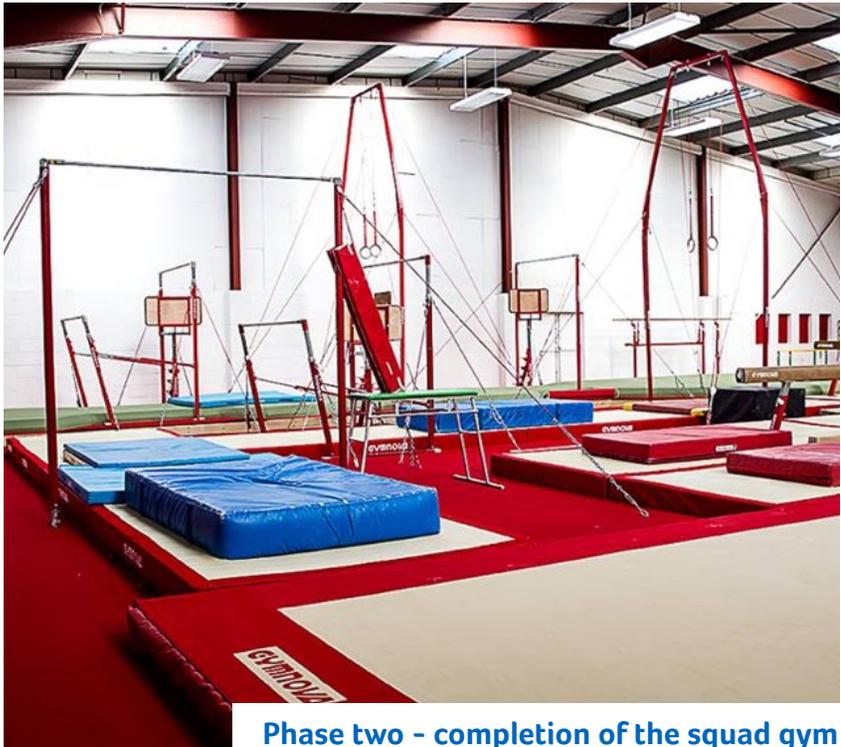


Facilities case study

Project: Pegasus Gymnastics Club
Type: Industrial/Commercial Unit conversion
Cost: £837,000



Phase one - completion of recreational gym and temporary squad area



Phase two - completion of the squad gym

Pegasus Gymnastics Club opened in 1987 where they operated within the gymnasium of a local school hall. By 1993, the club was looking at alternative training facilities for its growing membership - With the assistance of a mortgage, the club was able to purchase an empty warehouse in November 1994 with the first training session in January 1995. The club became well known in the area for providing excellent gymnastics facilities for both girls and boys. By 2009 the club was actively looking for a new facility having outgrown the existing one some five years before. With this in mind, the club took on their next project which was owned by Lidl

to develop a 26,270²ft training space to cater for community activities, recreational and elite gymnastics.

Project overview

Following a three-year consultation period, which included the club completing a business plan and building up their own capital and funds for the project, the club decided to work towards a conversion project that would see them take on three separate training spaces, as well as community and dance areas. This was designed for the elite gymnasts to have further time to train towards their international competitions, but mainly to cater for the large waiting lists for recreational gymnasts that the club had built up. Once agreed, a building was identified and the club completed financial calculations to ensure that the project was sustainable. Due to the size of the project as well as unforeseen funding issues, the club

completed the project in three distinct phases to allow them time to expand and meet the costs of each of the training spaces, as well as increasing their workforce steadily in this time.

The Project

As identified, the club focused on a number of different phases in order to achieve their 3 dedicated gymnastics and community space:

Phase 1 (January 2014) – Club converted two units to become fit for purpose using club funds, British Gymnastics Facility Sport England Funding. This enabled the Gymnastics for All gym to be completed in one unit, a dedicated freestyle gymnastics area and half of the squad equipment set up in the second unit. This took seven months to achieve and involved careful timetabling from both the recreational and competitive coaches in order for the space to be used by all effectively.

Phase 2 (March 2015) – Club converted and equipped the third training area which would become the squad gym – this increased both the competitive and recreational participation and groups available, and enabled further coaches to be sought for both training spaces.

Phase 3 (January 2016) – Club completed the structure to the first training space to have a community/warm-up floor, large freestyle gymnastics area as well as a café and weightlifting activities. Again, this allowed an increase in participation for the gymnastics for all activities as well as a large swell in the community usage of the facility.

