



JUL
FOR
THE **BUILDTHENEST**

www.thenest.org.uk

A MESSAGE FROM JAKE



Jake Humphrey

Trustee, Norwich City
Community Sports Foundation

I am a proud trustee for Norwich City Community Sports Foundation, a local charity that engages with over 38,000 people a year, helping the great people of Norfolk achieve their goals. We are there offering support whatever their age, background, or disability.

As a Foundation, we use sport and our association with Norwich City Football Club as key engagement tools. We know that sport can inspire, motivate and help drive people to reach their personal goals.

Despite the scale of our current impact and the countless stories of achievement, there are still many people in Norfolk that we cannot reach.

We have a bold and exciting vision to build a multi-purpose community hub in Horsford, known as The Nest, that will allow us to increase the number of people that we can impact each year. In order to bring this vision to life, we must find a significant amount of money from grants and fundraising.

Our plans, and the remarkable impact The Nest will have, are outlined in this document, as well as ways that you can get involved and help the fundraising effort.

There are people in our community that really need our help, and by getting behind our Build The Nest campaign, you will have a significant impact on their health and happiness.

Thank you, we look forward to hearing from you.

Jake



OUR VISION

TO CREATE A SAFE, NURTURING ENVIRONMENT THAT ALLOWS PEOPLE IN OUR COMMUNITY TO DEVELOP SKILLS, GET ACTIVE, AND REALISE THEIR POTENTIAL.





THE NEST

An iconic hub, to help thousands

We have developed exciting plans to build our new hub on the site of a disused sports club at the edge of Horsford.

The new hub, named after Norwich City's former home 'The Nest', has the potential to reach an extra 12,000 people a year.

The Nest will be a safe, nurturing environment where we will support people of all ages and abilities to realise their potential.

The initial phase of development has included the refurbishment of an existing clubhouse, and the addition of residential bunk boxes and seven football pitches.

An iconic second phase will include the construction of a multi-purpose indoor sports hall, classroom facilities, a gym, and a floodlit 11-a-side 3G football pitch.

The second phase of the project will cost £9.4m to complete, and relies on funding from a number of sources, including grants and fundraising, along with support from individuals and organisations in our local community.



Images from The Nest - Norwich City FC's home until 1935.





Images of the second phase of development at The Nest in Horsford; more images on page 22.





CREATING OPPORTUNITIES

Tackling Norfolk's inactivity

Being active is a vitally important part of life; being inactive can have negative effects on health:

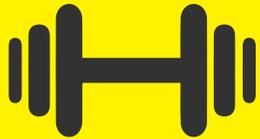
1 in 6 adults in the UK die as a result of being inactive.

Only **33%** of people play 30 minutes of sport at least once a week.

0: number of like community-focused hubs in the East of England with quality and accessible sports facilities.

51% of people with three or more impairments are inactive, compared with **21%** of people without a disability.

AT THE NEST...



Each year, **1000** people will access a 60 station inclusive community gym.



Each year, **650** people with disabilities will take part in sports and physical activity, supported by our skilled team.



Each year, **6000** grassroots footballers of all ages and abilities will use the 3G and renovated grass pitches.



**“I’M PART
OF A TEAM
AND I
LOVE IT.”**

Mike is a member of our powerchair football club.

At The Nest, we will provide opportunities for many more people in Norfolk with disabilities to get into sport.



**“MY TEAM
NEEDS A
PLACE TO
CALL HOME.”**

Kyran loves his football and plays for Horsford FC.

At The Nest, grassroots teams like Horsford FC and Hellesdon FC will be able to train and play their matches.





INSPIRING AMBITION & DEVELOPING SKILLS

Boosting social mobility

Helping people to improve their circumstances and inspiring them to aim for something better is essential to creating a more equitable society.

Norwich ranks **323/324**
for social mobility in the UK.

Only **60%** of students achieve
a 'good' set of GCSEs - the
fourth lowest figure of any
county.

92 - the skills and qualifications
score for Norfolk, which is in the
bottom three of all counties.

AT THE NEST...



Each year, **250** young people will study and train with our football and education programmes.



Each year, **135** vulnerable adults who are homeless or unemployed will improve their skills and increase their life chances with us.



27 full-time equivalent jobs will be created and **600** people a year will be supported in work related training.



**“I’VE FINALLY
FOUND
A REAL
PURPOSE.”**

Brian was in prison, overweight, and depressed until he found CSF’s Street Life Soccer programme.

