east-ayrshire.gov.uk	FIFA 1* floodlit synthetic pitch suitable for football, hockey and light rugby training	22 miles	
Grange Leisure Centre	Grangeleisurecentre@east-ayrshire.gov.uk	floodlight 3G Synthetic grass football pitch Only available outwith school time	42 miles	
Cumnock Juniors (Townhead Community Sports Hub)	http://www.cjce.co.uk/facility-hire/	1 fifa registered pitch	12 miles	See below

East Ayrshire Leisure Pitch Pricing

Mid-week		2018/2019 Full Rate	2018/2019 Loyalty Discount
1/2 Pitch Mid Week - 1 hour	Adult	£43.30	£30.30
1/2 Pitch Mid Week - 1 hour	Juveniles	£29	£20.30
1/3 Pitch Mid Week - 1 hour	Adult	£29	£20.30
1/3 Pitch Mid Week - 1 hour	Juveniles	£19.30	£13.50
Weekends		Full Rate	Discount Rate
Full Pitch - 1 hour	Adult	£34.60	N/A
Full Pitch - 1 hour	Juveniles	£23	N/A
1/2 Pitch 1 hour	Juveniles	£11.50	N/A
1/3 Pitch 1 hour	Juveniles	£7.70	N/A



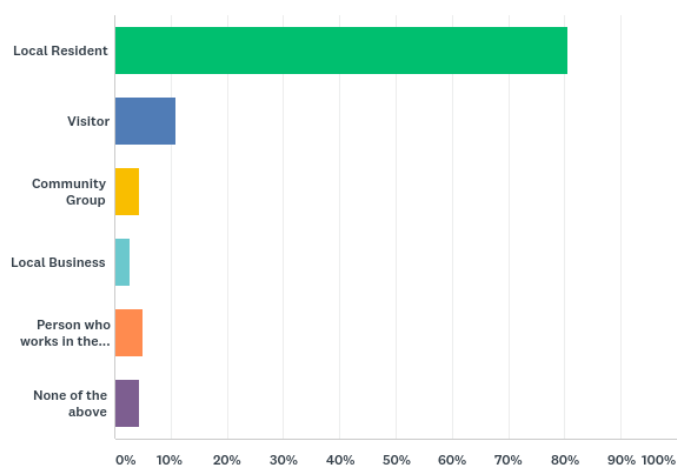
Town head pricing

Pitch Price 2016	PITCH SIZE	1 x Hour Standard Rate	1 x Hour Block Booking 24 x Sessions
ADULT	1/3	£39.00	£24.00
JUVENILE (U18)	1/3	£26.00	£16.00
Mid-Week			
ADULT	1/2	£44.00	£26.00
JUVENILE (U18)	1/2	£30.00	£18.00
ADULT	1/3	£24.00	£20.00
JUVENILE (U18)	1/3	£16.00	£13.00
ADULT	1/2	£26.00	£20.00
JUVENILE (U18)	1/2	£18.00	£16.00
ADULT	FULL PITCH	£45.00	£32.00
JUVENILE (U18)	FULL PITCH	£34.00	£24.00
ADULT	FULL PITCH	£62	£51
JUVENILE (U18)	FULL PITCH	£46	£37

2.9 Community Survey

In the summer, a full community survey was undertaken to identify the needs of New Cumnock and the surrounding area and to find out where the Loch Park facilities can respond to that need.

Q1 Are you answering this survey as a.... (please tick all that apply)



There were 256 individual responses. Completing the survey in open fora showed that many individual surveys represent the views of an additional friends, family members of groups. We would therefore estimate that this survey represents the views of a minimum of 300 people.

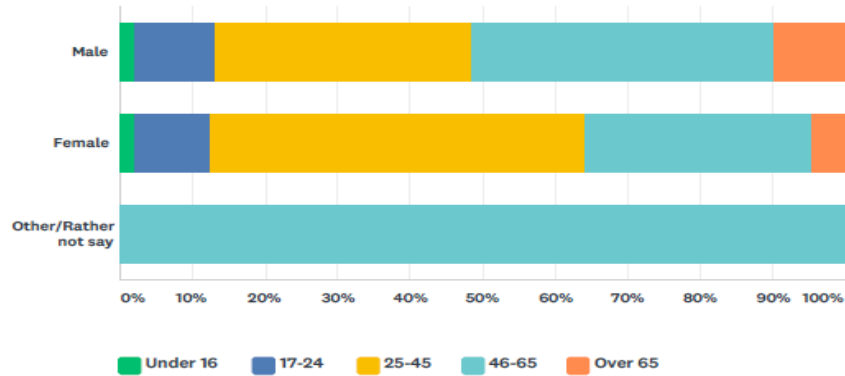
80% were local residents clarifying that the survey represents the true views of the New Cumnock community.

There were more male than female respondents and most were of working age, with female respondents likely to be younger. There were a few younger and a few older respondents.



Q2 Are you...

Answered: 256 Skipped: 0



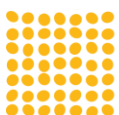
	UNDER 16	17-24	25-45	46-65	OVER 65	TOTAL	WEIGHTED AVERAGE
Male	1.96% 3	11.11% 17	35.29% 54	41.83% 64	9.80% 15	153	3.46
Female	1.89% 2	10.38% 11	51.89% 55	31.13% 33	4.72% 5	106	3.26
Other/Rather not say	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	1	4.00

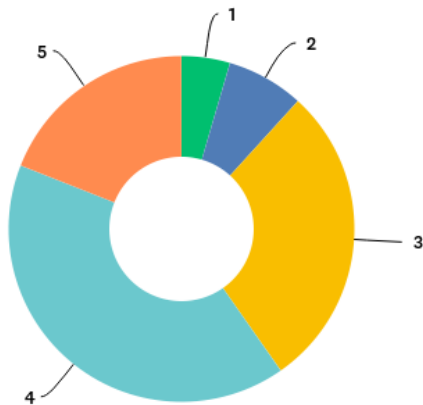
78% of people feel they want to still be in New Cumnock in 10 years' time showing a relatively stable community where people feel happy living.

“Born in New Cumnock moved away when I was 9 years old. When I come back to visit I still feel a part of New Cumnock. Anything that betters New Cumnock I'm all for. “

For those who were considering leaving the reasons were largely related to the need for regeneration and the lack of facilities;

- Too many wind farms put folk off
- Town Is Dead, sorry, need's more shops to really convince people.
- There isn't much to do and having to drive to the next villages whenever we want to go to the gym or shopping etc. is a bit of a nuisance.
- Employment
- With improved community assets I would remain for life
- There is nothing in the community to encourage young people to go out and get active
- Want to broaden my horizons!
- Age
- Run down village



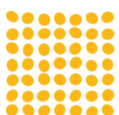


Residents rate the community very highly with 60% scoring it 4 or 5 out of 5. An additional 29% scored it a 3/5.

Open Comments

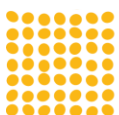
Open comments were largely related to comments around the need for additional facilities and the need for jobs and services for young people.

