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26 July 2018

Dear Councillor

## **COUNCIL - THURSDAY, 26TH JULY 2018**

Please find enclosed, for consideration at the meeting of the Council on Thursday, 26th July, 2018, the following report that was unavailable when the agenda was printed.

### **Agenda No    Item**

- |   |   |
|---|---|
| 7 | <u>Recommendations of the Executive and Committees</u><br><br><u>Land Management - Westfield Avenue (Woking Football Club) (Pages 3 - 18)</u> |
|---|---|

Yours sincerely,

Frank Jeffrey  
Democratic Services Manager

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COUNCIL – 26 JULY 2018

## **SUPPLEMENTARY REPORT – RECOMMENDATIONS OF THE EXECUTIVE**

### **LAND MANAGEMENT – WESTFIELD AVENUE**

#### **Declaration of Interests**

In accordance with the Officer Employment Procedure Rules, Peter Bryant (Head of Democratic and Legal Services) has declared an interest in this item arising from him (i) being a member of the Cards Trust, the supporters' club for Woking Football Club, (ii) being a Season Ticket holder, and (iii) providing occasional unpaid assistance to Woking Football Club, e.g. acting as Returning Officer for the election of directors. The interest does not prevent Mr Bryant from advising the Council on this matter.

In accordance with the Officer Employment Procedure Rules, Leigh Clarke (Finance Director) has declared an interest in this item arising from her husband having a small shareholding in the Club. The interest does not prevent Mrs Clarke from advising the Council on this matter.

#### **Executive Summary**

On 5 April 2018, Council agreed to enter into a Development Agreement with GolDev to secure a 10,000 seat football stadium at Kingfield. This is conditional on a viability assessment of the proposed development.

On 12 July 2018, the Executive considered the viability assessment and recommended to Council that the GolDev development proposals are considered to be viable. The Executive also recommended that land at Egley Road, Woking should be acquired by the Council on the terms outlined in this report.

The report to the Executive was dealt with on a Part II basis as it contained commercially confidential information. The Leader of the Council has requested that the recommendations of the Executive should be considered by Council on a Part I basis. This will enable residents to be fully engaged at this early stage of the potential redevelopment of the football club. This report contains information which is no longer confidential. The report to the Executive on 12 July 2018, and any of its supporting documents which are not appended to this report, remain confidential.

#### **Recommendations**

The Council is requested to:

##### **RESOLVE That**

The recommendations to Council set out in the Executive's confidential minute be agreed.

The Council has the authority to determine the recommendation(s) set out above.
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**Background Papers:** None.

## **Recommendations of the Executive and Committees – Land Management – Westfield Avenue**

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**Date Published:** 26 July 2018

## Recommendations of the Executive and Committees – Land Management – Westfield Avenue

### 1.0 Introduction

- 1.1 On 5 April 2018, the Council agreed to enter into Development Agreement with GolDev to secure a 10,000 seat football stadium at Kingfield. This is conditional on a viability assessment of the proposed development.

### 2.0 Viability Assessment

- 2.1 GolDev appointed BNP Paribas Real Estate to undertake the viability assessment. Having received the assessment, GolDev has confirmed that it considers the development to be viable.
- 2.2 The BNP Paribas report reflects the terms agreed between the Council and GolDev, not least the Council's requirement that a new stadium is built at Kingfield, with 10,000 seats and the facilities required to meet English Football League standards. Securing a high quality football stadium will substantially enhance the community assets in the Borough. This will contribute to the success of Woking Football Club and enable the Club to build upon the excellent work it does through its "Football in the Community" activities.
- 2.3 Officers advised the Executive that it could recommend to Council that the GolDev development was considered viable. The recommendation from the Executive to Council was in these terms.
- 2.4 The report to the Executive was dealt with on a Part II basis as it contained commercially confidential information. The Leader of the Council has requested that the recommendation of the Executive should be considered by Council on a Part I basis. This will enable residents to be fully engaged at this early stage of the potential redevelopment of the football club. This report to Council contains information which is no longer confidential. The report to the Executive on 12 July 2018, and any of its supporting documents which are not appended to this report, remain confidential.

