

SPORTVA KERNOW  
STADIUM *for* CORNWALL



One & All

— *Th on onan hag oll rag Kernow!* —

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**“The stadium will become a rallying point for Cornish pride and community and a centre for the promotion of health and wellbeing.”**

## STADIUM *for* CORNWALL

### A MESSAGE FROM SPORTVA KERNOW'S PARTNERS

**Sportva Kernow** is a stadium for one and all for Cornwall. It offers the opportunity for Cornwall to create a new sporting, educational, business, and cultural hub for the benefit of the entire county.

As the permanent home to the county's leading professional sporting franchises, the Cornish Pirates and Truro City FC, the stadium will become a rallying point for Cornish pride and community and a centre for the promotion of health and wellbeing.

It will be the county's largest entertainment venue and its largest conference and exhibition centre. It will offer sufficient capacity to attract international acts and shows. And, as it is located at the crossroads of Cornwall and at the heart of a new community on the outskirts of Truro, it is easily accessible to cities and towns as far flung as Launceston, Penzance and Plymouth in Devon.

Truro and Penwith College, which has been recognised as one of the UK's leading academic institutions, has committed to creating a state-of-the-art campus for its catering college, its business school and its sporting academy at the stadium.

This commitment will help to ensure the stadium never sits idle, while the community will also benefit from students from across the UK coming into the region and the college's determination to make its staff and facilities available to locals.

The economic benefits expected to flow from the college and from people attending events as diverse as rock concerts, rugby and football matches, conferences and exhibitions has been estimated at £8 million - £10 million a year<sup>1</sup>. The stadium is also expected to create hundreds of jobs.

The partnership of the College, the Pirates and Truro City FC represents a strong and commercially-astute syndicate to fund and manage the project.

Together we have committed to funding £6 million of the £14.3 million cost of a 6,000-capacity stadium (with the remaining £8.3 million mainly coming from private investors and public funding).

We are also providing the management expertise to raise the outstanding capital and give the project momentum. And, once the stadium is up and running, the Pirates plan to invest to lift capacity to as high as 15,000, above the requirements needed to qualify the club for entry into the rugby premiership.

We all understand that money is not enough; that the success of the stadium is linked to the extent to which we can connect with communities across Cornwall and imbue in them a sense of pride and ownership.

We are committed to making that happen by extending our already strong community programmes.

Sportva Kernow will be a tremendous asset for the county. Join with us to make it a reality.



**Paul Durkin**  
Chairman  
The Cornish Pirates



**David Walrond**  
Principal  
Truro and Penwith College



**Peter Masters**  
Chairman  
Truro City FC

<sup>1</sup> Devon & Cornwall Business Council



### SPORTVA KERNOW MAJOR BENEFITS

## £8.3M

Potential private sector investment in public infrastructure

## £8M – £10M

Potential lift to Cornwall's economy each year<sup>2</sup>

## £10,000

Investment in grass roots sport each year<sup>3</sup>

## 120

Schools that will benefit from community programmes<sup>3</sup>

## 3,000

Socially disadvantaged children targeted<sup>3</sup>

<sup>2</sup> Devon & Cornwall Business Council

<sup>3</sup> Stadium partners commitment

# STADIUM FOR CORNWALL

## A GATHERING PLACE FOR SPORT, CULTURE AND THE COMMUNITY

Sportva Kernow will be a multi-use sports and education facility that will be a rallying point for Cornish pride and community and a centre for the promotion of health and wellbeing in the county.

It will be the permanent home for the Cornish Pirates and Truro City FC, with the accessible location, the all-weather pitch, the improved facilities and the sharing of costs putting both clubs on a long-term sustainable footing. The stadium will have an initial capacity of 6,000. But it is extendable to as high as 15,000, well above thresholds required for the teams to be promoted in their respective leagues.

The planned conference and exhibition facilities will be the largest in Cornwall, with capacity for up to 500 people. These rooms combined with the extensive corporate hospitality boxes will allow the sports clubs to offer a vastly enhanced match day experience. All these facilities will be supported by extensive commercial catering infrastructure, which will be used by Truro and Penwith College's catering school when not in use for stadium events.

The 4G all-weather turf in the main stadium will ensure the main field is constantly available, while the partners have set aside 122 days for community-based sports clubs and other events, such as concerts and entertainment acts. Meanwhile, a new sports and leisure suite to be managed by Greenwich Leisure Limited will meet strong demand in the surrounding districts for new gym facilities.



# STADIUM for CORNWALL



**FIRST FLOOR**

- Truro and Penwith College Business Centre/function rooms
- Truro and Penwith College training and pastry kitchens
- Offices and meeting rooms
- Truro City FC, Cornish Pirates and stadium company offices

**SECOND FLOOR**

- Award-winning College Training Restaurant
- Corporate hospitality booths (14)
- Function room (500-person capacity)
- Hospitality kitchens
- Reception lobby

**GROUND FLOOR**

- Changing rooms
- Press rooms
- Medical facilities
- Health and fitness studio
- Ticket offices and shop
- Long bar and concourse



## STADIUM FOR CORNWALL KEY FACTS

**SIZE:**  
95,961 sq ft

**CAPACITY**  
6,000 with the option to extend it to 15,000

**TURF**  
4G, all weather

**TOTAL COST**  
£14.3 million (phase 1)

**TARGET COMPLETION DATE**  
Start of 2019\* rugby season

**TENANTS**  
Truro and Penwith College,  
Truro City FC

**OWNER**  
Cornish Pirates

\*Phase 1 only and date is dependent on securing funding

# CORNWALL'S LARGEST EVENT CENTRE

## THE INFRASTRUCTURE FOR A THRIVING BUSINESS

Sportva Kernow will be able to host conferences, weddings and other functions to a scale that is unmatched in Cornwall.

This new venture, when combined with the flow on benefits to businesses supporting the stadium, will make a significant contribution to the local economy.

Hospitality and catering functions will be centred on the second floor of the stadium. Thanks to moveable partitions, the hospitality suite is highly flexible and can cater for multiple functions on the same day. It also offers rooms of varying capacity to meet the requirements of a broad range of events.

It includes 14 corporate boxes with seating capacities varying between 10 and 40 (depending on the configuration of the partitions) and two hospitality lounges with a combined seating capacity of more than 500 people, making it the largest function centre in Cornwall.

