

3G AGP
Saffron Walden
Town FC – 2023



Redevelopment
and financial
security

Conversion of playing surface to
FIFA compliant 3G AGP

Redevelopment of East Side



BACKGROUND ON SWCFC

- Formed in June 2017 following merger between Saffron Walden Town FC Youth, and Spartak 78 YSC
- FA Charter Standard Community Club
- Now has over 1,000 registered players across 75 teams from U7-U18, and Mini Soccer School with c. 80 players
- Linked to 'Step 5' senior club Saffron Walden Town FC, and has separately run Girls' section – Saffron Walden PSGFC, with around 300 registered players
- Registered Charity (Saffron Walden Community Youth Sports Club – Charity Number 801764)
- Essex FA Charter Standard Community Club of the Year 2018
- The club currently plays and trains at c20 different venues in and around Saffron Walden.....



WHY WE NEED ANOTHER 3G AGP

- Further growth in participation and in the club will be constrained without a 3G AGP
- SWCFC currently has 55 teams and a thriving Mini Soccer School. Our Girls' club has a further 20 teams
- Around half of our 1,000 players are currently able to play or train within the town at SWHCS. The other half need to travel to facilities in outlying villages, which are fully stretched
- A 3G AGP at Catons Lane is genuinely “walkable and in the Town Centre
- A 3G AGP would be available for use in all weathers, increasing game time and meaning significantly fewer cancellations
- A 3G AGP would reduce the pitch maintenance demands on our volunteers
- An increasing number of nearby towns and villages – often with a less obvious business case than Saffron Walden – have multiple 3G AGPs
- Many rival clubs have 3G AGP stadia for financial security



Neighbours and rivals...

Examples of semi-pro
clubs and community
facilities near us with
3G




NEWMARKET TOWN FC




ST IVES TOWN FC



HARLOW TOWN FC

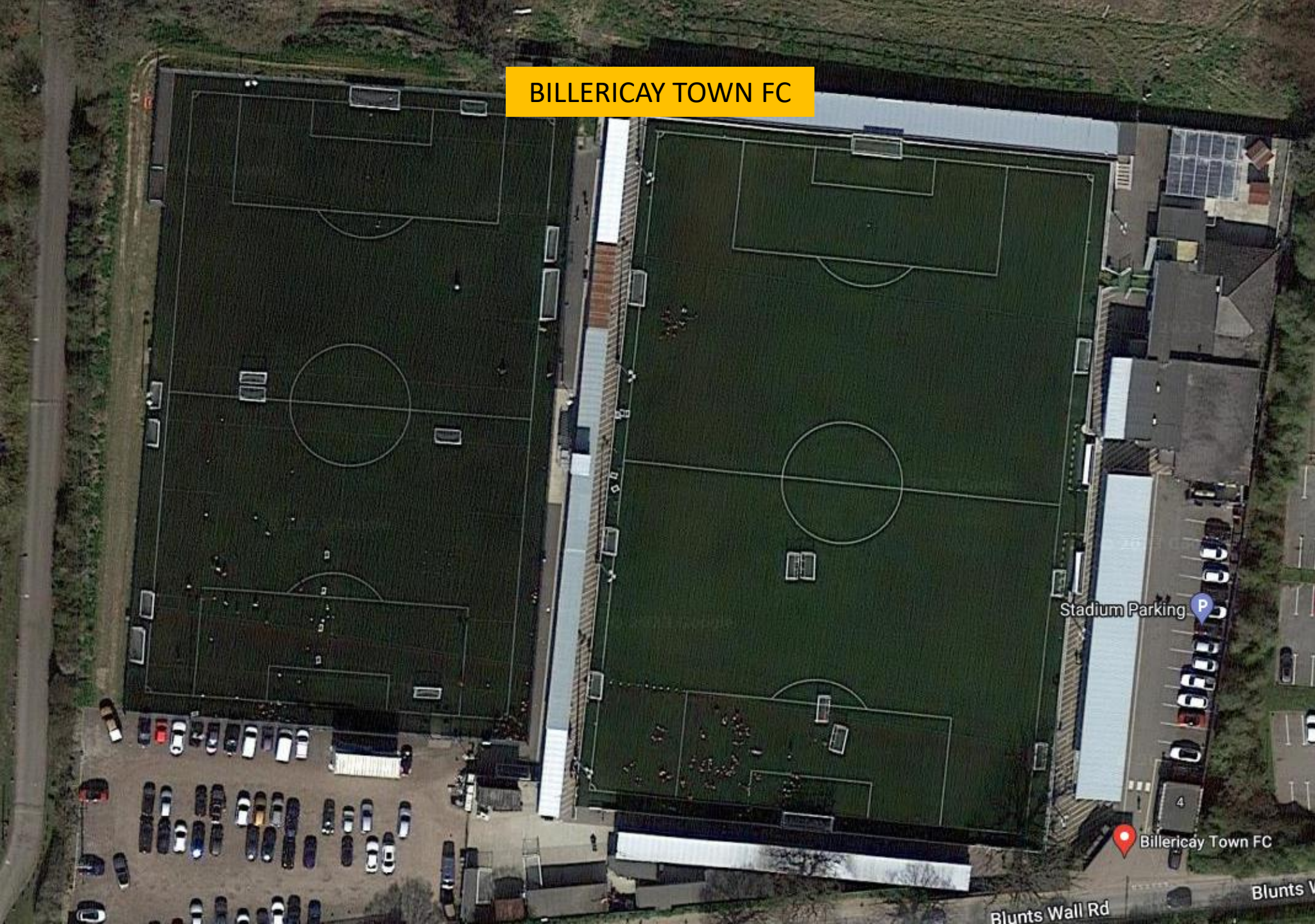
 We Buy Any Car
Harlow Town FC
Car dealer