At The Nest we will help more people in Norfolk like Brian, or people who are homeless, into work.



**“MY FUTURE
LOOKS
REALLY
EXCITING.”**

Vivian is studying for a BTEC Level 3 Extended Diploma in Sport as part of our football and education programme.

At The Nest we will provide education and training for many more young people in Norfolk.





REALISING POTENTIAL

Improving health and wellbeing

Supporting people to overcome barriers to improved health and wellbeing is essential to enhance people's longer term ability to live fulfilling, active and happy lives.

68% of over 75s are inactive.

16,000 people live with dementia and there are **3,885** new cases in Norfolk every year.

1/4 of children starting primary school in Norfolk are overweight, increasing to **1/3** when starting secondary school.

AT THE NEST...



Each year, **320** over 55s will take part in sports and social sessions such as our Extra Time project.



Each year, **70** people suffering from mental and physical illness will access support activities and services such as Dementia Cafes and Mental Health Fit Clubs.



Each year, **100** children and young people will take part in our Fit4it healthy lifestyle programme.



**“WE CAN
PLAY AT
OUR OWN
PACE.”**

Brian is a member of our Extra Time programme, which includes sport and social sessions.

At The Nest we will help to keep more Norfolk people over 55 active and healthy.



**“IT HELPS
ME TO
REMAIN
POSITIVE.”**

**Rose has attended our Kick Cancer sport
and social sessions.**

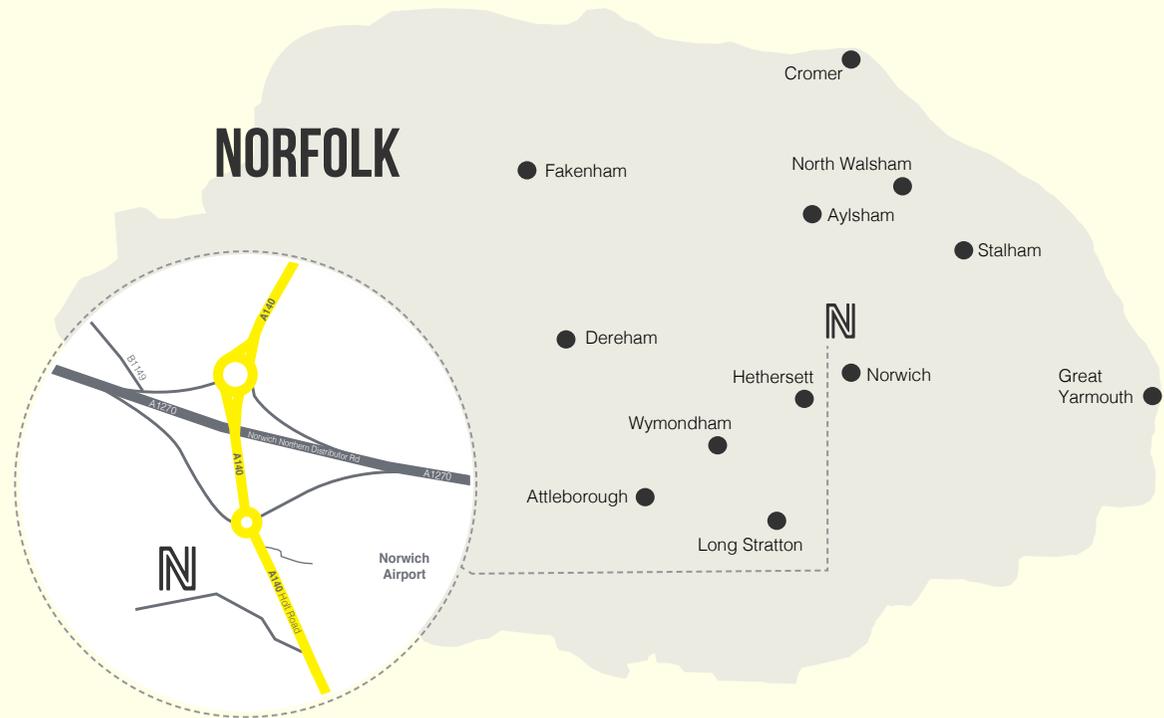
At The Nest we will be able to support more people
like Rose, who are living with cancer in Norfolk.



THE SITE

The Nest will be built at the site of the former Anglian Windows Sports & Social Club in Horsford, which closed its gates in June 2014. In its prime the site was home to many sports and social groups using its indoor and outdoor facilities.