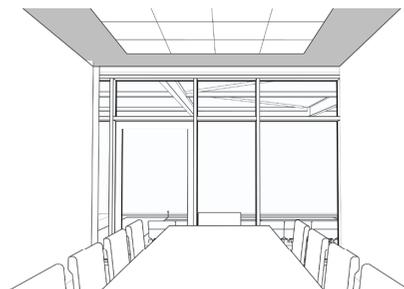
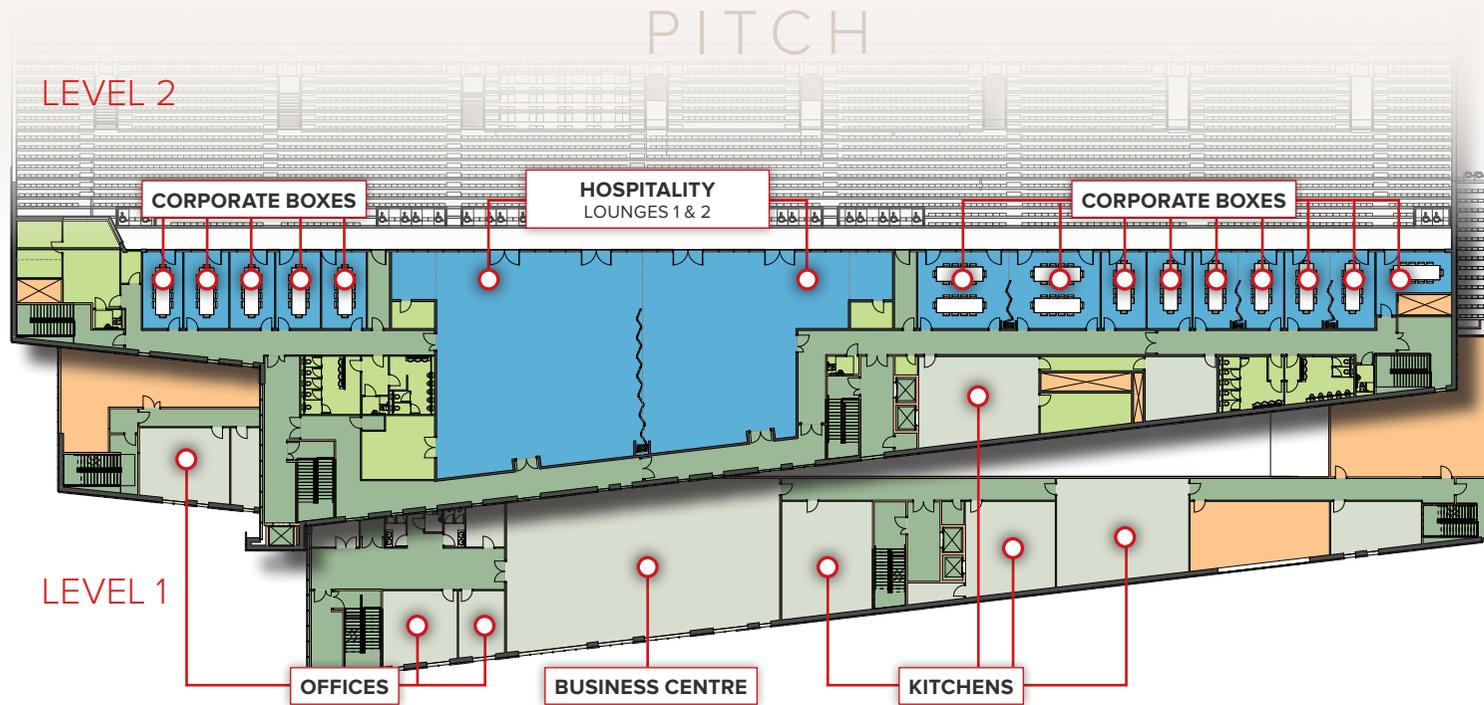
The function rooms will be supported by a kitchen and two separate bars on the same level and a pastry kitchen and two other kitchens on the level below.

The venture is underpinned by the collaboration with Truro and Penwith College, which has committed to using the catering and conference facilities for training during the week.

Come match day, students and staff will assist in the operation of the facility, giving 'real-life' learning experience both for those who aspire to a career in the kitchen as well as those motivated to work at the front of house.



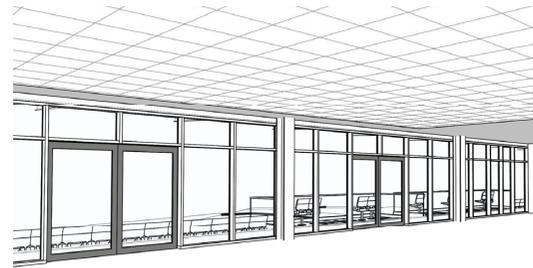
# STADIUM for CORNWALL



View from Box 4 looking towards pitch



View from Box 7 looking towards Box 6



View from Hospitality Lounge towards Pitch

“Sportva Kernow will be the foundation for a fully independent professional catering and events organisation, offering state-of-the-art business conferencing and business network building facilities with hospitality that features the very best of Cornish food and service.”

## Stadium Partners



## A BLUEPRINT FROM THE ANTIPODES

Sportva Kernow is drawing heavily on the experience of the New Zealand Super Rugby franchise, the Chiefs and the Waikato Rugby Union to drive the success of the stadium's catering and hospitality facilities.

As part of the strategic alliance between the Pirates and the Chiefs, the stadium partners are working with Montana Catering, a hospitality venture based at the Chiefs home ground in Hamilton, to help develop the stadium design and business plans.

In 2002, the fabled Rugby Park in Hamilton (a city about 65 miles south of Auckland, New Zealand's largest city) was transformed into a world-class international stadium with the capacity for 26,000 people. The conference and hospitality facilities were integral to the design as they were seen as a way to ensure year-round use and to create a business to defray the ongoing maintenance costs.

From this facility Montana has established itself as the largest caterer in the Waikato province. In addition to tending to match day crowds it is providing catering services for a broad range of sporting events and functions hosted at the stadium and beyond.

# REACHING OUT TO CORNWALL'S COMMUNITIES

## PARTNERS INVESTING IN THE COUNTY'S FUTURE



Sportva Kernow's partners, Truro and Penwith College, the Cornish Pirates and Truro City FC, are tightly woven into the fabric of Cornwall. They understand that connecting to Cornwall's communities and giving them a sense of ownership in their endeavours has been, and always will be, a key determinant of success.

The sports clubs have, for more than half a century, been a rallying point for Cornish pride and community and key advocates for the health and wellbeing of the region.

With up to 6,000 people attending games each weekend, the stadium will touch the lives of a broad swathe of Cornwall.

The college, since its formation, has committed to supporting Cornwall through its nationally-recognised education and student care programmes. It has also worked with the region's businesses to meet their training and education needs and it has made its world-class infrastructure available for community use.

Meanwhile, match day collections, which already make a significant contribution to a broad swathe of community charities, have the potential to grow to as much as £45,000 a year.

Finally, the stadium – with the facility to host sports as diverse as archery and American football, will become a beacon for sport, education, culture and health and wellbeing in the county.

