



**Project**    **Europa Gym Centre**

**Type**        **Dedicated New Build**

**Cost**         **£5,800,000**

### **Europa Gym Centre, Crayford, London, 2012**

Europa Gym Centre were formerly Europa Gymnastics Club (Bexley). The club had been operating out of a dedicated industrial unit that had been converted to accommodate gymnastics, boxing and weight lifting. The site also offers martial arts, dance and a fitness suite to allow for a large number of people and sports to be catered for. The club were desperate to expand having reached capacity. A strategic plan was developed to make best use of the London Olympics to access funding and create a high specification dedicated facility.



**Original club facility**

# Facility Case Study

*The project was jointly  
funded by a number of partners:*

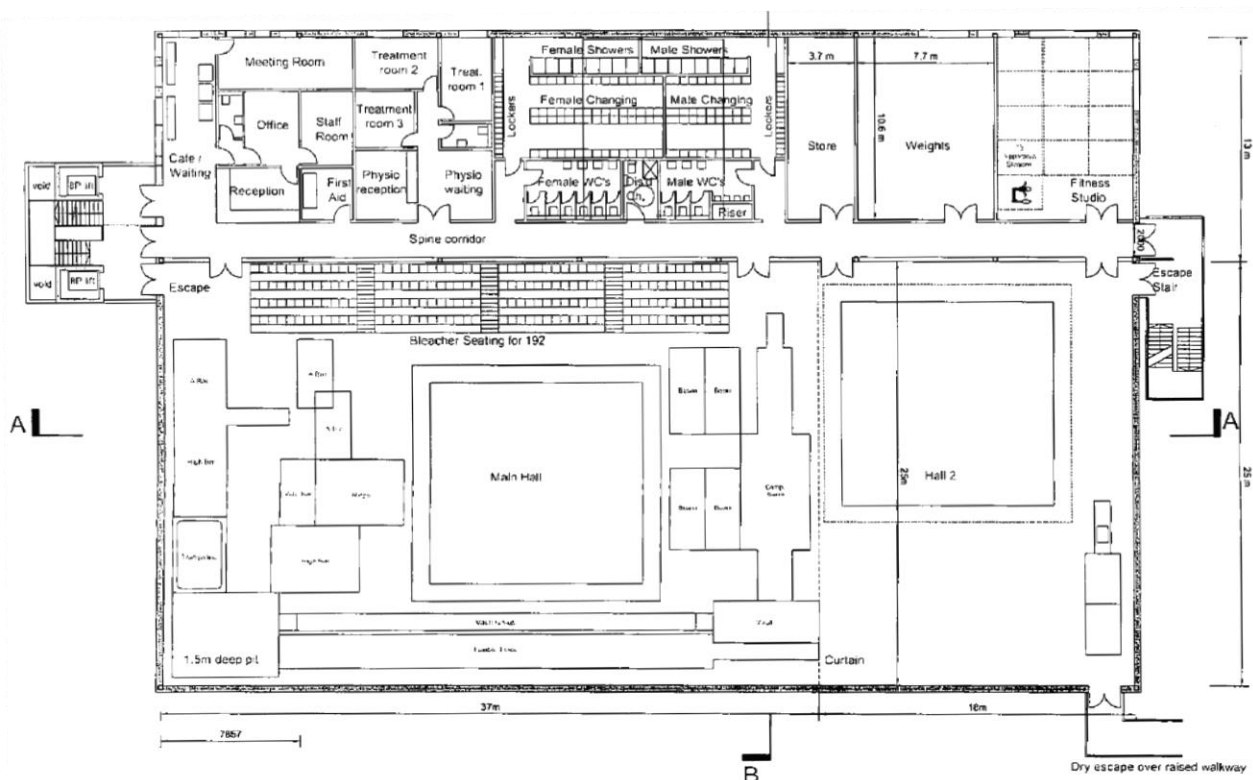
<b>Barratt Homes (S106 funding):</b>	<b>£1,500,000</b>
<b>Barratt Homes (Fees):</b>	<b>£ 350,000</b>
<b>Olympic Delivery Authority:</b>	<b>£1,324,000</b>
<b>Sport England funding:</b>	<b>£1,240,000</b>
<b>Mayor's Fund (London Legacy):</b>	<b>£ 158,508</b>
<b>BG Facility funding:</b>	<b>£ 600,000</b>
<b>White Code Associates:</b>	<b>£ 50,000</b>
<b>Boxing (NGB funding) :</b>	<b>£ 100,000</b>
<b>Cory Environmental Trust</b>	<b>£ 90,000</b>
<b>Other</b>	<b>£ 387,492</b>



## Planning

Europa Gymnastics Club opened its first dedicated facility in 1992 and built upon its' capacity and community integration for many years to become the community focused sports centre it is today. The new centre that was completed in 2012 took four years to develop and was the sixth facility project that the club had worked to achieve. A good relationship was built with the local council to ensure opportunities were maximized as and when they became apparent. Europa worked to achieve and maintain good relationships with every possible stakeholder to achieve universal support for the project when it was required. This involved constant communication and motivation to keep striving towards the positive end outcome that not only now benefits participants and gymnastics but the wider community as a whole.

