

Hagley Field Proposal

Aug 8-2022

Summary

This document sets out a proposal for a long-term lease of Rugeley's Hagley Field to be agreed with a newly established community organisation, Hagley Community Sports Association (HCSA). HCSA propose to maintain the site and offer rental agreements to a variety of local youth sports clubs and other organisations – creating an additional community hub for youth sport.

We believe this proposal brings multiple community benefits including greater access to maintained football and rugby pitches, particularly those sized in accordance with FA regulations for youth age brackets; opportunities for wider community engagement including with local schools, the Town Council and other youth groups; spaces dedicated to improving biodiversity; further enhancement of the Heritage Trail and a new space for dog owners.

We are asking for a minimum 15 year Lease of the Hagley Field area, with a £1.00 annual rental agreement, and in return the HCSA will maintain and deliver all aspects of this proposal. We will work with the local and district Councils to bring the Hagley Field to life for a community hub for outdoor life. We would ask that the County Council erect goal posts for the first 5 pitches, and the HCSA will fund the additional 5 pitch goal posts in year 2 of the agreement (as per the business case below)

HCSA has also attached the quote for goal posts that we feel would be best suitable for the space which will save the posts being vandalized or dangerous to the public, and also allow the open space to be used for other uses (fairs, outdoor movies, concerts, ect ect)

HCSA see the Hagley Field area as being a local hub for outdoor space, and we envision it being a great area of Rugeley that we can be proud of. We expect to see it being used by multiple organizations or different sports, and groups, young and old.

HCSA expect the space to be used by sports youth, walkers, dog owners, school pupils, local scouts, and people just looking for a relaxing quite place to visit and reflect.

HCSA will also look to investigate the possibility of building a permanent stage to host music shows, out-door theatre events, outdoor cinema, as well as awards for different events hosted at the HCSA fields, subject to local planning and landlord consent.

Creation of Hagley Community Sports Association (HCSA) and development of the site

To deliver this project, the HCSA will be created – a registered charity with a board/committee responsible for the management of all aspects of the HCSA.

HCSA would establish how best to utilise the property to maximise the number of youth sports teams and other community organisations that could benefit from the site. An initial plan is set out in the appendix.

HCSA will submit annual reports of all activities, events and ongoing development of the site to the SCC.

HCSA will then seek to rent/hire pitches to local sports clubs and other organisations. We anticipate the site would be used by several organisations as many have already expressed interest verbally.

While the final site layout is still to be confirmed, we envision the site will comprise approximately ten youth football pitches (sized according to FA regulations for each age bracket), two fenced off dog walking enclosures, a wildflower garden or dedicated area for biodiversity enhancement and a storage area for equipment.

Purpose built youth football pitches

Marked pitches would be available for each age bracket (under 7 to adult) allowing our local teams to play on grass pitches. The proposed pitches include 5 vs 5, 7 vs 7, 9 vs 9, and youth level 1 football.

While there are some grass pitches available in Rugeley, they are currently oversubscribed due to the growth of youth football in recent years, including girls football which is rapidly growing in popularity. Furthermore, the grass pitches which are available are only marked to adult sizes, making it difficult for youth teams to fully utilise these sites.

The shortage of grass pitches in Rugeley and the surrounding area means that our local teams (from U7 to U11) are training and playing matches on some form of Astro turf pitches rather than grass and are not learning to play the game on grass surfaces. During the winter months the shortage of pitch space is even more problematic as clubs are forced to rent 3G pitches to train on as little/no other options are available.

Dog walking parks

HCSA would like to see Hagley Fields used by the local people of Rugeley for all kinds of reasons. To that end, our proposal includes two dog walking areas, completely fenced in to allow dogs to run off a lead in an enclosed space. One will be designated for small dogs, and the other for larger dogs. The area would be available by booking in 30-minute timeslots. An agility course could also be considered for this area.

Wildflower Garden

To enhance biodiversity on the site we propose a dedicated area to be set aside as a wildflower meadow or rewilding zone. This area, dedicated to nature, could include native planting as well as bird boxes and an insect house. If appropriate, a small path and even a bench or two could be installed to allow visitors to further enjoy this space.

Storage Area

As this is an open field, a storage container would be required to house the goals and corner flags, and other pitch equipment.