The map (right) shows a selection of the organisations that have already benefited from the partners' community engagement programmes.

### The stadium partners have plans to extend their community programmes including:

- enlarging the Pirates and Truro City FC community programmes to target 120 school and 3,000 of the least active and most disadvantaged children in the county
- contributing £10,000 a year to grass roots sports in the county as well as 5% of stadium annual profits above £75,000
- targeting lifting activity levels of 4,900 people by 2029, saving as much as £27 million\* in public health costs

\*Partners' estimate



## AT THE CROSSROADS OF THE COUNTY'S COMMUNITIES

Sportva Kernow will draw from a catchment with a resident population of more than half a million people year-round and as much as 900,000 during peak tourism periods. It is accessible to all of Cornwall's major towns and tourist destinations from Penzance to the south west of Truro to Launceston to the east and Plymouth to the south east.

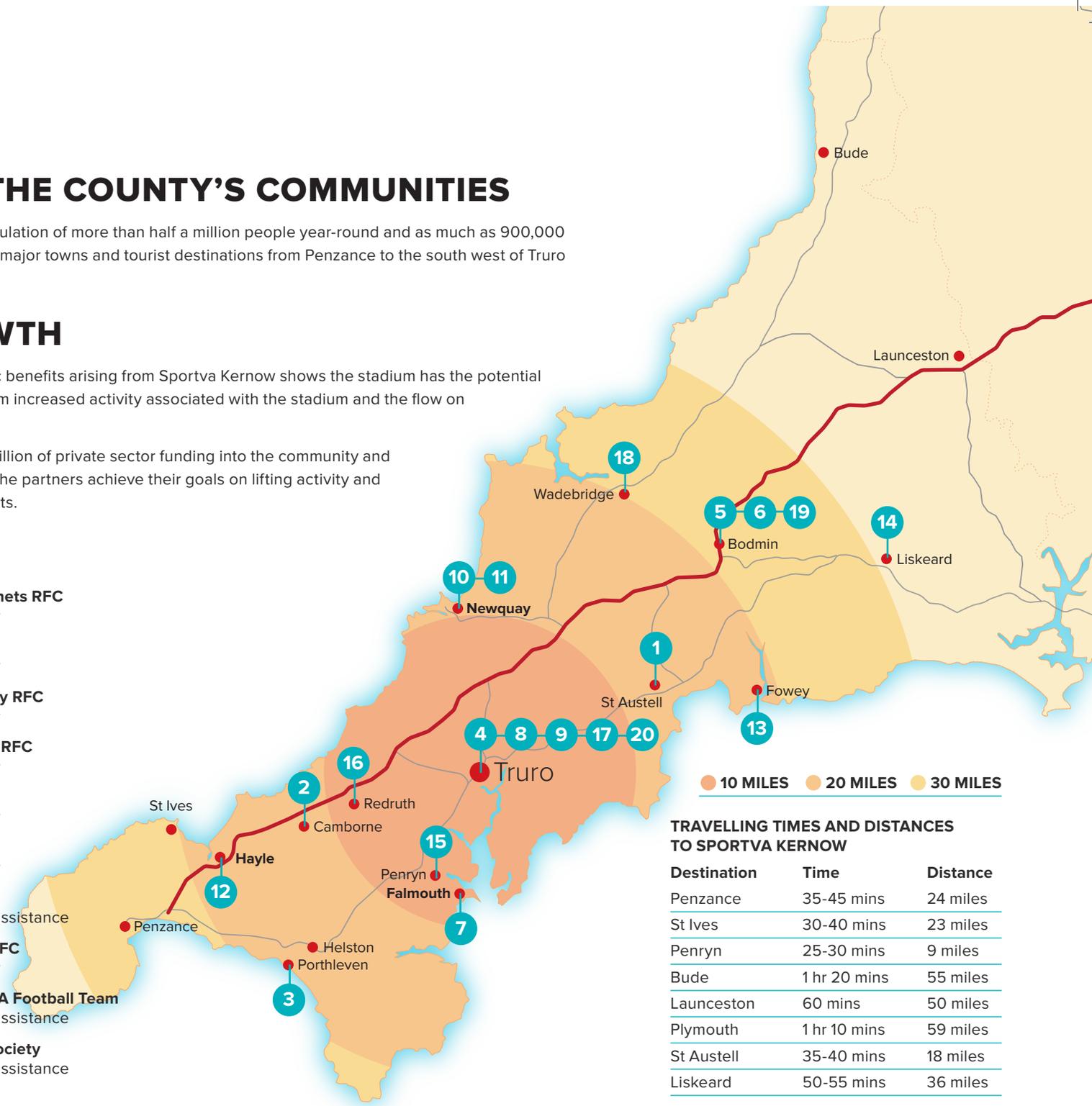
## DRIVING ECONOMIC GROWTH

Devon & Cornwall Business Council research into the economic benefits arising from Sportva Kernow shows the stadium has the potential to enhance Cornwall's GDP by £8 million - £10 million a year from increased activity associated with the stadium and the flow on benefits to service providers in the community.

Meanwhile, council support of the project will release at £8.3 million of private sector funding into the community and more if phase two of the stadium proceeds as planned. And, if the partners achieve their goals on lifting activity and sport participation, the region will benefit from lower health costs.

### The partners' community programmes include:

- |   |  |
|---|--|
| <b>1 Cornwall Hospice Care</b><br>Match day collection                          | <b>11 Newquay Hornets RFC</b><br>Pirates partner                   |
| <b>2 Camborne Youth Band</b><br>Match day collection                            | <b>12 Hayle RFC</b><br>Pirates partner                             |
| <b>3 The Great Baulk Project</b><br>Pirates support                             | <b>13 Lankelly Fowey RFC</b><br>Pirates partner                    |
| <b>4 Cornwall Cricket</b><br>Facilities provided by T&P College                 | <b>14 Liskeard Looe RFC</b><br>Pirates partner                     |
| <b>5 Cornwall Music Education Hub</b><br>Facilities provided by T&P College     | <b>15 Penryn RFC</b><br>Pirates partner                            |
| <b>6 Bodmin RFC</b><br>Pirates partner  | <b>16 Redruth RFC</b><br>Pirates partner                           |
| <b>7 Falmouth RFC</b><br>Pirates partner  | <b>17 Samaritans</b><br>Truro City FC assistance                   |
| <b>8 Cornwall Council</b><br>Broad support for rugby in schools across Cornwall | <b>18 Wadebridge RFC</b><br>Pirates partner                        |
| <b>9 Arts Society Truro</b><br>Partnership with T&P College                     | <b>19 U18 Cornish FA Football Team</b><br>Truro City FC assistance |
| <b>10 The Cornwall Air Ambulance</b><br>Match day collection                    | <b>20 Alzheimer's Society</b><br>Truro City FC assistance          |



**TRAVELLING TIMES AND DISTANCES TO SPORTVA KERNOW**

Destination	Time	Distance
Penzance	35-45 mins	24 miles
St Ives	30-40 mins	23 miles
Penryn	25-30 mins	9 miles
Bude	1 hr 20 mins	55 miles
Launceston	60 mins	50 miles
Plymouth	1 hr 10 mins	59 miles
St Austell	35-40 mins	18 miles
Liskeard	50-55 mins	36 miles

**PARTNERS: REACHING OUT TO CORNWALL'S COMMUNITIES**

# TRURO AND PENWITH COLLEGE

## A SHARED VISION FOR SUCCESS

The best learning experience, leading to the highest achievement.



