

Driven by Volunteers



Guided by Expertise



**Core Focus**

BUSINESS SOLUTIONS LIMITED

Funded by Partnership



# From Waterlogged Pitch to UEFA Venue

A £2 Million Transformation Delivering a UEFA-Ready Venue and Community Hub

# The Challenge

When I first became involved with **Denbigh Town Football Club**, the facilities were **over 60 years old** and no longer fit for purpose.

- The pitch was regularly **waterlogged**, leading to frequent postponements.
- Matches being cancelled resulted in **lost income** from gate receipts and bar sales.
- The club faced ongoing disruption and **additional costs** to rearrange fixtures.
- **Outdated infrastructure** limited the ability to attract players, teams and opportunities.
- The club was **unable to host larger competitions or generate sustainable growth**.

Without investment and a structured approach, the club risked stagnation despite strong ambition and community support.



# Project Foundation



Prior to the major pitch redevelopment, the club had already committed to a long-term programme of improvement, as set out in their **16-year development plan**.

A series of **phased, grant-funded projects** had been delivered over time. Improvements included new path and dugouts, perimeter fencing, mowing equipment, floodlighting and electricity upgrade, extension to stand to give 480 seats, installation of portable clubhouse and a new storage facility. Extensive funds had already been invested in developing the ground. The club demonstrated long-term vision, planning and commitment to growth.

This foundation played a key role in **strengthening future funding applications** and enabling larger-scale investment.

# Pitch Transformation

The first major step in the club's transformation was securing grant funding



**The existing pitch was regularly waterlogged**, leading to repeated postponements, loss of income and ongoing disruption.

Through a successful grant application, **funding was secured to deliver a full pitch renovation**, including the installation of a comprehensive drainage system to resolve these issues permanently. Alongside this, a borehole irrigation system was introduced, providing a **more sustainable and cost-effective solution for maintaining the pitch**. This reduced reliance on mains water while supporting consistent pitch quality throughout the season.

This grant-funded investment marked a turning point for the club, improving both reliability and perception, and **creating a strong foundation for future funding and development**. The success of this initial project was not only due to the need for improvement, but also the way the application was structured to demonstrate **clear outcomes, long-term sustainability and community benefit**.

The club's professional approach, long-term vision and commitment to development were key in building confidence with funders. By aligning the project with funder priorities and presenting a well-evidenced case for investment, **the club was able to secure funding that might otherwise have been out of reach**. This early success helped establish credibility with stakeholders and created momentum for future phases of development.

# Building Momentum

Following the successful pitch redevelopment, the club's improved facilities and professional approach began to attract wider attention.

**The Welsh FA initially approached the club to host Under-16 international fixtures**, recognising both the quality of the playing surface and the standard to which the club operated. These fixtures were delivered to a high standard, both on and off the pitch, further **strengthening the club's reputation for professionalism and organisation.**

As a result, discussions began around the potential to host further international tournaments, presenting a significant opportunity for the club. While plans had already been in place to upgrade the changing facilities, this opportunity allowed the club to think more strategically.

The project evolved to include not only improved football infrastructure, but also the **development of a community room and multi-use facility, supporting the club's ambition to become a hub for the wider community.**

Behind this progression was a significant and ongoing effort to identify suitable funding opportunities, **prepare detailed applications and manage reporting requirements** across multiple funders. Each stage required careful coordination to ensure projects remained compliant, deliverable and aligned with funder expectations.

**This structured and consistent approach enabled the club to build momentum**, ultimately securing investment from a wide range of funders and progressing towards a **multi-million-pound transformation.**



Ireland U19's V Gibraltar U19's



Spectators at International



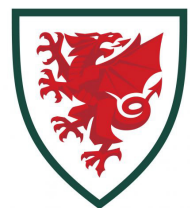
Wales U16's V Belgium U16's

# The Investment

Through a **structured and coordinated approach**, the club successfully secured significant investment from a range of funding partners. By aligning each application with clear outcomes and long-term sustainability, **multiple funding streams were combined** to deliver a transformational project.

