

# **MCSC Funding Application**

## **Supplementary Information**

### **1 Governance of MCSC**

MCSC is owned, governed and managed by Malton School. The day to day management of the facility (including programming, budget control, purchasing, health and safety, staff management, housekeeping and maintenance) is managed by the Community Sport Manager (CSM), Jay Rowley.

Direct line management from the school is through the Operations Director, Tracey Beaver. Tracey is responsible for performance management of the CSM and to support the ongoing running and management of the facility, amongst the other responsibilities her role brings within the school.

Overall governance of the facility is through the Finance and Premise Governors Committee, which is a sub-section of the overall school governing body. The committee is made up of the Head Teacher, the Operations Director, the Finance manager, the CSM, and interested community persons and / or parents of pupils currently at Malton School, who have specific skill sets to help challenge, support and drive forward both the school and MCSC. 5 year Annual account projections are presented to the finance and premise governing body prior to the start of the new financial year and are discussed, challenged and agreed by the committee. Quarterly updates are then presented at committee meetings, before submission of the end results just prior to the turn of the financial year. Once agreed by the committee, these projections / results are directed to NYCC. The process is very thorough, with governors providing challenges where appropriate to help the business become as successful as possible.

The CSM has a maximum financial decision making power of up to £5000 for any single item / project. If the figure rises above this, a decision is made between the finance manager, operations director, head teacher and CSM, acting as the MCSC steering group, up to a maximum of £15,000. If the figure rises above this amount, the decision will be made by the finance and premise governing body.

In the case of this project, the CSM & steering group are pushing the project forward, under the agreement of the governors. Regular updates are made to governors, and suggestions and support are provided when needed. Ultimately the final decision regarding this project will be made by the finance and premise governing body. My job as CSM is to ensure I have made the project as financially viable as possible, so that the direct financial implication back to MCSC is a minimal as it can realistically be. My goal in achieving this is to raise the largest possible figure of grant funding available, via several funding streams / bodies. Any short fall in the overall total required will need to be financed by MCSC. Plans have already been drawn up for this scenario and we are currently working with two providers who are very keen to support the project.

## **2 Current Financial Agreements**

Under agreement with the school, any operating profit made by MCSC is currently used in two ways:

**1 - £20,000 per annum** is paid into a ring fenced sinking fund (held by NYCC), for the purpose of replacing the surface of the 3G pitch after a 10-12 year period (2021-2013). This commitment is part of the terms and conditions of the grant funding from the Football Foundation, during the original facility build, and will run continually for the lifetime of MCSC, as the replacement of the surface is expected / recommended every 10 years.

**2 – All additional profits** after the sinking fund payment are currently offset against the over spend accrued during the original build and furnishing of MCSC. In total this figure was £80,093 (after final retention payment in Jan 2013). To date, the outstanding figure is £58,965. This deficit is currently supported by NYCC as an ongoing debt, under the agreement that it will be repaid at the earliest possible time, in the current format of an annual payment based on profit made.

## **3 In House Financing For This Project**

Malton School are a state run school, under the umbrella of North Yorkshire County Council. Whilst it was financially supportive of the original MCSC build, NYCC would not be willing to add any financial support to this project, as there is no direct benefit back to the school. The facility is focused 100% on the wider community of Malton and Norton and the only usage by members of Malton School (staff or student) will be as a paying customer – the only potential exception to this may be use of the fitness class room as a meeting facility or for practical assessment days, such as GCSE and A Level PE. It is for this same reason that the school have set a minimal contribution towards the project. Whilst the school are very keen to see MCSC grow and develop and open up new avenues of community engagement, it is keenly aware that use of the new facilities by the school will be very limited.

With regard for the need of financing to complete this project, the financial breakdown document outlines that there is a shortfall within the project build phase of £39,311. In addition to this, there is also the lease of the fitness suite equipment to be considered. The figure for this lease is £85,636.50. Together this leaves an outstanding amount of £124947.50. Our aim is to work with funding providers such as the Charity Bank, and finance this figure over a 3 year period based on 6% financing. The monthly cost equates to 137 monthly members. This equates to 39% of our minimum membership number, which ensure that the centre can retain a positive financial benefit from the project, even based on our minimum target numbers.