Truro and Penwith College is one of the newest and fastest growing colleges in the country, boasting state-of-the-art campuses in Truro and Penzance.

The college, which was recently rated as 'outstanding' by Ofsted, was established in 2008 following the merger of the two colleges. It now offers a broad range of courses, professional qualifications, and apprenticeships to full and part-time students.

The college has committed to basing business, sporting, hospitality, and catering education facilities at the stadium, including one of its award-winning training restaurants.

"Cornwall needs to ensure its inhabitants are as self-sufficient, as skilled, smart and confident and resourceful as possible to secure the kind of future it needs and deserves. The stadium supports all of these aims for Cornwall, and so the college supports the stadium,"



says Truro and Penwith College Principal David Walrond.

The college plans to establish Sportva Kernow's catering facilities in conjunction with the Rick Stein Academy, which was launched with the college in 2015 to foster culinary talent across the Westcountry.

The college's business centre will offer advice and development opportunities to employers across the county including bespoke training and apprenticeships. The stadium will also be used by the college's highly successful sporting academies.

"This kind of investment is something we as a college are committed to doing and have been doing for a quarter of a century," Walrond says. "We want Cornwall's businesses to be able to access the best advice and support.

"We also believe it is critical they have outstanding accessible facilities - to network within and



beyond Cornwall, to hold high-impact conferences and meetings.. And we want to contribute more to the crucial work of getting people to understand the benefits of exercise, good diet, recreation and teamwork.

"We know the stadium will achieve these goals and offer us opportunities to grow our successful catering and hospitality education programmes, and further enhance the quality and reputation of these crucial industries in Cornwall."

### KEY FACTS

**MISSION:** The purpose of the College is to provide the best possible learning experience, leading to the highest possible level of achievement by our students.

**5,000**

Students

**223**

Courses for ages 16-18

**65**

University Level Courses

**55**

Apprenticeship programmes

**368**

Part-time courses

**200**

Business training options



## THE COLLEGE IN THE COMMUNITY

### Nurturing Cornwall's talent

Truro and Penwith College offers a broad swathe of community and economic benefits to Cornwall and these will be extended with the new stadium.

We are proud of our long-standing tradition of providing support for the community through education and giving access to our facilities. While our priority and mission is to provide the best quality learning experience for our students, we recognise the wider community value that

#### KEY PROGRAMMES



**SPORTS:** The Cornish Pirates; Chelsea Football Club, Exeter Chiefs; Special Olympics Cornwall, Bath Netball.

**CULTURE:** The Cornwall Music Education Hub, The Arts Society Truro, Truro 3 Arts, and the Classical Music Society.

*"I have really benefited from being an Activator on the HWS programme. It has helped me to be more relaxed when talking to people I don't know."*

— Jacob, Diploma in Public Services student

our buildings and facilities have to offer.

The college runs a highly successful Health, Wellbeing and Sport (HWS) programme, which provides more than 60 different weekly sessions to help support staff and students during their time at the College. The programme includes national award-winning 'Weigh-to-go' and 'Fit for College: Fit for Work' programmes.

It has shared-use partnerships with Cornwall Cricket and Greenwich Leisure Limited (GLL). It supports local and national teams including Chelsea Football Club, the Exeter Chiefs and the Cornish Pirates, while smaller teams have discounted access to use the college sporting and arts facilities.

Meanwhile, a range of charity and community groups use the college conference and meeting accommodation.

## DETERMINATION WINS OUT

### Staff help athlete achieve ambition

European 800m wheel chair record breaker Ben Oliver (pictured) started on his road to success with Truro and Penwith College.

In 2013, Ben was studying information technology in Bodmin. But he found that he was more inspired by wheel chair basketball. Unfortunately, he was unable to change to a sports course so he transferred to Truro and Penwith College. There, encouraged by the college staff, he joined the Sports, Development, Coaching and Fitness programme.

The college, sharing Ben's determination to see him succeed, eagerly adapted its courses to suit his needs. It also helped him to secure Sport England 'Get Equipped' funds to buy the equipment necessary to help him transition to an elite level.

After leaving the college, Ben went on to study at Worcester University while continuing to train hard. It all paid off. In 2016, he took six seconds off the 800m T33 track record at the International Paralympic Committee Athletics Grand Prix in Nottwil, Switzerland, with a time of 2 minutes, 22 seconds.

He became first in the world for the T33 800m and fourth in the world for the T33 400m. He also obtained his International Paralympics Committee classification, which allows him to compete internationally as a Paralympian.

**PARTNERS: REACHING OUT TO CORNWALL'S COMMUNITIES**

# THE PIRATES

## LEADING CORNISH RUGBY



From the grass roots to the greats – the Pirates have led the charge for rugby in Cornwall for more than half a century.

The club is a source of regional pride and a highly-visible promoter of the benefits of sport, health, wellbeing and community engagement across the county.

The club was formed in 1945 when the separate Penzance RFC and Newlyn RFC put aside their often-bitter rivalry to create a team around which supporters from both clubs could unite. The newly-formed Penzance & Newlyn RFC, which quickly adopted the nom de guerre 'The Pirates', played their first game against Guy's Hospital, Britain's oldest rugby club, in September 1945.

### A NATIONAL FORCE

Since the merger, rugby in Cornwall has never looked back. In the post-war years, the Pirates became a force to be reckoned with, contributing numerous players to the Cornwall County XV and the all-England team.

