

## Executive Board

02.07.18

**Subject: Ammanford AFC**

**Purpose: Financial Assistance to Ammanford AFC**

### Recommendations / key decisions required:

To approve the financial assistance to Ammanford AFC up to the value of £125,000.

The final contribution value (within the limits) and the payment schedule being agreed by the Director of Corporate Services in liaison with the Executive Board Member for Culture, Sport and Tourism.

### Reasons:

Provide financial assistance to Ammanford AFC to enable them to improve existing facilities. This forms part of the criteria set by FAW which will enable them to compete in the FAW Championship Division 1 of the Welsh Football League.

Relevant scrutiny committee to be consulted NA

Exec Board Decision Required YES

Council Decision Required NO

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:- Councillor Peter Hughes Griffiths /Cllr David Jenkins (Resources)

Directorate

Name of Head of Service:

Chris Moore

Report Author:

Chris Moore

Designations:

Director of Corporate Services

Director of Corporate Services

Tel Nos. 01267 224121

E Mail Addresses:

cmoore@carmarthenshire.gov.uk

## FINANCIAL ASSISTANCE TO AMMANFORD AFC

### **BRIEF SUMMARY OF PURPOSE OF REPORT**

Ammanford AFC was founded in 1946 and originally started their playing career within the Ammanford and District League. Over the last 70+ years, the Club has achieved various success. The 2017/18 season has to date been their most successful season, with them gaining promotion into the FAW Championship Division 1 of the Welsh Football League.

The continued success of Ammanford AFC is a contributing factor in attracting both players and volunteers to the club. The Club currently have in excess of 300 playing members. They are able to support a number of senior, youth and junior teams. Ammanford AFC have the largest junior participation in Wales, having been awarded a Gold FAW Accreditation. Participation at all levels continues to grow.

The Club play at Ammanford Recreational Ground. To allow promotion into the FAW Championship League the current facilities will require significant upgrade to bring in line with the TIER 2 criteria which is set by the FAW. Failure to make these improvements will prevent the Club from playing within the FAW Championship Division 1 FAW and be demoted.

The requirements of the criteria is to provide a 250 seater stand, tea room, PA system, disabled access, perimeter fencing, security shuttering, floodlights.

The Club have therefore approached the County Council requesting support for this project. The total cost of the project is estimated at £201,000. The funding shortfall is in the region of £123,000

The Club have currently identified the following funding:

Funding confirmed:

£5,000	Ammanford Town Council
£39,000	Sponsorship and Donations
£25,000	Football Association of Wales
£9,000	MYB Funding

The County Council has therefore been requested to support the project with a contribution to match the shortfall. The contribution would be payable to the Club in phases, in line with project developments and will be adjusted should more external funding be become available. The payment schedule will be agreed by the Director of Corporate Services.

The local community is supportive of the improvements to the facilities as it is recognised that the Club does not have the adequate facilities to maintain the highest level of football. The project also has the full support of the local council member, and the member of parliament. The project is fully supported by both the Football Association of Wales and local Town Council who have committed some funding towards the project.

**1. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS**

Failure to meet the criteria set by the FAW to improve the will result in the Club being excluded from the Championship League as they will receive automatic relegation. The Club and community will also miss out on a number of opportunities these developments will bring.

<b>DETAILED REPORT ATTACHED?</b>	<b>NO</b>
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## IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: **Chris Moore**

**Director of Corporate Services**

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
<b>NONE</b>	<b>None</b>	<b>YES</b>	<b>NONE</b>	<b>NONE</b>	<b>NONE</b>	<b>NONE</b>

### 2. Finance

Total cost currently of this project is estimated to be £201k, with funding being provided from other external sources currently up to the value of £78k, although its I possible that further funding may be sourced. The County Council is therefore being asked to fund up to a maximum of £125k .

Funding for this contribution can be provided from Departmental Reserves.

# CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Chris Moore

Director of Corporate Services

## 1. Scrutiny Committee

n/a

## 2. Local Member(s)

Cllr Deian Harries is fully supportive of the project

## 3. Community / Town Council

Ammanford Town Council is fully supportive of the project

## 4. Relevant Partners

Football Association of Wales

## 5. Staff Side Representatives and other Organisations

n/a

## Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

**THESE ARE DETAILED BELOW**

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Correspondence from Ammanford AFC		CFP/Economic Development