



Kendal Town Football Club

The Lancaster and Morecambe College Stadium
Parkside Road, Kendal, Cumbria LA9 7BL

Honorary President: Sir Tom Finney
Chairman: Haydon Munslow
Club Secretary: Craig Campbell

Mr R McLaughlin – Revenues Officer

South Lakeland District Council

South Lakeland House

Lowther Street

Kendal

LA9 7BL

Thursday, 25 September 2014

Dear Mr McLaughlin

Re: Discretionary Rate Relief – Kendal Town Football Club

Thank you for your letter of 27th August regarding our request for Discretionary Rate Relief. We wish to appeal the outcome of our application, based on the following submission.

Kendal Town FC is a members led not for profit club operating under a model constitution as endorsed by the national and local Football Associations. All income monies raised from advertising, sponsorship and fundraising are used to further our football sporting ideals. This income includes revenue from renting out our clubhouse for functions and profits from our bar. No single individual 'owns' or pays for the running of our club.

Prior to obtaining or regaining after many years control of our clubhouse at the start of 2014 with the assistance of the freeholders Clark Foundation (registered charity) and yourselves SLDC, we benefited from full rate relief. As the overall rateable value increased for the whole stadium with the inclusion of the clubhouse, we have to contend with the leap from full relief to full rate (£17,500 @ 47.1p) being an annual cost of £8,242.50 in 2014/15.

The members of the club are unpaid volunteers. The only occasional paid staff is a cleaner and qualified bar staff. The volunteers give up many hours of their own time to promote football excellence for all age groups irrespective of gender or ability in South Lakeland.

Kendal Town Football Club is at the top of the local football pyramid, maintains the floodlit stadium (the local Wembley) and provides a method for young aspirational players to be spotted and progress.



Kendal Town Football Club operates a semi-professional men's team playing in the Evo-Stik sponsored Northern Premiere League, an amateur Ladies Team playing in the North West Women's Regional League and 11 junior amateur teams within the Kendal Town FC CDS academy based at Milnthorpe's Dallam School. All the teams draw in the best local players to compete at the highest levels we are able to access.

Our Parkside Road stadium hosts the football finals for the Westmorland FA, the Westmorland Football League and the Kent Valley League. Riversiders United have opportunity to play football games for disabled and disadvantaged persons, often as part of men's team games with a large audience.

Without Kendal Town FC, many talented young boys and girls would (with their parents support) have to travel well out of area to access similar facilities and quality coaching, as happens locally with so many other sports.

Kendal Town FC are with the direct support of the freeholders Clark Foundation and substantial available grant aid are very optimistic we can deliver a brand new purpose built football stadium in Kendal with a 3G (third generation) all weather training pitch for the benefit of the schools, college and population of South Lakeland.

Discussions have been taking place with SLDC and valuations of relevant land are currently being obtained.

The new site will also be beneficial for athletics, hockey and other sports as well as large outdoor staged events such as concerts. Also large public meetings, arts and craft and anywhere where a large safely contained public audience can be engaged.

The membership of Kendal Town Football Club is not selective or in any way exclusive. Anyone who wishes to take part and get involved can belong to the club. We are aware many people with various troubles in the outside world take part in our club's activities and find friendship and fellowship. We are not judgemental and simply ask for all involved to contain any aggressive tendencies, for the comfort and safety of all.

Our ever developing community based ethos promotes the football club as being part of the growing South Lakeland family.

Our membership fee is just £1

The club's managers, coaches and other playing team individuals are members of the club. We apologise this aspect was not made clear in our first submission. This exceeds the 25% criterion set for the application for rate relief.

Some members do live in North Lancashire, but at present this is only three. Everyone else lives in South Lakeland.

Our bar within the club house (Finney's) is a new venture from February 2014. Our club accounts for 2013/14 are presently with Stables, Thompson & Briscoe Accountants (next to your offices) for completion. Our financial year ends on 31st May. We have management accounts supporting the bar activities from 1st June 2014 to date and which at present indicate approximately £20,000 takings and £15,000 costs.

We have used a strategy on match days of being 'competitive' in the club house with drink prices to establish the bar and encourage general support for the men's and ladies teams. Adults using the bar have also already paid admission prices to enter the stadium. The bar is only open for match days and fundraising events.

We are aware the gross margin on the bar now needs to increase, which will happen from 1st October 2014.

Our club is not presently registered as a Community Amateur Club, as we operate a men's team who are paid a modest mixture of salary and expenses. This is in line with the practice at the level of football we play.

Our football facilities are available for all individuals and we particularly encourage schools and disabled groups to use the stadium.

We have recently been offered a small grant to pay for our coaches to go out into various local schools and promote our football activities and encourage engagement.

To encourage support from young people we operate a 'Kids Go Free' policy on home league match days. Under 16's and students with an identification card do not pay to watch the games.

All our facilities at our Parkside Road stadium are maintained by our own volunteers, business supporters, grants and donations. We use funds raised to pay local contractors often at cost to maintain and improve the stadium.

An example is Clark Foundation after submission and negotiation have recently provided funds for a local Kendal business to reinstate windows overlooking our pitch in our clubhouse. This will then mean the aged, infirm and disabled can watch the matches in poor weather conditions inside with relative safety and comfort.

A local decorating firm donated paint which our volunteers use to maintain and enhance the stadiums appearance.

If Kendal Town Football Club did not exist and operate in the way it does, SLDC would undoubtedly be called upon to provide alternative high level facilities.

On home match days many people come into Kendal, often for the whole weekend supporting the local tourist and leisure economy.

Kendal Town Football Club is a relatively small non-league club with a 95 year existence and much local pride. A community needs its routes and 'Netherfield FC' is an established and important part of Kendal and now South Lakeland history.

We do hope you are able to assist us in reducing our non-domestic rate bill, the savings from which will go directly into building our football offering for the local community.

If you would like to see more information in support of this submission, please do let me know.

Best wishes

Haydon Munslow – Club Chairman