

Investment / Sponsorship Opportunity Title	Amman Valley Trotting Club - Bar	Number	0019
Originator's name	Katie Wren / Phil Burkhard	Validated	13 January 2013
Originator's organisation	Groundwork Wales	Date	27 November 2012
Email Id	<a href="mailto:Phil.burkhard@groundwork.org.uk">Phil.burkhard@groundwork.org.uk</a>	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. Provision of a trailer bar or the fitting of a bar in an existing building.
2. Technical & Marketing support to increase alcohol sales.

Financial support required?	YES	
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Due to the increase in events the club wish to apply for an annual events licence the cost of which is in the region of £1,300 to date the club has been restricted to temporary event licences and only being allowed 12 per year, some were held without alcohol being sold.

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?



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- To exclusively supply the alcohol to be sold at the events and meetings.
- 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. In recent years the club has struggled to provide the public with decent bar facilities. Until the past 5 years both bar and catering facilities were provided at events by a local company and worked extremely well, they retired. Since then it has been extremely difficult to get a decent provider in place. The club feel that providing its own bar facility will not only give them an income but also provide some much needed employment, even if that is only on a casual basis but will be regular and is increasing.

#### 6. ANY OTHER COMMENTS?

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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