



## ABBOTS BROMLEY SPORTS ASSOCIATION

### **The Vision**

“The best time to plant a tree was 20 years ago, the second best time is now”

Abbots Bromley Sports Association has a clear and stated purpose as a charity and as an organisation.

To promote for the benefit of the inhabitants of Abbots Bromley and the surrounding area the provision of facilities for recreation or other leisure time occupation of individuals who have need of such facilities by reason of their youth, age, infirmity or disablement, financial hardship or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving the condition of life of the said inhabitants.

## BACKGROUND

The village of Abbots Bromley is an historic village nestled on the borders of east and south Staffordshire. Known for its Horn Dance, a pagan ritual passed down over generations, it is now a thriving community of some 3000 residents and until recently a large private school under the Woodard Corporation.

The village of Abbots Bromley has a long and distinguished history of sport and recreation. Over several centuries its residents and others nearby, men and women, boys and girls, have played on fields and meadows in its boundaries.

The village was blessed by a long standing private school that provided the land for these adventures to take place, free of charge but with no tenure. As in all things this has now changed and the community finds itself having to provide for its health and well-being without having security of previous facilities on offer.

Abbots Bromley Sports Association (ABSA) had the foresight to see this change coming and in 2014 created a charitable organisation to find, and create a safe and inclusive facility for all and any sports and recreational pastimes for the village and surrounding area.



## THE EARLY YEARS

In 2013, prior to ABSA being established and recognised by the Charities Commission, members of the community began to look for a suitable piece of land which could be released for the purposes of a community asset. This had been attempted previously to no avail however in 2013 Abbots Bromley School agreed to lease a part of their redundant estate to facilitate the vision of an integrated sports and wellbeing centre for the community.

ABSA was created out of this development.

The charity was created and Trustees installed and together they created a new vision as defined in our purpose. To bring about an improvement in social welfare and cohesion through sports or other activities for this generation and generations to come.

Planning was sought, legal structures put in place, good governance and a sense of real purpose, leading to the charity acquiring a 14 acre site from Abbots Bromley School on a 50 year lease, renewable for a further 50 years. We were off and running.

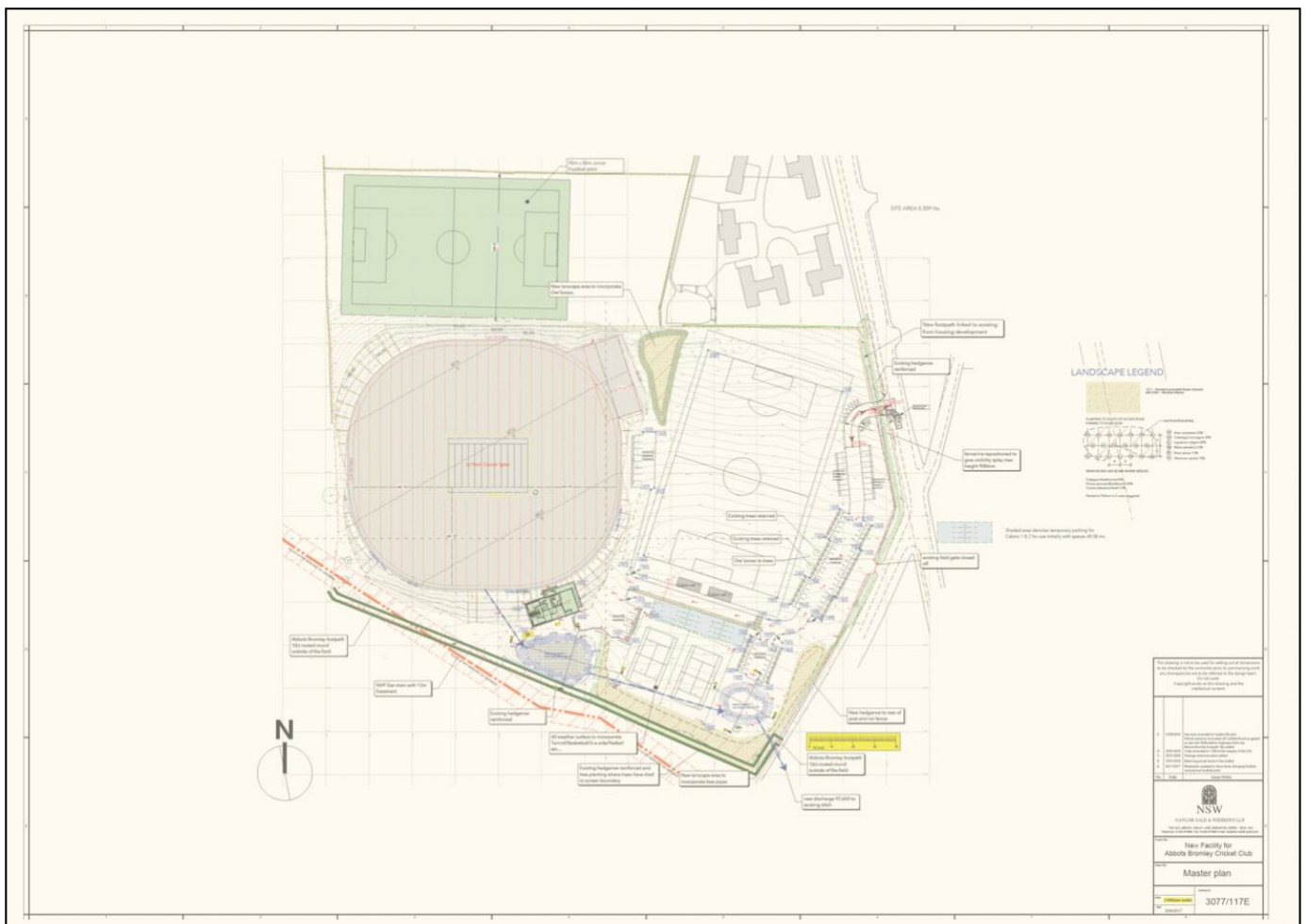
Before any groundwork took place the Charity had raised and spent over £50,000 on preliminaries. Funds were sought from Sport England, the ECB and Local Authority and in 2016 the first spade was put into the ground and by the end of that year a county standard cricket pitch had been laid at a cost of £260,000 of which the community had raised almost half.