Opportunities for wider community engagement

The primary purpose of Hagley field would be greater provision of outdoor sports fields for youth teams however the HCSA would like for the site to be fully utilised by as much of the community as possible. We have identified a number of opportunities but would welcome additional proposals from the community as received.

Use by Local Schools

The HCSA will offer its services to the local primary schools and volunteers to manage and host an annual football tournament for our local primary schools.

The HCSA will also offer to host and organise school sports days for our local primary schools. Hagley Field would also make an excellent venue for a variety of other sports competitions.

Summer Sports Clubs/Camps

HCSA, in partnership with Brereton Social Football Club, will host an annual football summer camp for primary school ages. Managed and coached by licensed FA football coaches

Furthermore, the site could be rented to any other local company/organisation wanting to host a sports camp/club during school holidays.

Rugeley Town Council

As part of the lease, Rugeley Town Council will have the opportunity to host certain events on the playing fields, as long as dates are agreed on a yearly basis. HCSA has already been in conversation with the Town Council who are supportive of this proposal.

Local Scouts

HCSA would welcome involvement from the Scouting, Girl Guides and other organisations of Brereton and Rugeley at the site. We can envision, for example, outdoor activities or sports evenings being scheduled at the site. Currently the local scouts travel to Birches Valley for most of the outdoor events.

Heritage Trail

The Heritage Trail is very important to Rugeley, and the HCSA would seek to further improve the portion of the trail which passes along Hagley field. Initial ideas include the planting of additional trees, planters and benches but this idea would be further developed with input from the Town Council and community. This project could be a further opportunity for our local schools or youth organisations to be involved with development of the site.

Maintenance

To keep the pitches to a suitable playing condition with the heavy use proposed, the site would require an annual programme of maintenance. This would include, spiked/slit, fertilizing, sanding, and reseeding. The pitch layout would also be rearranged annually to help the area recover from heavy usage.

HCSA would maintain the full area to the highest standard. Bins would be placed throughout the site for disposal of general rubbish and recycling and a nightly walk through would be conducted to collect any additional rubbish that has been left behind.

HCSA would take over the maintenance and care of the fields, which include mowing, and pitch marking. We would look after and maintain the dog parks and the bookings of the area.

HCSA would maintain and look after the wild garden and benches and any erections or structures sited on the land.

Proposed lease

HCSA is interested in obtaining a long-term lease as soon as possible in order to achieve the goals listed above. This lease would also be required to allow the HCSA to apply for grants from the FA and

UK government for certain equipment. We are open to having a review of the contract with options of a break in lease after five years if agreements are not being met by either party.

HCSA also understands that any work on site, including fencing, stowage buildings, flood lights, etc. would need to go through the correct approvals and planning with the authority.

The layout illustrated in Appendix 4 demonstrates how we envision the site could be fully utilised. We would expect to have the full site established by the end of year three. If a lease can be agreed quickly, HCSA will establish 1 or 2 pitches for use during the upcoming season. The following organisations have already expressed their interest in utilising pitches this season: Brereton Social Football Club, Lakeside Football Club and Rugeley Rugby Club.

Financial Plan

To fund set up and maintenance of the site, HCSA will collect rental income from multiple community sports clubs and other organisations. For the purpose of budgeting, two illustrations are shown below: Budget illustration 1 shows a situation where only one football club and one rugby team rent the pitches. In this instance the site is not viable by year three, demonstrating the need to have the site utilised by several different organisations. Budget illustration 2 demonstrates the potential of the site should it be utilised by several different organisations clubs.

Budget illustration 2 is based primarily on interest already expressed and is considered to be conservative.

Budget illustration 1: Income generation if take up is limited to one football club and one rugby team

Description	Income	Notes
YEAR 1		
Grass cutting	(£3,500)	Assumes entire site is mowed on a normal schedule and 5 pitches are mowed more frequently
Pitch marking	(£750)	5 pitches marked
Goal posts erected	-	HCSA requests that the council erect goal posts for the initial five pitches
Public Liability insurance	(£500)	
Equipment and consumables (e.g. paint for marking pitches)	(£1,000)	
Storage Unit	(£2,500)	
Pitch rental to Brereton Social FC	£9,600	10 youth teams, each contributing £80/month for use of pitches
Pitch rental to Rugeley Rugby Club	£960	Annual contract for use of one rugby pitch
Balance at the end of year 1	£2,310	
YEAR 2		
Balance rolled over	£2,310	
Grass cutting	(£5,000)	Assumes entire site is mowed on a normal schedule and 10 pitches are mowed more frequently
Pitch marking	(£1,000)	10 pitches marked
Goal posts erected	(£3,750)	5 additional pitches
Public Liability insurance	(£500)	
Equipment and consumables (e.g. paint for marking pitches)	(£1,500)	

