

APPEAL REF: APP/E3715/W/23/3322013

Coventry Stadium, Rugby Road, Coventry, CV8 3GJ

Demolition of existing buildings and outline application (with matters of access, layout, scale and appearance included) for residential development (Use Class C3) including means of access into the site from Rugby Road, provision of open space and associated infrastructure and provision of sports pitch, erection of pavilion and formation of associated car park.

Appendix PM1



Welcome to Swindon Motorsports Ltd.

Swindon Motorsports Ltd is a joint venture partnership between Swindon Speedway and Gaming International, the owners of the Abbey Meads stadium site. The partnership was announced shortly after the recent confirmation of the permanent closure of speedway at the Stadium in north Swindon.

Our mission is to locate, acquire, and obtain planning permission to operate a new motorsports arena to accommodate speedway and car racing, with an expandable capacity of up to 5,000 spectators. The new multi-motorsport showground will need to be within a 45-minute drive of Swindon centre.

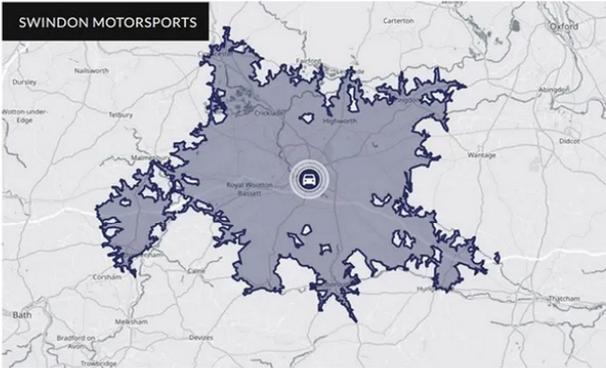
This website has been designed to provide ongoing information and updates on our progress, and to act as a point of contact for the local community and motorsports enthusiasts to keep in touch.

For all the latest updates, click on the 'Latest News' tab at the top of this page.

LATEST NEWS

VISION AND MISSION

We have a vision



To operate a multi motorsport show-ground within a 45-minute drive time of Swindon centre.

Our mission is



To locate, acquire, obtain planning permission, develop and operate a show ground including a speedway and car racing oval arena with an expandable capacity of up to 5,000 spectators.

OUR CONCEPT

Single motorsports events are no longer financially sustainable when run in isolation. However when combined with other events or activities - such as a training and experience facilities - they are.

Our concept is to combine multiple motorsports and entertainment facilities in a twin track large oval, surfaced in tarmac and in shale. The oval facilities will be designed for multi event use including training, practice, and experience sessions.

In addition, we are exploring the potential to co-locate an outdoor karting, minibike, and radio-controlled car circuit.

Subject to the land available, an all-terrain course for vehicle driving experience and motor cross training and practice could be included.

As we progress with identifying a site and preparing our plans, we will provide further detail on this website. We're keen to hear views and suggestions from the speedway and motorsports community right the way through the process, so please get in touch via this website if you have an idea we might be able to incorporate.



FOUNDER DIRECTORS



Terry Russell

In the world of Speedway Terry Russell needs no introduction. Combined with a successful career as the director/owner of Sabre cleaning Terry has managed every aspect of Speedway over a career spanning some 40 years.

Terry's impressive career has seen him promote speedway at a number of tracks including Hackney, Crayford, Arena Essex, East

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Steve Park

Steve is a chartered biologist who has recently retired having spent nearly 50 years working in the Pharmaceutical industry.

Steve worked at senior business levels for international companies and for over 10 years successfully invested in a small UK based pharmaceutical business selling niche medicines.

Steve has developed extensive busin

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Clarke Osborne

Clarke is Chairman of Gaming International the owners of the Swindon Stadium at Abbeymeads. Not known by many, Clarke has a long history in Speedway and motorsport, including the creation and operation of the most successful Speedway venue of the modern era in Bristol.

Clarke has been actively involved in the promotion of speedway in Oxfo

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George Edwards

George is managing director of Gaming International and has extensive experience in the hospitality, leisure, event, and sport promotion industries, both from the areas of operation and property development.

"This is an exciting opportunity to locate and develop an integrated motorsport facility in an area accessible to a large population

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PROFESSIONAL TEAM

Luke Tubbs | Savills

Property Agency and Advisors Savills is one of the world's leading property agents. With 600 offices across the Americas, Europe, Asia Pacific, Africa and the Middle East.

