

## **Addendum for Community Stadium Business Case report 6<sup>th</sup> March 2012 Cabinet**

This addendum has been provided for the Cabinet in considering the Community Stadium Business Case item. A number of amendments and additional information are provided to supplement the report.

### **Key quantitative benefits**

Under para 25, 4<sup>th</sup> bullet (Cabinet Report) and Para 117, 5<sup>th</sup> bullet (Annex 1) change to:

- £1M additional expenditure is expected to be created indirectly by the community proposals through job creation for York's residents.

### **Summary of Qualitative Benefits**

Add at para 26 (Cabinet report) and para 118 (Annex 1):

- **Community focal point:** The new stadium will be a positive community focal point for the city which will instil pride and will be an important cultural asset.
- **Increased supporter demand for football and rugby:** The new stadium has the potential to increase supporter demand and attendance numbers. The new facility will accommodate this increase where the existing facilities are unable to do so.
- **Additional opportunities for community engagement with football:** The new stadium, with improved conference facilities and function rooms, will provide the opportunity for the community to attend sessions at the stadium, in greater numbers than could be engaged with previously. York City FC have indicated that if they do not move to the new stadium, their community work would have to be downsized considerably, to even stop entirely, due to financial constraints and lack of revenue.

- **Development of the visitor economy:** The new stadium will provide continued support for the development of the visitor economy in York by providing a new venue for events.
- **Provision of fully compliant pitches:** The 3G floodlit games court will be the correct dimensions (60 yards x 40 yards) to comply with the Football Foundation's mini-soccer and junior soccer regulations. This will be the only facility of its kind in York and will therefore be a unique opportunity for youth participation in competitive football.
- **Collaborative working:** The NHS clinical hub will have the opportunity to work collaboratively with the YSJ facility on research programmes, preventative healthcare programmes and professional training programmes. This has the potential to increase the quality of service provision for the community.
- **Ability to take advantage of the footfall from the stadium:** The ILAC facility and the library will be suitably located to take advantage of the footfall from the stadium to maximise their community benefit. In addition, the NNS and YSJ facilities will use the stadium visitors to promote preventative healthcare.
- **High quality children's play facilities:** The Clip and Climb Adventure Centre and the indoor and outdoor skateparks will provide unique leisure activity for the children and teenagers of York.
- **Community meeting place:** The café provided within the community hub will be a centralised meeting point for visitors and staff to relax and communicate in a high quality environment.

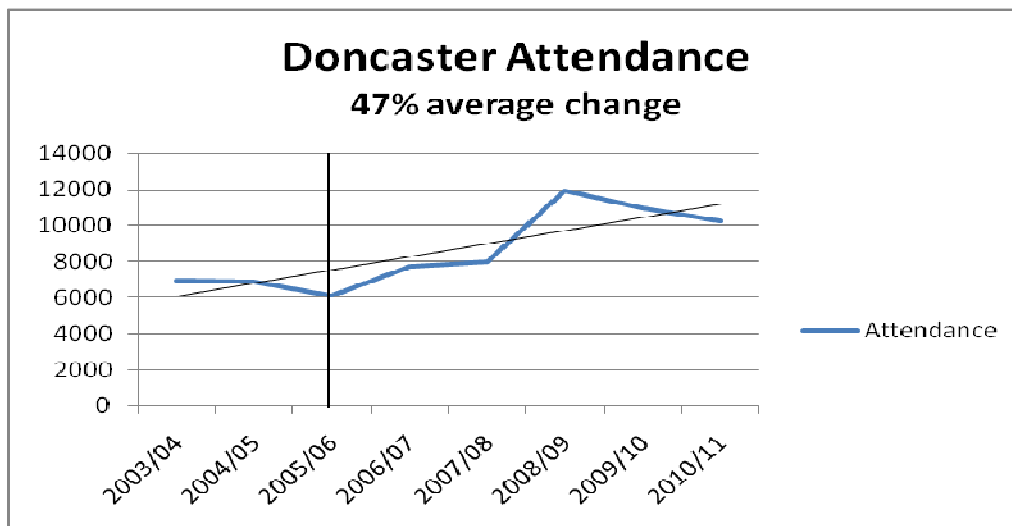
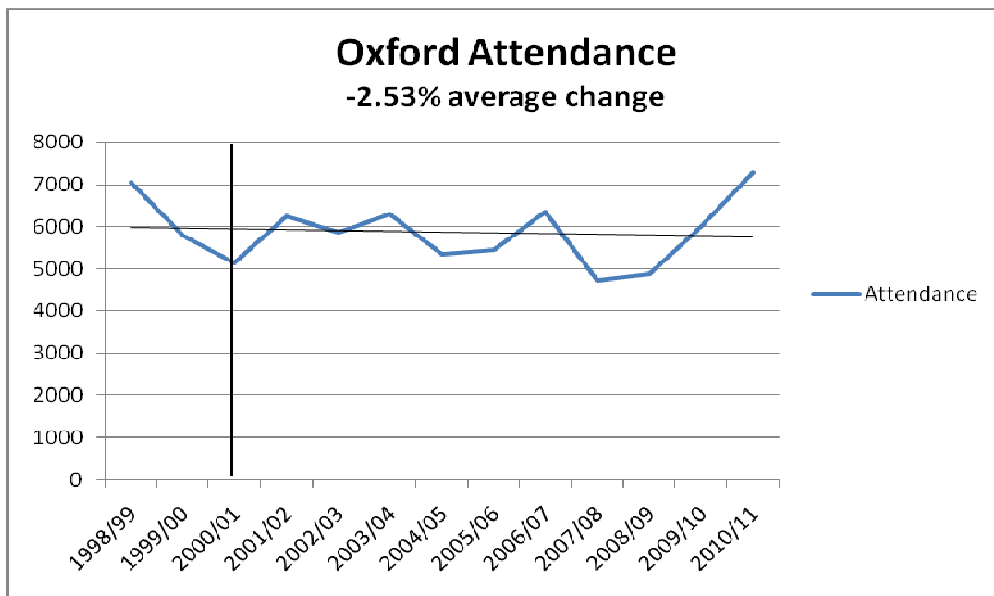
## **New Stadium Impact**