Pitch refurbishment	(£2,000)	Spike, fertilise, sand and seed
Pitch rental to Brereton Social FC	£9,600	10 youth teams, each contributing £80/month for use of pitches
Pitch rental to Rugeley Rugby Club	£960	Annual contract for use of one rugby pitch
Balance at the end of year 2	£2,870	
YEAR 3		
Balance rolled over	£2,870	
Grass cutting	(£5,000)	Assumes entire site is mowed on a normal schedule and 10 pitches are mowed more frequently
Pitch marking	(£1,000)	10 pitches marked
Public Liability insurance	(£500)	
Equipment and consumables (e.g. paint for marking pitches)	(£1,500)	
Pitch refurbishment	(£2,000)	Spike, fertilise, sand and seed
Erection of fenced dog walking areas	(£2,500)	
Set up of wildflower garden and installation of benches	(£2,500)	
Pitch rental to Brereton Social FC	£9,600	10 youth teams, each contributing £80/month for use of pitches
Pitch rental to Rugeley Rugby Club	£960	Annual contract for use of one rugby pitch
Contingency	(£2,000)	
Balance at the end of year 3	(£3,570)	

Budget illustration 2: Income generation if the site is utilised by several community organisations

Description	Income	Notes
YEAR 1		
Grass cutting	(£3,500)	Assumes entire site is mowed on a normal schedule and 5 pitches are mowed more frequently
Pitch marking	(£750)	5 pitches marked
Goal posts erected	-	HCSA requests that the council erect goal posts for the initial five pitches
Public Liability insurance	(£500)	

