THE PAVILION PROJECT

A NEW PAVILION AT NORTH WALLS RECREATION GROUND, WINCHESTER

A SHORT INTRODUCTION
INTRODUCTION

Community Matters.

The Pavilion Project is a community group and registered charity working with local architects, AR Design Studio, to replace the dilapidated cricket pavilion and scoring huts at North Walls Recreation Ground in Winchester.

The new pavilion will be used by a variety of sports clubs, community groups and local schools, too. It will also promote cricket by encouraging players, both male and female, of all abilities and ages. The building will be sustainable, accessible and available for all-year-round use.

Planning consent for the proposed pavilion was granted in January this year; the target date for completion is early summer 2019.

"The Winchester Town Forum are delighted The Pavilion Project has brought forward these exciting proposals; we welcome the prospect of working in partnership on this and wish the team every success with their fundraising."

Councillor Anne Weir, Chair of Winchester
City Council's Town Forum
North Walls Recreation Ground is a five-minute walk from the centre of Winchester.

The Pavilion is centrally located between two cricket pitches at the intersection of three paths, alongside National Cycle Route 23.

It is a high footfall area, close to the vibrant local community of Hyde, and adjacent to Winchester Rugby FC, Winchester City FC, Osman Tennis and the all-weather five-a-side football pitch.

Also nearby is the Hyde Abbey Bowls Club, Winchester and District Canoe Club, the skate park and Riverside Indoor Bowls Club. The Winnall Moors nature reserve are adjacent to the recreation ground.
An all-year-round facility.

North Walls Recreation Ground, considered by many as Winchester’s “Central Park” is extremely well-used by the community and the very popular Winchester park run operates 52 weeks of the year around the park.

The Round Table hosts the annual firework display at this location and many other events take place here throughout the rest of the year; the Chilli Festival, “Winchestival” (now in its second year), outdoor cinema and, new for 2018, Winchester’s famous Hat Fair.
The innovative new pavilion, designed by award-winning Winchester architects AR Design Studio, will replace the existing dilapidated pavilion and two scoring huts which are no longer fit for purpose and do not meet current accessibility guidelines.

The new, single storey, three-winged building will serve both cricket pitches, offering segregated changing facilities for both pitches with covered viewing terraces and service spaces for the central communal hub. The new pavilion has been approved by the England and Wales Cricket Board.
Cricket at all levels of the game, and by all ages, is played at North Walls Recreation Ground; many teams from across the district regard it as their “home” ground.

The Hampshire Cricket Board hosts disability and All Stars (junior) cricket at North Walls and also the women’s Softball Cricket Festival, although the very poor existing location facilities threaten the continuation of these activities at this location.

“I remember playing cricket many times at North Walls, and even then the pavilion was in a very sorry state. The proposed plans for a replacement are absolutely fantastic; such a unique design for a cricket pavilion – it will be quite something. I’m sure this new building will encourage more cricket to be played at this wonderful location, providing a new lease of life for local cricket at all levels. Good luck with the fundraising!”

Jimmy Adams, Hampshire CC
Winchester Rugby Club use the pavilion during the winter months; both for the popular minis and juniors training sessions and tournaments and by the adult teams playing on the nearby Devil’s Island pitch.

“It is a truly local project for local people and will become an asset for everyone, but we must secure enough additional funding to make the project happen. If the existing buildings are not replaced, use of the two pitches for sport will inevitably decline.”

Steve Barrow, Winchester Rugby FC
The communal hub in the new pavilion will be made available to the community all year round. During public consultations a range of uses have been suggested; from kids’ parties to drama classes - as a “pop up” coffee-stop, too! The communal hub will also be ideal as a meeting space, with parking nearby at River Park Leisure Centre.

Bespoke Biking CIC is keen to use the new pavilion, as are an array of local sports and fitness groups. St Bede’s primary school, a short walk away from The Pavilion, relies on the recreation ground for its outdoor sporting activities and is in dire need of decent, segregated, changing facilities.
Securing the necessary funding.

Winchester City Council has committed £300k for this project.

The Pavilion Project team secured substantial funding from Sport England in 2017 and has already raised over £16k from the local community through several events including a quiz night, a fundraising ball, a Christmas shopping event and from many pledges and donations.

A crowdfunding campaign will be launched in June 2018. Details can be found here: https://www.crowdfunder.co.uk/the-pavilion-project

At an estimated cost of £600k, funds allocated - and raised so far - represent approximately 60% of the amount needed to make the project become a reality.
The Pavilion Project offers many sponsorship opportunities for both business and grant-giving bodies.

There are many levels of sponsorship available to suit all business objectives and budgets. These include opportunities associated with significant parts of the building - be it sponsoring the central communal hub, changing-room wings, viewing terraces or the service wing - and smaller items such as the scoreboards; furniture for inside and outside; the weather vane; kitchen equipment; sanitary ware etc.

Currently, 15.3 million people play sport once a week, every week; an increase of 1.4 million following the London 2012 Olympics. There are over 150,000 grassroots sports clubs, with 8 million regular participants in the UK. Supporting grassroots sport is an ideal opportunity to raise profiles and play a key part in the local community.

Already The Pavilion Project has attracted considerable media interest including numerous articles in the Hampshire Chronicle, the architectural press and has featured on local TV news; we expect this to increase.

Play a key part in the local community in the local community.
Options to display your organisation name and branding on a ‘pride of place’ sponsors’ board in the central communal hub to ensure positive brand association. This will provide ‘top of mind’ brand awareness and visibility to pavilion users - or in a sponsored zone, or on the prominent scoreboards.

Reinforce corporate image via a ‘halo effect’ association with a high profile, architecturally distinctive building providing a modern, accessible and sustainable sports and community facility. Further potential exists through entering the design into national architecture awards.

Regular opportunities for free name mentions in public relations activity, on websites, in social media posts during the fundraising campaign, build phase and arising from ongoing use of the pavilion by groups publicising their activities.

Invitation to a high-profile and exclusive opening event, in time for the 2019 season. This is a very exciting time to be involved with The Pavilion Project; a community project that will garner extensive coverage and which can significantly aid raising visibility with the local community.
THANK YOU!

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