

Facilities case study

Project: Xcel Gymnastics
Type: Industrial/Commercial Unit conversion
Cost: £101,000



Xcel Gymnastics were delivering activities out of local authority schools and leisure sites which allowed limited access to both time and space. Desperate for more delivery time, and wanting to offer a more diverse range of activities, the club took on a project which saw them develop a 9000²ft industrial unit in the South East of Hampshire.

Project overview

After a year consultation period – which included the club completing a business plan as well as raising funds and building capital – the club decided to work towards a conversion project that would see them take on their own dedicated facility. Once agreed, a building was identified and the club completed financial calculations to ensure the sustainability of the project. It took six months to complete the works.

The project

The club negotiated a phased increase in leave over a five year period, to help with the increase in rent and other charges whilst they increased participation figures. A successful application for Sport England 'Inspired Facilities' funding was also a huge benefit. This allowed additional funding whilst change of use permissions were agreed on the site. The club also set up as a company limited by guarantee and once all of this was achieved, the process and speed of the project increased.

Project cost

The project was jointly funded by Xcel Gymnastics and several other partners:

Club funds: £5,000

Set-up costs for health and safety, insurance and small services

Sport England 'Inspired Facilities' funding: £50,000

Digging of pits and purchasing of equipment

British Gymnastics capital funding: £20,000

Purchasing of sprung floor and other equipment

Hampshire Gymnastics County funding: £6,000

Additional project costs

Hampshire Playing Field loan: £20,000

Total: £101,000

Expenditure	£/month
Rent	£ 4,000
Rates	£ 177
Staffing	£ 14,481
Utilities	£ 1,498
Service	£1,298
Other	£ 259

Project impact

- The club has grown from 100 (December 2012) to 600 members (2017).
- More classes introduced (12 general gymnastics, 12 pre-school, one adult, two FreeG, four acrobatic gymnastics, eight men's artistic, four women's artistic and two floor and vault).
- New coaches – three level 1, four level 2, three level 3 and three FreeG coaches have all developed/joined the club since the move.
- 12 new volunteers recruited and retained.
- Increased development opportunities for all coaches and volunteers.
- Competitive squads and groups at county, regional and national level.
- School groups using facility in term times, increasing revenue and allowing the club to take on more paid staff.



Developing space Before and after



New frontage

The future

Xcel Gymnastics are already looking at further development opportunities, including an upstairs area to be used as a viewing gallery, and the potential for expansion of the current training space.

Top tips for other clubs

- Gain advice from others who have been in a similar position, as well as building relationships with local council and key individuals. This also includes equipment manufacturers.
- Break your plan into a number of smaller/ more specific phases to make it more realistic to meet.
- Be persistent in your project and what you are looking to achieve – don't just give up at the first hurdle.
- Have reserve funding in place for insurance and any unexpected costs that may arise.