## £1.4 Million+ Grant Funding Secured

## £600,000 in Private Investment



# The Transformation



Completed Building



Balcony Entrance



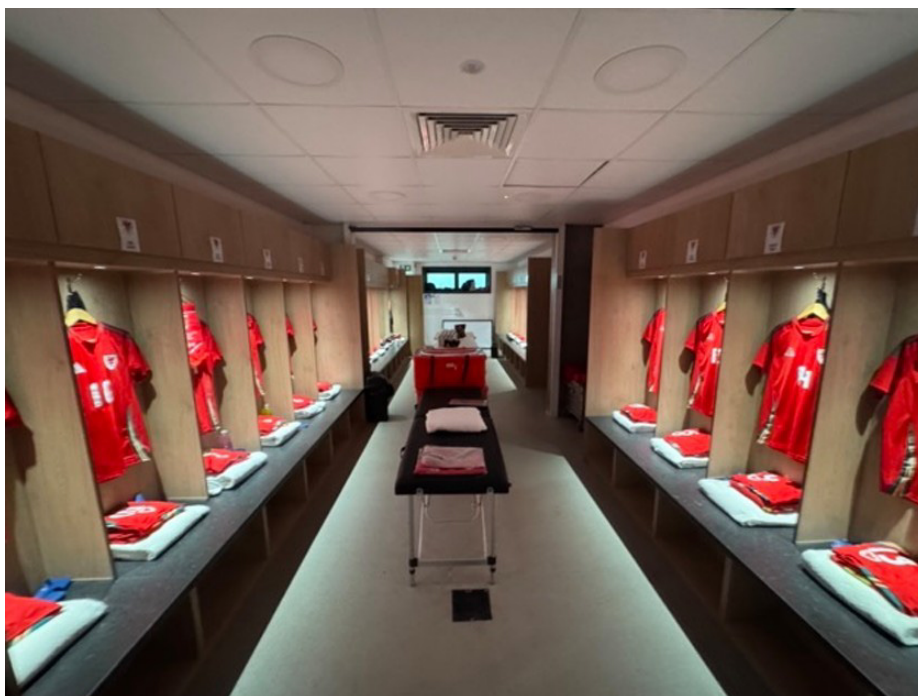
View from Balcony



Community Room



Media & Breakout Rooms



Changing Room 1



Lift for disabled access



Kitchen

# The Transformation



Turnstiles



50 Seater Stands



Dugouts



Toilets



Medical Room



Turnstile Box



Resurfaced grounds



PA System



TV Gantry



Tiered Standing

# How I can Support Your Organisation

Many organisations have the ambition to grow but **lack the time, structure or expertise** to access funding and **deliver projects effectively**. I work alongside teams to help turn plans into achievable outcomes.

I provide practical, reliable support to third sector organisations, sports clubs and community groups, including:

- **Grant funding applications.**
- **Financial management and bookkeeping.**
- **Governance, compliance and reporting.**
- **Project planning and delivery.**
- **Administrative and operational support.**

*"This project was driven by our volunteers — people who gave enormous amounts of their time because they believed in what Denbigh Town could become. But ambition alone doesn't secure £1.4 million in grant funding, and that's where Jen came in.*

*Jen supported us through the funding application process across a wide range of funders — from the Cymru Football Foundation to the Premier League and Welsh Government — managing the complexity, the paperwork and the reporting requirements that our committee simply didn't have the capacity to take on alone. She worked alongside us, not instead of us, and that's an important distinction.*

*What we achieved together — a UEFA-standard venue with community facilities that the whole town can use — is something we're incredibly proud of. Having the right expertise alongside our volunteers made the difference between having a plan and actually delivering it.*

*If your club has the ambition to develop, I'd encourage you to speak to Jen. She understands how volunteer-run clubs work, she's professional and reliable, and she'll make your plans more achievable."*

**Shon Powell, Chairman, Denbigh Town Football Club**

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