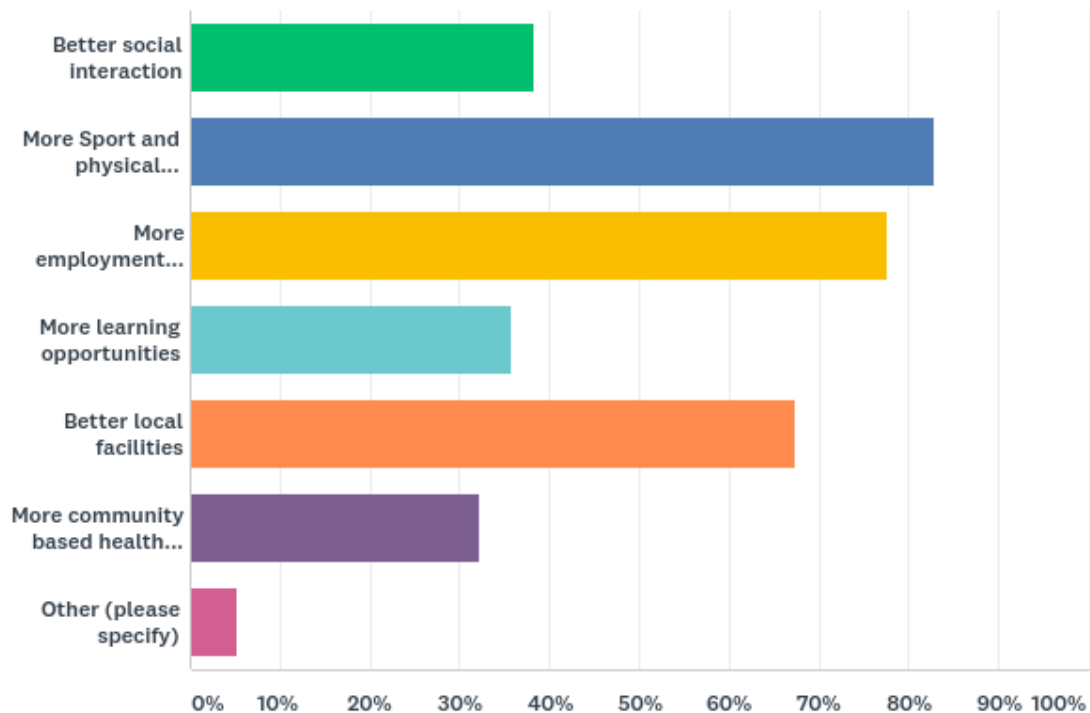
- Many improvements are needed
- Lacking sports facilities
- Nice peaceful community but lacking in decent facilities for children and adults
- If it were not for the Princes Trust it would score as 'poor'
- Lovely place to stay, people so friendly
- Still has a mining community spirit. A heritage centre would build on this
- The scheme like Farden is all gone, Green Braes is half way there. Why not new housing on these pieces of land.
- Close knit community with a core of good people. Facilities and condition of buildings within the village are the main issue.
- It would better if there were local jobs I had to move away to get work.
- No opportunities
- New Cumnock has deteriorated a lot since I was a young boy growing up here, due to many closures of shops, pubs, clubs and more recently the games hall, community centre and library so something positive happening in the village would be a great boost, especially for the young folk.
- Love the place just wish there were better employment opportunities for the younger generations coming through.
- Village has a community feel about it and is our home.
- Needs more facilities for kids
- Great countryside. Swimming pool. Family
- Not many opportunities for kids
- Need more refreshed community facilities available in our community
- I love being part of the community. We have beautiful scenery and lots of open spaces. We lack lots of services which should be available locally and the derelict buildings need addressed.
- Poor public transport lets us down
- Not enough things for children to do in the village



- Was born here. Have lived here all my life. Don't want to live anywhere else
- Lots of great people originally but seems to be a dumping ground for undesirables. Beautiful area.
- Plenty of local shops but could do with more in way of entertainment for the children and possible more toddler friendly parks
- Need more things to do for the weans
- Has good points and bad. The main good point is friendly people and all the village pull together when needed e.g. floods, charity etc., all this out runs the any bad points.
- Main street needs to be looked after more, and the empty buildings put to use
- Lived here all my life
- Friendly community x2
- Good community to live
- No facilities or stuff to do
- There is nothing for the young ones to do
- Lovely countryside and people
- New Cumnock is getting smaller all the time
- Community spirit keeps us alive. Lack of employment and investment causes us constant hardship.
- Lived in NC all my life but the village has been destroyed by lack of jobs , and deprived of council funding compared to other villages
- New Cumnock is a good little community but there is nothing in the village for people to do apart from the pool and swing parks
- It is one big community.
- I have lived in and around New Cumnock all my life and I think it is a great place to live also most of the residents are so friendly.
- Really good sense of community.
- Not much to do in the area for someone of my age range

When people were asked what they would most like to see in terms of new developments the highest demands were for more sport and physical activity (82%), more employment (77%) and better local facilities at 67%.





Other Suggestions

More investment by locals and local business

Outdoor pursuits - heritage centre

5g pitch

More shops, will bring people into the village. More community benefit's for kids as this generation are bored.

Gym

All if the above but mainly more facilities for or Youth to learn, create and play.

As long as the people using it would stop parking in the private parking designated for Nith view residents! We can never get parked in our spaces for football fans leaving their cars there all day

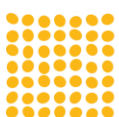
Child services (indoor play)

Fun for kids

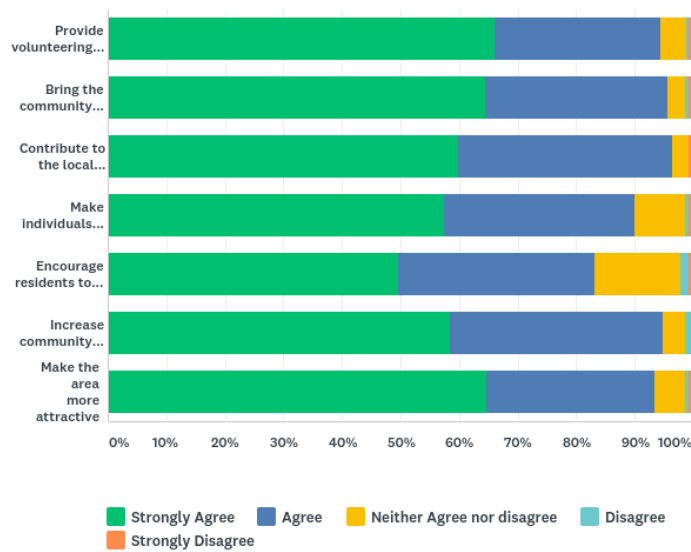
Crack down on drugs and dealers

Somewhere to take the children I know we have the pool but when both children under 8 can't get in water with both; so soft play or something

Regarding projected impact most of the suggested outcomes were supported from better health to community cohesion. Bringing the community together, promoting volunteering and making the environment better were the three highest areas.

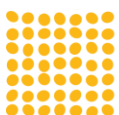


Q6 Do you agree or disagree with the following statements? "Developing Loch Park into a Sports and Well-being Hub will..."



Open Comments

- Only if locals use the facilities will this make a change - how do we drag them in?
- It would/will be the community hub all year round
- New Cumnock, has been in a downward spiral since the 90's. Afton Dyers closing, father lost his job. There is nothing to really do in the town. We have picturesque views and we need to use this to our advantage like Lochside Hotel. If we put our minds together we really can achieve something great but the answer always comes down to money and where it's needed most.
- Look at the difference when the pool got renovated
- Anything that helps bring people together, creates opportunities, gets young people involved and occupied should be done in a heartbeat, and we should not have to think twice about such developments.
- My son attends Loch Park on a regular basis and would benefit greatly from this new development, as would all young people in the areas.
- More community sports facilities are needed in New Cumnock. Spinning classes, gym, etc.
- New Cumnock has a lot to offer and it was a shame to lose our games hall. It would great for the health and well-being of the community if a sport hub was available to access. Encouraging young and old to attend.
- As a person who has bi-polar having access to this facility will be beneficial to my overall wellbeing. In times when I feel isolated being able to go somewhere local would be fantastic.
- Currently no safe sports facilities for the young people of New Cumnock.



- The people of new Cumnock always stick together when needed and get behind a good cause
- I think as a whole New Cumnock has plenty of community spirit and this has been shown in many occasions. The lack of things to do for kids is a shame they have nothing to do ever since the gym/youth club was demolished
- I think that providing a local sports/physical activity hub would be beneficial for those who are unable to afford travel expenses and it would also attract people from other villages making our village more popular.
- Only need to look at how successful the pool has been
- Will bring football teams to area. Will also help with local clubs giving them somewhere to play and train
- For it to be affordable for families
- A hub = people = happy village, healthy people
- I'm a bit unsure how many locals would use facilities at loch park , think you might find the facilities would be more popular with teams , groups from other villages
- More opportunities to do various things will encourage people to go outside instead of being inside playing on x box/computers all day especially during the summer holidays
- As local council has abandoned all local leisure facilities this a way to redress this
- The only thing which lets the village down is the amount of litter which thoughtless people leave lying around which there is no excuse for as there are plenty of disposal points.
- Open a big trampoline place open more stuff for the young children

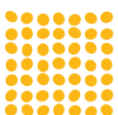
We then asked people about their own health.

