

Appendix 8 14/P4361 Wimbledon Stadium Committee Report

Sabah Halli
Development Control
London Borough of Merton
Merton Civic Centre,
London Road
Morden
SM4 5DX

14th January 2015

Reference: "14/P4361"
Application Site: Wimbledon Stadium, Plough Lane, SW17 0BL

Dear Ms Halli

True Volunteer Foundation has worked with AFC Wimbledon since 2011 when we approached the club about the Wimbledon Sporting Project. There was an immediate synergy based on our shared volunteering ethos. Both organisations would not be successful without the help of volunteers who provide their time and expertise at no cost.

TVF is a unique, award-winning international NGO empowering people through education. Working across 33 countries, last year TVF and its True Volunteers changed the lives of over 300,000 people. TVF were founded in Wimbledon and a number of Trustees and True Volunteers live in the Borough.

From 2011, TVF have worked with a number of partners, sponsors and Wimbledon based volunteers to build the Wimbledon Sporting project.

Launched in 2012 to coincide with the Olympic and Paralympics Games, The Wimbledon Sporting Project is a five-year educational programme which includes the provision of films, books and sporting activities to schools in the London Borough of Merton at no cost.

TVF is delighted to be working with local businesses, local partners, sporting celebrities and volunteers to create a lasting and innovative sporting legacy across Merton. The project seeks to combine the spirit and success of the 2012 Olympics with local sporting heritage to inspire school children and to empower them to live healthy and active lives.

87 volunteers, 39 local partners, 18 young sporting hopefuls and 21 sporting celebrities, all donated their time, expertise and resources to produce an inspirational film and book for school children. The response to the Common Ground film and book has been exceptional, with over 5,000 school children benefiting from free copies which were distributed to every school in the Borough thanks to the Heritage Lottery Fund.

London Borough of Merton

20 JAN 2015

Planning Development Control

True Volunteer Foundation Ltd. 75 Park lane, CR9, 1XS, United Kingdom. Reg Charity No 1113789.

True Volunteer Foundation

From investigating the humble beginnings of sport in Wimbledon, Common Ground explores sport today, looking at how football, tennis, cricket, rugby, running and hockey bloomed into sports played globally.

The film and book presents inspiring stories from champions from each of these sports and presents their views on what makes sport so special. Over 3,000 volunteer hours were donated to create this special film and book for children. Every individual taking part volunteered freely with no one having personal expenses reimbursed. It is estimated that the film and book would of cost over £100,000 to produce but thanks to a robust partner ecosystem, it only cost £400.

In May 2012, the Common Ground film premièred at the Odeon in Wimbledon, bringing together celebrities, corporate donors and schools to provide sustainable sports education to schools across Merton. Working in partnership with the Merton Chamber of Commerce, the Common Ground film and book was distributed to all Merton schools free of charge thanks to the Heritage Lottery Fund who funded the production costs.

Celebrities supporting the film and book included; Jacquie Beltrao, Greg Rusedski, Will Greenwood, Steve Cram, Daley Thompson, Alec Stewart, Sean Kerly, John Scales, Lawrie Sanchez, Victor Ubogu, Mark Butcher, Dewi Morris, Annabel Croft, Sue Mappin, Alex Best, Ainsley Harriott, Eamonn Holmes, John Verdale, Rodney Marsh, Adrian Mills and Theo Paphitis. Many of these celebrities have strong links with the area.

However, the stars of the film were not the celebrities but infact teenagers, school children and teachers from the local area who are inspired by sport. They were not earmarked in any way for sporting success but quite simply liked playing sport as we visited Merton's schools. These included; Chole-Poppy Halliday, Emma Britton, George Rounce, Ross Trimmings, Laurence Copeman, Henry Peuble, Jack Dunley, Zac Jennings, Fergus Clark, Rory Jones, Alex Burrell, Giovanni Capello, Lorena Symes, Yu Bin Kim, Bella Burdett, Thibault Haque, Edward Smith and Alex Fordman. They all attended the premiere as *the* stars.

There were a number of parties who provided tremendous support over a number of years. However, there were 4 parties whose support went beyond the call of duty and were central to its success (this was imperative for a project of this magnitude to succeed):

- 1) Merton Council – Stephen Alambritis (Leader of the Council), appeared in the film and provided guidance and advise throughout the project on a number of subjects.
- 2) Merton Chamber of Commerce – Diana Sterck (Chief Executive), provided advice, support, funding and a team of excellent people to help especially with the funding and distribution of the books to schools.
- 3) AFC Wimbledon – Ivor Hellor (Director), David McNight, Mick Pugh (both historians) and Paul Foley (Community Football Scheme Manager) provided access to former/current players, historical artefacts, advertised the project throughout their supporter base and provided access to qualified coaches to attend school teaching sessions.
- 4) The Terrace Wimbledon (Proprietor, Jessica Ponnampalam) – provided a fabulous meeting venue on a bi weekly basis with complimentary refreshments, a host of ideas to support this initiative and a free venue for the after-party.

