



# ground and development plan



twydall fc  
we're going somewhere

research  
planning  
oversight  
support

## ABOUT US

### WERE WE HAVE COME FROM

Twydall Football Club was formed in early 2008 by a group of extremely enthusiastic people, most of who form the management committee that run the club today. Since then the club has grown at a pace far faster than anyone expected, in only our first season we have had over 40 applications from budding footballers wishing to join us. We originally set up the club to give a team of people an opportunity to enjoy their hobby, now our club has become much more than that. The passion that surrounds the club is immense and with the passion has come ambition. We believe that with the level of support the club has gained in such a short period of time, we are destined for bigger things.

We are currently competing in the Medway Messenger Sunday Football League. It is our aim to move away from the area's poor quality council pitches and acquire and maintain our own ground. We believe having our ground will open a huge door for the football club and really support the local area and community.

## BUILDING A CLUB WE CAN BE PROUD OF

### CONNECTING OUR CLUB TO THE RESOURCES WE NEED

One great advantage we have when developing our club, is that we can look to others as case studies. Learning what works and what doesn't without getting our fingers burnt. Although getting to the size of a professional league club may be a bit ambitious, we can still use successful clubs as a template. Our research shows that the better performing football clubs in this country are the ones that have become to not rely on football alone for its income, but to use football as its main attraction and brand. Take Gillingham FC for example, the club now receives a large proportion of its revenue from its blues rock bar and banqueting facilities. It is Twydall FC's aim to develop other areas of income on a scale with these successful league clubs. We believe football should be fun, and the fun doesn't have to stop at the full whistle. Although we are very proud of who we are, once we have relocated we plan to rename accordingly with our new location.

## LOCAL NEEDS

### GOOD FOR THE COMMUNITY AND THE LOCAL ECONOMY

Our popularity means we clearly have the opportunity to bring many more people into our club. The research we have conducted shows us that the average person wanting to play football wants much more than just a game on a Sunday. They want a place to socialise and a place to improve their fitness. The facilities in and around the Medway towns are clearly over priced or don't meet very good standards in what they offer.

- Not enough sports facilities to meet local demand
- Often poor quality and over priced

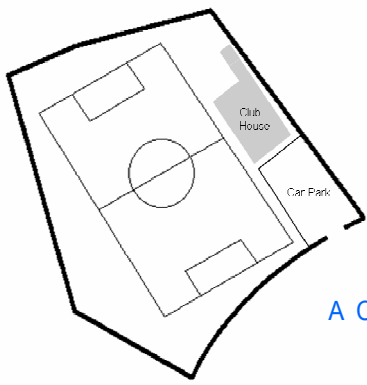
Although probably not straight away, we see our club developing such local services as a club house. A club house would benefit the local community by offering a place to gather and it possible uses would be plentiful. On top of that, a club house would give local business's a facility to use for meetings, conferences, training and other business type services. These type of facilities are in demand and are short in supply in the local area.

## GOALS/OBJECTIVES

### WERE GOING SOMEWHERE

Twydall FC's Goals and Objectives are to build the club year on year adding new facilities for its members and increasing our capacity to offer the services we provide to as many local people and businesses as possible.

- Find a sustainable site for development into football pitch and supporting Facilities
- Expand the club to offer appropriate facilities to the local wider audience
- Give benefit to the local economy



## A CLUBHOUSE WOULD BECOME THE HEART OF OUR CLUB

### OUR IDEAS

- CLUBHOUSE
- BAR AREA
- KITCHEN AND HOT FOOD
- MEETING/CONFERENCE SERVICES
- SEASONAL OUTDOOR EVENTS
- CARPARK LEASING
- PITCH SHARING & TRAINING FACILITIES
- YOUTH TEAMS & ACADEMY
- MEMBERS SOCIAL OUTINGS
- INVESTING IN OTHER SPORTS

- Clubhouse with modern style interior
- Bar that caters for many different tastes
- Adequate Changing rooms, comfortable and heated
- Ample car park, bigger enough to cope
- Seated stand to accommodate supporters
- Hospitality on match days, with large landscaped patio
- Garage to house an away mini bus

### PERMISSION TO BUILD THE AMENITIES

Our research indicates that getting permission from local authorities to change the use of agricultural land to recreational is normally easy. Councils seem to be in favor of recreational spaces.

## self sufficient solutions for our income needs

### FINDING A SITE

The club is searching for a quality site to house its ground development idea. We are seeking local land owners details and are hoping to open discussion with farmers and land holding companies about possible sites.

- Ideally a land mass of around 2 acres
- Vehicular access via a made road
- Local to water, power and sewage connections
- Reasonable distance, not to disturb residential dwellings
- Possibly disused agricultural land

### MANAGING THE GROUND

Once we have found and secured a site, the development will begin by recruiting various working parties managed by a project committee, which in turn will be put together by the clubs management committee.

The management of the ground will be a demanding job. The club will look to recruit passionate people in both paid and volunteered roles to help maintain the pitch and landscape, work within the club house and other areas.

#### TRAINING FACILITIES

A smaller pitch could be constructed. Flood lights could be investing in and an artificial surface laid opening the possibility of providing our members a brilliant service and hiring out the facilities for further steady income.



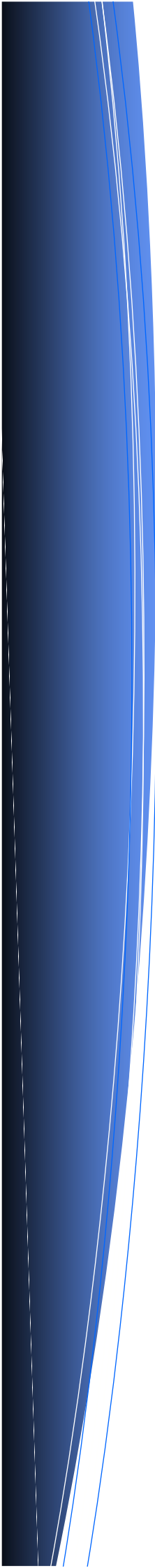
The ground will give benefit to the local community. Social clubs in the local area are mostly over subscribed and car parking could potentially be hired to local amenities and companies to help ease parking congestion in local roads.

#### CLUBHOUSE

Modern Portakabin™ style buildings are exceptional quality and many companies are able to bespoke designs specific to our needs and specification. The photos to the top are examples of recent projects undertaken by the company Portakabin™.

#### CHANGING ROOMS

Designed to fit into the complex discretely, the changing rooms could also be a Portakabin™ style building. Equally this could be constructed using various other sources. There are many companies in the business of building temporary style buildings of different types, including materials such as wood and steel.



We're looking for interested parties to help us with our vision

For More Information  
To discuss any matters

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