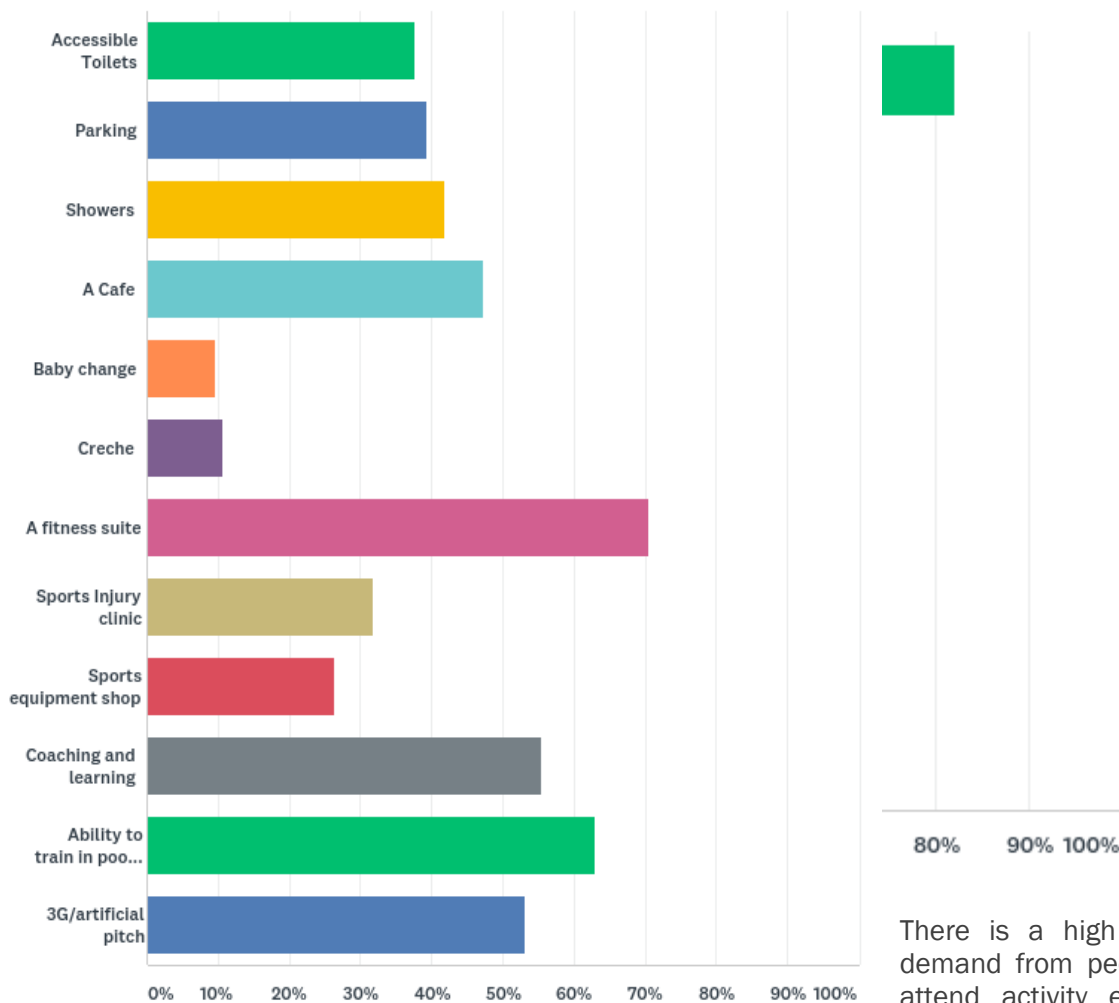
Only 25% felt their health was good. 52% said average and 22% poor. Only 33% meet then national minimum for levels of physical exercise. This compares to Scottish figures of 64% meeting the guidelines for moderate or vigorous physical activity, a similar level to that seen since 2012 (62-64%) (Scottish Health Survey 2016). 76% of children meet the average daily guidelines on physical activity in Scotland, an increase from 71% in 2008 (Scottish Health Survey 2016).

55% have had a health professional recommend that exercise would be beneficial to them.

81% find it difficult to access sport and health facilities.

The main challenge (82%) is lack of facilities followed by cost (37%)

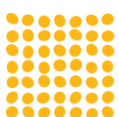




There is a high level of demand from people who attend activity elsewhere but would be willing to

move somewhere more convenient. Though real conversion rates are usually less, this does indicate significant current demand. Some highlights;

- 54% play football elsewhere. 45% would be interested in football at a new 3G pitch
- Few people travel to play rugby, but 21% would play rugby locally if it was available.
- 38% would play other field sports though there is minimal resource elsewhere.
- 50% would play outdoor court activities like tennis
- 31% would use the facility for martial arts, 52% for yoga/pilates and 54% for bootcamp or personal training.
- 35% would use if for running and 32% use other sites.
- 58% would use a gym, while only very few get this facility locally, 25% have to travel 10 miles and 6% even further.
- 25% were interested in dancing.



When asked what would be the biggest attraction to such a facility, the highest demand was for a gym (70%) followed by the ability to train in poor weather (62%) and a synthetic pitch (53%).

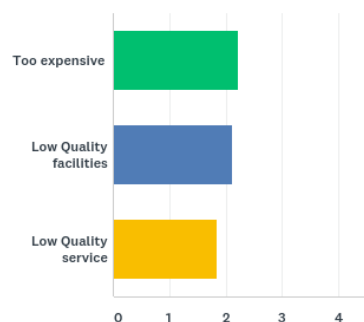
Showers, accessible toilets and a café were also relatively high.

Though expense was the most important element that would be a barrier people it was not significantly higher than quality of facility or service.

User Groups

The following organisations indicated an interest in using the facilities, some of which already do;

- 2nd New Cumnock Boys Brigade
- Glenafton football club - under 16
- New Cumnock Dev Trust
- Glenafton boys clubs
- Glenafton Athletic FC
- New Cumnock School
- Glenafton athletics 09 football team
- Kello Rovers
- Scouts
- New Cumnock Events Group
- Football coaching
- New Cumnock Table Tennis Club
- New Cumnock Golf Club.
- Active Schools
- Glenafton 19's Boys FC
- Glenafton W & S
- New Cumnock events group
- Glenafton over 35 football team
- Path head activity group
- Cumnock Rugby Club
- Glenafton 2009's
- GCDG
- Ochiltree community football club

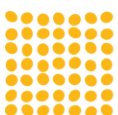


- Both my sons football teams
- I work with children age 8-18 in residential care

55 people were interested in volunteering and a further 82% said maybe. 14 people left their contact details.

Final Open Comments

- Smiles Away is a centre for autism that has 40 young people and adults. There is nothing for them in this area, a sensory based room or facilities.
- Let's make it happen.
- Hope something good comes out of this. The wee town really needs it.
- I would like this a 3g pitch to go ahead as long as you could hire it for so long
- New Cumnock has very limited facilities this would give people the option rather than having to travel to the next town to access this. When the games hall was open the gym was always busy and well used therefore this would replace this facility which was removed from the area.
- The community badly needs a fitness suite, i.e. gym m, artificial park would also attract boys club teams as local kids go further afield because of lack of facilities
- Please make it happen. We so need something like this and it would truly change lives
- New Cumnock needs a facility like this for the health and well-being of its community and to attract tourism to the area.
- Would you be able to use the gym along with a disabled child
- Development of Loch Park into a Community Hub is a fantastic opportunity for New Cumnock as a whole, and for community empowerment. Glenafton are a club with great community links embedded within and this is a great opportunity to expand this even further.
- Would be an excellent addition to Lochpark. Good luck.
- Flow gently sweet Afton
- Feel new Cumnock has been forgotten about by east Ayrshire council. We have got our pool and town hall rebuilt by Prince Charles. We need more. They have taken everything out of our village but put nothing back. Not fare really when you see what other nearby villages get. New Cumnock deserves better
- Health and wellbeing for all is a fundamental right from birth till death
- This facility would benefit everyone I hope they are successful with this project.
- Need something that everyone can use at a cost that is affordable
- I think the new sports hub could be a good thing for the village, the local games hall and gym were very popular before their decline, so there is an opportunity to attract back a lot of customers. As a Glenafton fan I'm convinced it would assist the club moving forward
- the people of new Cumnock deserve much more than east Ayrshire presently deliver



2.10 Case Studies

The Craggs Community Sports Centre

Address	10 Bowmont Place Edinburgh, EH8 9RY
Website	http://craggssports.com/
Email	craggs@craggssports.com
Telephone	0131 667 3334

Summary : This case study is an example of a community sports hub following a social enterprise model and receiving active participation from the surrounding community.

Overview : The Craggs Community Sports Centre was a council owned building run by Edinburgh Leisure. However, due to a lack of success as a community resource, it was closed in 2010. Management of the building was later awarded to a partnership of Boroughmuir Blaze Basketball Club, Basketball Scotland, and Castle Rock Edinvar Housing Association. They re-opened the facility in January 2012 after agreeing to a 25 year lease at £1 per year with the Edinburgh Council.

The aim of re-opening the centre was to strengthen the surrounding community through the positive value that sport brings. The centre has taken a unique partnership approach to work with community clubs, physical activities providers, and schools to host a range of activities that appeal to the community. In addition, volunteer participation for The Craggs, as well as user groups, has been a crucial element to the sport hub's success.