The financial model in this business case is based on the current average gates of both sports clubs. York City FC 3092 and York City Knights 1,080. The ticket prices used in the model are also based on the season 2008/09 YCFC and 2009 YCKs.

Some of estimated community and social benefits have worked on increases in attendance between 20-40%.

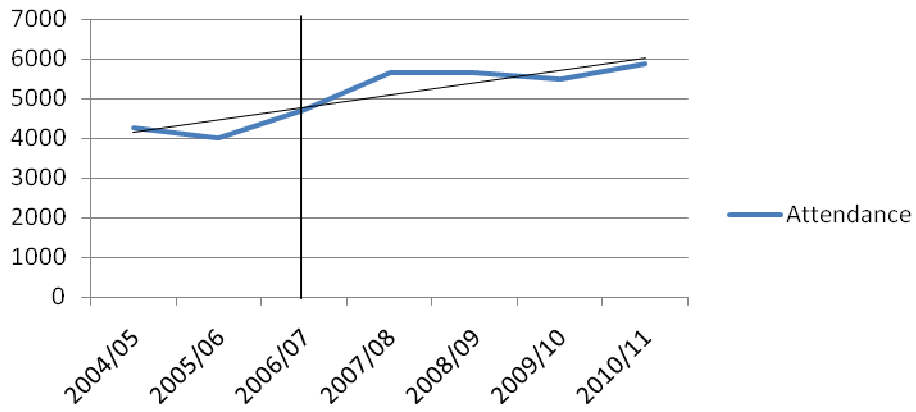
The risk analysis undertaken in (para 54 Cabinet Report and Chapter 11 Annex A) considers the impact of attendances not being achieved. The report also examines the potential positive impact of increase attendances modelling two scenarios of 15% and 25% uplift.

Further evidence is provided examining the longer term and sustained impact a new stadium could have on attendances. Each example has unique characteristics, but the evidence shows that it is not unreasonable to assume over a 10 year period a sustained improvement of 20-40%.