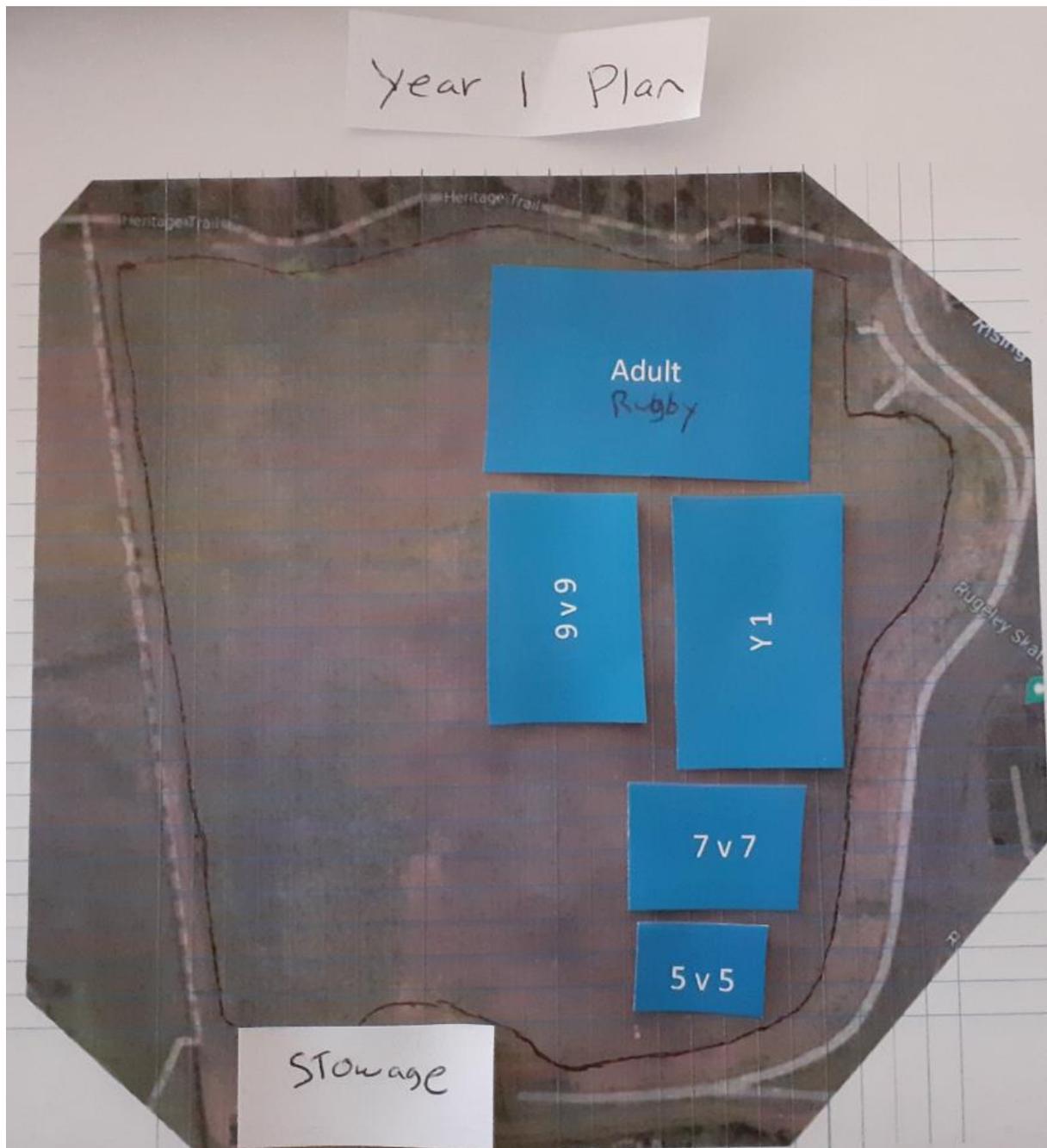
Equipment and consumables (e.g. paint for marking pitches)	(£1,000)	
Storage Unit	(£2,500)	
Pitch rental to Brereton Social FC	£9,600	10 youth teams, each contributing £80/month for use of pitches
Pitch rental to Rugeley Rugby Club	£960	Annual contract for use of one rugby pitch
Pitch rental to one additional football club	£10,560	Figure based on interest expressed by Lakeside FC
Site rental by Rugeley Town Council	£2,000	Assumes the site may be of use for the Charter Fair
Primary school events	£1,000	
Brereton Social FC summer club	£400	Interest already expressed. Figure assumes use for one week
Mid-Staffs football league	£1,500	Sunday league games for U7-U11
Brereton Social pre-season tournament	£250	Rental for one weekend
Balance at the end of year 1	£18,020	
YEAR 2		
Balance rolled over	£18,020	
Grass cutting	(£5,000)	Assumes entire site is mowed on a normal schedule and 10 pitches are mowed more frequently
Pitch marking	(£1,000)	10 pitches marked
Goal posts erected	(£3,750)	5 additional pitches
Public Liability insurance	(£500)	
Equipment and consumables (e.g. paint for marking pitches)	(£1,500)	
Pitch refurbishment	(£2,000)	Spike, fertilise, sand and seed
Pitch rental to Brereton Social FC	£9,600	10 youth teams, each contributing £80/month for use of pitches
Pitch rental to Rugeley Rugby Club	£960	Annual contract for use of one rugby pitch
Pitch rental to one additional football club	£10,560	Figure based on interest expressed by Lakeside FC
Site rental by Rugeley Town Council	£2,000	Assumes the site may be of use for the Charter Fair
Primary school events	£1,000	
Brereton Social FC summer club	£400	Interest already expressed. Figure assumes use for one week

