

Club's Current Situation

- Mansfield Bowling Club was founded in 1891 and has a long standing history at Croftdown Road, having been located at the site for over 100 years.
- The Club has an active indoor bowls membership and boasts the largest indoor green in North London which attracts teams from across London and the South East.
- Notwithstanding this, the club has been struggling financially for several years and its current building is in a desperately poor state of repair.
- In September 2011 the Club was forced to close its outdoor bowling green due to a lack of funds to keep up with repairs and maintenance.
- Without a long-term solution to the Club's ongoing financial difficulties, the Club will be forced to close permanently in the near future.



Attempted Solutions

The Club has sought to increase its income by offering additional facilities outside of bowling, including:

- Outsourcing the kitchen facilities to a local caterer
- Letting its surplus car parking to Camden Council's Housing contractor, and
- Staging a number of various social events.

In addition, the Club currently supports a number of community groups and activities including:

- Pushy Mothers – mother and baby support group
- Little Hands – design group for adults and children
- Local IT classes for community groups (elderly)
- Local school events
- Business networking functions for local businesses
- Free Christmas meals for elderly and vulnerable people
- Wedding receptions
- Confirmations/Christenings
- First aid training
- Chess club
- Jazz nights
- Swing dance classes

Despite these efforts, the income raised is insufficient to secure a permanent solution to the Club's financial position.

Furthermore, given the poor state of repair, lack of flexibility of the internal space and unattractive nature of the existing building, the Club struggles to attract potential new users. This further limits its ability to secure additional income.

The Club has also attempted, and continues to attempt, to obtain various forms of grant funding from charities and sporting organisations, including Sport England, Bowls England, Prince's Trust and the Big Lottery Fund. Unfortunately, all 36 applications for grant funding have been unsuccessful to date and any loans available are limited and unaffordable by the Club.

As a consequence, the Club considers a small scale 'enabling' development as the last resort to generate the required investment needed to secure it's long term future.



Club and Community

The Club holds the principle aim of securing a solution which ensures its long-term survival and further establishes itself as a premier bowling location for London and the South East. Notwithstanding this, the Club recognises the opportunity that any potential solution has in respect of widening its sport, leisure and community offering to increase its potential of generating income and becoming self-sustainable for the future.

In consideration of potential deliverable leisure and community facilities, the Club has sought the views of planning officers at Camden Council and had regard to existing facilities in the local area.

Feedback from Camden Officers:

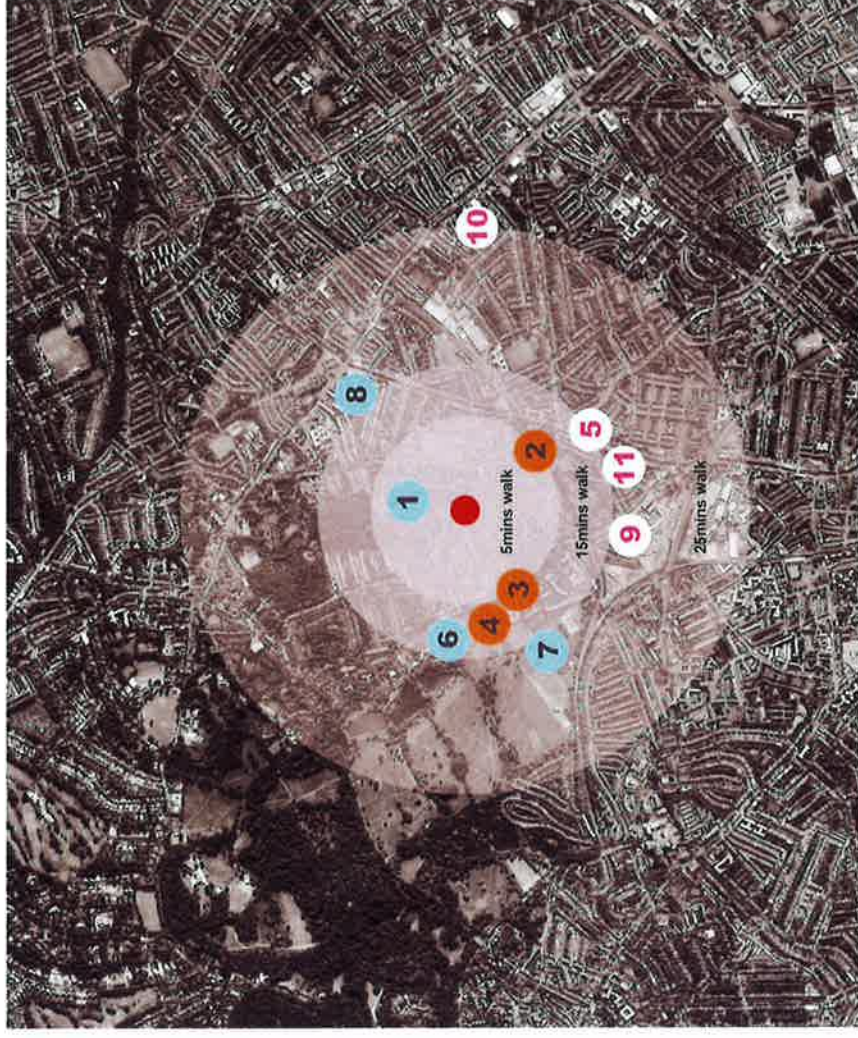
- Recognised need for improved leisure facilities with a key focus on community groups, young persons and disabled groups.
- Specific need for increased sports facilities, to promote physical activity both indoors and outdoors.
- Strong demand for Multi-use Games Areas (MUGA) within the borough.