### 3.0 Kingfield Road Land

- 3.1 The land which is proposed to be developed at Kingfield Road is shown outlined red on the aerial photograph appended to this report as appendix 1.
- 3.2 As stated earlier in this report, a key issue for the Council has been to secure the development of a new stadium at Kingfield, with 10,000 seats and the facilities required to meet English Football League standards. In association with Woking Football Club, GolDev appointed Rockvolt (a project management consultancy for the sport and leisure sector) to produce a Functional Specification Document for the new Stadium. This concludes that a stadium meeting the Council's, and Woking Football Club's, requirements can be built for the budget sum of £10m. A copy of the Functional Specification Document is appended to this report as appendix 2.
- 3.3 The new stadium will effectively be financed by new residential development. The viability assessment was carried out on the basis of the following proposed residential accommodation at the Kingfield Road site:-

Unit Type	No. Units	Average Unit Size (sq. m.)	Average Unit Size (sq. ft.)	Total Net Internal Floor Area (sq. ft.)
Studio Apartments	147	33.4	360	
1 Bed Apartments	348	46.5	501	
2 Bed Apartments	497	60.4	650	
<b>Total</b>	<b>992</b>			<b>549,987</b>

## Recommendations of the Executive and Committees – Land Management – Westfield Avenue

GolDev has stated that 20% of the units will be affordable housing.

In addition to the residential accommodation, the proposal includes 10,000 sq. ft. of commercial retail space and circa 671 car parking spaces.

- 3.4 It should be noted that the proposed development is subject to planning approval being obtained. If Council agrees that the scheme is viable, GolDev will work up detailed planning proposals and submit a planning application. The planning merits of the scheme will be determined by the Planning Committee, and are not a matter for the Council to consider now. There will be extensive public consultation as part of the planning process.

### 4.0 Land at Egley Road

- 4.1 The land which is proposed to be developed at Egley Road is shown outlined red on the aerial photograph appended to this report as appendix 3 (note: the photo was taken before the new School was constructed).
- 4.2 It is proposed that the existing David Lloyd facility at Kingfield will be relocated to the land at Egley Road. In addition to the new leisure facility, the following residential accommodation is proposed:-

Unit Type	No. Units	Average Unit Size (sq. m.)	Average Unit Size (sq. ft.)	Total Net Internal Floor Area (sq. ft.)
1 Bed Apartments	6	51.5	554	
2 Bed Apartments	24	72.1	776	
<b>Sub Total</b>	<b>30</b>			<b>21,952</b>
3 Bed Houses	28	95.8	1,031	
4 Bed Houses	3	109.2	1,175	
<b>Sub Total</b>	<b>31</b>			<b>32,396</b>
<b>Total</b>				<b>54,348</b>

- 4.3 As with the Kingfield Road scheme, it should be noted that the proposed Egley Road development is subject to planning approval being obtained. If Council agrees that the scheme is viable, GolDev will work up detailed planning proposals and submit a planning application. The planning merits of the scheme will be determined by the Planning Committee, and are not a matter for the Council to consider now. There will be extensive public consultation as part of the planning process.
- 4.4 It is proposed that the Egley Road land is purchased by the Council, subject to planning approval having been obtained for the Kingfield Road and Egley Road schemes. The purchase cost will be returned to the Council as ground rent income and commercial and/or residential units on completion of the development. The Executive agreed this proposal and recommended to Council that the land should be acquired for an agreed sum (which sum remains confidential) subject, as stated above, to planning approval of the Kingfield Road and Egley Road schemes.

### 5.0 Conclusions

- 5.1 The proposed development is viable, and the Council should (i) confirm its agreement to this finding and (ii) agree the purchase of the Egley Road land on the basis set out in this report.

REPORT ENDS

July 2018



KEY

 Site boundary



SCALE 1:1,500

0 5 10 20 30 40  
Metres

Woking Borough Council  
Civic Offices  
Gloucester Square  
Woking, Surrey GU21 6YL





## **The Woking Community Stadium**

### **Functional Specification Document**

#### **Version 4**

**28 June 2018**

The Functional Specification Document (FSD) specifies the functions that the stadium design should seek to provide. This clarifies and defines the daily operational requirements in terms of use and space, coupled with associated cost estimates. The FSD is to aid the architects in their initial design process.

The document has been prepared by Rockvolt in association with Woking Football Club.

#### **Contents**

- 1. Community Development**
- 2. English Football League Compliance**
- 3. Build Cost**
- 4. Match Day and Event Access / Egress**
- 5. Pitch Specification**
- 6. Bowl Specification**
- 7. Spectator Facilities**
- 8. Hospitality Facilities**
- 9. Technical Facilities**
- 10. Associated Facilities**

## **1. Community Development**

- 1.1. The development theme and design principle will be focused on the community. The stadium, residential and retail mix will deliver significant benefits to the Kingfield area to the south of Woking centre. The heart of the development will be the new Community Stadium which will be the fulcrum to developing enterprise, commercial progression, residential enhancement and community improvements.

## **2. English Football League Compliance**

- 2.1. As a minimum the stadium must comply with the English Football League (EFL) Membership Criteria (Regulation 8) for a League One Club. Set out in the rest of this document are more specific details that either exceed those requirements or where criteria requirements are not specified in detail.

