

Investment / Sponsorship Opportunity Title	Amman Valley Trotting Club	Number	017
Originator's name	Katie Wren / Phil Burkhard	Validated	23/11/12
Originator's organisation	Groundwork Wales	Date	23 November 2012
Email Id	Phil.burkhard@groundwork.org.uk	Tel. No.	01443 849 965

1. WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

A community run harness racing track in the heart of the Amman Valley, that has been established since 1979 (see short video at: <http://bit.ly/RZBsmj>). This is a social enterprise, limited by guarantee, run by volunteers, that has just won a Community Green Flag Award.

The Club has open membership and reinvests all surpluses generated back into the site and surrounding community. Amman Valley Trotting Club was set up as a community enterprise originally to organise harness racing for local enthusiasts on a site built on levelled-out former coal spoil tip long-leased from the local authority, Neath Port Talbot County Borough Council.

Over the years the Club has responded to local demand both for community events and additional sporting activities at the site. So, although the volunteer club members and other event volunteers from surrounding communities continue to provide a full calendar of harness-racing events as the core activity, increasingly the Club have taken the lead in organising and providing for the local community and visitors alike.

2. WHERE IS THE LOCATION?

Morrison Place, Tairgwaith, SA18 1UT.

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?	YES	
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If YES, please indicate what type of support is required and the benefits this will provide

1. Materials to improve the access road and pathways linked to the track
2. Technical support & Materials re: the surfacing of the limestone track
3. Help with grounds maintenance
4. Building work support
5. Fit seating benches around the track
6. Advice for the centre of the track turning this in to a ménage area for show jumping and dressage

Financial support required?	YES	
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1. Ground Maintenance Machinery/Equipment to enable the club to maintain the site, as former maintenance contracts have now expired.
2. Compact Tractor/Mower (£12,000)
3. Hedge/Verge Cutter (£4,800)
4. Race Track Harrow/Conditioner (£3,600)

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

- PR in local press, track programmes, track banners & billboards (12 events per year)
- A designated race meeting/meetings with all pre and post advertising branded company details
- TV coverage (e.g. 2011: 19 hours of coverage on S4C and consistent TV coverage in the last 19 years) In 2013 S4C has confirmed two 4 hour programmes filmed live under floodlights.
- Sky packages are available for 1 hour programmes repeated 16 times. They have already filmed the Shorttrack UK motorbike event from the venue on two occasions the fee charged was £2,200 per event
- Free corporate race nights
- Team-building opportunities
- Opportunities to develop business skills
- Networking opportunities

5. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?

This is a totally unique facility, with an excellent history of best practice. Unfortunately due to the ravages of deep and opencast mining for over 100 years, this community has been left as one of the most socially and economically deprived areas in the UK with little or no community benefits. With the current economic climate, the club is finding it extremely difficult to meet the significant increases in the cost of the utilities and insurance, whilst trying to maintain the track itself to the standard that has produced several British records and a World record. In addition to this the recent wet summers, has seen significant erosion to the paths and entrance roadways. With grant funding almost impossible to obtain at present, it would be a disaster if the situation deteriorated to the point that the enthusiast and community could no longer enjoy this facility as they have done for many years.

6. ANY OTHER COMMENTS?



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Hopefully this could be an opportunity for the club to have the support of a prominent business to empower them to bring to fruition their overall vision as set out in their comprehensive business plan.

In addition to this there is a the long term 2016/18 there are plans to develop the adjacent 600 acres open cast mining site as the location of a 120 bed hotel, holiday lodges, 130 metre deep lake, as a water diving facility and military / naval / police training centre linked to a submerged aeroplane and ship! This will be of benefit to the club from additional visitors to the area and bring more publicity to the locality.

7. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION

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