



Gillian Fairbrother  
Assets Manager  
Doncaster Council  
Civic Office  
Waterdale  
Doncaster  
DN1 3BU

30<sup>th</sup> January 2014

Dear Gill

**Re : The Keepmoat Stadium complex and associated areas**

We are writing to you to nominate The Keepmoat Stadium complex and associated areas (sited on Stadium Way, Doncaster, DN4 5JW) as an Asset of Community Value under the Assets of Community Value Regulations contained within the Localism Act (2011).

For the purposes of this nomination the complex consists of the Keepmoat Stadium, the athletics stadium, the external soccer pitches and car parks 1, 2 and 3. The area has been identified by a red edging on the enclosed plan.

We would like to set out the reasons why the Keepmoat Stadium complex should be considered an Asset of Community Value :

**Current Use** – the stadium complex is home to Doncaster Rovers FC, Doncaster Dragons RLFC, Doncaster Rovers Belles LFC, Doncaster Mustangs American Football Team and Doncaster Athletic Club. We believe this use meets the definitions of the Act as these clubs provide entertainment, social interaction, activities for both the young and old and the community of Doncaster as a whole. Additionally, the stadium provides ancillary uses as a business hub, function/meeting rooms, bars, fitness and entertainment facilities. The Doncaster Rovers Foundation is also based there which co-ordinates and promotes junior sporting activities amongst schools in the Borough.

**Current Occupancy** – the stadium is leased to Doncaster Rovers Football Club (trading as Patienceform Ltd) from 2013 under a 99 year agreement. Doncaster Rovers' plan for a "Sporting Club Doncaster" ethic brings many community benefits for Doncaster and places the stadium at the heart of that activity. Doncaster Athletic Club also hold a separate lease for the use of the athletics facilities.

**Community Value** – The history of these sporting clubs dates back as far as 1879 when Doncaster Rovers FC was formed by Albert Jenkins. Since then, organised sport in the Borough has been vitally important to the community, and serves to place the town in good stead through the various achievements of the clubs. The stadium complex promotes the furtherance of local sporting interest, listed by the Localism Act as a social interest that a Community Asset should further. Additionally, the complex :

- **Promotes the enjoyment of sport and exercise to local people**, both through the various matches and activities hosted there and the work of not-for-profit organisations such as Doncaster Rovers Foundation and The Viking Supporters Co-operative.
- **Serves as a focus for community pride**, providing Doncaster with history and heritage through the achievements of the clubs and the celebrated players from their history, and regularly recognising the contribution to the community made by non-sporting employees, volunteers and supporters.
- **Helps build a sense of community identity**, bringing together diverse elements of the Borough to share experiences and to engender a sense of kinship.
- **Provides local people with an inclusive social environment** which the clubs work to foster. Good examples of this are Doncaster Rovers FC's involvement in the Kick It Out campaign, and the number of soccer schools and mini soccer tournaments that take place at the facility.
- **Provides economic benefits to local businesses** such as increasing trade for nearby restaurants, pubs and hotels, the Lakeside Village Outlet shopping centre, the Dome Leisure Centre, cinema, bowling alley and supermarkets.
- **Is the subject of considerable local interest** as attested to by the significant local coverage the sporting clubs enjoy in local and national media.
- **Represents the town and Borough nationally and internationally** through, for instance, the hosting of England u19 and u21 international football matches, the Women's FA Cup final in 2013, the recent New Zealand v Cook Islands rugby league friendly, and the various music concerts and non-core sporting events, such as boxing and UFC.

The Keepmoat Stadium complex is vital to the continued delivery of all these diverse benefits to the community. Should the situation arise where the use of the stadium complex were in doubt the listing of the site as an Asset of Community Value would ensure that the community would have the opportunity to secure the future of the clubs who utilise the site and the continued delivery of the activities hosted there.

#### **Nominator**

This nomination is made by The Vikings Supporters Cooperative Ltd, which is a not-for-profit Supporters Trust with a membership comprised of Doncaster Rovers FC supporters.

The trust is registered as an Industrial and Provident Society with the Financial Conduct Authority (FCA), and is affiliated with Supporters Direct. The trust is owned and operated by its members and is run by an elected board of Directors on a fully voluntary basis.

Please do let me know if you require any more information to support this nomination, and I look forward to hearing from you in due course.

Yours sincerely

Rob Clark  
Acting Chairman  
The Viking Supporters Cooperative