



ANTHONY STIFF  
ASSOCIATES

See Landscape Office Website

Old Marston, Landscape Design and Fundraising  
Proposal by  
Carolyn Place - Director

July 2014

ASA-SP684-DOC-001

Issued 6 Aug 2014 CJP / Checked AES



## **1. Anthony Stiff Associates**

Anthony Stiff Associates as a practice has been operating for over 20 years based in Oxfordshire. Previously a partner, Carolyn Place became a director when the practice changed to being a limited in 2010. She has extensive experience landscape design, landscape management, play area design and fundraising. Over the last 5 years she has worked with 15 Oxfordshire parish and town councils to design, support, through fundraising and construct 15 play areas and parks. The total amount of grants raised is just over £1M. She also has personal experience of sports club organization being on the management committee of Oxford Downs Cricket Club. Other knowledge that can be drawn on within the practice includes: 30 years of professional experience in the community and voluntary sector, project management and business development. Carolyn will be carrying out the majority of the work on the project.

## **2. Current Situation**

Carolyn met with Charlie Haynes and Tim Cann on 21<sup>st</sup> July when they introduced the project, explained the current situation and the work had been carried out to date. We have subsequently been sent further information to look through and appraise. We have put together this proposal which we believe will help Old Marston Parish Council and Marston Saints achieve their goal of a new football club house and changing rooms.

The project has been going for a number of years and much progress has been made. As we understand the design has been developed over time resulting in detailed drawings for a club house which is approximately 4 times larger than the existing club house. It will be situated on the site of the current play area. Our proposal includes the re-location of the play area. An application was made to Sport England but unfortunately it was unsuccessful.

## **3. The Way Forward**

### **3.1 The Sport England Application**

The unsuccessful Sport England application highlighted a number of weaknesses both in the process and the foundations of the fundraising project. At this stage it is important to take a step back and analyse the situation to rebuild the case for funding your project.

Feedback from Sport England identifies that the proposal failed to meet 3 of the 4 main criteria. This is mainly because the 500 words used do not directly answer the questions asked which may explain why it failed. It also suggests that a more comprehensive application may have more success. This is shown in the answers in the application.

*Criteria 1 – Impact, the answer did not establish or evidence that there would be a growth in participation, or how talent would be developed. No usage figures or predictions were given.*

*Criteria 2 – Sustainability, there were no statistics to show demand or specific usage of the club and therefore it did not demonstrate how the need would be measured. The lack of information provided about the financial management of the club did not show that the project was sustainable in the long term.*

*Criteria 3 – Ability to deliver, the application did not demonstrate a viable programme of construction based on funds available. Evidence for costings are not shown for either the building or the play area. There are permissions outstanding and partner funding is not in place.*

### 3.2 Analysis

We would facilitate an analysis of the existing situation this would include reviewing all existing documentation but more importantly starting afresh with both the Football Club, Parish Council and other members of the community. The support and enthusiasm of the community is a fundamental part of the project and without it is unlikely to succeed.

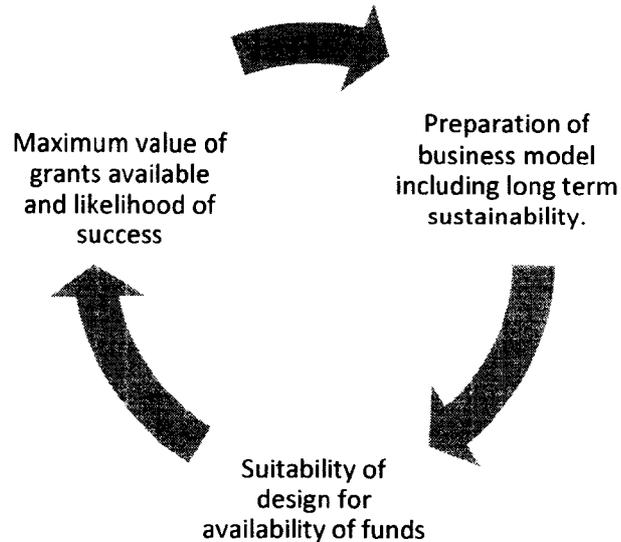
In setting up a robust case for a new football club house and the relocation of the play area an application for funds has to demonstrate:

