



Angels Investor Proposal

3G FIFA Quality

Pro surface

for club and
community



A unique opportunity to be part of the exclusive 1948 Club



Tonbridge Angels Football

Tonbridge Angels F.C. is a football club that strives to be a sustainable centre of excellence, delivering competitive, entertaining football in the National League.

A welcoming club in the heart of the community, which embraces diversity and champions integrity and respect for others.

A football club where fans are valued, serving the community with pride and passion. Aiming to inspire, nurture and enrich through the medium of football.



Tonbridge Angels is embarking on its biggest development in over 40 years and this is your invitation to be part of it and show your support. As a community owned club we have been striving to create an infrastructure and model that is sustainable and will keep football at the heart of our community for many years to come.

Many National League clubs, like Tonbridge Angels, have replaced their grass pitches with a 3G FIFA Quality Pro surface which has transformed their business models and opportunities by making their facilities available 7 days a week and we want this for our club too.

We have spent 18 months investigating, modelling and planning to the point where we are today and are now ready to push ahead with this development. The overall budget is £700K and the financial commitment will be met with grants and private investment. The private investment required is £400k and we want to meet this through the Angels' Investors Initiative.

Angels' Investors has been launched to raise the investment that we need and provides a unique opportunity for you to invest into your local club and community whilst delivering you a financial return above the interest rate that any bank is currently offering.

We are seeking 20 Angels' Investors to invest £20K each into the club as a short term, 5 year loan.

This prospectus will share with you the vision for the club and demonstrate the financial model which will deliver the return on your investment in only 5 years. Not only that but you will join an exclusive group of no more than 20 people and become our '1948 Club' which will give recognition to your support and other benefits for the duration of your investment.

You could be part of this amazing opportunity and let your short term investment be the legacy that creates an exciting, growing and sustainable club, providing football for all, for this generation and the next. As we move toward our 75th Anniversary this will be an incredible gift to your community, building a club that will be at the heart of our town for the next 75 years.

I look forward to discussing this opportunity with you further and will be excited to welcome you as an Angels Investor and join our exclusive 1948 Club.

With best wishes

Phil Broad

Director

Tonbridge Angels Football Club

Tonbridge Angels is looking for 20 Angels' Investors to invest in our club to support its most significant project in more than 40 years that will give the club the opportunity to gain unparalleled growth whilst creating a suitability model of operation.

About Tonbridge Angels

Tonbridge Angels is a semi-professional football Club playing in the National League South, the 6th tier of the football pyramid. The club has achieved significant success in recent years, winning the 18/19 super play offs to gain promotion into the National League. Last year (20/21) the team reached the 1st round proper of the FA Cup, playing Bradford City live on national television. Attendance figures are around 750 supporters per match with potential growth to 1,200 plus (based on similar sized clubs in the region).

The club is based at Longmead, adjacent to the Tonbridge Farm Sportsground. Longmead is owned by Tonbridge and Malling Borough Council and the football club has a lease to occupy the facility. There are 11 years remaining on the current lease. The facility is in need of redevelopment to bring it up to modern standards.

Tonbridge Angels is a community football club, owned and run by its supporters. The directors running the club are elected volunteers and do not take any salary. The club employs over 25 footballers and coaches on a part time basis. It operates a number of youth teams and has recently launched its new Angels in the Community scheme, which will offer football

training and healthy lifestyle initiatives to children from all social backgrounds in the Tonbridge area.

The new Upz and Downz Learning Centre for young adults with learning difficulties is being built at the football club and we have also recently become a dementia friendly club. We work closely with Tonbridge Baptist Church supporting their food bank initiative and we are fully committed to being in the heart of the community.

Tonbridge Angels is a big supporter of the Cardiac Risk in the Young (CRY) charity. Over the past few years three young players with an association to the club have died of heart conditions. This has spurred an effort to screen as many players as possible across six days of screening at the club.

Since 2016 the club has raised £38,000 enabling more than 1000 young athletes from football and other sports to be screened. Of these, 15 young people were identified as potentially having an underlying heart condition, and they referred for further investigation.