Local Demand:

- Interest from local schools for improved indoor and outdoor leisure facilities.
- Demand for indoor facilities for social, formal and sporting uses.
- Potential for positive relationship to complement existing facilities, schools and clubs in the local area.



An example of a MUGA



Existing facilities within the local area - all travel times are approximate

● Leisure Facility	● Schools	 Gym Facility	● Mansfield Bowling Club
1. Highgate Newtown Community Centre	3. Parliament Hill School - Tennis and Sports Hall	7. Parliament Hill Fields Sports Facilities	
2. Acland Burghley School - Sports Hall	4. William Ellis School - Sports Hall	8. Archway Leisure Centre - Gym and Pool	
3. Parliament Hill School - Sports Hall	5. Maximum Fitness	9. LA Fitness	
4. William Ellis School - Sports Hall	6. Parliament Hill Bowls Club	10. Virgin Active Gym	
5. Maximum Fitness		11. Curves Women's Gym	

Vision and Aspirations

The Club aims to provide a much improved and flexible indoor space to allow for a variety of different users, which could include:

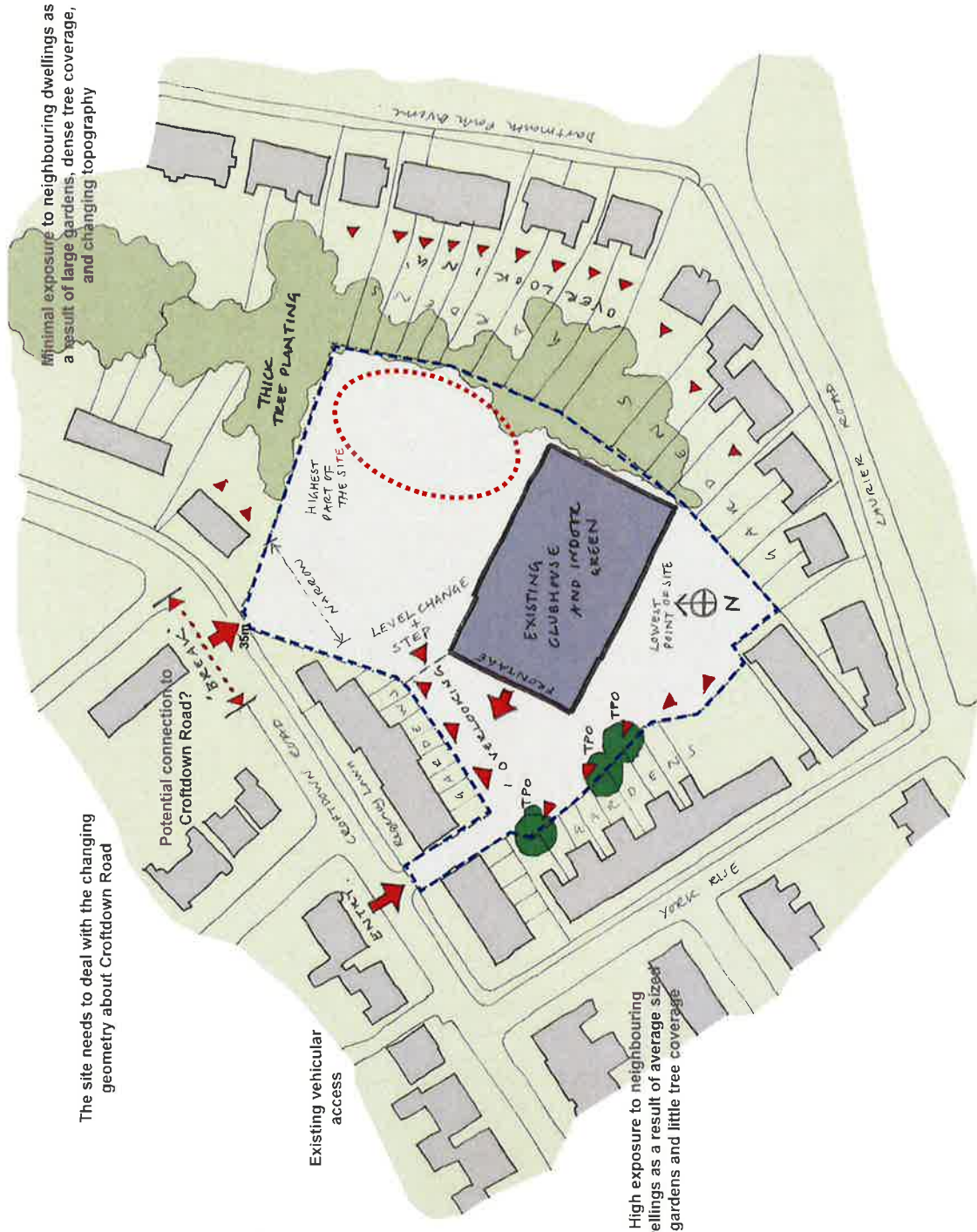
- Studio classes for a number of health and fitness activities such as aerobics, pilates, zumba, dance, yoga, table tennis, kickboxing and martial arts
- Community group meetings, events and training sessions, including art classes and children's soft-play
- Social events including parties, wedding receptions and other entertainment functions
- Business functions including meeting room space and conference facilities.

In addition, the Club is seeking to improve the outdoor sports, leisure and recreation offer by considering:

- New improved tennis courts that are LTA compliant
- A Multi-Use Games Area (MUGA) that could include tennis, mini-tennis and netball
- An Urban Gym to provide outdoor fitness equipment
- New publicly accessible open space.



'Enabling' Development Proposals



The site needs to deal with the changing geometry about Croftdown Road

Existing vehicular access

High exposure to neighbouring dwellings as a result of average sized gardens and little tree coverage

Minimal exposure to neighbouring dwellings as a result of large gardens, dense tree coverage, and changing topography

- In order to secure the long-term future of the Club and realise the potential to deliver enhanced indoor and outdoor facilities to the local area, significant investment is required.
- Having exhausted all other potential options the Club considers a small scale residential 'enabling' development represents the optimum solution in:
 - a) Delivering sufficient revenue to achieve it's vision and future aspirations, and;
 - b) Minimising the impact upon the surrounding environment in the context of the existing site.

Options Explored

The Club has explored a number of 'enabling development' options that include differing locations for the proposed housing, refurbished Clubhouse building and outdoor sports facilities.