## THE MIDDLE YEARS

From 2017 to the end of 2018 the organisation continued to develop, continued to find ways of raising funds for further phases of work and communicating with the residents of Abbots Bromley, and they in turn continued to give generously.

East Staffordshire District Council came on board with awards of £30,000 from its Neighbourhood Development Fund and in January 2019, after 12 months of negotiation, application processing and review with Staffordshire FA and local members, the Football Foundation awarded ABSA £286,000 to be match funded, to create a senior football pitch, junior football pitch, car parking and temporary changing facilities.

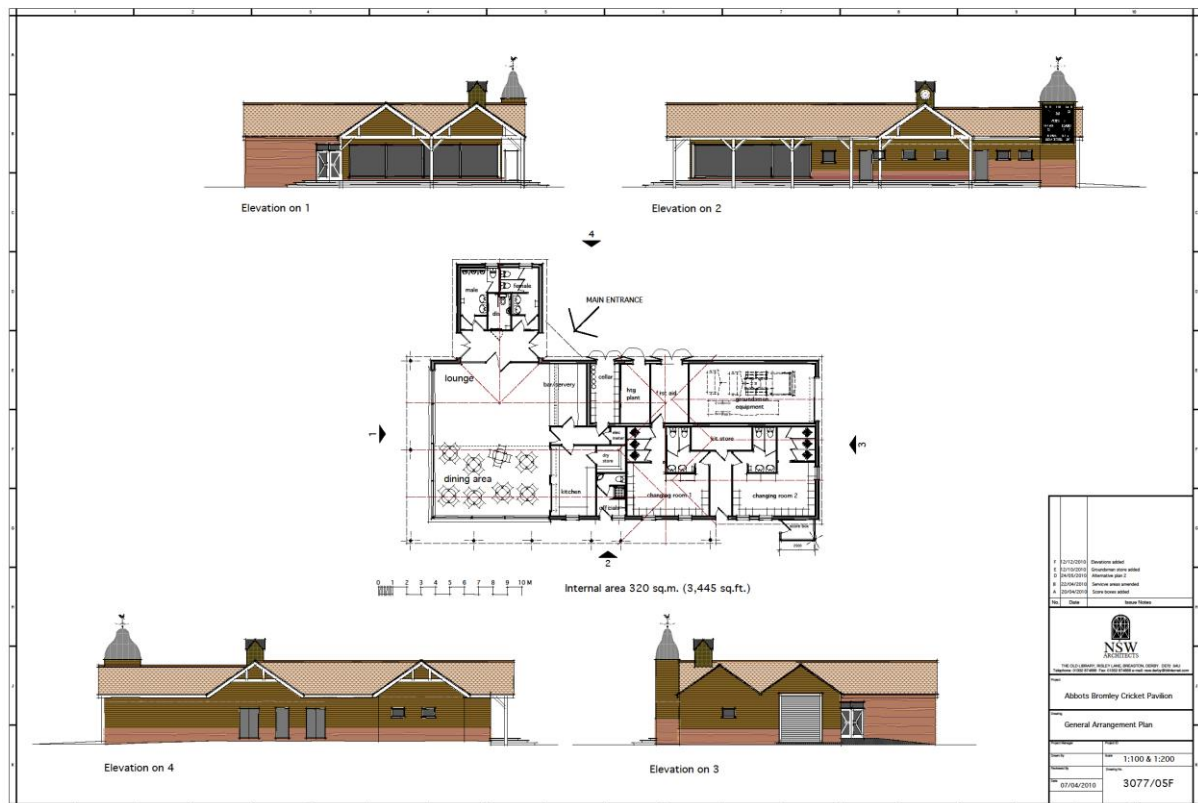
This award, financially, effectively completed Phase II of the project, however the unforeseen closure of Abbots Bromley School has delayed the work for 12 months due to a number of legal obstacles which have now been resolved.



