

South Wonston Parish Council Community Youth Football Business Case

Executive Summary

South Wonston Parish Council recognises the rapid growth of youth football participation both locally and nationally. Demand for accessible, safe, and well-maintained playing facilities has increased significantly, driven by rising club membership, expanded junior age-group structures, and the wider social value placed on grassroots sport. In this context, the Council is committed to strengthening collaborative relationships with local community football organisations that share its belief in the developmental, social, and health benefits of football for young people. Overall, this business case demonstrates how targeted pitch improvements and structured collaboration can transform South Wonston into a recognised hub for youth football, meeting current demand while preparing for future growth in grassroots sport

Methodology

To understand current and future needs, the Council has undertaken a mixed-methods assessment of recreation ground usage, local club requirements, and the feasibility of expanding youth football provision within South Wonston. Findings indicate that the recreation ground—in particular the lower field—presents a viable opportunity for the installation of two additional junior football pitches.

Opportunity

The proposed enhancements will enable South Wonston Parish Council to accommodate requests from local teams seeking reliable access to junior-sized pitches. This investment will support the long-term development of youth football pathways, encourage participation among younger age groups, and position the recreation ground as a high-quality community sports asset.

Operational Considerations

It is anticipated that the 2 local clubs in consultation with the SW Parish Council to use the recreation ground will first take the opportunity to introduce their Junior 9x9 teams (in the first instance) to play on Saturday and Sundays. One club will play on the Saturday and the other on Sunday. It is essential that the online Hallmaster booking system on the South Wonston Website is utilised to book all games by all clubs using the recreation ground overall to endeavour to book slots that try to avoid the pitch usage overall and utilisation of the car park. The Junior teams will not be utilising changing rooms or any storage facilities in the Pavilion and will be provide their own goals.

Business Model

The following financial model is based on 1 year of operation:-

Outgoing:-

Initial line marking: £295.00 (one off charge)
Line marking every 2 weeks of 21 cycles = £840.00 – 9 x 9 pitch only
Estimated total cost: - £1135.00 (inc. initial line marking – inclusive of 2 cycles of 11 x 11 pitch marking cost).

Incoming (Start-up estimate:-

	Format	Price	No. of Matches	Total
Saturday:	9 x 9	£25	2	£50.00
Weeks Booked:	56 games x	£25		=£1400.00

Income: £1,400.00

Caveat): The following estimations are based on potential season one activity and does not include any potential 11x11 activity throughout the year. There may be ad-hoc matches played on a Sunday which will increase the income. Worthy's, have offered to loan their goals to teams playing on a Sunday.

Conclusion

The South Wonston Parish Council is committed to ensuring that all village open spaces are used in ways that deliver the greatest benefit to our community and, where possible, to neighbouring communities. We believe that this new initiative will provide significant aspirational opportunities and support the wellbeing of young people. If the utilisation of the pitches is successful any income over and above operational costs will be directed back into grass roots football.

The Local South Wonston club (Swifts) and the Worthy's Football Club could apply for assistance with the costs of things like replacement footballs, replacement nets and training equipment. we would like to sign up to the Football Foundation's Grass Pitch Maintenance Fund to improve our pitches, this is a six year tapering funding program and would be very advantageous as we are likely to see maintenance costs increase year on year.

This project is in its early development phase. As with all new ventures, we expect the project case to evolve as consultation, design work, and community feedback progress. We have outlined the anticipated project journey to provide transparency and structure, and we will continue to refine this as the initiative develops.

All updates, amendments, and decisions relating to the project will be formally recorded on the South Wonston Project List, available on the Parish Council website for public review. This ensures that residents can follow the project's development and remain informed throughout each stage.