

## Please can we have your support?

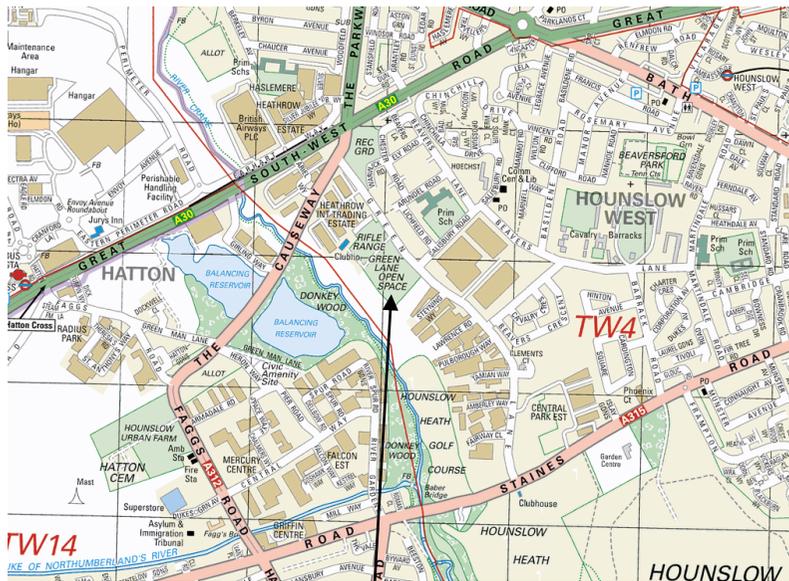
As you can see, the club has established the foundations for a much needed community asset and we trust that you can appreciate our passion for this important project.

Having read this brochure, if you wish to learn more about our club plans and how you could become involved, please contact either myself or our Club Development Manager, Nigel Moore, 07766 497439, [nigel.moore@srmnetwork.co.uk](mailto:nigel.moore@srmnetwork.co.uk) for further information.

We very much hope you'll wish to support our club and its role in the community and look forward to hearing from you.

Yours in sport,

Frank James  
Club Chairman  
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**Location of proposed Sports Club**

### List of partners:

Seema Malhotra MP, Beavers Community Primary School, London Borough of Hounslow Council, Feltham School Sport Partnership, West London Pro-Active, CSPAN, Metropolitan Police Hounslow, Brunel University, Hounslow Youth Service, The FA, Football Foundation, Middlesex County FA, Fusion Sports Development, Hounslow Public Health, London Wildlife, River Crane Valley Project, ILAYS, Army Welfare Service Cavalry Barracks, Vista Business College, Topnotch Health Club, Hounslow Chamber of Commerce, Hounslow Homes, Places for People, TW4 Community Development Trust, MedicX Health Centre, John Laing Integrated Services, England Athletics, British Cycling, West Thames College, Apprenticeship Support Services, London Borough of Hounslow Connexions

# CB Hounslow Sports Club

Becoming the leading  
Community Sports Club  
in the Hounslow area



CHARTER STANDARD  
DEVELOPMENT CLUB



## Introduction

The plans for CB Hounslow Sports Club are based on a local football club, CB Hounslow United, which was established in 1989 as a result of Richmond Rangers disbanding. The club was named after our chairman's late father's company 'Cater Bank' which sponsored the club at the beginning. Our membership is open to all local people and comprises all ages and abilities. The club has 13 teams, but plans to have over 25 football teams and other sport teams by 2016.

To achieve this development, the club now has plans to re-develop the old sports pitches on Green Lane (see map overleaf), adjacent to Beavers Estate in West Hounslow, which will enhance the recreational and sporting facilities for our local community and the surrounding area.

### Our Vision is:

**To become the leading Community Sports Club in the Hounslow area, providing sporting opportunities for all ages and abilities.**

### We are going to develop the following new facilities:

- Three Adult Football Pitches
- Two mini soccer pitches
- Archery facilities
- Perimeter running track and sprints area
- Cycle training area
- Clubhouse with changing rooms and space for indoor activities

### Why NOW?

- At a time when London 2012 will inspire so many people, the club wishes to create a sports club as a lasting legacy for the community.
- There is a strong need for a community sports club in this deprived area to help improve levels of health, reduce crime and anti social behaviour, develop new skills and improve community cohesion.
- The proposed area has been unused for many years and, as the club has its roots in this community, the Council is keen for the club to help revitalise the area.
- We are growing from a football club into a large community sports club and we've already identified support from many community organisations and partners to help make this a reality.

### What will our project achieve; the outcomes:

It will clearly improve access to sport and recreation facilities, but also improve health and well-being, reduce crime and anti-social behaviour, create stronger and safer communities, and improve educational attainment, particularly for young people.

It is expected the club will grow from 290 to over 700 regular members, many coming from the nearby Beavers and Meadows estates. There will also be opportunities for more informal participation for many other residents in the area. This will help us grow as a social enterprise and reinvest in the club, as well as offering training and employment opportunities.

In summary; we want the club to become a key focal point for the community; for the people both living and working in the area.

### Club Development Plan 2011 - 2016

To support our vision to become the leading Community Sports Club in the Hounslow area, for all ages and abilities, we have set out a 5 year development plan comprising the following objectives to:

- Provide sport and recreational opportunities for people of all age and abilities
- Ensure all members can play in a high quality and safe environment
- Create high quality coaching systems to develop the potential of all players
- Ensure the club is well managed and run for the benefit of all members
- Create, develop and support an effective volunteer workforce in the club
- Develop an appropriate facility structure to sustain and develop club activities
- Engage with young people and contribute to the needs of the local community
- Promote club activities to the wider community to raise the profile of the club as the leading community sports club in the Hounslow area

### How are we going to fund the project?

We've already enhanced our football club status to become an FA Charter Standard Development Club with support from The FA and Football Foundation. We now intend to build the development at an estimated cost of £1.6m and have calculated with grants we can raise about £1.2m.

We are therefore fundraising within the club and are looking for local support for the remaining 30% funding in one of the following ways, which range from programme advertising to sponsorship of the clubhouse roof (right under the main Heathrow flight path!):

- Donations
- Advertising
- Sponsorship
- Support a club fundraising event
- Provision of expertise or skills

We hope one of these opportunities might attract your support to help make this project a reality.