## And so..... to THE PRESENT DAY

The work on the football pitches, access and car park starts in the New Year and will be completed for the summer. Temporary facilities are under development, so we will have sports played on the new facility throughout 2020.

But there is such a lot to do! And we are in need of financial and non-financial support to bring this fantastic vision to its ultimate reality.



Phase III is the building of the Community Hub. Plans and designs are completed for a £500,000 eco-friendly building that compliments the natural surroundings which have been at the forefront of the facilities design all the way through.

This is very much a green project, and facility will blend in naturally as possible with the beautiful Staffordshire countryside in which it resides.

It has always been ABSA's intention to make the sports ground a haven for wildlife and to plant as many trees, shrubs and so on as we have on the thirteen acre site with sufficient open areas to do this. Bees and insects will be assisted to thrive and newts attracted to watercourses, bat boxes will be put up together with owl boxes where possible. The Pavilion will be made as carbon- neutral as we can enable, with ground source heat pumps, solar panels and the like. "

The Trustees are looking for funding for the capital project, and are most keen to find a commercial partner who will work with the charity over the medium to long term to bring about the central focus of the excellent project.

The hub will provide the safe environment for all who use the amenities which are developed. It will be a place of community cohesion, of well-being and of education and safety. It will have changing facilities for all, food, drink and a place of warmth and togetherness and bring about an income for the organisation to enable it to continue to reinvest in the venture going forward.



### Phase III.5

Running in parallel to creating the Community Hub, ABSA is working with Abbots Bromley Tennis Club and Netball Club to provide courts so that both Clubs can grow their membership and have a home in the village they represent for generations to come.

We will seek funding from the sporting bodies and national associations to bring about all-weather facilities for both sports as well as other activities.

## THE FUTURE

ABSA has a clear vision to provide stability and leadership in sport and recreation within the community through collaboration with schools, existing clubs and societies., the local authority, but in most part our own inhabitants of Abbots Bromley. We seek and have been successful thus far in providing that leadership and have a progressive approach to ongoing investment, and to do so within a sustainable manner to enable future generations to be active and enjoy sport over time.

The centre has and will continue to expand and draw people from all backgrounds to enjoy a range of interests from team sports to walking, cycling, dance in a place that provides for all. ABSA is a community organisation, bringing community projects to fruition based on need and on desire.

We continue to look for sponsors, and hope that you may share in our vision and participate in its creation.

Suggest there are some masterplan designs here and also some statements from community groups about the need for facilities



# THE MASTERPLAN

ABBOTS BROMLEY SPORTS GROUND DEVELOPMENT

DATE: DEC 2017 DWG REF: AB\_002 DRAWN BY: AP  
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**Abbots Bromley Sports Association**  
**Income & Expenditure**  
Year ending 31st October 2018

Income

Fundraising & Donations		33972
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Expenditure

Creditors	9337	
Fundraising Expenditure	6674	
Insurance	547	
Contractors Payments	22477	
Fees	3308.0	
Bank Charges	134	
General/Marketing	42477	42477

Net Income		-8505
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# Abbots Bromley Sports Association

Abridged Balance sheet (continued)

Directors statements required by Sections 475(2) and (3)  
For the year ending 31st October 2018

In approving these abridged accounts as directors of the company we hereby confirm:

(a) that for the period stated above the company was entitled to the exemption conferred by Section 477 of the Companies Act 2006

(b) that no notice has been deposited at the registered office of the company pursuant to Section 476 requesting that an audit be conducted for the year ending 31st October 2017

c) that we acknowledge our responsibilities for:

- (i) ensuring that the company keeps accounting records which comply with Section 386, and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial period and of its profit or loss for the period then ended in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the provisions of the Companies Act relating to financial statements, so far as applicable to the company.

These abridged accounts have been prepared in accordance with the provisions applicable to the companies subject to the smaller companies regime.

These abridged accounts were approved by the board on 10th July 2019 and signed on its behalf by:

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Mr C Wood  
Chairman