The Vision

The vision is for Longmead, the home of Tonbridge Angels F.C., to become the footballing centre of excellence and a community hub for the Tonbridge & Malling area with a phased development model both on and off the field.

The phased physical development will be supported by phased business & community development to create a club that delivers benefit to its supporters and indeed the wider community within a model that:

- is financially sustainable
- brings success on the pitch
- nurtures and develops young talent through its 'footballing pathway'
- provides community amenity and opportunity
- introduces girl's, women's, disabled and walking football teams

Your investment will provide:

- the installation of a full size 3G FIFA Standard Pro surface
- new Dug Outs
- new goals to provide for 11-a-side and 5-a-side configurations
- replacing floodlights using energy efficient and pollution reducing lighting for its increased usage
- a new income stream for the club
- a bright sustainable future for Tonbridge Angels Football Club

Tonbridge Angels Football Club Benefits

- ✓ Financially, it is a challenge to operate a supporter owned, community football club employing over 25 people. Despite cautious financial management, the club has often relied upon donations and sometimes loans from generous supporters. A 3G pitch would ensure Tonbridge Angels is used every day of the week and income generated from community pitch hire and increased hospitality revenue would give financial sustainability and a long-term future.
- ✓ The Club does not currently have a training facility, so a 3G pitch would provide a base for first team training. At present, the club rents a facility, which impacts finances and venue availability is not always secure. The option to train on the current pitch is limited and determined by weather conditions.
- ✓ The development of the Club's youth structure has been hampered in recent years due to a lack of training facilities and a venue to play matches. A 3G pitch would allow the Club's youth system to expand, raising football participation in the Tonbridge and Malling community. This year (2021/22 season) and in anticipation of the proposed changes we have established a new team which competes in the u18's Isthmian League as we seek to fill the gaps in the 'Player Pathway' to the 1st team.
- ✓ The development of a 3G pitch would also allow the Club to extend the teams playing under the Tonbridge Angels Badge. This would include a women's team, disability team, walking football team. Again, participation in sport and healthy lifestyle would increase and benefit the overall community.



Community Benefits

- ✓ Our research from other football clubs in the region demonstrably show that a 3G pitch with a floodlit facility could be used for at least 40 community hours each week. We would make the pitch available for hire to support the identified need in Tonbridge and Malling. This usage would increase football participation in the area with all its health benefits.
- ✓ Another area identified in the Football Foundation's Local Football Facility Plan, is the need for all weather pitches for 11 v 11 football to enable progression from youth to adult football. There are incredibly more than 220 youth football teams in the Tonbridge and Malling area, but limited outlet for adult progression. A 3G facility could help change this.
- ✓ This facility would also enable us to fulfil our vision to see increased football participation from girls and women, the disabled and over 50s with the expansion of teams and leagues. This pitch would enable community tournaments in the community stadium to take place bringing together the people of Tonbridge and Malling. As well as physical benefits, there are also mental health advantages from team sports.
- ✓ A 3G facility with floodlights which can be used in the evenings and throughout school holidays, independently or through our Angels in the Community scheme will help tackle anti-social behaviour among young people in the community. Football can act as a force for good by keeping young people active and supporting them in reaching their potential. It can therefore help to reduce crime and anti-social behaviour in the local area and keep communities feeling safe.¹
- ✓ An enhanced football facility is an attraction for individuals and businesses looking to locate to the area. With a projected increase in population over the next 20 years, this will be a much-needed community sports facility. The development will also assist the local economy with the creation of new jobs and opportunities.
- ✓ The development of a 3G pitch at the Longmead site will also help the progression of elite sport in Tonbridge and Malling, creating a training facility for Tonbridge Angels Football Club. The Football Club has aspirations to gain further promotion and continue to put Tonbridge and Malling on the sporting map as they did last year in the FA Cup. It is proven that a successful football team can raise morale and productivity in its community.²

References

1. Chantry Football Project, Suffolk. Leeds Utd Foundation & Halton Moor
2. Productivity at the Sunderland Nissan Factory increases when AFC Sunderland are successful on the pitch.