Although the Centre is open to all community members, youth are the main target for its activities, as it specialises in urban sports/arts, such as basketball and hip-hop. The USP for the sports hub is offering these niche activities and creating a facility resembling a U.S. high school sports hall.

Vision : We aim to lead a step-change in the role of sport, away from just traditional physical outcomes, towards sport playing a leading role in people's mental health and well-being.

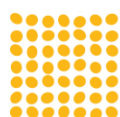
Operating Area : The centre operates in the Southside of Edinburgh, providing space for a range of activities for local clubs, groups, and schools.

Legal Structure : The Craggs Community Sports Centre follows a social enterprise model and is registered as a Scottish Charitable Incorporated Organisation (SC042676).

Staff : The trustees for the centre are nominated by the three founding clubs: Boroughmuir Blaze Basketball Club, Basketball Scotland, and Castle Rock Edinvar Housing Association.

Besides the board, the Centre has one main member of staff, the Development Manager and has relied heavily on volunteers but is highly entrepreneurial. Furthermore, it runs on a key holder model allowing regular user groups, such as schools, to have key access to facilities and thus be responsible for health and safety and looking after the facilities whilst in use. Due to this model, overheads have been kept to a minimum by reducing the need for too many operational staff.

Beneficiaries : The key beneficiaries of The Craggs Community Sports Centre are the numerous user groups that utilise the facilities for sports and leisure activity, including the local schools, community clubs, activities groups, and individual community member participants. Particularly, children and young people from the area are beneficiaries due to the specialisation on urban



arts/activities. Additional beneficiaries are the numerous volunteers that have been a key element to the Centre's success.

Premises and Facilities : The centre is located in South-Central Edinburgh at 10 Bowmont Place, EH8 9RY. The building was built through campaigning by local residents before it was handed over to council control. Since its re-opening in 2012, the building now offers a range of facilities, including the following:

- Large Games Hall (4 badminton courts)
- Dance/Fitness Studio
- Outdoor synthetic 'Kick-Pitch'
- Social area with wifi and reception desk
- Small Consultation Room
- Office and kitchen
- Storage areas for user groups

In addition, the users have access to changing rooms, showers, toilets, baby changing facilities and free parking.

Services and Activities : Community clubs including basketball, volleyball and roller derby hold keys to the building and utilise the Centre as its main facility. During the day, local schools use the Centre for PE classes, and through a team-up with Active Schools, the Centre also provides after-school activities for kids, which include basketball, fencing, unicycling, street-dance, break-dance, taekwondo, etc.

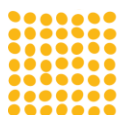
Furthermore, although youth are the main focus for the Centre, classes are also held for adults, such as yoga, hip-hop, pole dancing, and pilates. The Crag can also be hired for events, including performances, meetings, exhibitions, or shows.

Recently, the Centre modernised the pitch near the premises, which, funding dependent, will be used to offer football programmes focussing on girls and disadvantaged children.

User Groups: The centre is utilised by a wide range of user groups through the various partnerships it has made throughout Edinburgh and the South-Central area. The main users of The Crag are as follows:

Clubs

- Boroughmuir Blaze Basketball Club
- Polonia Phoenix Basketball Club
- Auld Reekie Roller Girls
- NUVOC Volleyball Club
- Sciennes Primary School Football Club
- Prestigue Basketball Club
- Spartans Basketball Club
- Voodoo Unicycle
- Read Ready Sauce dance crew
- Community Interest Organisations
- Active Schools
- Integrated Community Support Service (City of Edinburgh Council)
- Canongate Youth Project



- Edinburgh Sudanese Community
- City of Edinburgh Sports Academy
- Schools
- James Gillespie's High School
- Boroughmuir High School
- St. Thomas of Aquinas High School
- Preston Street Primary School
- Royal Mile Primary School
- Physical Activity Providers
- Aerial Yoga Edinburgh
- Tang Soo Do
- Goeswell School of Pole Dance and Fitness
- Jeanine Davies Pilates

Finances : The beginning stages of re-opening the building were funded by sportscotland, the City of Edinburgh Council and The Robertson Trust. Further funding in the year 2012 was provided through the Big Lottery, Investing in Ideas and Youthlink.

The Craggs have a turnover of around £200,000.

Keys to Success : The Development Manager attributes their success to great volunteers, a committed, skilled and networked board, and the benefits received from the involvement of the local Housing Association. These benefits include experience, engagement with local residents and economies of scale through low cost utilities, car park monitoring, and cleaning.

Further keys to success include renting out car park spaces during the day, which surmounts to approximately £8,000 in revenue yearly, and charging less to hire space than the predecessor, causing an increase in sales.

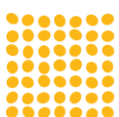
Challenges : As can be expected, the initial challenge for The Craggs Community Sports Centre was taking over a failed building and creating a community focussed space, as well as getting people through the door and into that space. However, now that the Centre has reached its original vision of being sustainable, the most recent challenge is deciding whether to take on more staff in order to allow the Development Manager to focus on strategic business development. Furthermore, it is a challenge to increase usage as popular session times are taken and it proves difficult to fill the remaining time slots.

Future Developments : Looking to the future, The Craggs will develop branding and marketing in order to increase usage and sales. The Centre aims to link up the users and develop the facility as the main training centre for basketball and volleyball, continuing along the model of a U.S. high school sports hall image with banners, dancers, etc.

Broxburn Football Club

Address	Albyn Park, Albyn Road, Broxburn, EH52 6BY
Website	http://www.busc.org.uk/
Telephone	01506 858057

Background : West Lothian Council were involved in promoting community clubs in 2000 and the council and the FA organised a series of meetings with interested parties to form a community club. Following this a business plan and a development plan was written.

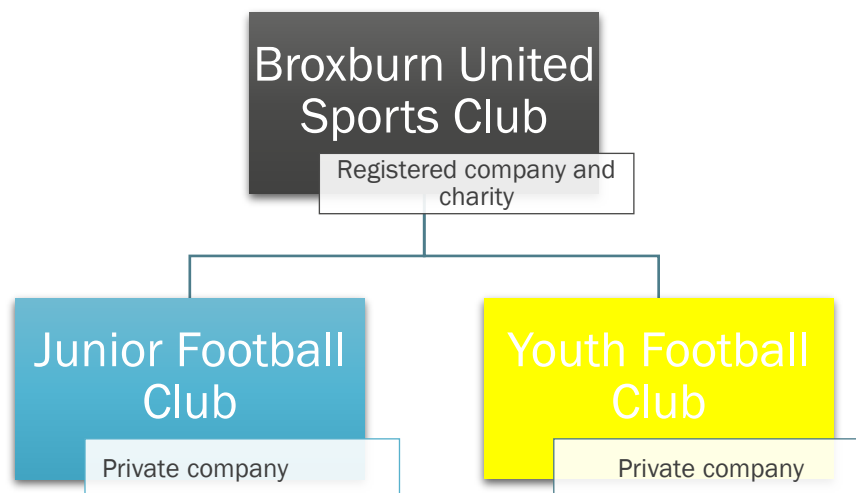


Broxburn United Sports Club (BUSC) was formed in 2008 as a charitable organisation with the aim of bringing the young people of Broxburn and Uphall into a safe and social sporting structure. This involved combining other local clubs into one entity and in 2010 BUSC opened its new facilities to the community. It opened in August 2010.

In total the club have nearly 30 teams of all ages. There are around 100 volunteers and 600 player members with over 1000 people using the facility every week.

Operating Area : There is no residency requirement in order to use the Club, it is open to anyone.

Legal Structure : Broxburn United Sports Club is company limited by guarantee and a charity (SC039547). The trustees of the charity are made up of the members of the two football clubs.



Staff : Staff are grant funded and through income generation.

Beneficiaries : The local community is rooted in the facility and the Club seeks the community's input through a variety of methods, including social media, posters on shops, libraries, talking to schools and a local networking group.

Community impact has been significant, with local police reporting a reduction of 35% in antisocial behaviour. This demonstrates the benefits that a good sports complex can provide for the community. Having a development manager in post has enabled the building of positive relationships with local partners and the community as a whole. Every primary school in the local area is offered a free place at the sports camp as a way of the club giving back to the community and trying to broaden its social circles.

The Club is trying to widen the scope in the community and move towards cross-generational activity.

Partnership working : All the partners realised that the facility was needed. The clubs have a good relationship and seeing 1500 people a week come through the doors of the club has been very encouraging and has made the clubs realise they are running a very successful facility.