## **3. Build Cost**

- 3.1. The development budget for the stadium has been allocated at £10m. This equates in development cost to £1k per seat. This figure is lower than other similar stadium build projects due to a significant number of building costs being attributed to the overall scheme and therefore excluded from direct association with the stadium. These include, but are not limited to:
  - 3.1.1. Break ground and preliminaries associated with works
  - 3.1.2. Demolition and clearance of the site
  - 3.1.3. Supply of main utilities to the site, including electricity, gas, water and sewage
  - 3.1.4. Excavations that are not directly concerned with the pitch or stands
  - 3.1.5. Building of shared wall structures where the football stands back onto the residential flats

## **4. Match Day and Event Access / Egress**

- 4.1. The site should be accessible from each side of the ground to speed up match day and event access and egress. The majority of turnstiles should be accessed by smart cards but retaining some cash turnstiles for occasional walk up fans. All turnstiles must have accurate counting systems.
- 4.2. There should be the potential to introduce a security screening zone before the turnstiles are reached for high profile or high risk matches.
- 4.3. There should be a separate access and egress route for away supporters with their own dedicated turnstiles.
- 4.4. There should be a point of access for load-in vehicles to service any on-pitch events, such as community festivals and concerts.
- 4.5. There must be sufficient, adequate routes for emergency vehicles leading to and from all buildings and areas within the stadium footprint.

## 5. Pitch Specification

- 5.1. The pitch should be turf reinforced with a plastic fibre, such as Desso Grassmaster or SISGrass.
- 5.2. Consideration of an artificial pitch (FIFA Quality Pro) is worth reviewing with regard to the immediate extensive community use and the potential of EFL League 1 and 2 regulations changing to allow professional use.

Element	Specification	Dimensions	Cost
Pitch	Desso or SIS installation. To be used for football and rugby – undersoil heating to be considered	Pitch area including surrounds to be 120m x 80m – actual football playing surface to be 105m x 68m and rugby 100m x 70m plus 10m try zones each end	£500k-£1m depending on system chosen
Grass Growing Lighting	3 x lighting rigs, preferably utilising LED technology rather than HPS lamps due to running costs, to aid grass growth with pitch side electrical sockets	rigs are 10m x 1m	£50k per rig = £150k
Integrated Pitch Irrigation & Drainage System	To ensure pitch can be watered easily and ensure good drainage – system to be developed to minimise environmental impact		£120-150k

## 6. Bowl Specification

- 6.1. The bowl design and associated crowd infrastructure should reflect the latest draft version of the Green Guide (6<sup>th</sup> Edition) which was published for consultation on 12 March 2018.
- 6.2. Seat widths must reflect the guidelines at 500mm and seating row depth must be 800mm.
- 6.3. The seating bowl design should aim to maximise the number of seats with C values of between 90 and 120. (Please note: the C-value, which is an equation that calculates the vertical distance from a spectator's eyes to sightline of the spectator directly behind, helps produce the required rake of the stands.)
- 6.4. The design will ensure there are no obstructed views within the seating bowl.

- 6.5. The stadium will accommodate 10,000 seated fans in accordance with legislation and guidelines. This will include accommodation for disabled and mobility impaired supporters.
- 6.6. With regard to Safe Standing, the current legislation is currently being reviewed and therefore will be considered in due course, if required.
- 6.7. LED lighting at lux 800 to comply with TV requirements for match day.

## 7. Spectator Facilities

- 7.1. The new stadium must ensure that spectator facilities are of a good standard and encourage fans to arrive early and enjoy their match day experience.
- 7.2. Catering outlets should be designed so that there is one service point per 150 spectators. Not all of these service points need to be permanent but areas designated for pop up or mobile catering units must be designed with access to power, water, waste and data points. As far as possible the cellar cool rooms should be immediately adjacent to the bar area to minimise beer line waste at the end of the match.

Element	Specification	Dimensions	Cost
Food/Bar Outlets	One service point per 150 spectators - outlets should have at least two and no more than 10 service points - at least two thirds of outlets must be able to serve food (i.e. no more than one third of outlets may sell beer only)	1 service point = 1 linear metre of counter space	
Food Outlets	At least half of the food outlets should be able to serve hot, freshly cooked food such as burgers, chips, pizza, (i.e. not just reheated pies or hot dogs)	Minimum 2 outlets per stand	£50k-£100k per outlet
Bar Outlets	Bar outlets should include some form of rapid dispense system for beer dispense		£50-£70k per outlet
Disabled Access	All outlets must include an accessible service point		

- 7.3. There should be adequate space in the concourse adjacent to the outlets to allow spectators to enjoy their food and drink.