At the dawn of the professional era in the late 80s, the Pirates found themselves placed in the lowly Cornwall & Devon league, but through hard work, passion for the game and the financial backing of current board member (and former Pirate) Dicky Evans, the Pirates climbed steadily through the league system. In 2003, the Pirates played their first game in the National One league,



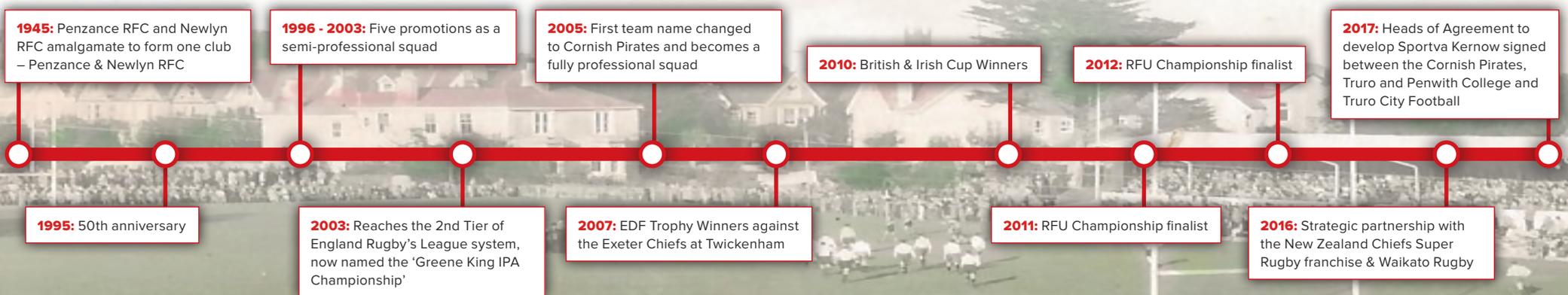
which later became the 'Greene King IPA Championship', a league one level below the English Premiership Rugby league.

### LOOKING TO THE FUTURE

In the 2004-2005 season, after reaching fourth in National One, their highest-ever level, the Pirates began plotting their course to the Premiership. They officially adopted the Cornish Pirates name and moved the home base from the historic Mennaye Field in Penzance, first to Truro and then to Camborne, making the home games accessible to all Cornishmen and women.

In 2007, the Pirates beat the Exeter Chiefs in the EDF Energy National Trophy final at Twickenham and then in 2010 proudly beat Munster at Camborne to become the first ever winners of the British & Irish Cup.

The Pirates are now firmly established at the heart of the Greene King IPA Championship, reaching the finals in both 2011 and 2012, and now they have their eye on making it into England's Premiership Rugby league – and perhaps even the Aviva Premiership Trophy!





## THE PIRATES IN THE COMMUNITY

### For Cornwall on and off the field

The Cornish Pirates have always maintained a strong relationship with the Cornish community, particularly in support of rugby clubs, schools, and charities. It is a tradition that dates back to the Pirates' predecessor Penzance & Newlyn RFC, which provided support annually to the Mayor's Welfare Fund. As the Pirates' renown has grown, so has its role in the community.

The club's 'Cornish Pirates in the Community' initiative offers high-quality and sustained support across the whole of the county. Should the stadium proceed, this programme will be extended to 120 schools and it will target 3,000 of the most disadvantaged and least active children.

The communities programme has a long history of nurturing rugby talent both on and off the field, working not only with players (of all ages and abilities) but also with the coaches, teachers and club officials who make up the Cornwall rugby family. It also partners with amateur clubs across the county, engaging them in Pirates' fixtures, giving young talent time with Pirates players and offering coaching and mentoring opportunities.

Meanwhile, Pirates players and coaches attend numerous charity and community events, including road shows, master

#### KEY PROGRAMMES



**RUGBY PROGRAMMES:** Rugby camps; coach education and school's rugby.



**COMMUNITY OUTREACH:** the Seafish Safety Campaign 'See You Home Safe'; SEEDS (Survivors Empowering Educating Domestic Abuse), The Bee Cause, Clean Cornwall, The Fishermen's Mission, among many others.



**MATCH DAY COLLECTIONS:** Royal British Legion, The British Heart Foundation, Cornwall Hospice Care, Camborne Youth Band, Macmillan Cancer Care, and the Cornwall Air Ambulance among others.

classes, tag rugby festivals and coach education sessions at rugby clubs and schools throughout Cornwall. And they give their time for causes ranging from charity coffee mornings to charity walks.

Above: Kieran (front left) is pictured with Pirates Captain Tom Lawday, while a fellow match day mascot, Toby Baker, is accompanied by Pirates player Alex Cheesman.

## INSPIRING YOUNG MINDS

### Player rewarded for service

Young Cornish rugby player Kieran Williams was "blown away and speechless" when the Cornish Pirates presented him with a replica team shirt following a recent fixture against Hartpury RFC.

The Pirates named him team mascot for the fixture and presented him with the shirt for his courageous stance after he was diagnosed with Lyme disease.

Keiran, who caught the illness after he was bitten by a tick on holiday, did not let the setback slow him down (too much). Although he was forced to take a break from the field, he used his spare time to raise funds for another Lyme disease sufferer.

Keiran's mother Stacey was also thrilled by the honour. "Despite Kieran not being able to play at present – he is a full-back for Camborne under 12s – he had an amazing, special day and I haven't seen him smile like that in a long time," Ms Williams said.

**PARTNERS:** REACHING OUT TO CORNWALL'S COMMUNITIES

# TRURO CITY FOOTBALL CLUB

## THE BEACON OF CORNISH FOOTBALL



### A new home for Cornwall's elite football team

Sportva Kernow will provide Truro City Football Club (Klub Peldroes Truru), a strong foundation from which it can build on its proud history.

The *White Tigers*, currently play in the National League South following promotion from the Southern League at the end of the 2014–15 season. It is now the highest ranked football club from Cornwall and is now making its play for the National League.

*“A permanent home in the state-of-the-art ground, with the opportunities it offers for hospitality and sponsorship, offers immense improvements to the match-day experience and will help the club to continue to build its community of followers”*

— Chairman Peter Masters.

### A PROUD HISTORY

The club was one of the founding members of the Cornwall County Football Association (CCFA) in 1889 and played its first game in the same year against Penzance. Six years later in 1895, it won its first trophy, the Cornwall Senior Cup.

In the 1930s, it left the Cornish Football league for the neighbouring Plymouth and District League, which it went on to win in 1936–37. The club was a founding member of the now disbanded South Western League in 1951 and went on to win the championship five times.

In the 2005–06 season, Truro City FC was promoted to Western League Division One and became the champion at the first attempt. It also won the 2006–07 Football Association Vase at the new Wembley Stadium, becoming the first Cornish football club to win a national trophy.

In the first season (2006-07) in the Western League Premier Division, Truro gained promotion to the Southern League at the first attempt and in the 2007-08 season it became the first

Cornish side ever to play in the Southern League. It gained its place in Conference South (the predecessor to the current National League South) in the 2011-12 season and it has held its position and now stands among the leaders of the league. The club faced financial difficulties during 2012 but was rescued by the club's current Chairman Peter Masters and Vice Chairman Philip Perryman.