Mid-Staffs football league	£1,500	Sunday league games for U7-U11
Brereton Social pre-season tournament	£250	Rental for one weekend
Additional football/rugby club rental	£960	
Balance at the end of year 2	£35,250	
YEAR 3		
Balance rolled over	£35,250	
Grass cutting	(£5,000)	Assumes entire site is mowed on a normal schedule and 10 pitches are mowed more frequently
Pitch marking	(£1,000)	10 pitches marked
Public Liability insurance	(£500)	
Equipment and consumables (e.g. paint for marking pitches)	(£1,500)	
Pitch refurbishment	(£2,000)	Spike, fertilise, sand and seed
Erection of fenced dog walking areas	(£2,500)	
Set up of wildflower garden and installation of benches	(£2,500)	
Pitch rental to Brereton Social FC	£9,600	10 youth teams, each contributing £80/month for use of pitches
Pitch rental to Rugeley Rugby Club	£960	Annual contract for use of one rugby pitch
Further investment into site beautification and maintenance/contingency	(£5,000)	
Pitch rental to one additional football club	£10,560	Figure based on interest expressed by Lakeside FC
Site rental by Rugeley Town Council	£2,000	Assumes the site may be of use for the Charter Fair
Primary school events	£1,000	
Brereton Social FC summer club	£400	Interest already expressed. Figure assumes use for one week
Mid-Staffs football league	£1,500	Sunday league games for U7-U11
Brereton Social pre-season tournament	£250	Rental for one weekend
Additional football/rugby club rental	£960	
Income from dog walking park	£6,000	Assumes £10/h, 4 hours/day, 3 days/wk, 50 wks/yr
Balance at the end of year 3	£48,480	

