



PRESS RELEASE

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For immediate release

New Mills AFC appoints Sports Solutions GB to investigate opportunity for new community sports facilities in the town.

The opportunity to improve the facilities at New Mills AFC is being explored by Sports Solutions GB, a consultancy specialising in sports facility development projects. Sports Solutions GB has been appointed to investigate the feasibility of a proposal for New Mills AFC to become a Community Football Club, which would create new sports facilities for the local community.

The team at Sports Solutions GB will investigate the potential for improving the existing facilities at the current ground, as well as opportunities for relocation to a new ground, building new community sports facilities and selling part of the existing ground for development. At this early stage, a feasibility study will be carried out to establish whether the proposed scheme is a viable project.

It is increasingly important for sports clubs to become sustainable businesses in order for them to survive and grow, which is currently difficult for New Mills AFC which has an ageing artificial grass pitch and limited off-field facilities at its ground in Church Lane. The aim of the project is create a new community football hub comprising a 3rd Generation Artificial Grass Pitch, clubhouse with function and meeting rooms and associated changing facilities, for use by local schools, sports clubs, organisations and groups.



New sports facilities which are accessible by all members of the community will encourage new users to sport and recreation and in turn will help to improve health and fitness locally. In addition to offering local residents and users the opportunity to become more involved in sport, new sports facilities can play a positive role in the wider social issues of health, education and social inclusion, placing sport at the centre of the community.

Ray Coverley, Chairman of New Mills AFC, said "This is the start of what we hope will be a very exciting time for the club. We're delighted to have the opportunity to investigate the opportunity for better sports facilities which would benefit the whole community. New Mills as a whole is lacking in good quality, accessible sports and recreation facilities, and the football club is determined to fully investigate all of the options with the help of Sports Solutions GB. These much needed new facilities will play a large part in sustaining the football club and encouraging local clubs, groups and teams to become involved in sport and other community projects."

The team at Sports Solutions GB successfully delivered sustainable community sports facilities at Cirencester Town FC, which was Britain's first Community Football Club, and it is this experience which they will use to help New Mills AFC investigate all of the development options.

Sports Solutions GB has now commenced work on the project and is currently carrying out a feasibility study, including full consultation with the local community to ensure support should the project go ahead.

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