**Additional Revenue Generation and Capital Projects**

**ADDITIONAL REVENUE GENERATION**

Over the last year the management committee have been investing a lot of time in trying to drive new opportunities to increase the revenues coming into the club, without dramatically increasing membership fees or bar pricing.

The focus has been to try to generate additional revenues through the following schemes:

1. Higher rentals during off peak periods,
2. Organise one or more marquee events per year,
3. A new parking payment scheme targeting people using our car park for station parking
4. A higher number of social events throughout the year,
5. New sports (not hindering existing sections),
6. Other options including sponsorships, partnering schemes etc.

To an extent this has been successful, the number of rentals of club facilities is on the increase, the Lashings Event in September was not only a great advert for the club but also financially beneficial with the bar taking £8.5k on the day and a profit of circa £2k on the marquee event.

The car parking scheme is progressing slowly, the committee are taking a cautious approach as the risk of upsetting blocks of regular supporters of the club needs to be carefully managed. Any future contract will be reviewed by lawyers for any loopholes or potential pitfalls, unfortunately car parking management organisations do not have the best of reputations so every care will be taken before making any commitments on behalf of the club. A brief explanation of the scheme is below:

**Car Parking Payment Scheme**

**Principles**

1. **Members will not pay for parking while using the club for sporting or social activities.**
2. For members, a parking permit scheme will be created through the club office where individuals will have responsibility for maintaining their details and providing updates to the office when changing vehicles.
3. For Juniors, one car for a parent watching or waiting will be eligible for a permit.
4. Members permits will be removed should they not renew memberships within one month of the renewal date for their sports section.
5. No more than **two cars will be eligible to be recorded on a permit against one membership.**
6. Members using the car park for station parking will be asked to pay a daily, weekly or annual fee.
7. There will be a temporary permit or free parking available for visiting teams and supporters playing a club side.
8. Permit applications will be via the club website on a web based template.
9. Any scheme will be subject to agreement of suitable terms and conditions with the provider.
10. Full and part time Staff will be issued with permits (including coaches connected to the club).
11. A dispute resolution process will be available to all members, and published ahead of the planned installation date.

**Proposed Parking Fees During the Hours of 6am and 6pm Monday to Friday (this can be tailored to suit our requirements)**

1. As mentioned previously the objective is to get people who are using the car park for station parking contributing to the club comparable to car parks in or around the station which currently run on rates from £4.30- £8.10 a day.
2. Based on this information and counting the number of cars on a regular basis we estimate that circa 30-40 vehicles regularly use the club for station parking. Based on a daily rate of £5.00, weekly £20.00, monthly £80 we could reasonably expect a return more than **£20k per annum**.

**Progress and Next Steps:**

1. A company called Parking Eye (parent company Capita Parking) have been in discussion with the Committee for some months and we are finalising the T&Cs and operating rules before a legal review.
2. Likely completion if all goes positively will be an installation before Christmas.

**CAPITAL EXPENDITURE**

During the year we have started creating a longer-term view on expenditure identifying items that we know will need renewing (end of service items) and creating a wish list of those changes members can often be heard discussing but the club cannot afford. By creating a more predictable financial approach, the aim is to create a long-term vision of how we would like the club to look in 5 years’ time and working out what we need to do to achieve those objectives.

The club traditionally has had a more reactive approach to repairs, redecoration and updates, we would like to make changes in future aligned to a longer-term vision of how we would like the club house and grounds to look in 5 years’ time.

This approach has started with the Grounds and House representatives working with the treasurer and chairman on putting detail against the known expenditure side of the equation. To achieve the wish list we will need to start by understanding what the art of the possible is within our current footprint, to that end we will be engaging an Architect soon to carry out some surveys on what is possible.

In the meantime, those areas needing an urgent update will be addressed a list of items being considered and their current priority can be seen below. This list will be redrawn as longer-term plan matures.





The items detailed above are by no means the entirety of what’s required but by creating a plan and breaking these items into phases, we will have a greater chance of success. Just based on the estimated numbers above and excluding the Astro renewal the club will need a surplus of circa £40k per annum going forward to keep pace and deliver great sporting facilities backed by a great club house.