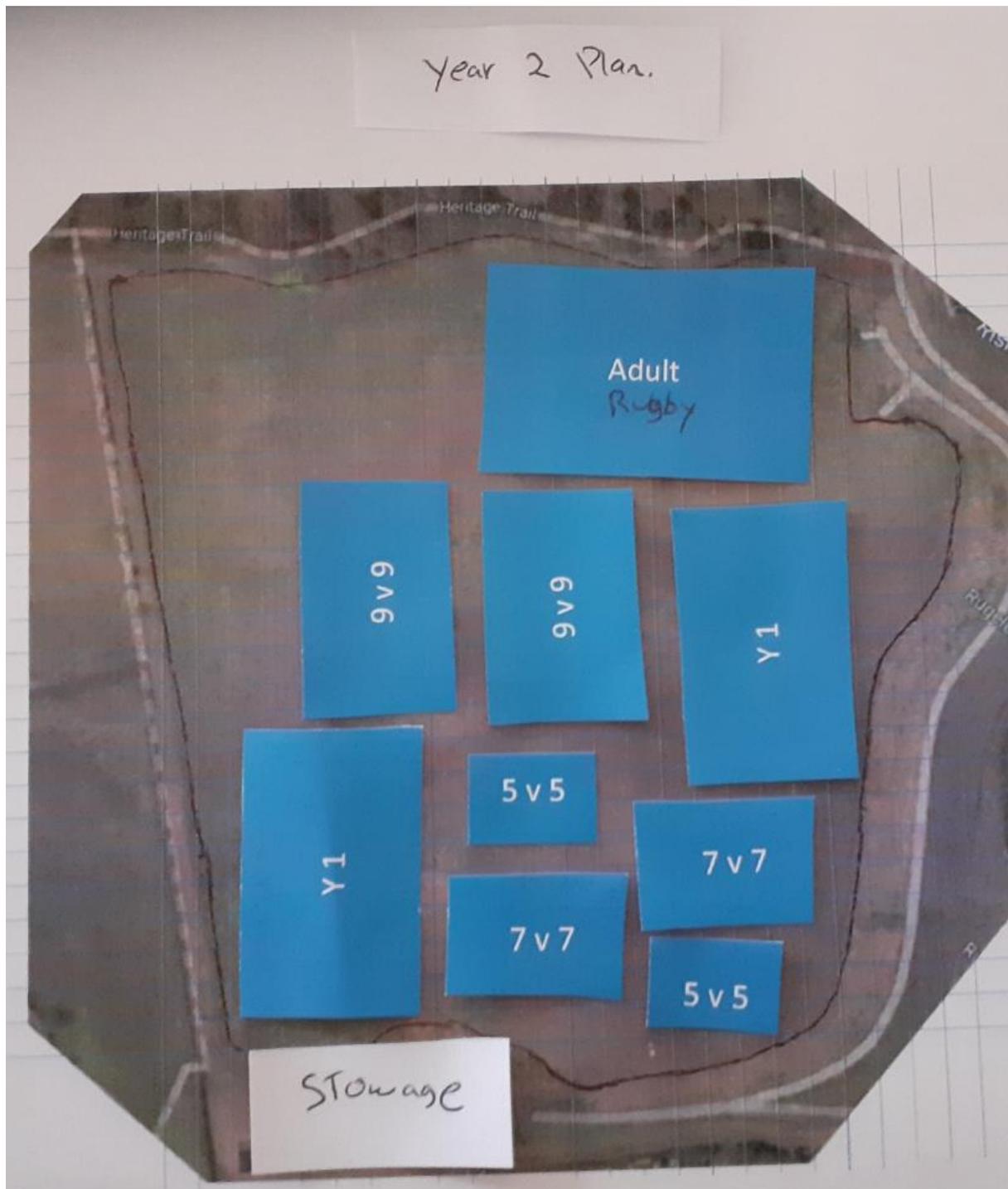
Appendix 1: Hagley Field



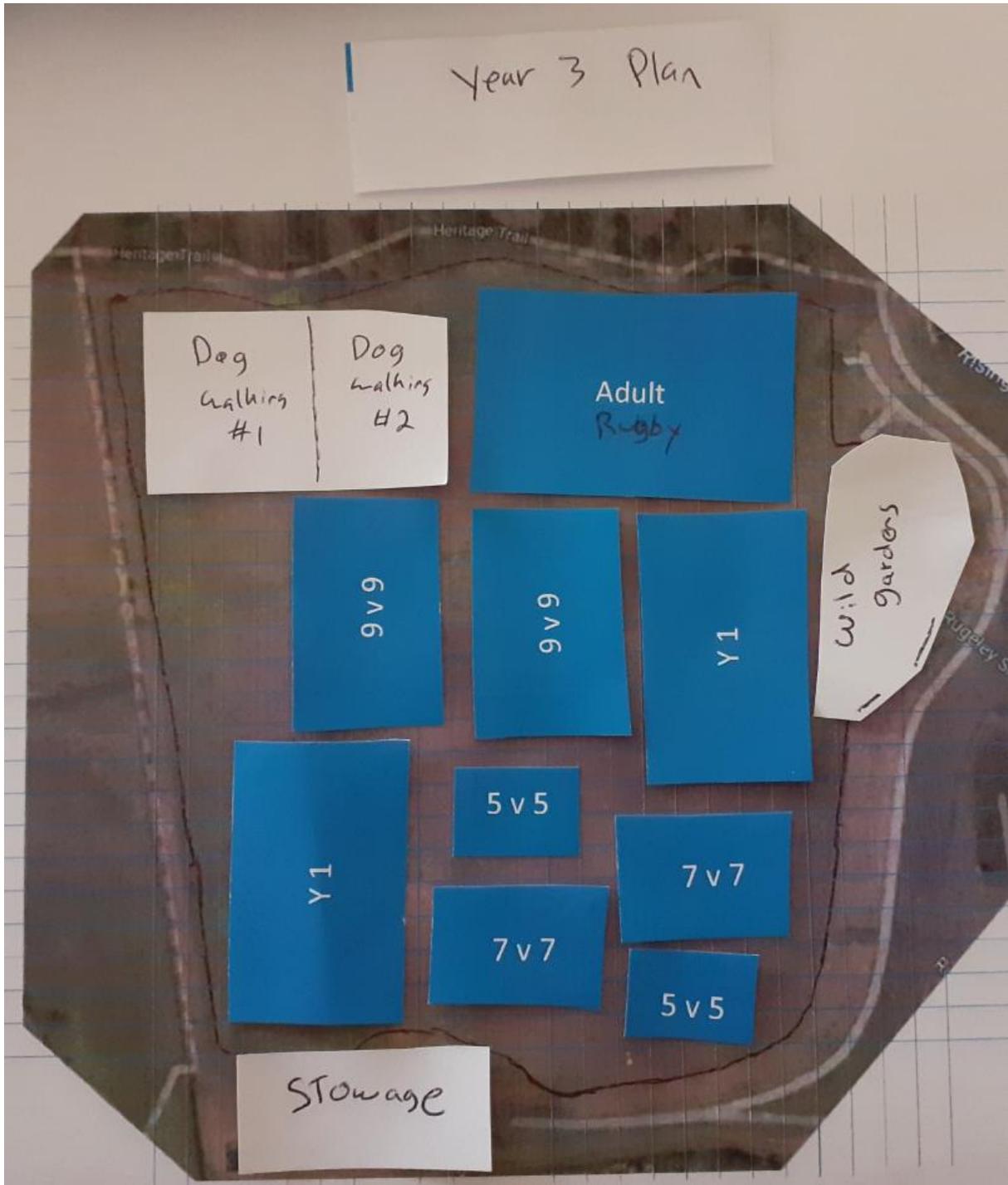
Appendix 2: Proposed site layout by the end of year One