Original first floor plan including the 55 x 25m gymnastics hall including two full size sprung floors, and full provision for Womens and Mens Artistic competition and performance level training, (below).





# Facility Case Study



Previous club facility



The gym

## Impact

✓ 400 members (2012) to **1800 members** and a footfall of over 5000 people (2016).  
✓ **New classes** 20 1 Hour & 18 2 Hour GG, 2 Adults, 1 **FreeG**, 3 "I'm In" Disability, 5 low level comp for MAG / WAG, 8 WAG/MAG with NPD focus. 16 Pre School ✓ **Coaching** 7 new L1 coaches, 10 new L2 coaches, 9 new L3 / L4 coach, 1 new FreeG coaches & 2 new Disability add on modules complete to support the **inclusive ethos** of club. ✓ **6 volunteers** recruited and retained. ✓ **Opportunities** increased for participants to perform at local competitions and displays / festivals. ✓ **Development** opportunities within specific disciplines increased. ✓ Focus on performance at competitive level retained to ensure pathways supported. ✓ Facility used to host **BG coach education** courses and regional level competitions. ✓ **School & community groups** make use of the venue on weekdays in term time.

## General Project Description

✓ **Club** based in **two dedicated centres** in Bexhill, London (2012). ✓ The club had **400 members** and owned an amount of gymnastics equipment. ✓ After occupying several different venues the club were seeking a **larger more sustainable & permanent venue** to continue catering for their participants and the local community. ✓ In 2009 while looking into the feasibility of a **conversion project** a series of **exceptional circumstances** led the club into **consultation** with the local council, a housing developer and several other partners. ✓ The club had identified a **plot of land** that could potentially be used for a **new sports and leisure facility**. ✓ Discussions opened around the plausibility of the project being **used for the Olympics** and subsequently for gymnastics and other community sports clubs. ✓ The club began a campaign of **fund raising** to achieve the **£5.8million build costs** which included funding from Barratt Homes, British Gymnastics, Sport England and several other partners.



The gym



Multiuse community space



# Facility Case Study

## Project Detail

Business Plan developed to move into a dedicated facility.

### Costs

Build costs £4,600,000	Deep excavations for foundations, materials for entire building, water, electricity, gas
Legal costs £16,243	Fees for planning, insurances, surveys
Fees £703,019	Consultants, Architectural, Additional labour costs
Equipment & Other £480,738	Gymnastics equipment, dance studio, reception area, office equipment, fitness suite.

Costs accurate early 2011.

## Keeping things running...

Approximate Monthly Finances (not inclusive of all expenditure)

Expenditure	£/month	Income	£/month
Lease	£2167.00	Regular Fees	£61,379.00
Staffing	£57,964.00	Sub Lets	£3,530.00
Utilities	£5,180.00	Weekly Fees	£17,000.00
Insurance	£987.00	Bookings	£3,166.00
Equipment	£1,200.00	Other	£2,925.00
Professional	£2,000.00		
Other	£17,500.00		

## Where next?

Europa is at **capacity** with afterschool and weekend programmes full, with extensive **waiting lists** (over 1500 recreational participants and 1500 preschool participants on waiting lists). Development of a parents **community area** with **TV viewing facilities** of the gym rather than a balcony. An extension to the existing facility is not a feasible option, so looking at the **development of new dedicated facilities** across London would better alleviate waiting lists and increase opportunities for people to take part in gymnastics. CPD and educational opportunities for staff to **improve the customer experience** and increase satisfaction levels.

Would you like support with your facility project?

**Contact British Gymnastics**

## Recommendations for a successful project

A huge amount of **enthusiasm** is required to achieve your end goals. Keep a **positive outlook** and where possible offer **solutions** and tangible outcomes for what can be achieved. Ensure that the project you are planning is **achievable** and that the overall business is **sustainable**.

Develop and maintain **positive relationships** with your **local council**, influential people and all potential **stakeholders** in your project. Maintaining **good communication** will allow your project to progress more quickly and for stakeholders to understand your **specific needs** and requirements.

**Preparation is paramount** for the successful completion of a project and try to gain insight, knowledge and experience from others who have been through a similar project. Ensure your **business plan** is inclusive of all aspects of your project. Ensure also to have prepared for the **increased workload** (with raised volume of people) and differences in running a full time dedicated facility such as the **management of staff** and maintaining excellent **customer service**.



**Fitness gym**



**Official opening**