Truro City FC is currently based at Treyew Road, which has been its home since the mid-1900s, and currently has a capacity of 3,000. Through an arrangement that will allow the club to make its contribution to Sportva Kernow, it has agreed to give vacant possession to Treyew Road to its landlord and property developer Helical.

### TRURO CITY FOOTBALL CLUB

**Nom de guerre:** City, White Tigers, The Tinnors

**Founded:** 1889

**League:** National League South

# FUNDING THE VISION

## A BUSINESS PLAN FOR SUCCESS

### PHASE ONE

The first phase of development – a stadium to seat 6,000 people - is estimated to cost a total of £14.3 million.

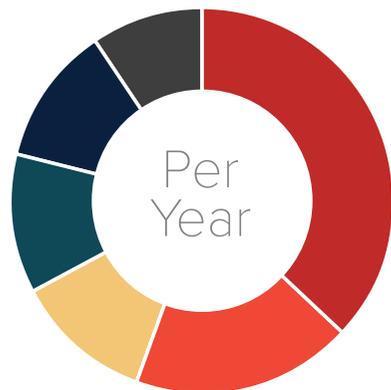
Truro and Penwith College, the Cornish Pirates and Truro City FC have committed to providing a total of £6 million, Greenwich Leisure will contribute £0.3 million and a further £2 million will be raised from the private sector. That leaves a shortfall of £6 million to be raised via public sector funding. Meanwhile, the Cornish Pirates are prepared to underwrite Sportva Kernow's business plan with up to £300,000 a year for the first 10 years to maintain the stadium as a first-class sporting and entertainment facility.

In return for securing the funding, driving further development, and ensuring Sportva Kernow's financial sustainability, the Cornish Pirates will take ownership of the stadium, while Truro and Penwith College and Truro City FC will each be granted a 125-year lease on a peppercorn rent.

The stadium will be operated by a newly formed stadium company.

### PHASE TWO

The second phase of the development – the expansion of the stadium to a capacity of 15,000 – will take place as Sportva Kernow establishes itself as the heart of rugby and football in Cornwall.



### TYPICAL USAGE\*

- Rugby Union & Football\*\*
- Community sports
- Social events
- Business events
- Training events\*\*\*
- Community events

\*Per year

\*\*Sports associated with the stadium partners

\*\*\*Outside of Truro and Penwith catering school

### EXCITING REVENUE OPPORTUNITIES



#### STADIUM

Naming and pouring rights, retail, catering, hospitality, and event sales



#### CONFERENCE FACILITIES

Meetings, weddings, banqueting, conferences and trade shows



#### ENTERTAINMENT FACILITIES

Minor to major events hosting including concerts and festivals

### STADIUM FUNDING

#### PHASE ONE: A STADIUM TO SEAT 6,000 PEOPLE



# GOVERNANCE AND MANAGEMENT

Sportva Kernow's partners are led by strong and experienced governance and management teams that are committed to ensuring the stadium can sustain itself for the long term benefit of Cornwall.

## TRURO AND PENWITH COLLEGE

A DEDICATED GROUP OF BUSINESS AND EDUCATION EXPERTS

### KEY GOVERNORS AND MANAGEMENT:



**ELLEN WINSER**, *Chair of the Corporation*

Ellen was one of the first female members of the Stock Exchange and the first in London to be taken into partnership by her firm. She has served on various commercial and charitable boards including the National Maritime Museum Cornwall, Plymouth University and the board of the South West Regional Development Agency. She is a trustee of the Cornwall Air Ambulance Trust. For services to Further and Higher Education, Ellen was appointed MBE in the 2012 New Year Honours. She was Vice Lord Lieutenant for Cornwall between 2014 and 2017



**DAVID WALROND**, *Principal*

David joined the college in 2003 as Director of Curriculum and Quality and was appointed Principal in 2010. He has worked in tertiary and sixth form colleges across England. His other roles have included Chair of School Governors and additional Ofsted inspector. He was designated a National Leader of Education in 2013.



**MARTIN TUCKER**

Martin is a Director at Penwith College part of Truro and Penwith College. He was instrumental in the establishment of Truro College as one of the leading sporting colleges in the country, and the England Rugby Academy. Martin is also Chairman of England Colleges RFU, a Member of the RFU Education and Development Committee and a Governor at Humphry Davy School.

### GOVERNORS:

**David Collins; Daphne Skinnard; Jan Woodhouse; Linda Batchelor; Peter Callen; Will Elliott; Ken Wilson; Steven Jose; Sarah Sanderson; Lizzie Sheridan; Bob Crossland; Katie Ashworth; Allister Young; John Green; and Lucy Edge**

### MANAGEMENT:

**Martin Tucker** (*Penwith College Director*); **Jane Cashmore** (*Director of Operations*); **Sue Dickinson** (*Director of Finance*); **Mark Wardle** (*Director of Curriculum*); **Mark Arnold** (*Director of Quality*); **Cheryl Mewton** (*Director of Studies*).

### STADIUM PROJECT MANAGER



**MARK EVANS**

Mark Evans is a former Chief Executive of Premiership rugby club Harlequins RFC, where he led the development of the Twickenham Stoop ground. He is also a former Director of Rugby at Saracens RFC. More recently, he worked in the Southern Hemisphere's National Rugby League, including two years as Chief Executive of the Melbourne Storm, where he oversaw a significant and successful transformation of the Storm's business operations. He is now a Director of Capacity Consulting, where he has worked on projects for the Super League, the RFU and Premiership Rugby on issues such as strategic review, the performance of officials and benchmarking. He also has a number of board advisory and Non-Executive Director positions within the sports sector.

# GOVERNANCE AND MANAGEMENT

## THE CORNISH PIRATES

UNITED IN A COMMITMENT TO CORNWALL'S SPORTING SUCCESS

### KEY DIRECTORS AND MANAGEMENT:



**PAUL DURKIN**, *Chairman*

Paul is a chartered accountant and former partner of Ernst & Young and has advised multinational companies in the telecoms, media and technology sectors. When previously involved with London Irish, Paul obtained a clear view of finances at a Premiership rugby club which enables him to bring valuable experience and insight into the financial management of a professional rugby club. Paul, who lives in Newlyn, is also a Certified Information Systems Auditor and a Certified Information Security Manager.



**DICKY EVANS**, *Life President & Director*

Dicky is a passionate Pirates supporter and a former player. He grew up within a stone's throw of the Pirates' original home Mennaye Field and played his first game for the Pirates against Bridgwater & Albion in 1965. He became President of the Pirates in 1995 and, assisted by his financial support, the Pirates began their meteoric rise in the league. He now owns and runs the luxury travel group Hemingways in Kenya. Prior to that he founded the multinational horticultural business Flamingo. Dicky has also worked for the World Bank and is a qualified civil engineer.