 Harlow Town
Football Club

Elizabeth Way



BILLERICAY TOWN FC



Stadium Parking P

Billericay Town FC

Blunts Wall Rd

Blunts V



HEYBRIDGE SWIFTS FC



BOWERS & PITSEA FC
+ HASHTAG UNITED FC



AFC SUDBURY FC



Brundon Ln

Brundon Ln

Brundon Ln

Amalgamated Football Club Sudbury

The MEL Group Stadium



HITCHIN TOWN FC



The Brow Girl



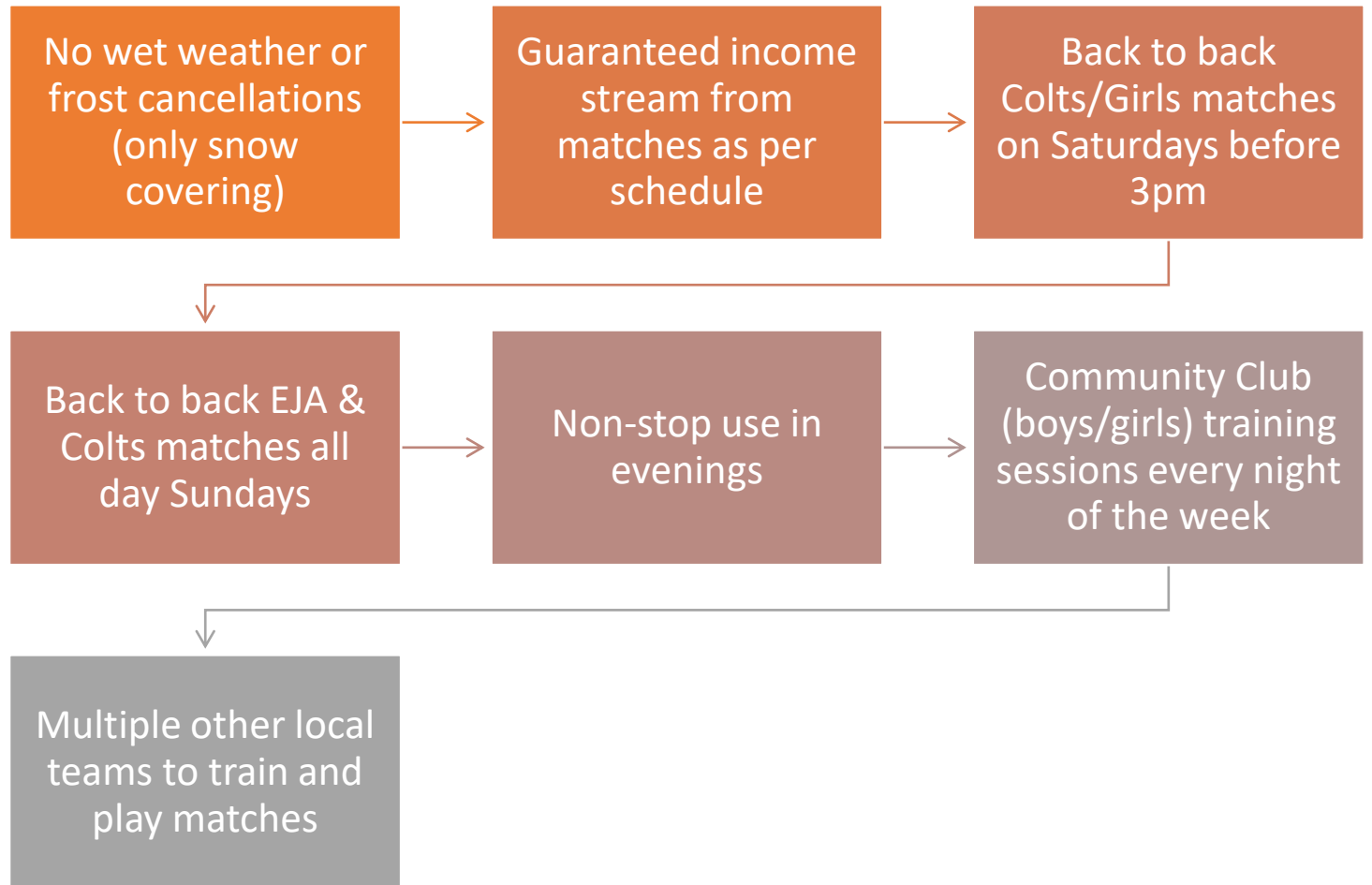
The Beauty Den



e Venue football pitch



What are the football benefits?



Who will use it?

First team Saturdays and midweek matches

Reserves (Fridays?) and midweek matches

U18 Tuesdays/Thursdays matches

All 3 SWTFC teams – Club training night Tuesdays/Thursdays

SWCFC teams – all day Sunday x 3 matches

Cambs Colts/Cambs Women and Girls teams Saturday mornings

Mini Soccer School and Wildcats early Saturday mornings

Walking Football – Sunday mornings before EJA

Community Club training Monday-Friday outside SWTFC times

Saffron Walden and USSP School teams

Return of Women's football team?

External hirers and Charity events outside football season



Who else could use it?

Walden Tri-Club based at Catons Lane?

Walden Velo?

Saffron Striders?

Other clubs/societies to use CL as their home

Changing rooms used for Lime Avenue & AAPF pitches

Additional visitors to the club every day of the week

Urban football cage for young teams/on match day



What will it cost?

