

# Inspired Facilities

Places People Play



## The Valley Bowmen of Huddersfield

### CASE STUDY THEMES

- Increased membership and use
- Improved accessibility to the facility for all
- Increased coaching capacity
- Provision of disabled facilities and access
- Increased number of courses offered
- Improved user satisfaction
- Increased financial sustainability of the club

### PROJECT SUMMARY

#### Summary

The project provided two units on the club's archery field, one comprising a kitchen, storage area and changing facilities and the other providing toilet facilities

Facility name	The Valley Bowmen of Huddersfield
Lead organisation	The Valley Bowmen of Huddersfield
Organisation type	Community Amateur Sports Club
Location	Meltham, Huddersfield
Sport	Archery
Total project cost	£49,990
Inspired facilities funding	£49,990 (100% of total)
Other funding sources	As a separate project, the club used £5,000 of club funds to pay for a pitched roof on the club's indoor practice facility canopy and floodlights
Tender process	Open tender
Contract type	Design and build
Start and end date	January 2013-September 2013
Duration of capital works	8 months

#### Achieved outcomes

- Increased membership numbers.
- Increased the number of members shooting at the archery club each week.
- Increased junior and disabled participation at the club.



## Introduction

This project enabled the provision of two buildings on the club's archery field, the first providing a kitchen area, changing room and secure storage area, and the second providing a new toilet block, including disabled facilities. Both buildings provided disabled access via a level decked area which also offered spectator seating. The addition of these new facilities has made a big difference to the experience of users, creating a more comfortable area to participate and spectate, and this has resulted in increased usage and increased membership, including amongst junior and disabled participants.

## The Project

The club previously had a steel container and a wooden shed on the archery field which were used solely for storage, and no toilet, changing or kitchen facilities. There was no electricity, water or sewage facilities on site. The investment from Sport England allowed the provision of the new facilities. In addition, the club used £5,000 of its own funds as a separate project, to cover the cost of a pitched roof on the club's indoor practice facility, canopy and floodlights, and which has further enhanced the new facilities.

### PREVIOUS FACILITIES



### NEW FACILITIES



## Outcomes

### The Facility

The provision of the new facilities has improved access to the club, in particular for junior, disabled and female participants, with the changing and toilet facilities creating a more comfortable and attractive experience for users. The club can be used 24 hours a day, 7 days a week. Secure storage means that equipment can now be stored on site. The kitchen area enables users to make drinks which has increased the number of spectators and improved the experience for participants during full-day courses. The improvements to the outdoor facilities have also resulted in an increase in members and users, which has had a positive knock-on effect on usage of the club's indoor facility.

A user survey has shown that all users were satisfied with the facility, with 82% reporting that they were very satisfied and 18% that they were fairly satisfied. 76% reported that their satisfaction levels had increased over the last 12 months. The main reason for this increased satisfaction was the improved quality of the buildings, and other reasons were that the club was now open at more convenient times and that there was improved access to the facility.

### Sports Participation

Figures from the year prior to the development of the new facilities show that there were 936 visits to the club, and this increased to 3,040 in 2013 (the new facilities were completed in September 2013), and 3,780 in 2014, the first full year after the work had taken place. The increase in throughput compared to the baseline demonstrates the impact of the new facilities and the year-on-year comparison shows the continued growth in participation.

THROUGHPUT	Baseline (2012)	Year 1 (2013)	Year 2 (2014)	Year 3 (2015)	Year 4 (2016)	Year 5 (2017)
Target	-	3,120	3,796	4,472	5,200	6,136
Actual	936	3,040	3,780	-	-	-

The new facilities have improved the club's ability to attract and retain new members. The club has been able to provide an increase in courses. In 2013 there were 5 courses, with 20 people on each course (100 participants in total). In 2014 the club ran 6 courses (120 participants in total), and 6 courses are also planned for 2015. Beginner's class numbers have increased and 'have a go' taster sessions have been in greater demand. The club has begun to target a corporate market by offering corporate days out and this has resulted in increased income. The provision of these corporate days was not possible prior to the building of the new facilities. The club has also increased its coaching capacity, with the introduction of a coaching course in 2014 and a further one planned for 2015.

## Lead Organisation and Partners

The project was funded by a Sport England Inspired Facilities grant. The Project Manager stated that, without the funding from Sport England, this project would not have happened. The greatest costs were the connection of electricity and water, which the club would not have been able to afford without the grant. A separate project, funded by club money, covered the pitched roof, canopy and floodlights.

## Local Community

There was a strong feeling amongst the club members that the provision of the new facilities was vital for the future success of the club, and many members were involved in the planning of the facilities by writing letters of support to the local council as part of the planning application. Since the completion of the project there has been an increased 'feel good' factor within the club, with the kitchen and sheltered spectator area providing a meeting area and social 'hub'. The club has a much more social atmosphere, and the new facilities enable the outdoor facilities to be used for far longer during the year. This has enabled greater usage amongst juniors and female participants in particular. Parents are now far more open to bringing their children to participate and the facilities are used by local organisations for taster sessions.

The disabled access and facilities has opened up the club to be more attractive to disabled participants. The ability of the club to offer a much wider range of competitions, events and full-day courses means that the status of the club within the archery community has been vastly improved.





## Key Findings

The key outcomes from the project have been:

- Increased membership and usage of the facilities - with an increase in courses, 'have a go' taster sessions and corporate events attracting and retaining new users and members to the club.
- The provision of disabled facilities has made the club accessible to disabled users.
- The new facilities have made the club much more accessible and enabled it be used in the evenings and through the winter months, as well as for full-day courses and events.
- The new facilities have increased the capacity to offer coaching courses, helping to meet the increased demand for qualified coaches at the club.
- Users report an increase in satisfaction, with 100% of the user survey respondents reporting being satisfied with the facility.
- The greater usage has ultimately resulted in increased income, and therefore increased the financial sustainability of the club.

The club reports that the project was highly successful and that they are extremely happy with the results and are very optimistic for the future.