The pictures below show the condition of the site when it was acquired by the Community Sports Foundation.



THE NEST PLAN

Here is a map of our proposed developments at the site.

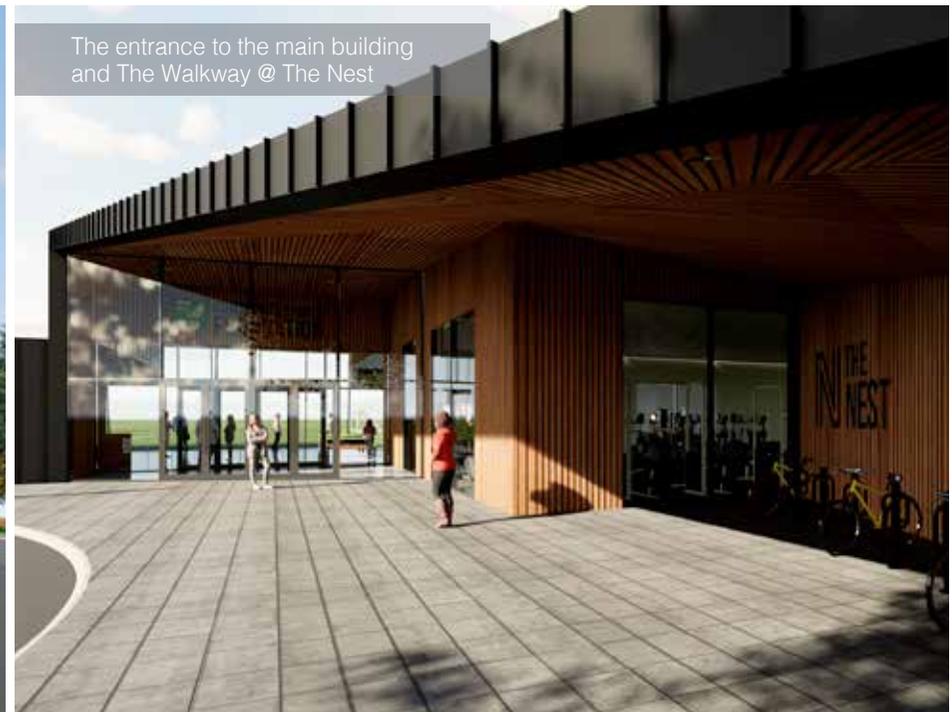




The Nest will have a floodlit 11-a-side 3G football pitch.



An exterior view of the 3G football pitch and entrance to the main building and indoor sports area.



The entrance to the main building and The Walkway @ The Nest

The main welcome area will allow guests a fantastic view of the various sports and fitness facilities.



The main welcome area, which includes the cafe and seating - this will be the main communal section of The Nest.



The Nest will have a health and fitness gym and studios.



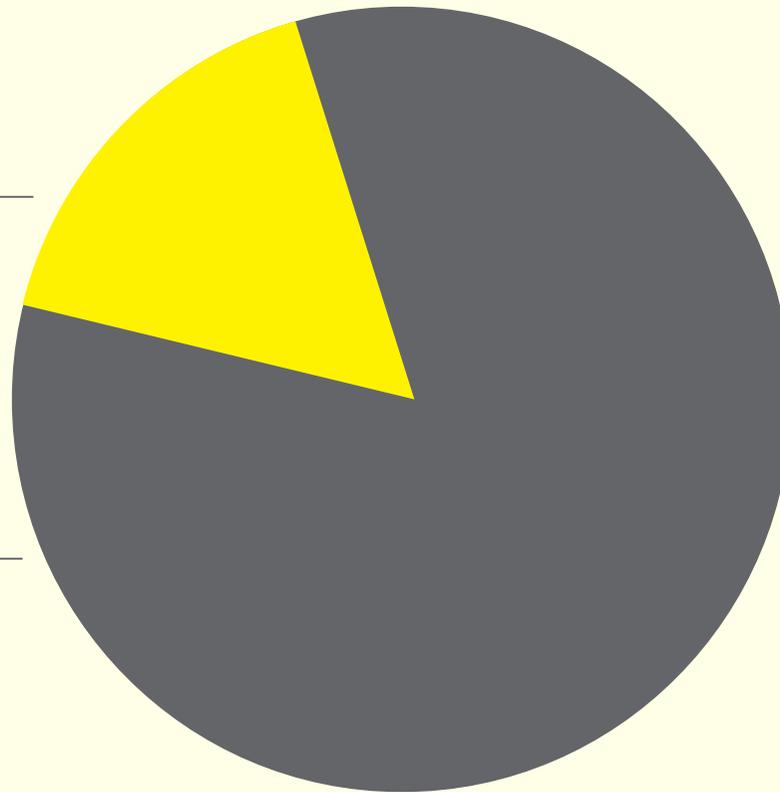
A view of the indoor sports hall, which will be used for activities such as netball, badminton, futsal and cricket.