All the decisions at the club are based on community interest and what is best for the community, to move away from the individual clubs personal interests.

Premises : The new building includes an eight changing room pavilion, official's rooms, social area, café/bar, physio room and a third generation synthetic pitch. It is available to local primary and secondary schools and other community groups providing a hub for community activity not previously available in the area.



Services and Activities : A wide range of innovative services and activities are delivered, including ladies fitness, boxing, zumba, holiday camps for children. The holiday camps, which are sporting camps, and do not focus on football attract a different client group and also brings mothers and fathers to the facility.

After-school football training is delivered and a primary school league has been developed.

The Working Futures programme takes a young person from Broxburn Academy to build their confidence and self-esteem and move them on to a positive destination.

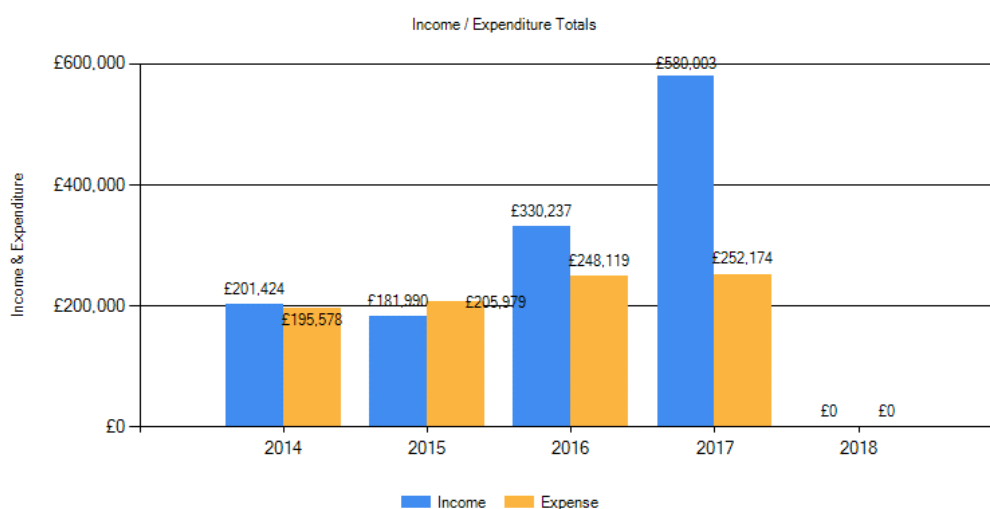
Pricing : The Club tries to make the pricing as accessible as possible and tries to think about the cost per family.

The main football pitch is split in to three sections and the membership rate is £20 an hour and the community rate £30 an hour. When the pitch is not hired it is a free play area for the local community. This has worked very well and there have never been any problems with anti-social behaviour or vandalism. The community view it as their building and ownership is handed to them to be responsible for.

For the classes, such as zumba, the room hire is £10 and the teacher sets the price for her classes, in consultation with the club, and the teacher keeps the profit.

Finances

There is a circa £80,000 turnover. The spike in 2017 is related to the capital building.



The café generates income for the club

One of the key costs is for utilities. The Development Manager recommends having an administrative post, if possible.

Funding : The total build cost of the new facility was £2.6m. West Lothian Council gave £1.6m for the community facility and funding was also secured from Gannochy Trust, Robertson Trust, Sportscotland and Cashback for Communities.

The local schools have free use of the building during term time, as part of the agreement with West Lothian Council.

Challenges

Sustaining grant funded posts. Also restrict the freedom of the club, however, it also has advantages in that it broadens access for the community.



Spartans Community Football Academy

Address	Ainslie Park, 94 Pilton Drive, Edinburgh, EH5 2HF
Website	www.spartanscfa.com
Email	info@spartanscfa.com
Telephone	0131-552-7854

Overview

After approximately a 9 month build time, the Spartans Community Football Academy opened to the public in 2008. The Academy was established not just for a football team, but as a charity aiming to make a difference in the surrounding community of North Edinburgh. The Academy is run as a social enterprise and the charity and football club are separate entities, although there is some cross-over. Embedding itself within the community is the underpinning the success of the Academy.

Operating Area

The Spartans Community Football Academy operates in North Edinburgh. The youth work is carried out across the whole community within, not just within the grounds of the Academy.

Legal Structure

The Academy is a company limited by guarantee and also a registered charity and not for profit. The football club drives the charity, but the facilities of Spartans Community Football Academy are run by the charity rather than the club.

Staff

The staff team is large and includes:

- Chief Executive
- Business Operations Manager
- Football Development Officer
- Community Coach x 2
- Youth Work Manager
- Youth & Community Worker x 3
- Facilities Development & Maintenance Manager
- Duty Manager x 2
- Head Groundsman
- Facilities Maintenance Assistant

Volunteers

Players from the men's and women's adult teams are required to volunteer around once or twice a month, whether that's working in the café, guest coaching, or sweeping out changing rooms.

Premises

The Academy has a range of different modern facilities. They are:



- A stadium floodlit synthetic football pitch – FIFA 2 star standard - with covered seating for 504 (the ground capacity is 3,500);
- A large floodlit multi-sport synthetic pitch, housing 3 x 7-a-side football pitches (each approx. 60m by 40m);
- A smaller floodlit multi-sport synthetic pitch (approx. 40m by 20m), ideal for 5-a-side football and birthday parties;
- 8 x team changing rooms plus 2 x officials changing rooms;
- Community Club Room (capacity 120) with viewing balcony (for 50+ people);
- Board Room (capacity 16 people);
- Office / Meeting Room (capacity 6-8 people);
- A Physiotherapy Centre / 1st Aid Room; A Cafe / Bar / Kitchen area;
- Car Park, including 3 disabled spaces.

Services and Activities

The Academy hires out the pitches and indoor facilities for regular use or for one off events such as conference/training events, funeral teas, and birthday parties. They also run a range of community programmes and provide placement opportunities for S3-S6 high school pupils as well as college students from Edinburgh College and the University of Edinburgh. For example, students from the Edinburgh School of Massage give athletes massages in the physio room at the Academy as practical work experience.

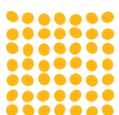
Pricing for facility hire has a community rate and non-community rate. The community rate is for local people, groups, clubs, and organisations.

The facilities available for hire and their prices are as follows:

Facility	Community Rate	Non-Community Rate
5-a-side synthetic pitch	£36 per hour	£45 per hour
7-a-side synthetic pitch	£37.50 per hour	£46 per hour
11-a-side synthetic pitch (2 hour let)	Stadium 3G - £125 per match Community 3G - £100 per match	Stadium 3G - £150 per match Community 3G - £125 per match
Community Club Room	£40 for full day	£60 for full day
The Robertson Trust Learning Suite	£50 for full day	£75 for full day
Meeting Room	£10 per hour	£15 per hour

Community Programmes

The following are some examples of projects that have been undertaken or are still being undertaken.



Street Football in a Safe Place – an initiative where local school children can play for free at specific times each day, upon completion of a ‘Players Contract’. This contract, which was devised by the young people, promotes socially acceptable behaviour both in the academy and within the community.

Friday FooTEA club – every Friday night Primary School to S2 aged children & young people from the local area come to the Academy, where they receive an hours supervised football, take part in new sports such as fencing & hockey, play indoor games and enjoy a nutritious meal whilst building strong, trusting relationships with our youth work team.

Street Fit-Baw Programme – each week, using the portable pitch and working in partnership with local youth agencies, there is 2-3 hour provision for young people of all ages to play small sided games for free at the centre of their community.

School Visit Programme – each week Spartans Community coaches deliver coaching sessions in various local primary schools.

Street Football in a Safe Playground – Each day at lunch times, Spartans Community coaches & youth workers supervise lunch time play at local primary schools.

Making Magic Memories – the youth workers take children from the local area out to various locations such as Laser Quest, Hampden Park etc., in order to provide these children with memorable days out that they will remember for years to come. In 2013 they managed trips to the Stadium of Light to watch Sunderland play Manchester United, and Wembley to see the Scotland national team take on England.

Spartan’s Smilers – Smilers is a 5 week oral health programme that teaches Primary 3 aged school children the importance of good dental health and oral hygiene.

Homework Clubs - combines recreational play with the chance to do homework in the school with the help and support of Academy youth work staff & partners at CLD & Castlerock Edinvar.

Academy Ambassadors Programme - mentoring programme for volunteers who help to support and deliver the programmes. Ambassadors receive ‘on the job’ training as well as work towards Saltire Awards. Ambassadors also qualify for training & development residentials, which to date have included a trip to London to visit the Olympic Park and Tanzania, to support charitable work in the area.