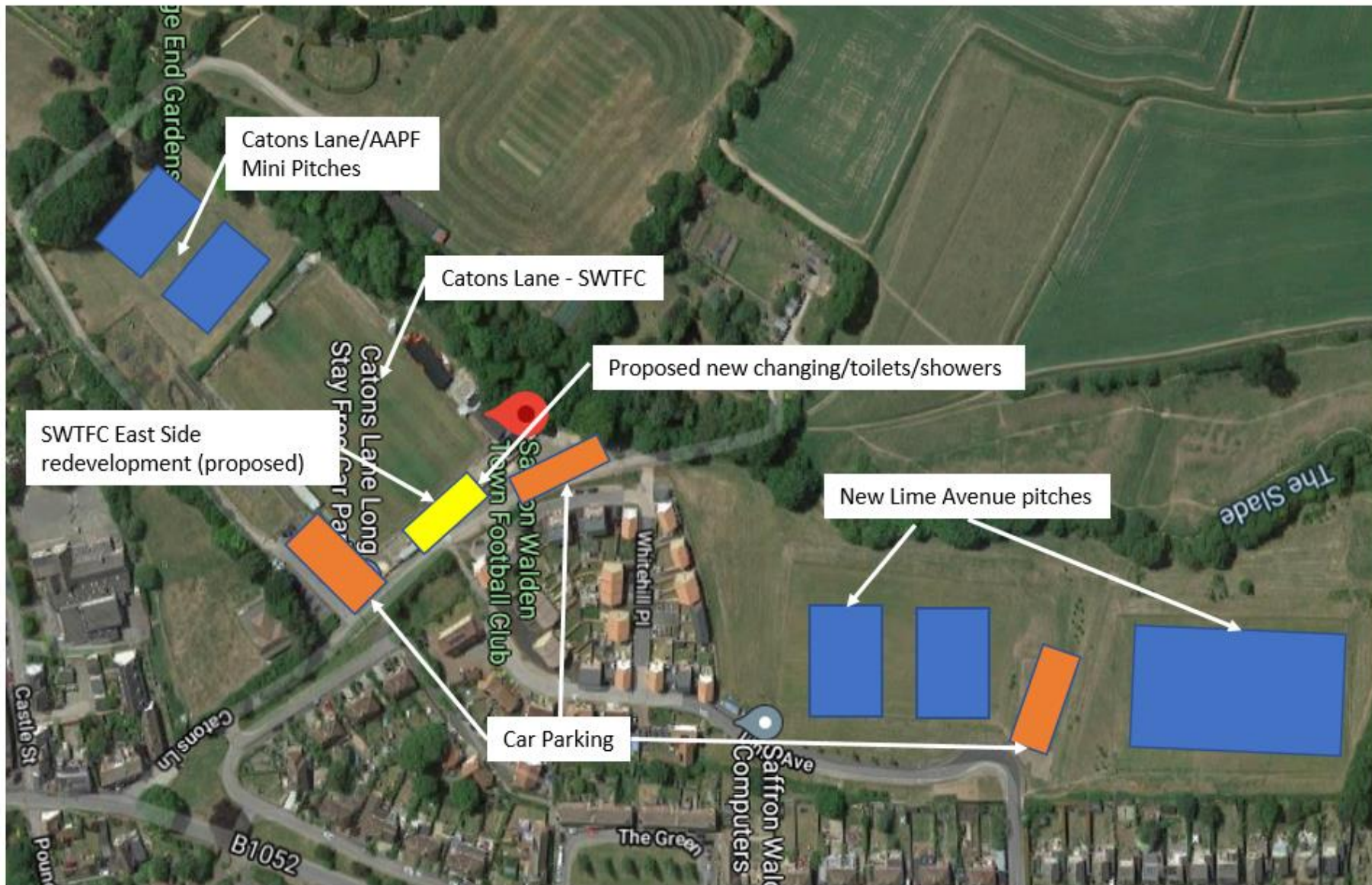
- 3G Artificial Grass Pitch - £750k to £800k + VAT
- East Side redevelopment - £700k to £750k + VAT
- Floodlights - ✓ Nil cost, done already

Possible future phases:

- Car park surfacing
- Main stand refurbishment
- Club house refurbishment
- Fence replacement
- Equipment store in East Side



Catons Lane – Football Hub



East Side redevelopment

2 x FA Compliant changing rooms

2 x FA Compliant Referee changing rooms

Kit room/laundry

2 x turnstiles – needed if promoted

Small office

Terrace on football pitch side – cantilevered roof

Concertina tunnels to pitch

Entrance from Car park – can use for LA/AAPF even if Club closed



East Side redevelopment

Used for all matches at Catons Lane

Used for Lime Avenue and AAPF pitches (even when Club closed)

Could extend to include equipment store (tractor for 3G and grass)

Possible Gym for Members



Online Booking system

Saffron Walden Community FC

Calendar Bookings Customers Invoices 9+ Payments Insights



< > Today Mon, Mar 27, 2023 Full sized 3G Pitch

Day **Week** Month Schedule

	Mon 27/03	Tue 28/03	Wed 29/03	Thu 30/03	Fri 31/03	Sat 01/04	Sun 02/04
09:00	Saffron Walden County High School	Saffron Walden County High School	Saffron Walden County High School	Saffron Walden County High School	Saffron Walden County High School	Saffron Walden Community FC	Saffron Walden Community FC
10:00						Saffron Walden PSG FC	Saffron Walden Community FC
11:00						Saffron Walden PSG FC	
12:00							
13:00						Saffron Walden PSG FC	Saffron Walden Community FC
14:00						Thaxted Rangers FC	
15:00							
16:00							
17:00	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden PSG FC	Saffron Walden Community FC
18:00	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden PSG FC	School closed - no bookings available
19:00	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC		School closed - no bookings available
20:00	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC	Saffron Walden Community FC		School closed - no bookings available
21:00	Casual 5 a side group	Saffron Walden Community FC	SWCFC Coaches	Saffron Walden Town FC			



Financial benefits?



Financial security for SWTFC

Pitch hire income - £80k to £100k per annum at SWCHS replicated

Significant additional bar and food revenue for STWFC, especially at weekends

Possible ground share income up to £40k per annum

More Community Club players and parents attending Bloods matches

More potential revenue from pitch side adverts, naming rights etc

Profits to boost playing budget and other capital project improvements

Sinking fund of £30kpa invested to replace carpet every 12-15 years

