

APPENDIX 11 | RESIDENTS COMMUNITY MARKETING BROCHURE (2016)

E. Residents community marketing brochure from 2016

**CHINE & CASCADE
PRIVATE CLUB
NOW JUST
WITHIN REACH**





Dear Fellow CCRA member,

This booklet has been delivered to every household that pays a CCRA subscription.

It is written by the working party that was set up by the CCRA to look into the future of the The Chine and Cascade Avenue tennis courts and clubhouse.

The longer the club remains unused, its status as a recognised Asset of Community Value (ACV) could be undermined (if not revoked on appeal) possibly weakening a defence against development.

On the positive side, after lengthy discussions, the freeholder has agreed in principle to grant a ten year lease to local residents to rejuvenate the club.

This booklet describes a way in which a successful community club can be set up and operated. We hope you will welcome our proposals and enjoy the club.

The CCRA Tennis Courts Working Party

TENNIS+

The ambition is rebuild this community hub. At its heart a Tennis Club and a Clubhouse refurbished for other leisure activities alongside the tennis.



CLUBHOUSE ACTIVITIES

Activities could include: Yoga, Pilates, Bridge, Chess, Cribbage, Darts, Coffee Mornings, Residents Meetings, TV for Films and Sport, Lectures, Presentations, Children's Activities, Book Club, Gardening Club, Read It And Swop It Library, Mother & Toddlers Group, Classes, After School Classes and any other activities that residents arrange.





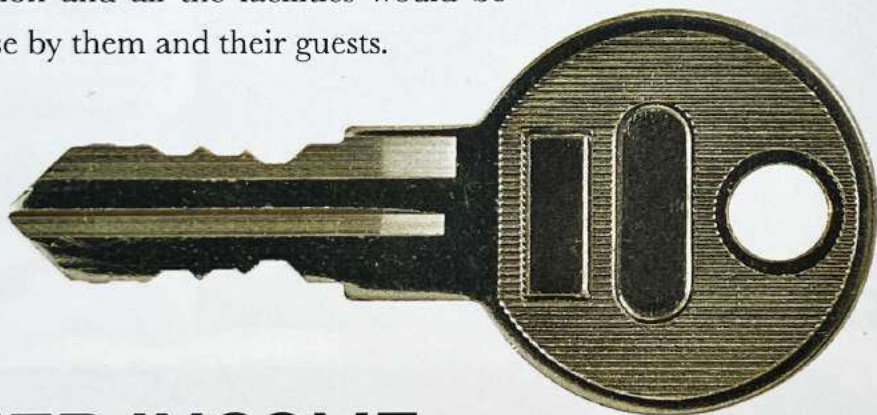
COURTS

Tennis for all ages will always be the main activity on the courts. Occasionally nets could be removed so that a court could be used for other games, such as: Netball, Urban Croquet, 5 a side Football, Playground hockey. One court could be repainted for children's tennis. Time and noise limits will be imposed to protect residents.



PRIVATE CLUB FOR RESIDENTS

Every household would pay an annual subscription and all the facilities would be free to use by them and their guests.



OTHER INCOME

RESIDENTS BEYOND CHINE & CASCADE

Residents in The Rookfield and Etheldene Avenue would be offered membership for a fee.

COACHES, SOCIAL CLUBS AND BUSINESSES

The clubhouse and courts could be rented hourly to tennis coaches, local groups, businesses and individuals and for one-off events such as meetings, workshops, training sessions, competitions and celebrations.

SPONSORSHIP

Sponsorship of the club could be offered to local businesses, to be promoted through signage and website presence.

WHY WE NEED TO VOTE

CONDITION OF LEASE

The freeholder has agreed in principle to a 10 year lease only if they believe that the financing is secure.

THE ONLY FUNDING OPTION

It is impossible for the club to work on an outright commercial basis because the courts are not regulation size, there's not enough space to enlarge them, there is no floodlighting, nor could there be. The only secure funding that will satisfy the freeholder is by subscriptions from Chine and Cascade householders.