## 8. Hospitality Facilities

- 8.1. Before the design is finalised a market study and demand analysis should clarify the specific number of premium seats and facilities required.
- 8.2. A hospitality lounge should be able to accommodate a minimum of 200 and up to 500 people seated for dining (subject to the findings of the market study) with bar facilities, toilets and circulation/reception space for people entering the area. The room should be divisible into two or three separate areas (dependent on the final room capacity) with the use of acoustic room dividers. In addition, there should be adequate storage for all the tables and chairs to allow the room to be utilised for other purposes on non matchdays. The lounge should be air conditioned and have views of the pitch which can be obscured by curtains or blinds if required.
- 8.3. In addition to the lounge a mix of other facilities should be provided which can be used on match day and non-match day and these should include Executive Boxes and a Directors Lounge.

Element	Specification	Dimensions	Cost
Executive Box	There must be a minimum of 6 and a maximum of 12 Executive Boxes - the box size being for 8-10 people - designed so that up to 8 of the boxes can be joined into doubles - finish to be useable as office/meeting room on non-match days - built in service bar/counter and room for table seating	6m x 3.5m for 10 person box	£50-80k per box
Boardroom / Director's Box	Designed in line with executive boxes but to be 3 x boxes wide to accommodate up to 40 people	6m x 10.5m	£100-120k £250/seat

<p>Hospitality Lounge</p>	<p>Dining should allow 1.5m<sup>2</sup> per person</p> <p>Bar/reception/cloakroom area should allow 0.5m<sup>2</sup> per person</p> <p>Storage should allow 0.1m<sup>2</sup> per person</p> <p>A PA system should be incorporated into the room design with data sockets for TV and AV presentations</p> <p>Room furniture should be of a good quality with chairs that can be stacked and tables that can be folded down for easy storage - the lighting system should be dimmable</p>	<p>Between 420-1,100m<sup>2</sup></p>	<p>£1.5-2k/m<sup>2</sup></p>
<p>Production Kitchen</p>	<p>The production kitchen should be immediately adjacent to the lounge - if not, a separate service kitchen must be provided to service the lounge - the production kitchen must include goods received, storage preparation, production and chilled holding, wash up, pot wash, kitchen / waiting staff changing and toilets</p>	<p>120-200m<sup>2</sup></p>	<p>£2.5k/m<sup>2</sup></p>

## 9. Technical Facilities

- 9.1. These areas include the changing rooms, medical facilities, steward briefing room, press facilities, and such. All facilities should be designed to EFL League 1 specification.
- 9.2. Space should be allocated so that ground sharing is possible, for example with a rugby team.

Element	Specification	Dimensions	Cost
Changing Rooms & associated Physio / Gym facilities	There should be at least three changing rooms: one dedicated room for the home team; one for the away team; and a third for the home changing room of any ground sharing partner	Minimum of 30m <sup>2</sup> each	
Officials	There must be officials' changing rooms with both male and female areas and facilities	Minimum 10m <sup>2</sup>	
Faith Room	Dedicated faith room	6m <sup>2</sup>	
Mascots	There must be a dedicated changing room for Mascots	Minimum 6m <sup>2</sup>	
Ball Boys & Girls	There must be separate changing facilities with dedicated toilets and chaperone areas for ball boys and girls	Minimum 12m <sup>2</sup>	
Press Facilities	30 seats with desktop power points with Wi-Fi and associated media mix zone		
Grounds Storage	Storage for pitch maintenance equipment, lighting rigs and pitch frost covers (if undersoil heating is not installed)	tbc	
Laundry	For players kit	tbc	

Storage	Storerooms for catering, cleaning and maintenance		
Staff Accreditation / Welfare Room	For booking in stewarding and catering staff - room for lockers, changing and welfare	tbc	
Match Control Room	Dedicated room for match control and also for housing security feeds and servers for non-match day use as well	18m <sup>2</sup>	

## 10. Associated Facilities

10.1. These areas include offices, merchandise shop and other facilities used by the football club, which are outside of the main stadium bowl and concourses.

Element	Specification	Dimensions	Cost
Merchandise Store	Permanent facility which includes a ticket office for non-match days, a year round shop space that is supplemented with pop up units on match days	200m <sup>2</sup>	£1k/m <sup>2</sup>
Coffee Shop	Within the North Stand the market study should determine if a Coffee Shop should be incorporate for year round use on non-match days and match days in association with the wider retail offer on the whole site		
Offices	To include club chairman, management, club administration, commercial team, finance team, ticket team	tbc	£1.5k/m <sup>2</sup>
Car park spaces	100		£2-2.5k per space

KEY  Site boundary

N   
SCALE 1:2,500  
  
Woking Borough Council  
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Gloucester Square  
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Egley Road Site  
July 2018  


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