Though clearly offering an impressive array of initiatives, Spartans operates at a bigger scale and on a larger site than CFCA will, and this has developed over 10 years.

Funding and Finances

The development of the Academy grounds was funded by the following:

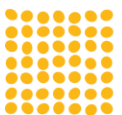
Edinburgh City Council	£1 million
Miller Homes	£0.3 million
Spartans FC	£0.2 million
Sports Scotland	£0.4m
BIG Lottery	£0.5 million
Loans	£0.5 million
Other funders	£0.8 million

The key revenue streams for Spartans are pitch hire, café/bar, coaching programmes, and some grant funding (currently from Children in Need and Robertson Trust), as well as a fundraising dinner.



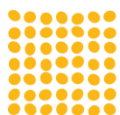
Challenges

The interviewee stated that the biggest challenges for Spartans in developing their own facility were fundraising and managing the Edinburgh Council during the construction phase.

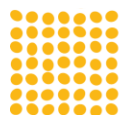


2.11 Stakeholder Interviews

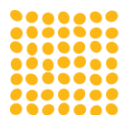
Name and position of stakeholder	Nature and role of organisation in NC? Relationship with Glenafton FC?	What are the good things about NC and recent developments to build on?	What are the challenges and problems in the community from your perspective?	What services and facilities do you think should be developed there?	Do you feel there is anything you could gain from or contribute to the development? Could you be a partner?
Active schools sports coordinator for East Ayrshire	Works with primary and secondary schools in EA, running sports clubs and coaching classes. No direct relationship with Glenafton FC but has helped at New Cumnock school sports day which was held at Loch Park in 2016.	Pool renovation has had a positive impact on the community. New indoor games hall at the school which has great sports facilities. New Cumnock town hall great for community use (lots of classes going on in there.)	Lack of large indoor facilities, especially when it gets colder. Football is the most popular sport in the area and team need somewhere to practice when the weather is bad. Transport links between the different villages are poor – players have to rely on parents for lifts.	Need big indoor facility that can cater for football matches. Gym would be a good idea, something like Force Fitness in Cumnock.	Should get in touch with <u>Cumnock Juniors Community Enterprise</u> who work to improve sports facilities and programmes in the area. School would support the project however would need to give something back. E.g. Cumnock juniors got their support from putting free classes on. Should also contact town hall and talk to class instructors.
Local Secondary School		Use of town hall; new school sports facilities; and new outdoor pool.	Poor transport links preventing many kids from accessing sports facilities. Serious lack of sports facilities in local area.	Facilities for all ages and genders. Mother and toddler groups for young families in the area.	Massive catchment Anything that can help improve health and well-being.



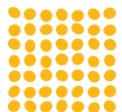
<p>Brian Whittle (Conservative MSP)</p>	<p>I have visited the Club to part take in the Goal Keeping Academy.</p> <p>Very involved and supportive of community sports projects in the area.</p>	<p>The new swimming pool is a fantastic facility and has been hugely successful.</p> <p>The community council are looking into developing an outdoor centre so any future sports project should get in touch with them for advice.</p> <p>I would also like to see collaboration between a community group and the Cycle Station in Kilmarnock. Tied in to this is the triathlon which was in New Cumnock. There is definitely an opportunity to link in with these projects.</p> <p>Lots of charities are looking to get their members active – could be a possible partnership?</p>	<p>Lack of community engagement definitely. Projects that have failed in the past because they have failed to properly take the community wants and needs into consideration. A new facility will need to be fully utilised.</p> <p>Lack of facilities. In general too many facilities are being developed in cities and being stripped from local communities in towns such as New Cumnock.</p>	<p>A crèche within the facility would be brilliant to see as it would serve a demographic that is often overlooked.</p> <p>Focus on women and girls in sports and barriers to facilities.</p> <p>Climbing and handball are very popular these days. Need to find out community wants, not just needs.</p>	<p>“I would like to help with this project so please get in touch again if you need any advice or information from me about the area. Also it is important you build ties with the schools as this is needed to apply learning between school and community activities. “</p>
<p>Church</p>	<p>No current relationship</p>	<p>Good people and a sense of a community doing things for itself</p> <p>Town hall is great</p>	<p>Lack of good facilities</p>	<p>Something to keep people fit and help them to find new ways to reduce isolation</p>	<p>Very keen to find a way to work in partnership as they seek to reach out to the community.</p>



					Possible work with older people during the day
Glenafton FC chair and two other board members	Committee Members – Use the space for meetings every Monday night.	Redeveloped the pool which had a big community benefit. However, the pool shuts end of September for 6 months.	Lack of facilities and nothing to do for most people. Council promised a gym for the area however overspent on the pool and town hall. Greenhead park which was used for walking clubs, cycling and football is now derelict (council no longer taking care of grounds.) Travel between the Cumnock and New Cumnock a big issue, especially for families who don't have a car.	Facilities to accommodate all ages.	Boards support Construction knowledge and therefore keen on a plan to hire local labourers and using “back to work” schemes to build the community facility. This activity will increase local employment, directly benefitting the area.
Katie Kelly, Depute CE Safer Communities, East Ayrshire Council	Hasn't worked with them directly but knows a number of community groups involved in the Community Action Plan	Commitment of the community (through the action plan); Council's programme of refurbishment of town centre so build on this; focus of CAP is on the outdoors and built heritage and history such as promoting walks and the outdoors; existing programmes involving older people and young people and	Demise of coal mining industry has brought depopulation and social problems to the area; Council is spending a lot to regenerate town centre to tackle some of the problems. There has been flooding in the area and as an ex-mining area ground is more susceptible to this so this needs to be	Tie in walking and natural heritage in some way;	The group should approach the council through CLAP (Action Plan) to start/build on the dialogue for support; Vibrant Communities has a dedicated officer to support community initiatives, they could help by bringing partners to the table, making links; work with the Community Council; there is a steering group



		developing activities with them; (so would fit with plans for Loch Park)	considered in any developments of the ground.		for CLAP so contact them; EA Leisure Trust also has an Access Officer they should make contact with (Active Travel angle); local NHS teams and Community Policing team; Development Trust; Community Investments Unit at EAC (to help with funding initiatives/apps)
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2.12 Fundability

Cost Estimate

A detailed specification need to be put together and either costed by an architect led design team or presented to viable contractors to estimate a price. The following is a high level appraisal of potential costs based on other examples;

Element	Estimate	Details
Synthetic pitch	£500,000	Based on cost of similar 11 a-side pitches with all additional goals etc. A competitive process may reduce this figure
Annexe for gym	£50,000	A solution will need to be found for this bespoke space, from a traditional build annexe to the current building, to a modular building/cabin structure that can be pre-fabricated off site and brought in.
Gym equipment	£20,000	Specification and quotes required
Development Officer	£30,000	Purpose to be scoped out
Total	£610,000	

Funder	Details	Amount	
		Capital	Revenue
Sports Scotland Facilities Fund	Next deadline 1 st April 2019 Requirement to work in close partnership with local authority and others.	£100,000	
East Ayrshire Renewable Energy Fund	Regional windfarm monies Notes eligible project as "Community led sports and leisure: For example, capital projects such as improvements to sports/community land or buildings, pitch improvements, floodlighting, new sports related initiatives."	£100,000	
Climate challenge fund	Funding for energy efficiency, windows, insulation and innovative heating solutions for a new structure	£25,000	

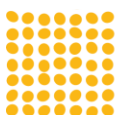


Robertson Trust (Major Capital Awards)	Supports sport, but 30% of funding must be in place Can be a higher figure but need to fit well with their target groups, isolated older people, disadvantaged young people etc.	£75,000	£30,000
Regeneration Capital Grants fund	Can be significant sums, need to negotiate with local authority. This is a very small investment	£200,000	
Trusts and charities including; <ul style="list-style-type: none"> • Wolfson Trust • Comic Relief • Peter Harrison Sports Fund • Weir Trust • Henry Smith • Garfield Weston 		£200,000 target across all funders	
Comic Relief (Sports for Change)	Currently closed Only 25% of the bid can be capital	£25,000	£75,000
Big Lottery community led medium grant	Broad regeneration not just sport	£20,000	£60,000
Resilient Scotland	Resilient Scotland is a fund that is half loan and half grant – if the 3G pitch and gym are likely to generate profit this may be a route worth considering to complete the funding package. Max £500,000 investment. Say £150,000 in this case	£75,000	
Other methods	Donations, sponsorship, crowdfunding, community shares	£30,000	
Total Possible		£850,000	



