

**Loggerheads and Ashley Community
Centre**

Project Business Case

Executive Summary

The aim of this project is to provide the villages of Loggerheads and Ashley, along with the other villages in the Parish of Loggerheads (Mucklestone, [Knighton](#), [Hales](#) and Tyrley), with a Community facility which will provide Communal, Sporting, Recreational and Educational facilities; thus engendering greater participation, pride and spirit in the community by giving the local area a focal point.

Mission

Currently Loggerheads does not have any public buildings that may be used by the local community to provide the extensive resources this area deserves; neither does it have a facility that can exploit the historical and creative aspects of the area. It is intended to create a new resource, in the form of a Community and Sports Centre, that will be available to all the wards within the parish.

Milestones

In 2008 ~~the~~ Loggerheads Parish Council published a Parish Plan which had a vision for “A Community Centre including facilities for all ages, as well as sports”.

In 2013 ~~t~~The Parish Council ~~p~~ublished a Neighbourhood Statement, which again identified the need for Community and Sports Facilities.

In 2014 the Management Committee of Ashley Memorial Hall identified that whilst the Memorial Hall provided an essential facility to the community it had significant limitations due to size and location. Accordingly, a presentation put before ~~the~~ Loggerheads Parish Council, in September 2014, which suggested the creation of a new Community Centre for the local area received overwhelming support from the Councillors.

The next stage in the process will be a decision from the Newcastle-under-Lyme Borough Council Planning Department who are currently in the process of deciding the disposal of land on Market Drayton Road, the preferred site, in Loggerheads.

The site is approximately 11 acres and if some, or all, of the land is allocated to this project this will be the “**Green Light**” for the project to proceed. Should we get that Green Light the next steps are Fund Raising, Site Survey, Architectural Planning, Building and Landscaping.

Aspiration

The aspiration of this project is to offer a Community Centre that provides for community activities and facilities that the Loggerheads area is currently lacking. A good role model is the Festival Drayton Centre (www.festivaldraytoncentre.com), which has recently been awarded the Queen's Award for Voluntary Service, but with the addition of sporting facilities along with changing rooms.

A recent [survey/census](#), carried out by the Parish Council, has indicated that the local community feels that facilities for Doctors, Dentists, Library, Youth and Toddlers activities should also be included.

Organisational Structure

A league of friends will be set up to run the facility on a voluntary basis. Sporting clubs along with local societies such as Loggerheads Football Club and the local branch of the Royal British Legion will be invited to take an active part in the running and development of the Centre. The aim is to involve as many of the local clubs [and](#) societies as possible, and, indeed, to foster the creation of other such [organisations](#) which currently do not exist because of the lack of suitable facilities.

Management

The proposed Management Structure for the Community Centre is as follows:

- Chairman.
- Treasurer.
- Secretary.
- Sporting Activities Co-ordinator.
- Educational Activities Co-ordinator.
- Historical Co-ordinator.
- Artistic Activities Co-ordinator.
- Senior Residents Co-ordinator.
- Bookings Co-ordinator, Refreshment Co-ordinator.
- 5 members of the local community to reflect community representation in all decisions to be made.

Should this prove to be too large a Committee to be workable, there would be a sub division into an Executive Committee and a Board of Management.

In the meantime the Project is currently being run by the Management Committee of The Ashley Memorial Hall under the Chairmanship of Mr Andrew Swetman. The Secretary is Mr Michael Lee and the Treasurer is Mr Gareth Danks. This is not a long term

management solution but is adequate until the project receives a “**Green Light**” when a Management review and update will be carried out.

Project Outline

Building – A Community Centre will be built which will include the following facilities:

- Entrance Hall/Lounge which will include a Coffee and Bar facility along with a kitchen.
- Keep fit suite.
- Entertainment Hall with Stage along with articulated seating to allow film shows. As well as an entertain function. This hall will be used for Badminton and indoor bowls.
- 2 Squash courts
- Ladies and Gents plus disabled changing and shower facilities.
- Ladies, Gents and disabled toilets.
- Conference room.
- Classroom/meeting room.
- Offices for the Centre and the Parish Council.
- Medical Centre.
- Dentists Surgery
- Crèche/Nursery.
- Library.

Grounds

The outside space will be predominantly but not entirely for sports pitches. A list of the outdoor facilities follows:

- 2 Football pitches with sufficient space between the pitches to allow for a cricket square. Thus allowing winter and summer sports.
- All weather 5 a side pitch.
- Outdoor fitness trail.
- Childrens Play area.
- Car Park
- Skateboard Park

Financial Information

Financial Appraisal

This appraisal is based on a 6 acre site and includes a Community Centre Building 2 football pitches a cricket pitch (co-located with the football pitches) Toddler and Youth recreation areas. The estimate of the cost is circa £ 4.5 Million.

Funding

Funding raising for this project will commence when the “go ahead” is received from the Borough Council. Funding will be raised from the following sources: The Big Lottery Fund, The Sports Lottery, Local Councils, The Heritage Lottery Fund, The Arts Council and local fund raising and sponsorship.

Income

There are many potential strands for income some but not all are listed below:

- Coffee Lounge
- Bar and dining facility
- Large Hall (for Dances, Films, Receptions, Badminton etc.)
- Squash Courts
- Football Club
- Cricket Club
- Badminton Club
- Toddlers Group
- Keep Fit classes
- Ballroom classes
- Pilates Class
- Zumba Class
- Youth Club
- Conference Facility
- Meeting room for local societies and groups.

The basic principle will that the Centre will be a “not for profit” organization. However, it must be self funding, and must include a surplus capable of maintaining and repairing the facilities. To this end, it will be run with the ethos of a commercial enterprise, but within the constraints set out above.

Supporting Documentation

2008 Parish Plan

2013 Neighborhood -Statement

2014 Presentation to Loggerheads Parish Council

2014 [SurveyCensus](#)

~~2015 Neighborhood Plan~~ [\(nb. Don't have one yet!\)](#)