With regard to the use of potential profits made from the new project, there are four areas currently highlighted:

**1 – Additional finance** into the 3G pitch sinking fund. Raising the annual payment to £30,000. The reason for this is that the price of a replacement surface and the cost of these works has risen since the original funding agreement was set by the Football

Foundation in 2010. This additional sinking fund contribution will ensure we have enough finance available to undertake the surface replacement and will allow us to also replace the goals and remedy any issues with fencing and ball stop netting.

**2 – Training and jobs.** MCSC would very much like to increase our budget for training and have a reserve amount of finance that could be utilised to increase the staffing team. Our current position will allow us to manage the new fitness suite to a healthy level, with 3 members of the current team qualified and experienced to do so. However, if the facility demand grows to the levels we anticipate, it is likely that we will need to recruit additional staff to support the day to day operation and customer service provision.

**3 – Maintenance and equipment budget.** MCSC currently maintains all aspects of the premises and purchases replacement equipment from the centre's annual budget. By building up a sinking fund, we will be in a much healthier position to undertake this work, particularly as the building ages, and will be in a position to keep on top of all equipment replacement and purchasing of new items for new initiatives. This will also include building up a reserve of finance that can be utilised towards the purchase or lease of new equipment for the fitness suite in year 4 of the new project.

**4 – Ongoing payment of the build deficit.** Our goal is to clear this deficit over an agreed period to ensure we are on an even playing field, as a means of ensuring long term sustainability. Once this deficit has been settled, all future profits can be allocated to the three areas highlighted above.

## **4 Match Funding**

To achieve the aim of making this project a reality, it is essential that MCSC raises as much grant funding as possible. If the application to RDC is successful, the next process will be a funding bid to Sport England, with the goal of (at least) match funding the RDC grant. Sport England has been selected as it is a large provider of sports based community grants and has a pot of funding available specifically for school applications, meaning there are a number of grants that we could look to apply for.

There are also a number of other grant funding providers that are under consideration, should the Sport England bid not be successful. This includes the Big Lottery, who have a proven track record of community sport investment. The main stumbling block with these providers is that confirmed 50:50 match funding is required upon application, which is why this project is reliant on funding from the RDC Community Grant Scheme.

In addition to the planned match funding, there are also additional grants that will be applied for. One of these is held central by the government and focuses around environmental impact. One of the main reason for the selection of SportsArt as a partner in this project is due to their green energy fitness equipment. These pieces of kit are connected into the grid and actually generate power as they are being used, rather than burning electricity. This will allow us to collect a bank of energy that can be utilised either by the centre as a whole, offsetting current power costs, or by the National Grid to supply local houses and business. SportsArt have spent a number of years developing these machines and are the leaders in the field in the UK. With their support, knowledge and contacts, this project can have not just a benefit to health and wellbeing within our

community, but can also have a positive contribution to the environment. SportsArt have already accessed funding from this government pot for a number of projects like this one and are confident that MCSC can do the same.

Other smaller pots of funding (up to £10,000) that are being considered include Awards for All, who have supported the school previously and the NHS trust, through our partnership work with Malton Hospital.

## 5 Our Focus and Impact on Other Local Businesses

**Our Focus** – The vision for this facility is very much to support the health and wellbeing needs of the local community. Whilst we obviously need to ensure the facility is financially sustainable through memberships and casual usage, the main aspect of our work will be through targeted work with those who need it most. This will include weight management programmes, rehabilitation programmes, GP Referrals and sports injury rehabilitation.

Ryedale currently has the third highest overall level of obesity in the country, with levels rising year on year from ages 4 upwards (when first assessed). This is a trend that continues throughout every age bracket. Clearly there is a need for change. SportsArt have already committed to supporting this work aspect of work, and are willing to provide specialist weight management exercise machinery which is not available anywhere else in the county, free of charge, as a means of using MCSC as a show site for the equipment.

Our current work with Malton Hospital helps support patients through a rehabilitation programme after serious illness and intervention. Illnesses include MS, Alzheimer's, cardiac conditions and strokes. We work with patients following their release from Malton Hospital after their NHS based rehabilitation process is complete. To date, we have seen a reduction of over 89% in re-referrals back to the hospital for the same issues. At present, this programme is our most important and effective. We also support social interaction through this and our Get Fit Gently programme, which brings older generations of the community together and helps address imbalances in loneliness and mental wellbeing. This will be another major focus of the new facility.