Appendix 3: Proposed site layout by the end of year two



Appendix 4: Proposed site layout by the end of year three (tbc)



Proposed goals to be used (sizes differ for each pitch)



MH 12ft X 6ft Mini Soccer 80mm Freestanding Folding Football Goal Package - Pair

IN STOCK SKU: FT-342

£895.00

For delivery between Friday 26th of August 2022 and Monday 5th of September 2022, order this item in the next 23 hours, 53 minutes, 9 seconds

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Product Features

Product Description

A great, lightweight goal that is completely freestanding. Constructed from premium quality 80mm diameter reinforced aluminium combined with the folding side frames it's the goal package for anyone that has limited storage space. The corners are fully welded with internal steel joints which give these goal posts additional strength and durability.

QUALITY GOALS FOR HEAVY OUTDOOR USE

The MH premium quality 12ft x 6ft junior football goals are the official size for mini-soccer football matches. They are constructed from the same 80mm diameter reinforced aluminium section as the full size professional goals and unlike cheaper copies they have a one-piece cross bar to give the goal maximum strength where it matters. The goals also have fully welded corners for added durability with internal steel corner joints making them our strongest 12 x 6 aluminium goals.

A moulded channel is incorporated into the back of the frame. This allows the nets supplied to be fastened tightly to the frame using the patented holdfast net hook system

EASY STORAGE AND TRANSPORTATION

The folding side frames with spring clip system ensure that setting the goal up is quick and easy. Simply remove the back bar to fold the goal for easy storage and transportation. When the goal is set up ready for play the back bar locks the side frames in position and is a critical safety feature keeping the goals stable and upright at all times. U-peg ground anchors are supplied with the package to hold the frame in place on grass surfaces. Heavy-duty, durable and but still light enough to move around easily, these are the perfect football goals for clubs, schools and sports centres.

WEATHERPROOF

These MH football goals have been designed with the British weather in mind and are completely rust proof. The main goal frame has a white powder coated finish and the side frame and back bar are made from zinc plated steel. The 3mm match quality net is UV resistant and rot-proof.

This type of goal posts allows us to store them away at the end of every night, to save them from vandalism.. The system also allows HCSA to host multiple different type of events at the field as they are easily removed without having to worry about goal posts being in the way.

Proof of Agreement with Rugeley Rugby club



Thu 11/08/2022 15:26

Martin de Ridder <MdeRidder@ansonssolicitors.com>

[EXT] Rugeley Rugby Club

To: Paul Sparkes

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Paul

To confirm on behalf of Rugeley Rugby Club Ltd- of which I am a secretary and director that we are committed (subject to contract) to entering into a licence agreement relating to a rugby pitch on the flood plain site for a fee of £960 per annum..

Kind regards

Martin de Ridder
Director
Rugeley Rugby Club

Martin de Ridder
Director
Ansons Solicitors
Direct Dial: 01543 431186

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ANSONS
Solicitors

[Proof of Agreement with Brereton Social Youth Football Club](#)

From: Martin Beirne [mailto:martin.beirne@hotmail.co.uk]

Sent: 07 August 2022 15:34

To: Paul Sparkes <paul.sparkes@iacgroup.com>

Subject: [EXT] Hagley Field Proposal

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Afternoon Paul,

As discussed in great detail last night, I think the plans for the Hagley field is fantastic and something that Rugeley really needs, not only for sport but as you mention for all different activities and events. I wish you all the luck in making a success out of it, as I know you will succeed in making it a fantastic place for Rugeley.

Please accept this letter as an agreement that Brereton Social youth Football club will use the Hagley Field pitches for a cost of £960.00 per team/ Annually.

We currently have 10 teams and that should grow over the next 12 – 24 months based on the plans of the club.

As soon as you have an official contract written up, please get it over to use so we can sign it and secure our space.

Exciting times!!

Speak soon

Kindest regards

Martin Beirne

Club Secretary

Brereton Social youth FC