- That there is a need for the building and that it has been designed to meet the exact needs of the proposed users.
- Who the existing and future users are, how many are there and that they represent many aspects of the community.
- All the facilities within the building are justified i.e. there are sufficient users to make facilities such as a bar viable.
- New users can be shown to be benefitting from the project.
- That the facilities within the building can be managed and maintained by funds / income that can be substantiated and is integrated with other village facilities. (There is a business plan for the new building)

### 3.3 Preparation of a Funding Strategy

Following a full analysis we would look to put together a funding strategy to demonstrate how the proposed target amount for building the new club house and play area will be achieved.

The strategy would need to be agreed by all parties. It would include monies to be raised and a realistic timescale. Grant deadlines and timescales will play an important part of the programme, and the strategy has to be flexible as fundraising is likely to be a lengthy process.



The process of raising the funds will need to target a range of sources including grants such as lottery sources, foundations, community fund raising events and landfill. Experience has shown that getting the first grant is the greatest challenge but once this is achieved other funders are more likely to support a project

There are a number of grant options available for facilities such as the football pavilion. The strategy would include an accumulation of grants carefully selected and balanced to reach the target. These grants are likely to include WREN, Biffa and Sport England. There are many other smaller and more local grant schemes which can all contribute to a successful project. In general these funds are keen to support well-structured and managed projects.

Each grant will be evaluated for its appropriateness. The potential money available including fundraising and the Parish Council contribution has to exceed the cost of the project. If it statistically unlikely that all desired funds can be reached then the cheaper building options may have to be looked at.

#### 3.4 Work with the Football Club and Parish Council to apply for grants and advise on community fund raising and community involvement.

We would work with the community facilitating workshops to prepare a robust business plan and evidence to support all of the funding applications. Working with the Football Club and Parish Council we would manage all applications to ensure they are completed to make the strongest applications possible.

This will require important input from the Football Club and Parish Council. It is important that the applications are not seen as coming from small and unrepresentative part of the community. Both the building design and that of the new play area has to be substantiated with input from a cross section of community members including young and older people.

### 3.5 Review strategy and successes and adapt as necessary.

A flexible approach to the design for the building may be required if large grants are not available or success is unlikely. A smaller building would require less money and would have a lower maintenance burden which may be easier to justify this in turn would increase the chances of success

## 4. Fee Proposal

### Fundraising

Our proposal includes a part fee part bonus structure for the fundraising element. We would prefer this approach as it allows the first phase to be more structured and have agreed outcomes. The process of raising a large sum may take some time to achieve would be unable to work over that length of time without any fee.

Based on the sections described above our fees would be:

#### Analysis of the existing information

This would include a comprehensive review of all documentation produced to date, meetings with all interested parties and potentially interested parties to compile background information on costs, user statistics (current and forecasted). We would review potential grants and likely timescales for applications. We would prepare a summary report concluding with our recommendations for future development.

**Fee Proposed £ 2500**

#### Preparation of Funding Strategy

After preparing a framework for the funding strategy we would work with local groups to develop robust information to support funding applications. This would include the business plan. The strategy would include a realistic timescale with milestones and deadlines for the preparation of grants and fundraising. We would evaluate each funding option and put together a formula for reaching the target.

**Fee Proposed £ 2500**

#### Preparation of grant applications and ongoing development of Funding Strategy

We would source and administer grant applications, we will still require input from others but we would fill out forms and prepare final documents. There would still be input required from yourselves and other parties and grants would always be made on your behalf. **For this part of the proposal we would require a success fee of 5%. This would be payable upon a successful application whether the project should proceed or not.**

#### Design of Play Area

The design of the play area will be required when grant applications are made as it forms part of the whole project. The design will have to be developed enough to prepare costs. The design process would include the following:

**Initial Consultation / Preparation of Concept Design**

Hold a meeting with local groups / children / young people at a venue in the village to develop the brief for the requirements for the playground. Prepare report for use within grant applications. Prepare Concept design, including appropriate sketches and images of types of materials, plants and equipment.