London Borough of Merton

20 JAN 2015

Planning Development Centre

True Volunteer Foundation Ltd. 75 Park lane, CR9, 1XS, United Kingdom. Reg Charity No 1113789.

* ● ✦ ✧

True Volunteer Foundation

In addition to the provision of the film and book, there have been tailored sport engagement programmes where professional instructors (including those from AFC Wimbledon) have delivered tailored sport packages directly to children on school premises.

"The sports have been brilliant. The children have really loved playing so many sports throughout the week and in such a fun manner. All of the instructors were excellent; we were impressed with how they presented the sports to the children. The cricket session was especially excellent as this is a sport we do not really play in the school – my own class loved that session and we had to play again the day after. The instructor managed to show all the children how much fun cricket could be. We will have a lot of children signing up for various sports after this. Please sign us right up for the next one!"

Finn Coughlan, Pelham Primary School

In March 2013, TVF was recognised for its groundbreaking Wimbledon Sporting Project by Merton Partnership Volunteering Awards. TVF is proud to be one of the eight organisations recognised for their contribution and dedication to Merton Communities. Awards were presented by the Mayor of Merton, Councillor David Williams.

There is no doubt TVF could not have achieved this without all the stakeholder support involved in this project.

We understand AFC Wimbledon is looking to relocate their operations to Plough Lane in Wimbledon. TVF is not qualified to comment on issues such as transport but has views related to how AFC Wimbledon could help the Merton community.

As an educational charity, TVF believe sport is a catalyst for child learning, health awareness and community involvement. When we researched the Borough we found the Merton Borough has an interesting mix of those who "have" and those who "have not"; especially in the Southern part of the Borough. It is clear that broader support is required to address this. The right sporting institution with the right community ethos can add tremendous value to the Council's objectives.

TVF contacted over 50 sporting institutions in the Borough and found that AFC Wimbledon was the most forthcoming attending weekly meetings, providing qualified coaches and allowing unlimited filming during their sporting events.

TVF believe AFC Wimbledon have a strong foundation and appetite to really add value to the Merton community in an area where help is required. From our experiences of working with such institutions inside and outside the Borough, TVF believe AFC Wimbledon could add real value to the well being of the Merton community.

Subsequently, TVF and AFC Wimbledon have worked on a small project in Asia on providing sports education to children.

London Borough of Merton

20 JAN 2015

Planning Development Centre

True Volunteer Foundation Ltd. 75 Park lane, CR9, 1XS, United Kingdom. Reg Charity No 1113789.

* ● ✎ ✎

True Volunteer Foundation

Please do not hesitate to contact me at claire@truevolunteer.org if you require any further information. In the meantime, I have enclosed a copy the press pack used to get the Merton community inspired, proud and excited about their sporting heritage.

Yours sincerely



Claire Ashfield
Head of Partnerships
True Volunteer Foundation

Attached: Press pack

Delivered via electronic mail to:

Stephen Alambritis – Leader of Merton Council
Diana Sterck – Chief Executive, Merton Chamber of Commerce
Ivor Hellor - AFC Wimbledon
Mick Pugh – AFC Wimbledon
David McNight – AFC Wimbledon
Jessica Ponnampalam – The Terrace Wimbledon
Kay Skelton – AFC Wimbledon



London Borough of Merton

20 JAN 2015

Planning Development Committee

True Volunteer Foundation Ltd. 75 Park lane, CR9, 1XS, United Kingdom. Reg Charity No 1113789.

Welcome to

Summer 2012

Wimbledon

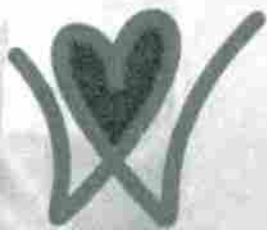
The Wimbledon Way (map inside)

Iconic Sculpture
The Stag

● Stop to Shop

Special Offers from
Wimbledon's
Eateries

Love Wimbledon
The story so far...



lovewimbledon
BUSINESS IMPROVEMENT DISTRICT

London Borough of Merton

20 JAN 2015

Planning Development Team

TENNIS FOCUS | THEATRES | CINEMA | SUMMER WINES | COMMON GROUND

How Wimbledon Common changed the sporting landscape forever



Wimbledon Common has a remarkable sporting history. To bring its history to life, unique award-winning charity True Volunteer Foundation (TVF) has produced an inspirational film.