**MARTIN HUDSON**, *Director*

Martin has been a club supporter and Director of the Cornish Pirates for many years. He is currently Chief Executive of multinational horticulture firm Flamingo. His career spans 35 years in the fresh food and cut flower sector. Martin's long involvement with the club is a vital resource, he covered the costs of new floodlighting in 2013.



**COLIN GROVES**, *Director*

New Zealand-based, but a Truro boy, Colin is a former Cornwall and England Colt player and is now Chairman of Waikato Rugby. He is a chartered accountant and was instrumental in establishing the Pirates' strategic partnership with the Chiefs and Waikato. Colin is also Chairman of New Zealand publicly-listed fish oil refiner SeaDragon, private equity firm Oriens Capital and the Agri Group of companies, which includes Deosan. Colin also sits on various other boards in New Zealand.



**PETER CHILD**, *Chief Executive Officer*

Cornwall-raised Peter is a Chartered Management Accountant who spent the last 20 years in the marine sector. He was managing director of A&P Falmouth (Falmouth Docks) from 2003 to 2015. He also sits on the Board of The Cornwall College Group, The Cornwall LEP Employment and Skills Board, Cornwall Marine Network and Marine Offshore Renewables and runs his own consulting firm Peter Child Associates.

### DIRECTORS:

**Graham Stone; Martin Tucker; Martin Haag**

### MANAGEMENT:

**Tom Magill** (*General Manager*); **Mark Evans** (*Stadium Project Manager*); **Rebecca Daniell** (*Finance*); **Chris Rendall** (*Team Manager*); **Gavin Cattle** (*Co-Coach*); **Alan Paver** (*Co-Coach*).

## GOVERNANCE AND MANAGEMENT

### TRURO CITY FC

COMMITTED TO SUSTAINABLE FUTURE



**PETER MASTERS, *Chairman***

Peter Masters is a Cornish businessman and publisher. He and fellow director Philip Perryman rescued Truro City FC out of administration in 2012, when it had £3.9 million in debts. The club is now vying for promotion to the National League and – following the approval for the redevelopment of the Treyew Road grounds – is able to put up the funds to secure a permanent home for Truro City FC at Sportva Kernow.

**DIRECTORS:**

**Philip Perryman** (*Vice Chairman*); **Jason Masters**

**CLUB MANAGEMENT:**

**Lee Hodges** (*Head Coach*)

### STADIUM AMBASSADORS

CHAMPIONING SPORTVA KERNOW ACROSS THE UK



**JACK RICHARDS**

Clifton James “Jack” Richards is an English former first-class cricketer, who played in eight Tests and 22 ODIs for England from 1981 to 1988.

He was a wicket-keeper and a lower-middle order batsman, who made 133 for England against Australia at the WACA, Perth in 1987. Richards was born in Cornwall and now lives in Belgium and runs a successful Rotterdam-based shipping firm. He is also a director of an international recruitment and crewing agency.



**ANNIE VERNON**

Annabel “Annie” Vernon represented Great Britain in the Women’s Quadruple Sculls at the 2008 Beijing Olympics, winning a silver medal.

She was selected to row in the women’s eight at the 2012 Summer Olympics and reached the ‘A Final’ of the event. She was born in Truro, and studied at Downing College, Cambridge and King’s College London. She has an M.A. in International Relations.

“ Sportva Kernow’s partners are tightly woven into the fabric of Cornwall. They understand that connecting to Cornwall’s communities and giving them a sense of ownership in their endeavours has been, and always will be, a key determinant of success. ”

# SPORTVA KERNOW

## FREQUENTLY ASKED QUESTIONS

### Why does Cornwall need Sportva Kernow?

Cornwall is one of the few counties in England without a modern stadium capable of profitably and permanently hosting professional rugby and football teams and one that can cater to international entertainment acts.

Sportva Kernow, with its state-of-the-art, all-weather and floodlit pitch, its 6,000 capacity (extending to 15,000 over the long term) and the associated conference and hospitality facilities will meet that need. It will include a 5,000 sq ft Conference Centre that will seat up to 500 people, 14 hospitality boxes, two bars, four kitchens, (including training kitchens for Truro and Penwith College catering students), business and event function rooms, offices, and educational facilities.

Meanwhile, the Cornish Pirates RFC and Truro City FC need the new stadium quickly if they are to progress further in rugby and football in England. Neither club can sustain the expenditure involved in running a professional team using their current facilities. Indeed, in the second phase of development, Sportva Kernow will be large enough should the Cornish Pirates be in a position to make a bid for inclusion in Premiership Rugby.

Sportva Kernow will become a sporting, educational, and cultural hub for Cornwall.

### How much is the project going to cost and how will it be funded?

The total cost for the first phase of the project, creating the 6,000-capacity stadium, the all-weather pitch and the conference and educational facilities has been

estimated at £14.3 million. The Cornish Pirates, Truro and Penwith College and Truro City FC have committed to providing a total of £6 million. Greenwich Leisure will contribute £0.3 million and a further £2 million will be raised from private investors and crowd funding. That leaves a shortfall of £6 million to be raised from the public.

### Who will own and run the stadium?

In return for securing funding to lift capacity from 6,000 to 15,000 and ensuring its financial sustainability, the Cornish Pirates RFC will take ownership, while Truro and Penwith College and Truro City FC will each be granted a 125-year lease on a peppercorn rent. The stadium will be operated by a newly formed stadium management company.

### Isn't that more than the original figure of £10 million?

The first phase of the project was costed at £10 million in 2012. The increase, verified by independent experts, is simply the result of delays in building the stadium and it is why the stadium's partners want to move quickly on the project.

### Why do you need public money?

The original agreement to raise £10 million included at least £4 million of funding derived from a retail development located at West Langarth near Truro. However, this development is no longer proceeding as the alternative retail site at Truro City FC's Treyew Road stadium has taken precedence and that is why the partners are now looking for public support.



### Will the stadium be profitable?

Sportva Kernow's partners are committed to ensuring the stadium can sustain itself for the benefit of Cornwall for the long term. The stadium will become the home turf for the Cornish Pirates and Truro City FC, while representatives from numerous other sporting codes have expressed an interest in hosting games at the stadium. Truro and Penwith College has committed to using the facility for its catering, hospitality, and business schools.

The function and event centre will be the largest in the county and within easy reach of a population of more than 1 million during the peak tourist season. The Cornish Pirates have also formed a long-term relationship with 'the Waikato Chiefs', a very successful Super 15 rugby franchise in New Zealand. The design of the stadium has been modelled on the Chiefs' success in making their home ground – the FMG Stadium – a multi-use facility.

The partners are therefore confident that Sportva Kernow will be in continuous use and indeed become a sporting, educational and cultural hub for Cornwall. Other businesses that have been set up along similar lines, such as the Exeter Chiefs', have also proven the case.