FUNDING THE NEST - PHASE TWO

Total: £9.4 million

£2.5 million
fundraising

£6.9 million
other sources
such as funding
& grants



This will be used to help **12,000** more people and bring a footfall of over **300,000**, every year.

Phase one of the project has cost £1.5 million, taking the overall project cost to £10.9 million.

HOW YOU CAN HELP

Here's how you could help us to build The Nest

The Foundation are looking for individuals and organisations to show their support for the Build The Nest campaign and our team would love to hear from you.

Below are some suggestions as to how you could support the Build The Nest campaign:

Individuals:

- Make a donation
- Purchase a personalised paving stone, to be installed in The Walkway @ The Nest
- Complete one of our fundraising challenges
- Hold your own fundraising event
- Take part in our Fill Your Boots initiative

Businesses, schools and other organisations:

- Nominate us as your charity of the year
- Enter a team into one of our fundraising challenges
- Organise and hold your own fundraising event
- Work in partnership to provide discounted services to the Foundation and The Nest
- Become one of our Nest sponsors

Please email csf.fundraising@canaries.co.uk or call **01603 761122** and ask for a member of the Fundraising team.

“

The creation of The Nest will turn a derelict site into a hive of activity where people can learn, grow and spread their wings. It will provide a step-change in the Foundation's ability to reach out and help thousands of individuals regardless of age, gender or ability. It's a fantastic project, but we need a great deal of support to make it happen.

”



Tom Smith

Norwich City Football Club Director
& Norwich City Community Sports
Foundation Trustee

“

The Nebula Partnership is supporting The Nest to ensure that our pupils have the opportunity to take part in events, and help raise their aspirations while at the same time inspiring the generations to come.

The activities at The Nest will also allow our pupils to grow their strong sense of self, the capacity to show resilience in situations, along with developing the key team work skills that participating in sport offers.”



Ashley Best-White

Executive Headteacher, Nebula Partnership

“

It is my pleasure to support a project that will create unique opportunities for thousands of people from across Norfolk to develop essential life skills. The Nest will take people outside of their comfort zone, reaching those who most need our help and supporting them with their next steps in life.”



General the Lord Dannatt

Former Chief of the General Staff of the British Army

“

Broadland District Council are confident the Community Sports Foundation's new facility will provide economic, health and educational benefits to our residents whilst meeting a strategic need to the wider area and helping to reduce social isolation and inequality. We are extremely proud to offer our support.”



Councillor Andrew Proctor

Leader of Broadland District Council

“

Validus are really pleased to be working with CSF as our Charity of the Year partner. As a significant local employer in Norwich, we were really keen to continue to find ways in which we can give back to the community. The great work that CSF are doing locally and in particular their efforts to create a fantastic facility at The Nest really inspired the team to offer our support. We are really excited to get involved and support CSF events and will also be collaborating to find creative and engaging ways to support through internal team events.”



Edwyn van Rooyen

CEO Validus

“

I chose to Run Norwich and walk 47 miles to raise money for the Community Sports Foundation, as they believe in my son despite his health challenges, and I believe in them. Building The Nest, will open up so many opportunities and knock down barriers so not only my son Jake can benefit but others too.”



Emma Coe

Fundraiser and mum to Jake - a participant in our disability programme.

“

The trustees of The Charles Littlewood Hill Trust are delighted to help build The Nest. The project will create a unique hub for people in Norfolk to get together and take part in activities that will help to tackle some of the real issues in our communities.”



Nigel Savory

Trustee, The Charles Littlewood Hill Trust



Follow us on:  [@NorwichCityCSF](https://twitter.com/NorwichCityCSF)  [communitysportsfoundation](https://www.facebook.com/communitysportsfoundation)  [norwichcitycsf](https://www.instagram.com/norwichcitycsf)

Norwich City Community Sports Foundation Norwich City FC, Carrow Road, Norwich, NR1 1JE
www.communitysportsfoundation.org.uk / 01603 761122 / Registered charity number: 1088239