'Common Ground' explains how Wimbledon Common became the catalyst for the birth of many sports and the breeding ground of sporting champions for almost 150 years. The film explores Wimbledon from the Ice Age, through the Victorian era, right up to the present day, illustrating how these periods of time and individual factors rising from them came together to produce a rich sporting history.

Today, Wimbledon is recognised for the most prestigious tennis tournament in the world. However, during the mid to late 1800s a number of sports were created or re-defined and played for the first time in Wimbledon leading to the formation of:

- The National Rifle Association
- The first and oldest cross country running club
- Rugby Football Union
- The only football club to win the professional FA and Amateur Cups
- Grass Hockey

TVF is a unique, award-winning international NGO working to empower children and communities through education. TVF is managed by 108 True Volunteers, no one is paid and no one can claim expenses. TVF and its True Volunteers have been hailed by celebrities and Ministers as an "excellent example of The Big Society".

This Wimbledon based project included many local partners who also gave their time and resources to make Common Ground a success.

To find out more please visit
www.truevolunteer.org

20 JAN 2015

To produce this unique film, 21 sporting celebrities, 18 young sporting hopefuls, 39 sponsors and partners, including Love Wimbledon, 27 True Volunteers and over 60 individuals from different walks of life have all donated their time, expertise and resources. It is estimated the film would have cost over £90,000 to produce but only cost £400.

Narrated by Jacque Beltrac from Sky News, the film features sporting heroes from a wide range of disciplines. Stars include, Former GB tennis number 1 Greg Rusedski, 2003 Rugby World Cup winner Will Greenwood, former 1,500 metre world record holder and Olympic Silver Medallist Steve Cram, Olympic Hockey Gold Medallist Sean Kerly, and many more.



Photograph: Joshua Tucker

In May, 'Common Ground' received a red carpet premiere at the Odeon in Wimbledon. With partners including Merton Chamber of Commerce, London Borough of Merton, Love Wimbledon, The Terrace Restaurant and many more the film is being developed as part of an integrated theoretical and practical educational programme, which includes books, walking trails and sporting activities for local schools.

If you would like to receive a copy of the film or wish to find out more, please email claire@truevolunteer.org

Schools in the News

savills.co.uk

Sponsored by

savills

COMMON KNOWLEDGE

20 JAN 2015

Local film brings together celebrities, corporate donors and schools to provide sustainable sports education to Merton's Schools.

Local film *Common Ground* produced by True Volunteer Foundation (TVF) received a red carpet premiere at the Odeon in Wimbledon on the 17th May. Almost 400 complimentary VIP tickets for the event were provided to schools, local business and celebrities. The film acts the medium to launch the Wimbledon Sporting Project, a five year sporting programme that will roll-out across schools in Merton from September 2012.

'Common Ground is a unique story of how Wimbledon Common changed sporting history'

Common Ground aims to ignite sporting fever among children across the Borough, instilling a sense of pride and inspiring long-term engagement in sports for

After party at the Terrace Restaurant

generations to come. The film tells the unique story of how Wimbledon Common changed history, becoming the catalyst for the birth of so many sports.

Schools will receive complimentary copies of the film and an accompanying TVF-authored book thanks to Merton Chamber of Commerce meeting the production and distribution costs. The film has also brought in thousands of pounds in sponsorship from local businesses and every penny of this will be channelled to provide Merton's schools with access to wide-ranging sports tuition, a result of TVF's unique award-winning principles.

On the red carpet at the Odeon Wimbledon



L-R Edwardo and Jacquie Beltran (Sky News Presenter), John and Lisa Seales, Michael Padmanathan (TVF) and Stephen Alambritis

It is estimated the film would have cost over £90,000 to produce but thanks to a robust partner ecosystem, it only cost £400. 21 sporting celebrities, 18 young sporting hopefuls, 59 sponsors and partners, 27 True Volunteers and over 60 individuals from different walks of life have all donated their time, expertise and resources to produce an inspirational film for children.

www.truevolunteer.org



L-R Alex Best and David Frost and Teen Frazer (Savills)



L-R British Tennis Champ, Roger Taylor, John Mager (TVF), Michael Padmanathan, Jessica Ponnampalam, and Peter S. Ponnampalam (from The Terrace Restaurant)

HOW WIMBLEDON MADE SPORTING HISTORY

London Borough of Merton

New local film gets red carpet treatment

20 JAN 2015

With the building anticipation of the 2012 Games, unique award-winning charity True Volunteer Foundation (TVF) is producing an exciting independent film to ignite sporting fever amongst school children in Wimbledon.