The GP referral scheme will allow us the opportunity to work with patients suffering from ill health prior to them needing direct hospital care. Our goal is to reduce the likelihood of hospital related treatment by helping set goals and targets that can directly improve health, as we do with the rehabilitation group, above. This work will be undertaken in partnership with local GP surgeries and will be a community wide project, support both Malton and Norton, as well as outlying villages and towns in Ryedale.

As the manager of the facility, this is the type of community based work that I am dedicated to addressing and delivering in a greater capacity. My team and I are keen to promote better health and wellbeing in our community, and that is not just to those who are already suffering ill health, but to all demographics. We will work with young and old alike, those who are already healthy to ensure they maintain a positive outlook on

health, as well as those who need to make positive health changes to their lives, to ensure their wellbeing for the long term future.

**Our Impact on Others** – As mentioned above, MCSC will need to achieve and maintain a number of monthly members and casual users to ensure financial sustainability. With that being said, the grant funding we are seeking will limit the financial burden on the centre. This will result in the centre being able to focus on our key priorities (highlighted above) rather than the need to focus our energies solely into building up our membership numbers. Yes, we will need a healthy membership number, but this will not need to be the primary focus, or be as high level of numbers, as it would if we were self-funding.

Over the past 6 years we have directed hundreds of enquiries to other local facilities, especially Body & Soul. We have also worked together with Body & Soul to utilise their facilities whilst our staff undertook personal fitness instructor training. Our goal is not to take customers away from other similar local facilities, but rather to target specific audiences that are not currently catered for within the town and to offer a different option for the general public – we will offer a standard fitness suite set up (double the size of any similar local facility, but with a wide range of different equipment), and this will be complimented with an in depth fitness class programme and a range of functional training options and equipment; neither of which are currently offered elsewhere in the town. It is these latter two aspects in particular which we believe will set us apart from other providers, but more importantly, will allow us to provide opportunities for a different type of user that are not currently available within the town, ensuring we are not focusing on users currently committed to other local business in our field.

## 6 Programme of Activities

The attached programme of activities for both the Fitness Suite and the Fitness Class Room outline the key priorities and goals of the new facility. The class timetable outlines the varied range and quantity of classes that will run, offering opportunities for all types of users. This includes gentle back to exercise classes for people recovering from illness, with weight management problems or for those in their senior years, who are looking for activities that are of a lower intensity. There are classes that support posture and core strength, which will support sports injuries, back problems and relaxation. The programme covers fat burning and toning through a number of different classes to cater for a variety of needs and preferences and there is also more specific fitness and muscle training classes. The variety of classes is spread throughout the week, ensuring that MCSC can offer something for everyone at a variety of times during the day and evening, to meet individual needs and commitments. Also included is a provision for local clubs, groups or organisations to utilise the space as a meeting room. MCSC will also utilise this space to support coach education training, such as FA Level 1, First Aid and Safeguarding training, which will provide opportunities for new and existing volunteer coaches within our community.

The programme within the fitness suite is again designed to cover a variety of potential users. The suite will be open throughout every day of the week for members and casual

users who are happy to follow their individual pre-written fitness plans. Running alongside this, there are specific targeted sessions to support weight management, rehabilitation programmes, GP Referrals, junior training, 1:1 personal training and a wide range of opportunities for inductions and individual programme planning. Our goal is to meet the needs of the widest possible cross section of community members as possible, at a variety of times throughout the day / week to suit all needs, lifestyles and commitments.

## **7. Planning**

During the original build of the MCSC premises, the phase 2 development of the facility (fitness suite extension) was discussed and even included on the project site plans – highlighted as phase 2 project – these plans have been included in the package.

The builders also ensured that utilities were extended to run underneath the proposed site of the fitness suite, along with works to provide an extension to the car park for a further 24 cars. Both aspects will prove financial beneficial to this project and will reduce time scales for build completion.

A provision planning application was submitted to NYCC on Fri 27 October and full planning will be submitted upon a successful outcome from the RDC grant funding panel.