



Project *Esprit Gymnastics Club*

Type *Asset Transfer*

Cost *£300,000*

Esprit Gymnastics Club

Swindon, Wiltshire, 2015

Esprit GC were operating within a number of local authority leisure centres for over 8 years. The club was at maximum capacity and had hundreds of potential participants on their waiting lists. The club wanted to increase its' capacity and improve the retention of older participants. An opportunity to take on a Local Authority School site to run as a dedicated gymnastics facility arose.

esprit
gymnastics
where EVERY child is a champion!



The project was jointly funded by Esprit Gymnastics Club and several other partners.

Club funds:	£150,000
Legal costs & Partnership Funds. Start-up capital	
Sport England Funding	£35,000
General refurbishment	
BG facility funding	£100,000
Equipment & Refurbishment	
SE small grant	£ 15,000
Equipment	

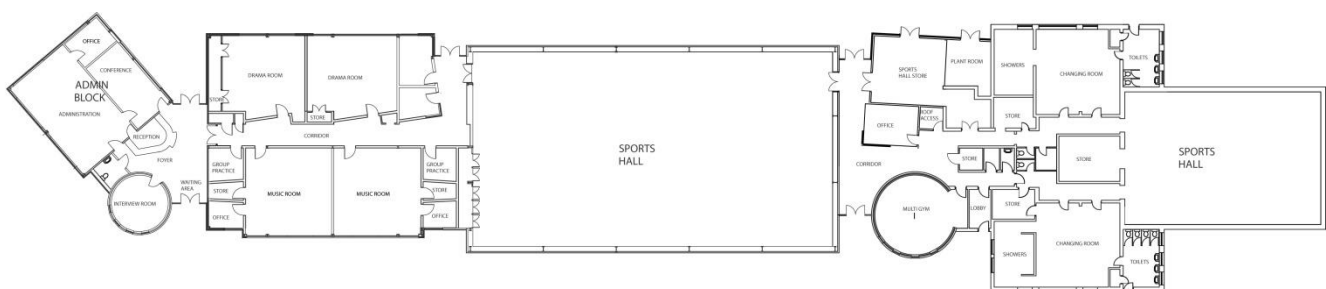


Feasibility

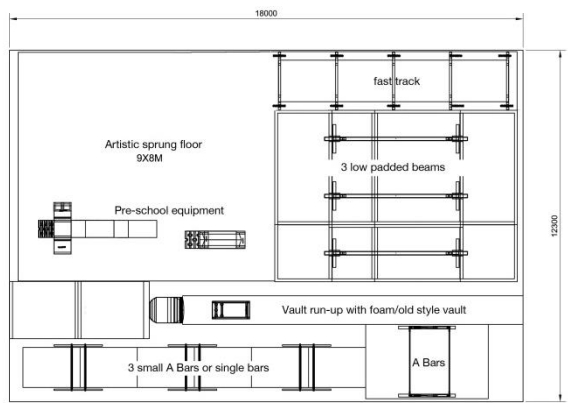
Esprit Gymnastics Club first opened in 2002 and ran their classes in a number of leisure centres. As they became more popular and their waiting list grew, they sought to find their own venue in order to provide more opportunities to more people, as well as provide more training time to the elite gymnasts. A strong working relationship was sought with the council and other possible stakeholders in order to gain as much support as possible once a project was found.

Opportunity

A local school was funded for a new site and part of this was to assist the local community; this aided the club to complete the asset transfer. They worked relentlessly with the council in order to achieve the goal as well as Sport England to make sure that it was a multi-use site. As the building was a little bigger than the club originally anticipated, they built connections with a local dance school and martial arts club who have enabled the whole site to be taken on and managed with all possible space utilised.



Facility Case Study



General Project Description

✓ **Club** based in a large town in Wiltshire. ✓ The club had **400 members** and owned some equipment (2009). ✓ After **3 years consultation** and business planning period the opportunity of an **Asset Transfer project** came up. ✓ Identified a **building** larger than wanted but after doing **income and expenditure** calculations the clubs were confident they could make it work through hiring out other sections too different sports (Dance School and Martial Arts) ✓ Negotiated a 25 year lease + 25 year automatic renewal ✓ Applied for BG Facility Funding and then Sport England Inspired and Small Grants funding. ✓ Applied for **CoU planning** permission to change from a school to a private club ✓ **Club structure** - set up a **CASC (Community Amateur Sports Club)**. ✓ **Works** started December 2009. ✓ **Works Complete** and facility open in January 2010 with the finishing touches completed in November 2010. . ✓ **+1100 members** taking part regularly (Jul'16).

Impact

✓ 400 members (2010) to **2000 visits per week** (1100 Members 2016). ✓ **New classes** 16 GG, 30 Rhythmic, 20 Pre School, 2 **MyClub**, 1 Adult, 3 **GymFit**, 3 Floor and Vault Advanced Groups, 1 "I'm In" Disability, Continued WA & NPD focus. ✓ **Coaching** 25 new L1 coaches, 10 new L2 coaches, 2 new L3 coaches, 3 new Disability add on modules complete to support the **inclusive ethos** of club. ✓ **High Level of Customer Service**. ✓ **30 volunteers** recruited and retained through Volunteer and Leadership Academy ✓ **Opportunities** to perform at **GymFusion** and **Eurogym** ✓ **Development** opportunities increased. ✓ Increase in comp level noted at **regional grades, national and international competitions including the Commonwealth Games** ✓ Facility used to host **BG coach education** courses. ✓ **School groups** during weekday term time **increased revenue** to allow the club to take on **more paid staff**.



Project Detail

Business Plan developed to merge and move into a dedicated facility.

Costs

Pit £5,000	Foam Only and Internal Padding only
Equipment £70,000	Rhythmic Floor, Sprung Floor, Vaulting Equipment, A Bars and Beams
Utilities £40,000	(In Kind Donation) – Boilers, Radiators, Lighting and Set-Up
Set-Up £12,000	Initial set-up costs, deposit & legal / professional fees
Facility Improvements £66,000	General building work, decoration, pit construction, dance studio's and installation work
Office & AV £10,000	Office computers & furniture, Audio Visual installations

Costs accurate early 2010.

Keeping things running...

The figures below represent the club running costs, on average, per month

Expenditure	£/month	Income	£/month
Lease	4,500	Regular Fees	34,000
Staffing	30,000	Bookings	8,000
Utilities	3,500		
Insurance	250		
Equipment	1,000/sinking fund		

Where next?

The club are looking to introduce new disciplines into their programme in order to provide more opportunities for more people. In time, they are considering an extension and refurbishment to the old sports hall to make this water tight in years to come.

Need support with your facility project?

Contact [British Gymnastics](#)

Top Tips

The Clubs biggest tip Know your members and parents; many will be **willing to help** support your project & have invaluable experiences and skills that may be helpful before, during & after the project is complete.

Have a detailed **Business Plan** that is clear for stakeholders to understand.

Have a **clear focus** to your project with planned aims suitable to the ethos and objectives of your club.

Consult with the local community to ensure your project suits the **community** and the end result offers what is needed locally.

Appoint **professionals** to ensure there are limited hold ups during the planning and works associated with your project (ie a project manager). Individuals involved need to have the drive, passion and patience to see the project through from beginning to end.