2.13 Financial Viability

A full and detailed cash flow projection will be created for the business plan. The following spreadsheet is a tool to test the financial viability of the idea. Variables will be discussed and taken into consideration in the final version. The assumptions are modest demand after around 2 years of trading and reputation building. Occupancy rates for the hall and pitch are relatively low and pricing is benchmarked against case studies and competition, being more affordable than, for example, East Ayrshire Leisure. Staffing is restricted to one full time Facilities Manager



Financial Model

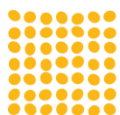
Notes

1	Not full 84 hour because of core use by Glenaction FC. True apportionment to be agreed for busienss plan																		
2	EA Leisure is £25 for only gym membership. This will also include deals, couples rates etc																		
3	Target of 100 members																		
4	Pricing is average. In reality there will be a community rate, a commercial rate and a spcial discount rate depending on circumstances, as yet to be confirmed																		
5	Nothing in early years - kicks in once track record is established																		
6	Estimate of 25% . Other times used for internal use, free lets etc																		
7	Rises gradually but to a maximum of 60% of 60% availability. As a result there is significant room for growth.																		
8	Targer of 100 members. This will also have growth during initial years so need for early grant funding																		
9	Estimate of additional costs beyond what is currently paid for in the existingm model																		



Loch Park Financial Viability

		Month1	Month2	Month3	Month4	Month5	Month6	Month7	Month8	Month9	Month10	Month11	Month12	Totals	Notes
Assumptions	Weeks per month	5	4	4	5	4	4	5	4	5	4	4	4		
	Rate per hour for hall (for yoga etc)	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00		
	Total potential hours available per week	60	60	60	60	60	60	60	60	60	60	60	60		1
	Gym membership fee per month	£15	£15	£15	£15	£15	£15	£15	£15	£15	£15	£15	£15		2
	Numbers of gym members	100	100	100	100	100	100	100	100	100	100	100	100	1,200	3
	Average rate for synthetic pitch per hour	35	35	35	35	35	35	35	35	35	35	35	35		4
Sales	Contracts	£5,000													5
	Let of hall	£750	£600	£600	£750	£600	£600	£750	£600	£750	£600	£600	£600	£7,800	6
	Hire or synthetic pitch	£6,300	£5,040	£5,040	£6,300	£5,040	£5,040	£6,300	£5,040	£6,300	£5,040	£5,040	£5,040	£65,520	7
	Gym membership	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£18,000	8
	Total Sales income	£13,550	£7,140	£7,140	£8,550	£7,140	£7,140	£8,550	£7,140	£8,550	£7,140	£7,140	£7,140	£96,320	
Overhead Expenses	Advertising	£250	£200	£200	£250	£200	£200	£250	£200	£250	£200	£200	£200	£2,600	9
	Rates (per week)	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1,200	
	Gas / Electric (£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000	
	Insurance	£3,000												£3,000	
	Stationery & Admin	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£300	
	Core Staff costs	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£30,000	
	Volunteer Expenses	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£600	
	Professional fees							£1,000						£2,000	
	Repairs & Maintenance	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1,200	
	Gym maintenance	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£600	
	Cleaning materials	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£300	
	Membership and compliance	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£1,800	
	Sinking fund for replacement synthetic carpet	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000	
	Misc	£750	£750	£750	£750	£750	£750	£750	£750	£750	£750	£750	£750	£9,000	
	Total	£8,000	£4,950	£4,950	£5,000	£4,950	£4,950	£6,000	£4,950	£5,000	£4,950	£4,950	£4,950	£6,950	£65,600
Operating Profit	£5,550	£2,190	£2,190	£3,550	£2,190	£2,190	£2,550	£2,190	£3,550	£2,190	£2,190	£190	£30,720	£0	
Operating Cash Flow	£5,550	£7,740	£9,930	£13,480	£15,670	£17,860	£20,410	£22,600	£26,150	£28,340	£30,530	£30,720			



3. Findings and Recommendations

3.1 Findings

Assets in the Area

1. The area has a population of approximately 3000 people in the village and a wider regional potential customer population of nearer 15.000, a strong population on which to base demand and financial sustainability.
2. Most people like living in the area with 60% scoring it 4 or 5 out of 5. An additional 29% scored it a 3/5. 78% of people feel they want to still be in New Cumnock in 10 years' time showing a relatively stable community where people feel happy living. Other research shows that this contentment leads to action not inaction and there is significant community activity to build on.
3. Local research has indicated consistently that Community spirit, this being a friendly place and recent improvements in the village are the three things most valued.

Challenges the Area Faces and Gaps Identified

4. Poor health, high unemployment rates, poor educational attainment and opportunities for young people are diminishing and there are high levels of relative deprivation according to the Scottish Index of Multiple Deprivation.
5. There are relatively worse health statistics compared to the Scottish average in the broader ward. 11% of first time mothers are under 19 compared with 8% across Scotland. 28% of mothers are recorded as smokers at anti-natal classes, compared with 16% across Scotland.
6. NC residents aged 65+ are at 24.8% of the population, significantly higher than the Scottish average of 18.5%. East Ayrshire figure is 19.6 %. 29.0% of households are pensioner significantly higher than the Scottish average figure of 20.9%.
7. Learning is also an issue. 49.9% of working age people have no qualifications (Scotland = 26.8%).
8. 34.5% of children live in out of work households (Scotland = 15.2%) and 29.5% of children live in poverty (Scotland = 16.5%). The East Ayrshire figure is also higher than the national average at 20.6%.
9. 6.4% of people claim Unemployment Benefits (Scotland = 2.7%). Youth unemployment claimants (aged 18 - 24) are at 10.4% considerably higher than the Scottish average = 4.0%.
10. 27.0% of pensioners are living in poverty in New Cumnock compared to 16.4% across Scotland. 7.4% of people claim DLA (Scotland = 3.9%); 22.2% of people of working age claim DWP benefits, Scotland = 13.0%; 25.2% of people claim housing benefit (Scotland = 16.5%).
11. Mental health related benefits are at 4.7% of working age adults, Scotland = 3.9%.
12. 31.0% of the population has a limiting longterm illness, the Scottish average is 19.6%.
13. We then asked people about their own health, only 25% felt their health was good. 52% said average and 22% poor. Only 33% meet then national minimum for levels of physical



exercise. This compares to Scottish figures of 64% of adults and 76% of children nationally meeting the guidelines for moderate or vigorous physical activity. 55% have had a health professional recommend that exercise would be beneficial to them.

14. 81% find it difficult to access sport and health facilities. There is geographical isolation and a lack of facilities made worse by a poor public transport network. Schedules vary and are only frequent at peak times. A lack of facilities consistently emerged in the research locally with substantial and detailed demand for specific sports and physical activity highlighted in the report. Groups have to travel to other facilities and local space, such as Greenhead Park, is very poor. There was a good facility in the village but it was flood damaged then knocked down.
15. The need is to have good facilities not just for health and well-being but to bring people together. This message emerged during various open meetings and conversations.
16. Outdoor sport, such as running and cycling was viewed as an important gap to be filled.
17. Barriers noted to accessing healthy activity relate to lack of facilities, poverty locally and lack of information.
18. Regarding projected impact most of the suggested outcomes in the community survey were supported from better health to community cohesion. Bringing the community together, promoting volunteering and making the environment better were the three highest areas.

Local and National Support

19. There was a very good turn-out on the day of the open event. People were overwhelmingly in favour and supportive of the project. The community survey indicated high volumes of people interested in various activity.
20. The responses at the open meeting indicated a desire locally for a multi-purpose community space with health and well-being and community cohesion.
21. One of the main priorities contained within the New Cumnock Action Plan was for the creation of a Community and Sports Hub and this proposal is supported by significant alignment to national and regional policy. The strategy “A More Active Scotland” states “Our vision is of a Scotland where more people are more active, more often.” It sets out the following outcomes”. There are numerous programmes that are part of that policy, from the National Daily Mile to Cycling without Age, from Women and Girls in Sport Week to Care About Physical Activity programme. There is a significant policy and programme momentum towards sport and health that this project can benefit from and link into.
22. Many football clubs are already doing a lot in the areas of men’s health, mental health and the promotion of people taking control of their own health through physical activity.

Capacity

23. The Board members are capable and bring a wealth of diverse experience to the Board. This will give it a firm foundation on which to build good governance, robust financial management and sound operational practice. A model was set out in the GCDG report but this will be revisited.
24. The club will use a social enterprise model to support the delivery of social outcomes. There is a Sport Social Enterprise Network administered by Senscot and membership of that should be explored.