**Fee Proposed £900**

**Preparation of Draft Design Drawings and Cost Estimate**

Review concept design, Prepare draft design drawings, prepare cost estimate suitable for grant applications.

**Fee Proposed £750**

**Total lump sum fee for the works above not including the success fee                      £6,650 plus VAT**

Our fee includes normal expenses apart from presentation material and printing costs which will be charged at cost plus 10%

## TERMS OF BUSINESS

The terms and conditions of business are between Anthony Stiff Associates (hereinafter called the Consultant) and the Employer Client (hereinafter called the Client).

1 **The conditions of appointment** under which the Consultant will normally be bound are those listed in the Landscape Institute **Landscape Consultant's Appointment 2013**. A copy of which may be provided by the Consultant to the Client prior to appointment for reference if requested.

2 **Variations** to or other conditions of appointment referred to in Item 1 shall be mutually agreed between the Consultant and Client prior to appointment.

3 **Fees** (i) Fees payable to the Consultant by the Client shall be agreed together with their basis, prior to Client's issue of 'Notice to Proceed' with the appointment. Fees shall be based upon either a percentage of the construction costs, a lump sum, or on a time basis and shall be exclusive of expenses, disbursements and VAT unless otherwise indicated.

(ii) Fee accounts shall be submitted either on an interim monthly basis, or at agreed stages.

Terms are strictly 30 days from the date of invoice unless otherwise specified or agreed. The Client and the Consultant jointly accept that the Late Payment of Commercial Debts (Interest) 1998 shall apply to this agreement, interest will be charged on overdue amounts at 8% above the Bank of England base rate on the day the payment is due and on each calendar month thereafter for fees remaining outstanding beyond the initial 30 day period calculated on a compound basis.

(iii) Fees and expenses are subject to VAT currently at a rate of 20%.

(iv) No further work will be undertaken until overdue accounts have been cleared.

4 **The fee basis** for consultancy work charged on a time basis will normally be at the rates agreed at the tender stage. If lump sum or percentage based appointments are extended or their scope changed, subject to agreement, the additional work will be charged on a time basis for Principal and Professional and other Staff.

Current UK hourly rates for time charged work are as follows: (Overseas rates are subject to separate negotiation)

Planning Inquiry Principal Rate	:	120
Normal Principal Rate	:	80
Senior Professional Staff	:	60
Professional Staff	:	35-45
Technical Staff	:	28-40

These figures cover all administration and other overhead costs; however, they are exclusive of expenses, disbursements and VAT. Hourly rates are partly derived from salaries earned, the latter are reviewed at the end of each year. Consequently hourly rates charged will be reviewed annually. Any rate changes will be initiated from the beginning of the calendar year.

5 **Disputes** If at any time any question, dispute or difference shall arise between the Consultant and the Client either party shall, as soon as reasonably practicable, give to the other notice in writing of the existence of such question, dispute or difference, specifying its nature and the point at issue. If this matter is not able to be resolved through negotiation or mediation; or either party may give notice of his intention to refer the dispute to adjudication. An adjudicator shall be appointed by agreement between the parties within 2 working days of receipt of notice under Clause 9.2 of the LI Conditions of Appointment, or failing agreement, within 7 days of the notice by the Construction Industry Council Adjudicator Nominating Body. Due process as detailed in the LI Conditions of Appointment shall be followed.

7 **The Contract** shall be deemed to be an English Contract governed by English Law and any dispute or difference in any way shall be referred to the jurisdiction of the English Courts.

8 **Contaminated land** The Practice is unable to advise directly on, or take responsibility for, any matters concerning contaminated land or pollution, unless specifically agreed in writing.

### 9 **Copyright and Entitlement**

**Copyright** - Copyright in all original material prepared by the Landscape Consultant shall remain the property of the Landscape Consultant unless otherwise agreed in writing. The Landscape Consultant has the right to be identified as the author of the material. Under the Registered Design Regulations 2001 the Client may not register any part of the design by the Landscape Consultant without the written Consent of the Landscape consultant.

**Entitlement** - The Client shall have a licence to copy and use documents and drawings (only for the site concerned) prepared by the Landscape consultant, all in line with the LI Consultant's Appointment.