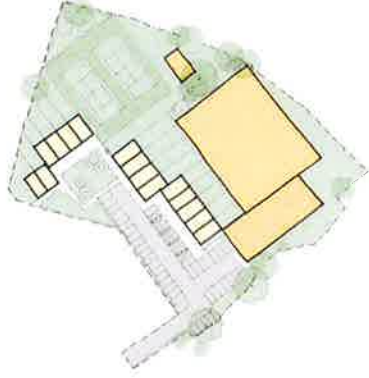
Maintain Clubhouse Location



Maintain existing position of Clubhouse building:

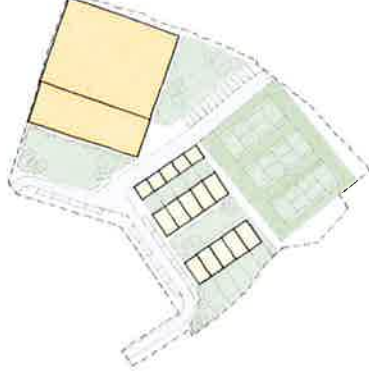
- Separate entrance on Croftdown Road for the residential units
- Limited open space for the community to enjoy
- 2 tennis courts, 1 mini tennis and 1 cricket practice net
- Overlooking issues to Croftdown Road from residential units

Relocate Clubhouse



Relocated Clubhouse building:

- Maintain existing site entrance
- Residential units fronting the car parking
- Bowls Clubhouse rotated and rebuilt in south-eastern corner of site
- 2 tennis courts: incorrectly orientated (for LTA compliance)
- Overlooking issues
- Residential dominated frontage



Relocated Clubhouse building:

- Bowls Clubhouse building relocated to north-eastern corner of site
- Additional site entrance onto Croftdown Road
- 3 tennis courts: incorrectly orientated (for LTA compliance)
- Residential units arranged around a 'village green'
- Landscaped areas of site for the community to enjoy



Relocated Clubhouse building:

- Bowls Clubhouse building relocated to north-eastern corner of site
- Additional site entrance onto Croftdown Road
- 3 tennis courts
- Minimal open space for the community to enjoy
- Frontage is dominated by the residential units
- Overlooking issues to Croftdown Road