Project cost

The project was funded through a number of partners for the £603,000 building costs and £234,000 in equipment – this included the following:

Sale of Previous Gym - £190,000

Bank Loan - £124,000

Lidl (Owners of the Units) - £82,000 towards the repair of the building

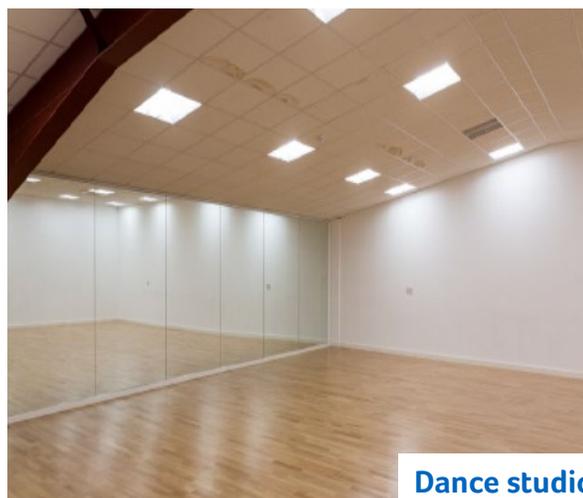
British Gymnastics - £100,000 facility funding, £37,000 of FreeG equipment and £25,000 for phase 2

Sport England - £40,000

Club fundraising events, sponsorships, private investment and smaller grants - £100,000



Original warehouses



Dance studio



FreeG

Monthly Finances

| Expenditure | £/month |
|-------------|---------|
| Rent | £8,000 |
| Loans | £4,250 |
| Staffing | £33,000 |
| Utilities | £3,000 |
| Service | £3,000 |
| Other | £10,500 |

Project impact

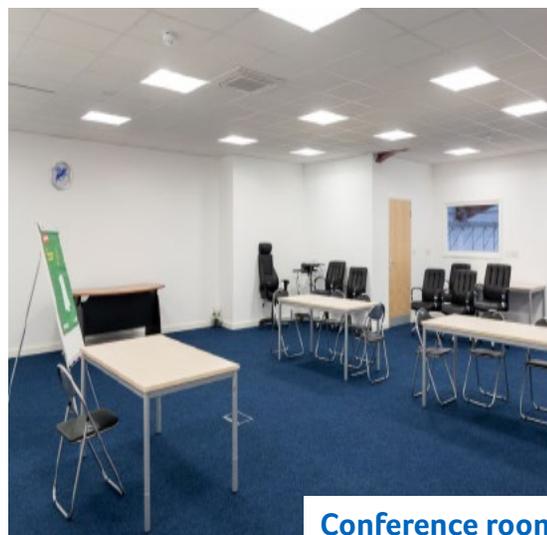
- From the previous facility, to the completed three-unit project, there have been an increase from 350 to 1773 gymnasts and coaches.
- More classes introduced (13 gymnastics for all with 6 groups/coaches per class, 2 My Club, 6 Preschool Gymnastics, 1 Adult, 6 Free G, 2 Men's Artistic Groups, 3 Women's Artistic Groups and 4 Floor and Vault Groups.
- New coaches – 12 x Level 1, 8 x Level 2, 1 x Level 3, 1 x Level 4 and 1 x Level 5 in order to support the different programmes across the training areas.
- 27 new volunteers recruited and retained.
- Increased development opportunities for all coaches and volunteers.
- Club is strongly represented at County, Regional, National and International Level with two senior medals at the European Championships.
- School groups using facility in term times, increasing revenue and allowing the club to take on more paid staff.

The future

Pegasus Gymnastics Club are now looking to develop their café area in order to provide both hot and cold food for the gymnasts and parents/spectators. They are also going to devise and implement a Disability Programme as well including additional adult gymnastics classes to meet the demand for beginner and advanced sessions. Further school links will be sought so that the facility can impact on the student's core physical education further as well as developing links with the community and other sporting activities.

Top tips for other clubs

- Strong and solid team in place – the new facility project and phases would not have been completed without the dedicated staff and volunteers who brought different skills to the 'table'.
- The club thrived from having a strong business and development plan in place with a clear vision for the future.
- Need to complete your research on the local area and understand the club's unique selling point. It is important not to try and provide every activity, which may affect the quality of the delivery.



Conference room