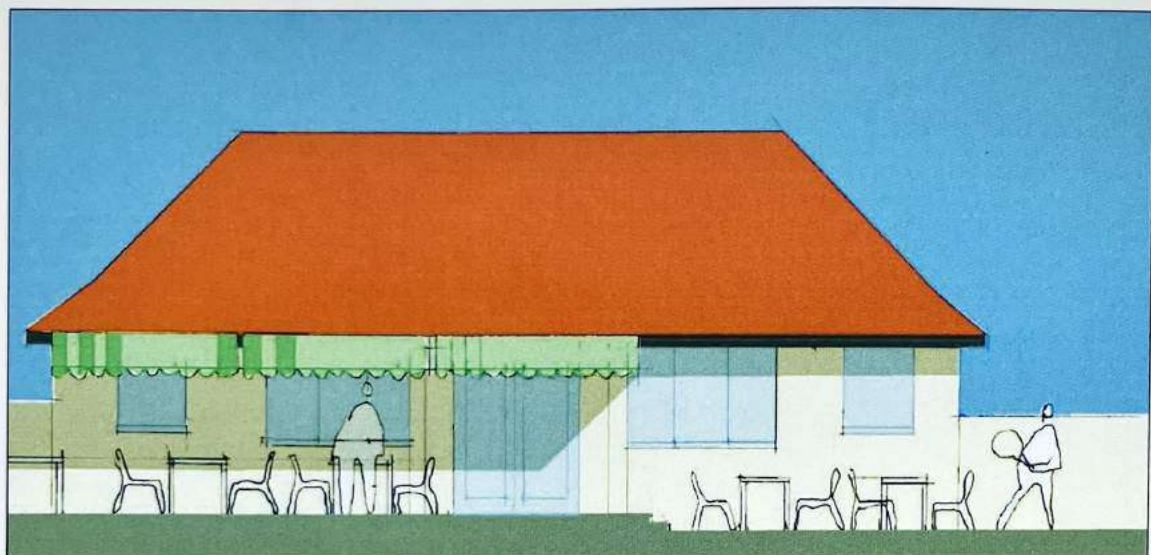
PROVING VIABILITY TO FREEHOLDER

To show the freeholder the scheme is viable the CCRA annual road subscription must be altered to include support for the club. This would alter the purpose of the annual CCRA subscription, so the constitution of the CCRA must be amended through a membership vote.

ANNUAL HOUSEHOLD FEE

The proposal is that a fee of between £140 and £160 per household is added to the annual CCRA subscription. Thus the current CCRA payment would increase to an annual charge of around £325 per household. If income from other activities provides excess funds, these may be used to further improve facilities or be placed in the CCRA sinking fund.

THE PLAN

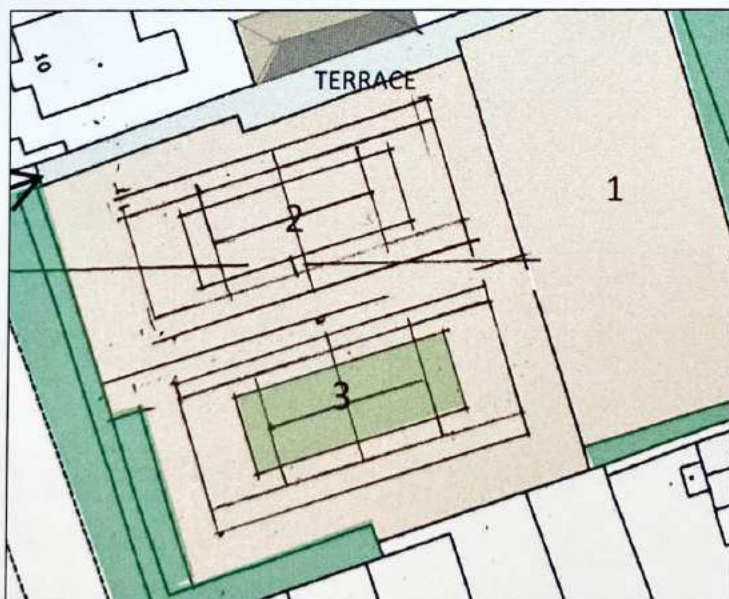


**ESTIMATED
YEARLY
RUNNING
COSTS**

£13,500 - £14,500

**PER
HOUSEHOLD**

£145 - £155



One court (which has been damaged by tree roots) would be repainted for Mini Tennis, now very popular. Mini Tennis is played with bigger rackets and balls which are a little softer.