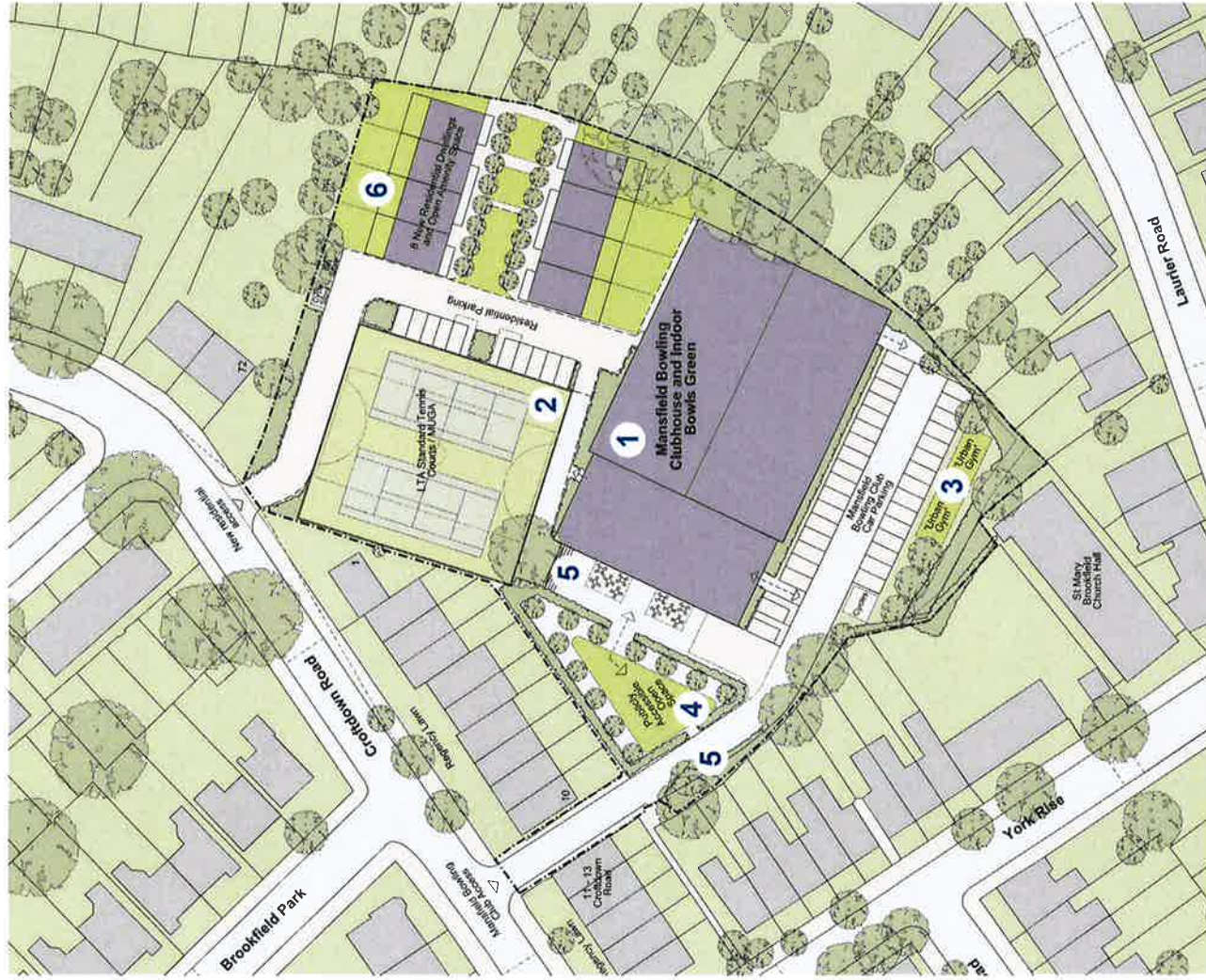
Masterplan

In recognition of the context of the site and its key features, the Club's aim is to maximise the openness of the site, whilst minimising the scale and form of enabling development.

The proposed siting of the development is considered to be the most suitable from an amenity perspective with least impact on neighbours owing to existing trees and distances to surrounding properties.

Masterplan Key:

1. Fully refurbished indoor bowling green and multi-functional indoor space with full wheelchair accessibility and compliance with current building regulations such as heating, plumbing, lighting, and fire / security systems
2. LTA compliant tennis courts
Multi-use Games Area (netball, tennis and mini tennis)
3. Urban Gym: open space with outdoor fitness equipment
4. Publicly accessible open space
5. Enhanced landscaping
6. 8 Family homes (4 and 5 bedrooms)



Illustrative Proposals - Clubhouse

Materials



Refurbished Indoor Bowling Green



LTA Compliant Tennis Courts



Urban Gym



Landscaping

Illustrative Proposals - Residential



Materials



Feedback and Timescales

The Club would like to Thank You for attending today and would welcome your feedback on the proposals.

Please fill in a feedback form and leave it with us.

All comments will be considered and the Club will be holding further consultation with the community as proposals progress.

Further information can be obtained by visiting
www.mansfieldbowlingclub.com
or alternatively e-mail Nick Cooper at Icenip Projects on
info@icenipprojects.com.

The Mansfield Bowling Club (1990) Ltd.
PUBLIC EXHIBITION OF EMERGING REDEVELOPMENT PROPOSALS
Wednesday 16th May 2012, 4pm - 8pm, Mansfield Bowling Club
TELL US WHAT YOU THINK.....
After viewing the exhibition, please fill in this form and leave it with us.

Name (optional)	_____
Address (optional)	_____ _____ _____
Email (optional)	_____
Are you a:	<input type="checkbox"/> Resident <input type="checkbox"/> Representing an organisation <input type="checkbox"/> Councilor <input type="checkbox"/> Other
Would you like to be kept informed?	<input type="checkbox"/> Yes (please ensure you have included a postal/valid address) <input type="checkbox"/> No

Q1. Do you have any specific comments on the proposal overall?