Devon & Cornwall Business Council (DCBC) researched

# SPORTVA KERNOW

## FREQUENTLY ASKED QUESTIONS

the economic benefits arising and with the benefit of other specialist assessment it was adjudged that the activities (excluding construction etc.) of Exeter Chiefs was an injection of £10-12 million per annum into the Local Economy.

Applying these figures to the Cornwall project but taking account of the different market profile and different levels of competition, it is the opinion of DCBC that the proposed investment would secure between £8-10 million per annum of enhancement to the Cornwall GDP. Finally, the Cornish Pirates are prepared underwrite the stadium management company business plan with up to £300,000 a year for the first 10 years to maintain Sportva Kernow as a first-class sporting and entertainment facility.

### **Why can't the private sector pay for the stadium?**

The private sector is leading the development. Over £300,000 has already been invested in the stadium project for the preliminary work including the development of the concept and business plans. The

private sector partners, including the Cornish Pirates, Truro and Penwith College and Truro City FC are investing £6 million into phase 1 of the project. The scheme has always required extra funding, which was originally coming through a retail development as part of the council's approved plans, but this is no longer a viable option.

### **Why spend money on a stadium when it could be spent on schools and hospitals?**

Sportva Kernow is a long-term investment in Cornwall. It will drive employment and growth in the local economy, creating a larger pool from which funding for essential services can be raised. The stadium also offers enormous community benefits. Sportva Kernow's partners envisage, for example, building links with the nearby Royal Cornwall Hospital to improve community fitness and wellbeing. Already the Cornish Pirates are working with the NHS Foundation to improve teenage and young adult mental health.

The Pirates also operate a very successful community programme for thousands of school children across Cornwall aimed at improving health nutrition and social inclusion. In the 2016-17 academic year alone, more than 2,500 children took part in the programme, which engaged with rugby clubs, primary and secondary schools, colleges, and charities.

Truro City FC and Truro and Penwith College have similarly strong community outreach programmes that they hope to develop further using the new stadium.

### **Why is the stadium being built in Truro?**

Sportva Kernow's location at Threemilestone just outside of Truro followed a major study by independent experts Gardner & Theobald, which assessed 27 sites across Cornwall. The study concluded the Threemilestone and Truro area was the most feasible location for a stadium primarily based for the following reasons:

- a. The presence of the Cornish Pirates RFC as an anchor tenant is extremely important for the



# SPORTVA KERNOW

## FREQUENTLY ASKED QUESTIONS

- viability, profile, and sustainability of the project;
- b. The benefit of the potential to have a second anchor tenant (Truro City FC), which is not possible beyond this conurbation;
- c. The greater commercial appeal of Truro to the private sector and the resulting potential for enabling development and the opportunities to deliver nonmatch day usage;
- d. The opportunities created by the existence of the Truro West Park & Ride scheme in the City, and potential for a further Truro East Park & Ride, with potential to deliver a sustainable transport solution on match-days; and,
- e. The strong opportunities to deliver synergies with nearby hospital and college sites through health and educational programmes.

The site is meanwhile at the Crossroads of Cornwall. A population of well over 200,000 permanent residents is within 30 minutes of the stadium.

Sportva Kernow's catchment will extend to towns

and cities as far flung as Launceston, Penzance, and Plymouth in Devon.

The site offers superb transport from the A30, two park and ride facilities within easy reach and the location is well linked to public transport including buses, trains, and Newquay airport.

### **Will the development lead to traffic congestion?**

No. The development of the stadium and the associated transport improvements will improve traffic flows in the Threemilestone area thanks to a new northern access road that will run parallel to the A390 along to the north end of the stadium from west Langarth towards the hospital in the east.

Access will be created direct from the adjacent Park and Ride into the Stadium grounds. Meanwhile, games and major entertainment events, which will draw the largest crowds, will be held at the weekend or late evenings, when traffic on the major surrounding roads is at a low ebb.



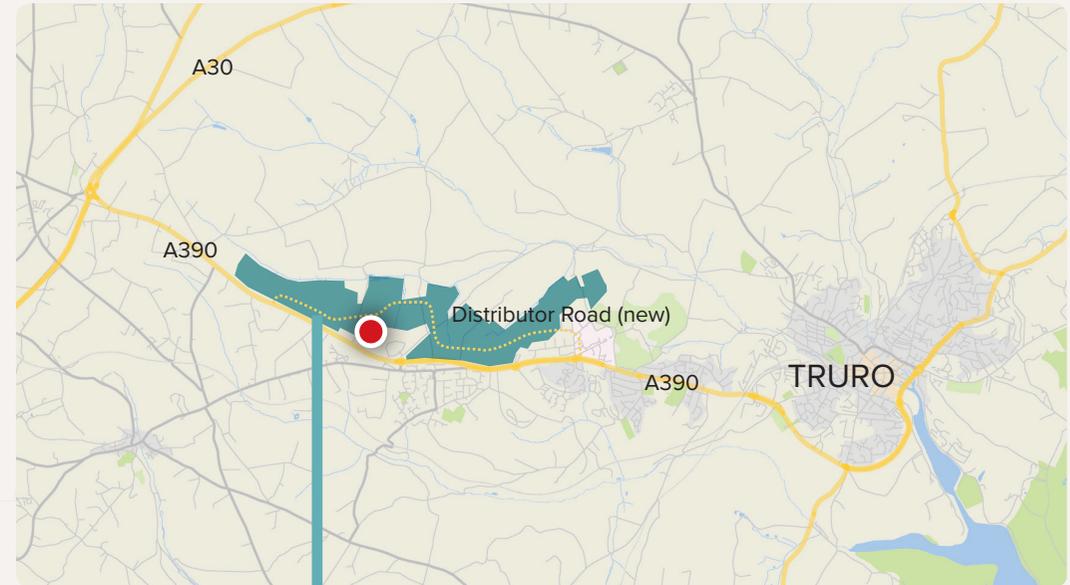
Sportva Kernow's partners are committed to ensuring the stadium can sustain itself for the benefit of Cornwall for the long term.



# THE CENTREPIECE OF A NEW COMMUNITY

Planning consent has been granted for a substantial site to the west of Truro fronting the A390. The scheme forms part of the proposed Truro City extension, which allocates further land in the vicinity for a mixture of residential and commercial use.

The site benefits from excellent transport links. It is situated next to the Truro 'park and ride' terminal which offers 250 parks and links directly with the Truro train station. It is less than 30 minutes from the airport at Newquay, while the A390 runs directly in front of the site, connecting the stadium to the main A30 arterial route through the county.



Sportva Kernow will sit at the centre and become a vital part of a new residential development.



# One & All

— *Th on onan hag oll rag Kernow!* —

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