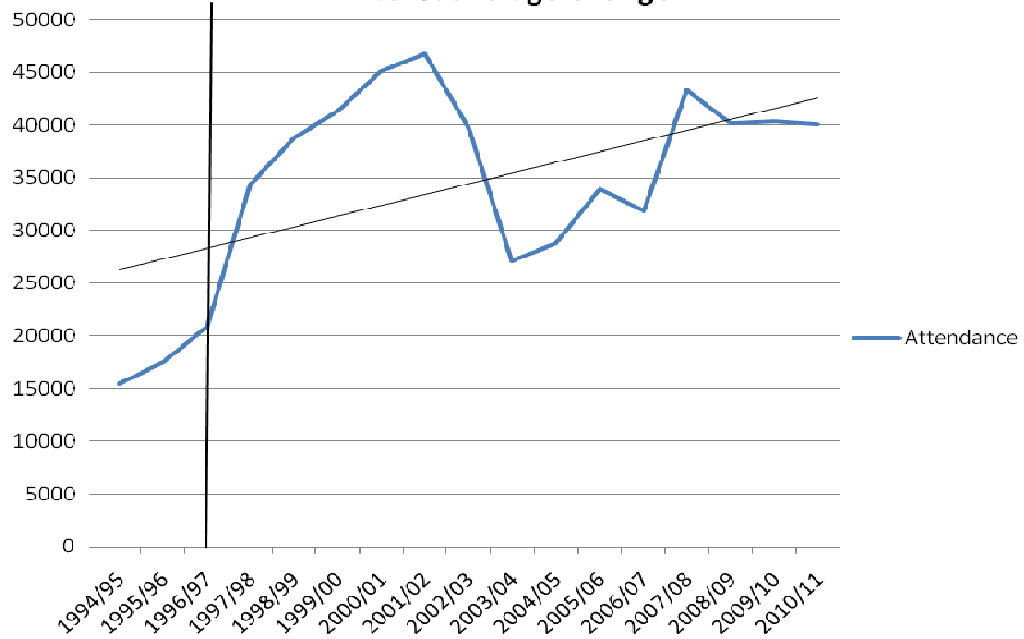
## Shrewsbury Attendance

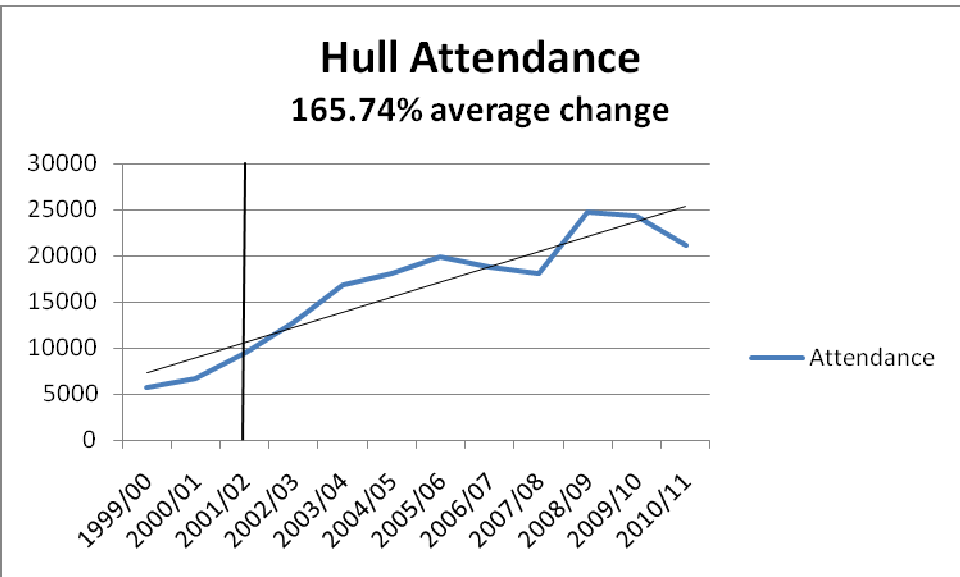
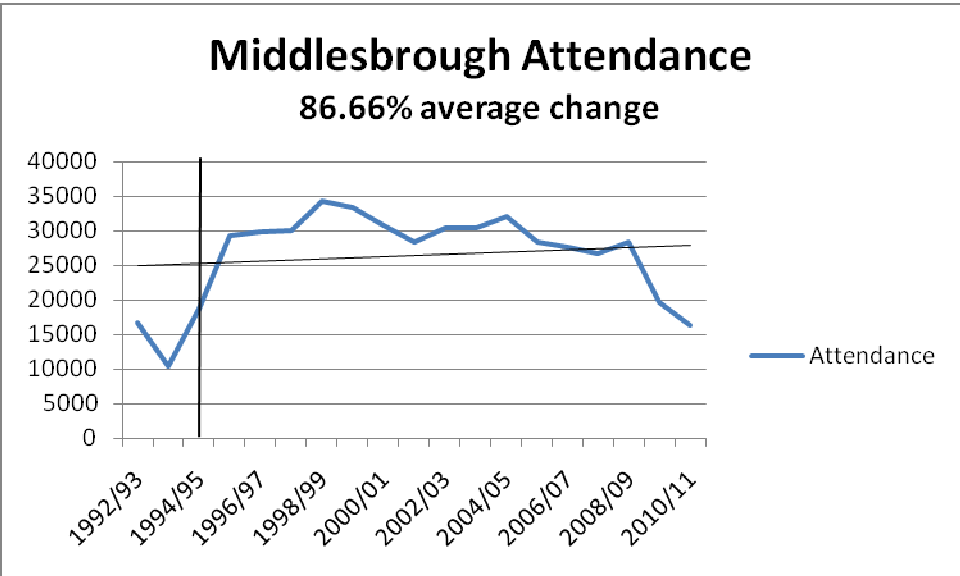
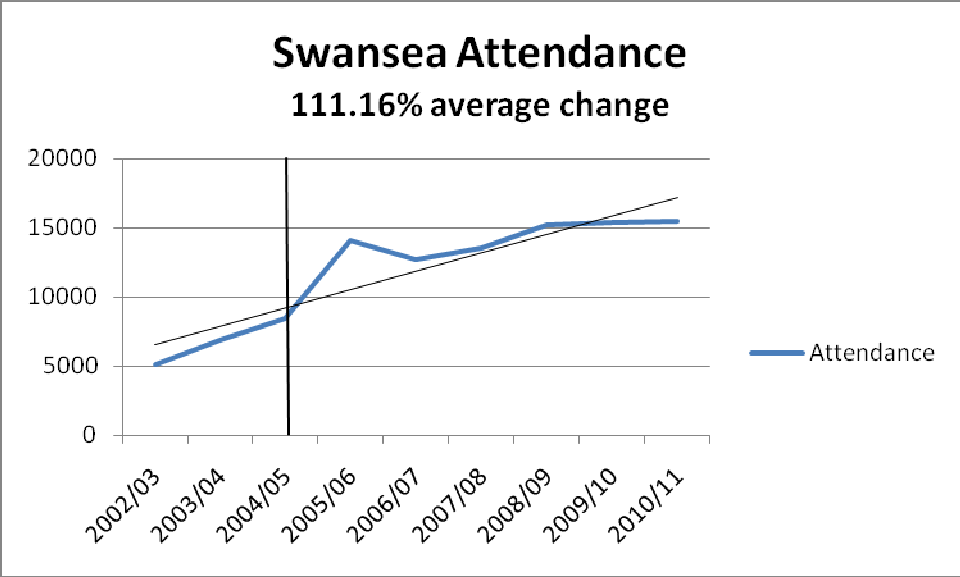
31.07% average change