Rich in history, the film explores how the town became the birth place of so many sports and the breeding ground for sporting champions. Working in partnership with the Merton Chamber of Commerce, an accompanying book on the history of sport in Wimbledon is being developed and this, along with DVDs of the film will be provided to all schools across the Borough for free.

The aim is to instil a sense of pride amongst children and inspire long-term engagement in sports. To build on this momentum, TVF is working with Merton Council to provide free sporting activities to schools. Local businesses will be given the opportunity to become sponsors, contributing from £100 – £500 towards funding a selection of sport activities.

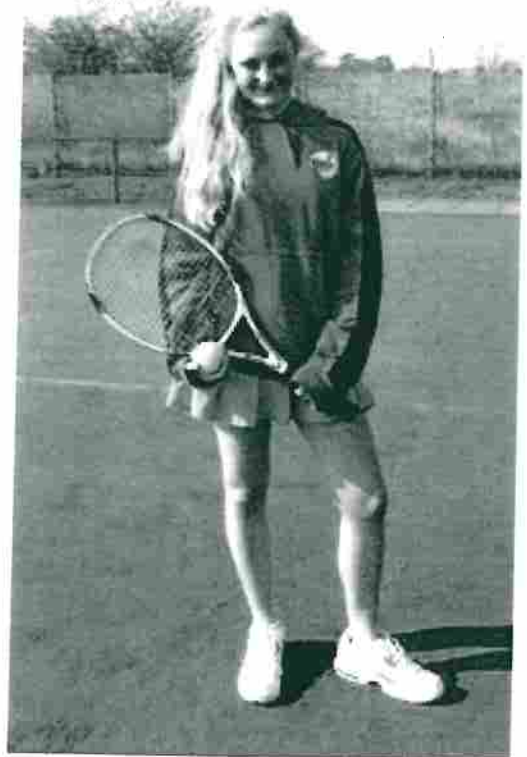
Founded in Wimbledon back in 2004, TVF is returning home

with this special film. TVF is an international non-governmental organisation working to empower children and communities through education. What makes TVF unique is that no one gets paid or even gets expenses reimbursed. Over 100 True Volunteers engage in a Social Career alongside their 'day jobs'.

The film premiere of *Common Ground - How Wimbledon Made Sporting History* will take place at the Odeon on the 17th May from 6:30pm and promises to bring the glitz and glam into Wimbledon. All are invited to come and watch the stars arriving on the red carpet.

Narrated by Jacque Beltrao from Sky News, the film features celebrities and sporting heroes from football, hockey and tennis. Mystery celebrity guests will be making an appearance on the night along with some well-known local sporting stars. Wimbledon Studios are supporting TVF, with Toby Sleigh-Johnson producing. Locations used include many famous sights including The All England Club, Centre Court and Wimbledon Common. Almost 400 free tickets will be available for the exclusive screening on the 17th May and

Planning Development Centre



Involved is local Hall School star, Chloe-Poppy Halliday, who is currently ranked number 2 in Surrey and number 22 (U16) in Great Britain

announcements on how to apply will be made on TVF's Facebook page. Select ticket holders and partners will be treated to a private after party at The Terrace Restaurant in Wimbledon.

To keep up to date, search and like 'True Volunteer' on Facebook: www.facebook.com/truevolunteer

To find out more contact: Sarah Jones, TVF Project Manager sarah@truevolunteer.org
T: 07905 600746

TRUE VOLUNTEER FOUNDATION JOINS THE TIMELINE OF WIMBLEDON'S SPORTING HISTORY FROM VILLAGE SPORT TO GLOBAL RECOGNITION

20 JAN 2015

WITH ANTICIPATION OF THE 2012 LONDON OLYMPIC AND PARALYMPIC GAMES BUILDING, THE UNIQUE CHARITY TRUE VOLUNTEER FOUNDATION IS EMBARKING ON AN EXCITING PROJECT TO BRING SPORTING FEVER TO THE LONDON BOROUGH OF MERTON. AMANBA-MELVING REPORTS.

TRUE VOLUNTEER FOUNDATION

(TVF) is an award-winning, international non-governmental organisation working to empower children and communities through education. What makes TVF unique is that no-one gets paid or even gets expenses reimbursed. Over 100 True Volunteers engage in a social career alongside their day jobs.

