

SPORT, LEISURE AND CULTURE



**CAPITA SYMONDS**

successful people, projects and performance



## INTRODUCTION

Capita Symonds: Sport, Leisure and Culture provides a wide range of consulting services to the public and private sectors including feasibilities, business planning, funding and financial advice, procurement support and operational reviews.

As part of a multidisciplinary organisation, we draw on the experience of a wide range of professionals, including planners, structural engineers, cost consultants and designers to build a team that best suits the needs of your project.

It is this capability that makes our leisure consultancy stand out from the rest.

*Capita Symonds is a Platinum Sponsor of Sheffield United FC and has a unique partnership agreement to provide multidisciplinary professional consultancy services across the club's global property assets.*



## OUR SERVICES

feasibility & strategy

procurement

business planning &  
economic appraisal

funding

event & venue  
delivery

heritage & culture

education



## FEASIBILITY & STRATEGY

Whether you are considering building a new facility or want to change the way you deliver your service, our feasibility studies give you peace of mind on the best approach to adopt.

We will test everything with you to ensure you are fully informed as to the viability of your project. This will include an assessment of demand and supply, stakeholder consultation, cost estimates, risks, and funding availability.



## WHAT OUR CLIENTS SAY:

They were not afraid to challenge some of our opinions - as advisors they tell you what you need to know, not what they think you might want to hear.

*Steve Brailey, Chief Executive, Sheffield International Venues*



## PROCUREMENT

Our procurement support encompasses leisure management contracts, Public Private Partnerships, theatres, libraries, cultural facilities and golf courses. We manage procurement projects on behalf of local authorities, trusts and Primary Care Trusts throughout the procurement journey from the initial visioning exercise to contract close.



## WHAT OUR CLIENTS SAY:

We have been on the other side of the table to Capita Symonds on three separate occasions where they were advising the local authority in relation to leisure contract procurement. They are very professional consultants - fair and equitable to both parties.

*Tim Hewett, Business Development Director, DC Leisure*



YEAR 1 £	YEAR 2 £	YEAR 3 £	YEAR 4 £
50,000	3,000,000	3,500,000	5,000,000
1,000,000	1,050,000	2,000,000	2,500,000
1,050,000	4,050,000	5,500,000	7,500,000
(55,000)	(65,000)	(75,000)	(85,000)
(100,000)	(125,000)	(150,000)	(175,000)
(215,000)	(250,000)	(275,000)	(390,000)
(100,000)	(200,000)	(300,000)	(350,000)
580,000	3,410,000	4,700,000	6,500,000

## BUSINESS PLANNING & ECONOMIC APPRAISAL

Our Facility Business Planning model allows us to develop detailed, programme-based income, expenditure and throughput projections for all types of leisure and culture facilities. At a simpler level, our Benchmark Model, which allows the development of high-level financial projections for a range of facility options, is utilised in our early-stage feasibility work. We help you prepare a realistic operating business plan for your facility or service.

In addition, the team is able to deliver a range of financial appraisal reviews, which utilise techniques such as payback period, net present value and triple-bottom-line assessment.

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## WHO WE HAVE WORKED WITH:

Birmingham  
City Council

London Borough  
of Lewisham

London Development  
Agency

Olympic Delivery  
Authority

Preston City Council

Sheffield International  
Venues

Sport England

Thurrock Thames  
Gateway Development  
Corporation

Warrington  
Borough Council



## FUNDING

We have helped secure over £50m of capital and revenue funding for a range of sports and leisure developments from a number of funding agencies.

Members of our team have previously worked in senior roles within lottery funding organisations, giving us an in-depth knowledge of the processes and criteria of the major funders. This insight has been used to great effect to maximise the chances of success of our clients' projects.



## WHAT OUR CLIENTS SAY:

Capita Symonds was able to respond to our needs at very short notice and support the production of a detailed Diploma Capital application within two weeks. Their support helped us successfully secure £3.9m of grant funding in a highly competitive process.

*Warrington 14-19  
Partnership, Jacky Forster,  
Orford Park Diploma  
Centre Funding  
Application*



## EVENT & VENUE DELIVERY

The breadth of expertise within Capita Symonds across feasibility, business planning, cost management, project management, design, funding and health & safety uniquely positions us to provide a holistic approach to your project.

Our feasibility work has included a study of the benefits of Scotland bidding to host the 2015 Rugby World Cup, London hosting the 2014 European Swimming Championships and supporting the Olympic Delivery Authority in relation to the Games Time Training Venues.



## WHAT OUR CLIENTS SAY:

Capita Symonds undertook a thorough and structured feasibility for the 2015 RWC which will allow partners to take objective decisions regarding the benefit and cost of bidding for and hosting a major sporting event. A very professional and detailed piece of work

*Paul Bush, Chief Operating Officer, Event Scotland*



## HERITAGE AND CULTURE

We provide a comprehensive service to our heritage and culture clients from project inception to delivery. This includes visioning, audience development plans, cost management, operational planning and funding application support.

We bring an objective, realistic and commercial approach to every project to help ensure you receive the best advice to help ensure long-term sustainability for your project.



## WHAT OUR CLIENTS SAY:

Capita Symonds has brought an experienced team to the Heritage Lottery Application, focusing on audience development, access and visioning. Throughout the commission they consistently met the brief and deadlines, ensuring good communication links and producing first class quality of work.

*Cathy Mitchell, Urban Vision, Buile Hill Park Transformation Project*



## EDUCATION

Capita Symonds is the only UK consultancy that can combine expert strategic advice from sport/leisure/culture consultants with cutting edge support from architects, educationalists, engineers, and project managers to transform any education project or programme.

We work with local authorities as well as Building Schools for the Future bidding consortia providing support around the sport, leisure and cultural aspects of a development, accessing specialist support from around the business as and when needed.

Our team comes with many years of practical experience of operating and planning community use and co-located facilities.

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## WE HELP IDENTIFY:

- what facilities are required
- where they are best located
- who will use them
- how they are operated
- how they are best incorporated into the overall school design
- how they can be funded

## KEY CONTACTS:

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## WHAT OUR CLIENTS SAY:

We commissioned Capita Symonds to help prepare a strategic action plan to 2014. The outcome was just what was wanted - robust, deliverable and exciting. It owes as much to the commitment and buy-in of the various partners as the passion, enthusiasm and creative thinking of your team.

A big thank you to Capita Symonds.

*Nigel Robinson, Head of Sport, LB Camden, Strategic Action Plan*