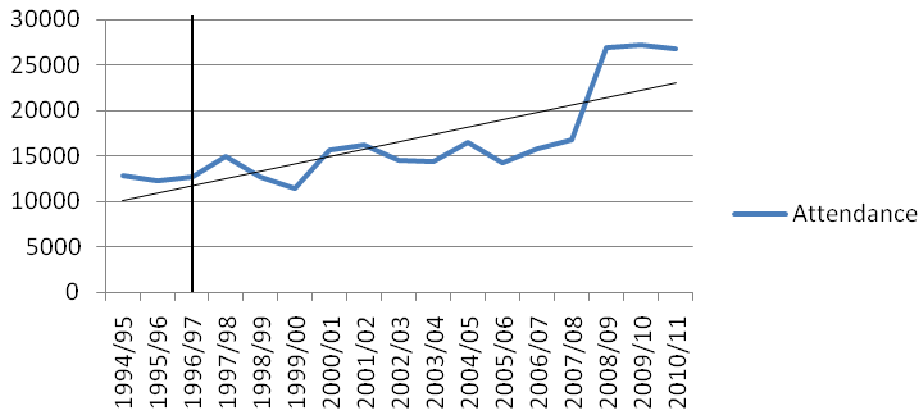
## Sunderland Attendance

111.62% average Change





### Stoke Attendance 38.19% average change



### Burton Albion Attendance 44.91% average change