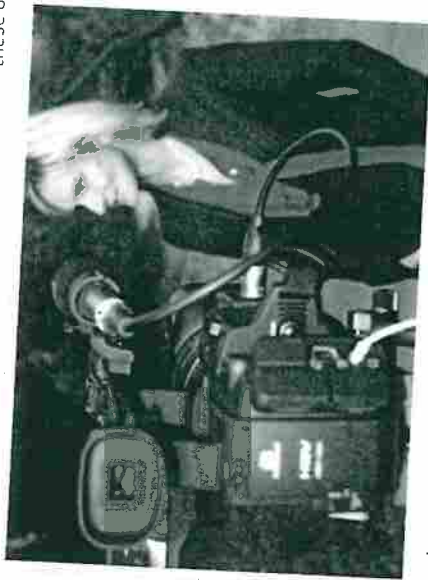
Schools in the London Borough of Merton are eager to promote sport to their pupils, and local companies are keen to get involved with the Olympics, but many are unsure of how best to do this. The Merton Olympic Project, independently funded by TVF, will allow schools and businesses in the borough to become directly involved in the

greatest sporting event on earth. The aim is to inspire children and young people to connect with the 2012 Olympic games, and to engage children and these organisations to easily become part of something special. Rich in history, the film explains how the borough became the birthplace of tennis, rugby union and the National Rifle Association, and explores the grand history and beginnings of Wimbledon Football Club. It aims to instil pride among children and young people in the borough, exciting and motivating them to engage in sport.

Receiving wide support from local celebrities and businesses, the film is narrated by Jacque Beltrao of Sky News and features former Wimbledon FC footballer and FA Cup winner John Scales, Leader

in the Borough free of charge. Local businesses will have the opportunity to become Merton Olympic Sponsors. The cost will not be onerous, and will allow these organisations to easily become part of something special.

Rich in history, the film explains how the borough became the birthplace of tennis, rugby union and the National Rifle Association, and explores the grand history and beginnings of Wimbledon Football Club. It aims to instil pride among children and young people in the borough, exciting and motivating them to engage in sport.



Jacque Beltrao narrating the film at Canizzaro House – which, at 300 years of age, has seen it all.

community in sport before, during and after the event. Stage one of the project is the production of the film *If You Know Your History . . . How Sport Began in Wimbledon*, which will be provided to all schools

Receiving wide support from local celebrities and businesses, the film is narrated by Jacque Beltrao of Sky News and features former Wimbledon FC footballer and FA Cup winner John Scales, Leader



Former Dons legends with Mick Pugh on location at Canizzaro House. From left to right: Bobby Ardrey, Ian Cooke, John Martin, Roy Law, Tom McCready, Mick Pugh.

of the Merton Council Stephen Alambritis, and representatives of a wide range of organisations from the area, including The All England Lawn Tennis Club and AFC Wimbledon

Many ex-Wimbledon footballers, including Roy Law, Ian Cooke, Dickie Guy, Tom McCready, John Martin, Les Brown (who took part in the 1960 Olympics), Bobby Ardrey, Dave Willis and Mike Kelly, have already been filmed or will be filmed at today's game against Bradford.

The film explores the history of Wimbledon from the Victorian era right through to the present day, illustrating how the Industrial Revolution and ultimately the 'Great Stink' caused the affluent to leave the overcrowded, disease-ridden areas of London, and how Wimbledon's steep rise in population led to sport becoming the pastime of the hard-working residents. How did Wimbledon come to be responsible for the birth of long-distance running and rugby union, and be home to the oldest cricket green in the world? What produced the Wimbledon spirit? The films also examines the current position of sport in Merton, looking at the globally recognised Wimbledon Tennis Championships and the efforts being made to revive football in Wimbledon.

The film is scheduled to premiere two months before the Olympic Games, in May 2012. To build on the film's momentum, following its launch, the sporting engagement will begin, with TVF funding free sport-related activities for access by schools in Merton. In the coming months TVF will

be canvassing local schools to determine which activities will be of most interest. TVF has engaged local business sponsors who have each contributed between £100 and £500 towards funding a selection of practical activities from football to aerobics.

TVF is currently in discussions with Merton Council to promote the existing resource directories so that schools and pupils can continue their relationship with sport during and after the Olympic Games. The long-term engagement of schools and sport is just as important as the initial interest in the upcoming London Olympic and Paralympic Games.

As TVF joins the timeline of Wimbledon's sporting history, the hope is that the Merton Olympic Project will ignite a passion for sport in children and young people, continuing the flame of sporting accolade within Wimbledon – 'from village sport to global recognition'.



True Volunteer Foundation

TVF will be torch bearers for the 2012 Olympic Games