25. 55 people were interested in volunteering and a further 82% said maybe. 14 people left their contact details.

Competitive analysis

26. The detailed competitive analysis shows that there is a niche for such a facility focussing on a synthetic pitch, gym and bookable space, but displacement is an issues to be aware of with a good Town Hall and Dumfries House considering developing a gym for example.

Commercial Opportunities

27. There is a high level of demand from people who attend activity elsewhere but would be willing to move somewhere more convenient. Though real conversion rates are usually less, this does indicate significant current demand. For example 54% play football elsewhere. 45% would be interested in football at a new 3G pitch.

28. When asked what would be the biggest attraction to such a facility, the highest demand was for a gym (70%) followed by the ability to train in poor weather (62%) and a synthetic pitch (53%).

29. A full and detailed cash flow projection will be created for the business plan. The following spreadsheet is a tool to test the financial viability of the idea. Variables will be discussed and taken into consideration in the final version. The assumptions are modest demand after around 2 years of trading and reputation building. Occupancy rates for the hall and pitch are relatively low and pricing is benchmarked against case studies and competition, being more affordable than, for example, East Ayrshire Leisure. Staffing is restricted to one full time Facilities Manager

Partnership Opportunities

30. There were numerous organisations, from the Autistic Society to the School, which overtly requested involvement in the project going forward.

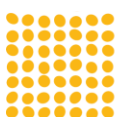
Funding

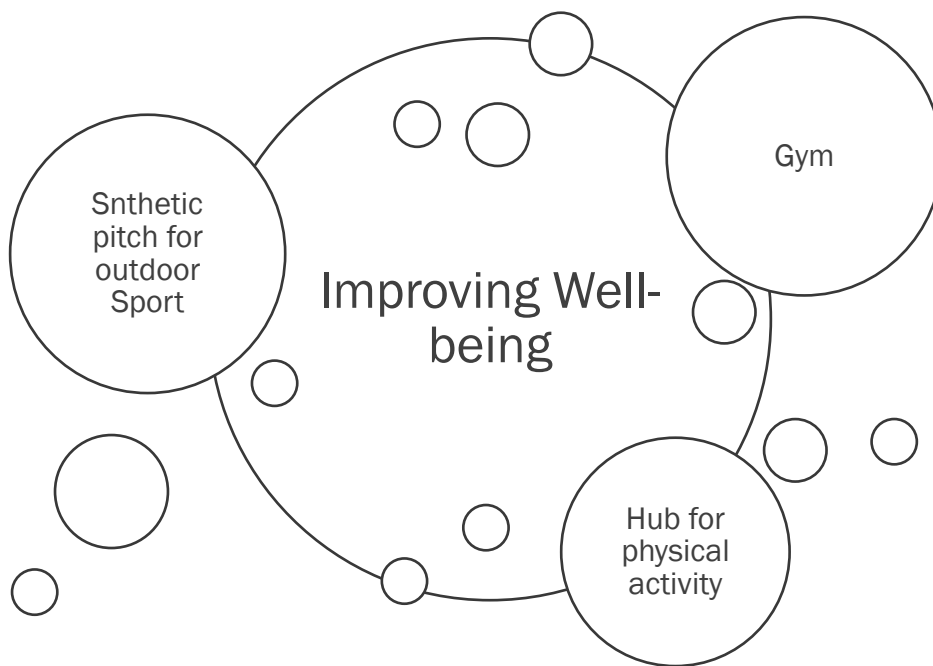
31. The fundability test showed that there are funds available but that these may be limited because of current pressure on the funding.

3.2 Recommendations

In summary

1. The Glenafton FC board should work towards developing a community owned facility that meets local needs, particularly around enhancing well-being with three key strands.





Core Usage

2. Synthetic pitch
3. Gym
4. Physical activity

Management

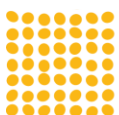
5. The organisation should consider a strong partnership model but strengthen their skills as lead partner.
6. Funding should be sought as soon as possible for a Development Officer
7. It is likely that a number of volunteers will be required to support the work of the centre, from events' management and reception to administration and volunteering in groups. The board should seek support to develop strong volunteering policies.

Technical

8. Further funding should be secured to engage and architect led design team or to source prices from local contractors.
9. Local labour and co-ordinated donations of materials as sponsorship should be considered to create a sense of real community ownership. Employability and the use of get back to work schemes will increase community impact while helping to reduce capital costs.
10. Innovative solutions for the capital infrastructure beyond traditional design and procurement must be investigated.

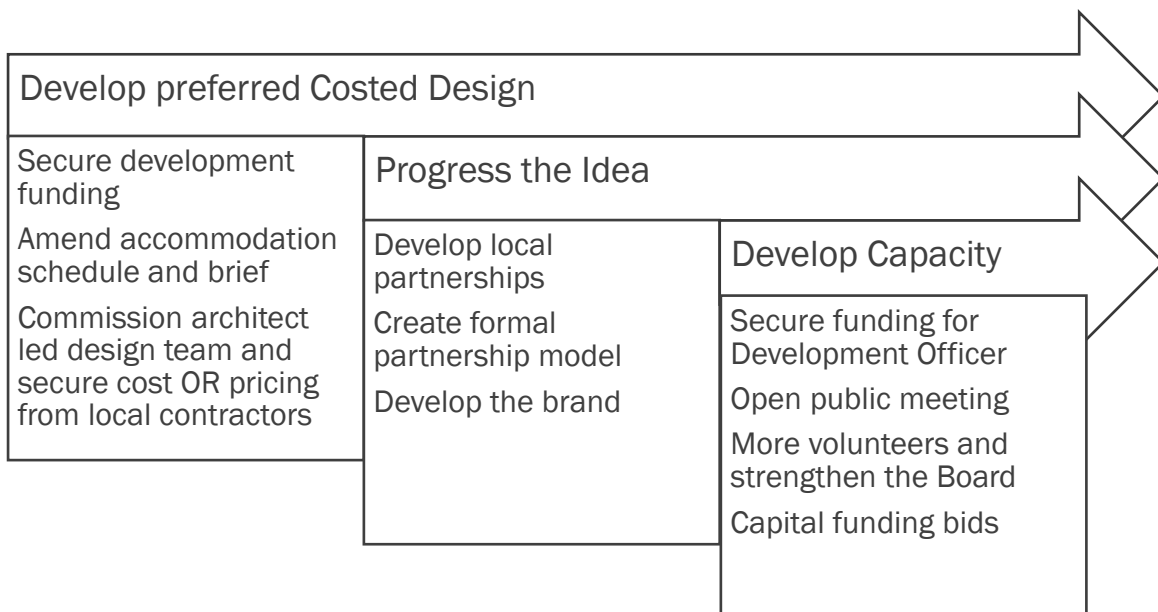
Sustainability

11. Financial viability will be built on sound management and further user contact will be required to firm up letting arrangements so as to reduce risk in the cash flow.



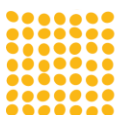
12. A strong branded marketing strategy should be developed with brand architecture, logo, a strong website and an active social media based communication plan. It is vital to show the Well-being Hub as separate from the football club.
13. As much of the administration of the building as possible should be automated. This will range from on-line booking and payment to key pad entry to the building.

3.3 Next Steps



3.4 Accommodation Schedule

Element	Space and Facility Needed	Comments
Outside	Synthetic pitch Parking (this will be checked with roads and transport during a planning application) Bike racks and facilities to be the entry point to cycling locally Consider running track	Specialist to provide a quote to replace the pitch and install a synthetic replacement.
Entrance & Corridor Space	Open accessible welcoming entrance with good signage so users know where to come and feel this is their space Community notice board	To ensure this doesn't look like people are coming to the football club hospitality area, it needs very strongly branded signage so people feel welcomed. Discussion needed on how building will be managed.



Space for yoga, pilates etc.	The main space should be reviewed to indicate any changes to make it fit for purpose or easily adaptable as a welcoming comfortable space. E.g., the bar should be discreet and the space should be warm and comfortable.	Would be well used but not full time as this activity is done in partnership with local facilities. Core work is the pitch and gym. This is additional
Gym annexe	Ideally construct an annexe for the gym – consider modular building Showers and changing area Ideally a small treatment room for sports fitness, massage etc.	Detailed scoping of equipment nature and volume with individuals who will use it
Toilets and changing	Adequate toilet provision for the number of users and accessible changing Disabled toilet	Consider amendment of current space and ensure compliance with funders especially sportscotland
Other	Wi-Fi throughout the building Natural light Accessible toilets	