Could you be part of the exclusive 1948 Club for which there are only 20 places available with an investment of £20k?

You can invest in more than one place if you wish!

Benefits to you

- An above rate of interest return on your investment which will be fully paid over 5 years
- Exclusive access to the 1948 VIP Club suite, including matchday ticket, for each home game for the duration of your investment
- Grandee ownership status
- Twice yearly exclusive dinner events with the board and team management
- Acknowledged on our Angel Investor Board within the 1948 VIP Suite (anonymity can be observed if required)
- Signed & framed first team shirt

A combined return value of more than 25K from your 20k investment

Repayment Example for 20K Investment with 5% return over 5 years

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Repayments in 12 Equal Instalments	£4,236.85	£4,236.85	£4,236.85	£4,236.85	£4,236.85
Total Repayment	£21,184.25				



Project Costs

Pitch Replacement to FIFA Quality Pro Artificial Surface	£586,028
Additional Plant Requirement for Maintenance	£5,310
Flood Lights	£65,220
Dug Outs	£10,000
New 11-a-side & 5-a-side Goals	£9,752
5% contingency	£27,052
Total Cost	£703,362

Project Funding

Football Stadia Infrastructure Fund Grant	£52,654
Other Grants	£250,000
Angels Investors 20 x 20k investments	£400,000
Total Funding	£702,654



Project Income and Expenditure

Income	Year 1	Year 2	Year 3	Year 4	Year 5
Pitch Hire ¹	£204,480	£210,614	£216,932	£223,440	£230,144
Additional Hospitality	£56,000	£57,680	£59,410	£61,192	£63,028
Total Income	£260,480	£268,294	£276,342	£284,632	£293,172

Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5
Angels Investors Loan Repayments ²	£84,737	£84,737	£84,737	£84,737	£84,737
Contractor Maintenance & Annual FIFA Inspection Fee (fixed for 5 years)	£5,680	£5,680	£5,680	£5,680	£5,680
Energy (+103% annually)	£4,000	£4,120	£4,243	£4,370	£4,502
Community Use Agreement ³	£20,000	£20,000	£20,000	£20,000	£20,000
Stadium Manager	£30,000	£30,000	£30,000	£30,000	£30,000
Booking System	£1,000	£1,000	£1,000	£1,000	£1,000
Total Expenditure	£145,417	£145,537	£145,660	£145,787	£145,919

	Year 1	Year 2	Year 3	Year 4	Year 5
Sink Fund for Surface Replacement from Year 5 (£210,000) ⁴	£42,000	£42,000	£42,000	£42,000	£42,000
Total to Re-Invest	£73,063	£80,757	£88,682	£96,845	£105,253

Notes

1. Pitch hire target of 40 hours per week @ a rate of £120 p/h for full pitch (inc VAT)
2. Angels Investors loan rate @ 5% PA
3. Condition of potential grant to account for lost revenue against fund divert
4. The playing surface is guaranteed for 5 year at a usage rate of 50 hours per week. This is the replacement cost of the surface projected forward.

**Investing today to create
a sustainable footballing
future for Tonbridge Angels**

**If you would like to find out more or to
become an Angels Investor please contact:**

**Phil Broad
Director**

**phil.broad@tonbridgeangels.co.uk
Tel:07962 018120**







Tonbridge Angels are proud to be supporting the Fair Game Initiative along with our local MP.



“I am delighted Tonbridge Angels are on board with Fair Game. They are one of the best run clubs in the country, invested in the heart of the community, and an example to all. These recommendations can only help improve governance at all tiers of the football pyramid.”

Tom Tugendhat
Conservative MP for Tonbridge and Malling



The Halcyon Wealth Longmead Stadium, Darenth Avenue, Tonbridge, Kent TN10 3JF.

Tonbridge Angels Football Club Limited is a Community Benefit Society, operating under the Co-Operative and Community Benefit Societies Act 2014. Registered number IPO 32445