PROPOSED £19,000 REFURB

CLUBHOUSE

- Repaint windows
- Repair roof tiles
- Ironmongery & locks
- Alarm & floodlights
- Kitchen refurb
- Interior & exterior decor
- New carpet
- Heating for winter use
- Lighting & electrics

COURTS & GROUNDS

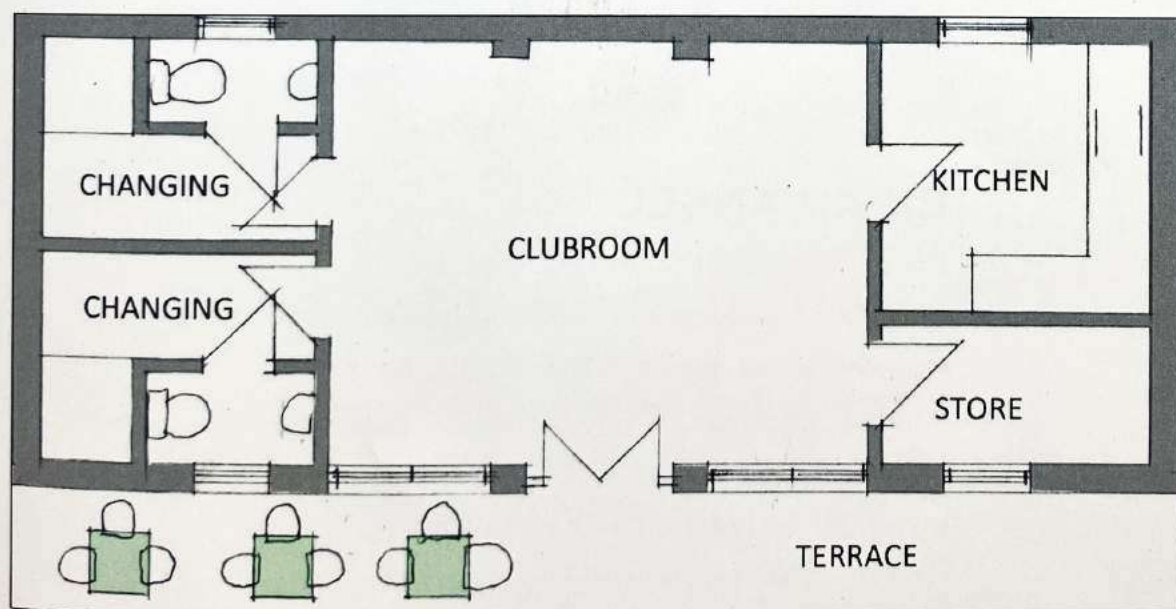
- Fence repairs
- Clean courts
- Repaint lines
- Garden clean up

CASCADE ENTRANCE

- New gate & lock
- Footpath repairs

KIT OUT

- 10 stacking tables
- 32 stacking chairs
- Crockery, glass, etc
- Appliances
- Broadband router



REFURB ANGELS

Some residents have already pledged verbally to make loans to fund the initial refurbishment. The annual budget allows for these loans to be repaid with 2% interest in annual instalments over the ten year lease. We're looking for more Angels.

IT'S YOUR AREA

OPEN DAYS

Come and look around the clubhouse
and chat to the committee.

February 4th, Saturday 2-4pm

February 5th, Sunday 2-4pm

BE AN ANGEL

For refurbishment, the club must raise
£19,000. Local residents are being sought
who will act as Angels to the scheme. Loans
(made in multiples of £1,000) will be repaid
over 10 years at a rate of 2%. If you'd like to
invest, please mention it on one of the open
days or email linguamed67@gmail.com

EXTRAORDINARY GENERAL MEETING, THURSDAY FEB 9TH

The EGM, to discuss and vote on the club, will take place on Thursday 9th of February, 8pm at St Georges' Church Hall, at the bottom of Cranley Gardens.

Only one vote per household is allowed. Note: it is the property owner, not tenant, who is a member of CCRA and has a vote.

MAKE YOUR VIEW COUNT

If you can't attend the EGM you may ask the CCRA secretary for a proxy voting form. Contact Candiss Waldram, 2 Cascade Avenue or email ccra2@gmail.com

IS THIS THE ESSENCE OF THE VOTE?

WE AGREE that a club for residents, funded by residents would offer a good community amenity and the CCRA constitution should be changed to enable this.

WE DO NOT AGREE that the CCRA constitution should be changed to enable it to raise resident subscriptions to fund a community club even if this results in the land sliding into dereliction, thus increasing the chance of it being developed.

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