Eddie Fell | Fairhurst Architects

Founded in 1896 and moved to Manchester in 1905. 5 Directors and over 65 staff employed at three offices within the UK. The practice operates nationwide and internationally handling projects with construction values from £1m to over £200m. Leisure sector work includes being retained as Manchester United's architects as well as being instr

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Matthew Cridge | Sands Consultants

Since the practice began in 1991, Sands have continued to provide an industry renowned service, well respected for the Engineering expertise and ability that our professionally qualified staff provide. Sands carry out all aspects of Structural and Civil Engineering design to a broad client base which includes, but is not limited to, Retail

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Ed Clarke | Clarke Saunders

Developments in the instrumentation, software and techniques we use to do our work are only half the story, we need to keep pace with the continuously evolving environment in which we're doing it. That includes changes in guidance and legislation, new noise control and construction techniques and materials, and new noise sources like frack

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Rob Rodgers | Rodgers Associates

Rodger Associates Ltd incorporated in 1995 provides a broad range of environmental expertise to both the public & private sectors. Based near Wrexham we have specialist skills in Landscape Design,

Gareth Hooper | DPP Planning Consultants

DPP is an independent national planning consultancy successfully delivering planning solutions to clients across the UK. They have extensive experience in the planning management of major projects involving the

Stuart Choak | Calibro Consultants

Calibro is a specialist infrastructure planning consultancy of experienced and highly qualified transport planners, flood risk, infrastructure and drainage engineers. We bring the expertise and enthusiasm to drive clients' projects forward,

Lee Barker | QuanTec

QuanTec Surveyors are an independent private practice providing a range of Construction Consultancy services both locally, throughout the entire UK and beyond. Incorporated in April 2009, and being fully regulated by

◀ All Posts

Oval and stock car racing operator and promotor secured

23 March 2023



Oval and stock car racing operator and promotor secured for new motorsports arena



Exciting progress on a new multi-purpose motorsports arena in Swindon has been made this week with the appointment of Craig Robinson, a renowned oval, stock car and car show operator and owner of Ringwood Raceway in Hampshire, to the Swindon Motorsports team.

Following closely on the heels of the appointment of Savills, one of the UK's most prominent property agents, to lead the formal process of identifying and reviewing potential sites for the new multi-purpose arena, Robinson's appointment adds an exciting new dimension to the plans for a new motorsports arena for the area.

Craig Robinson is a leading authority on oval racing, stock car racing, and racing circuits, having been involved in motorsports since childhood and even racing from the age of 14. Robinson has twenty years' experience as an oval racing promoter at the iconic Ringwood Raceway in Hampshire, making him one of the UK's longest-serving sports promoters. He has also been involved in the operation of the Swaffham Raceway in East Anglia, and previously operated two dirt raceways.

Craig's other notable contributions to the racing world include founding the National Stock Car Association and being a founding member of the Outlaw Hot Rod Association, as well as creating the Rookie Banger World Championship.

Craig's appointment to the Swindon Motorsports team is an important development in securing a multi-purpose motorsports venue which will provide arena facilities for spectators and participants in all forms of oval racing, as well as speedway. This will ensure financial sustainability and broaden the attraction of the new arena. The provision of the best surfaces and dimensions for arena-based racing will be achieved by the creation of a tarmacked, oval racecourse around the perimeter of the speedway circuit.

Commenting on his appointment, Craig Robinson said:

"I am excited and inspired to work with Swindon Motorsports to bring oval racing, and all the amazing motorsports which come with it, to the proposed new multi-purpose arena.

"I am confident that mine and my team's two-decades of experience in promoting motorsports will be a real asset in moving forward this ground-breaking venture and securing a sustainable future for motorsports in the Swindon area. We will bring varied and exciting racing for spectators together with training and self-driving opportunities for those who want to get involved and experience the thrill of oval racing for themselves. We look forward to supporting the efforts of the wider team in identifying and securing a new location in the near future."

Commenting on the appointment, Terry Russell, Chairman of Swindon Speedway and Director of Swindon Motorsports, said:

"This is an exciting and important step forwards in our journey towards a new sustainable home for the Swindon Robins. Craig's unparalleled expertise and passion for all things motorsports makes him an ideal partner and we are delighted to welcome him to the team. Oval car racing is a key element in the long-term sustainability of all motorsports, including the Swindon Robins.

"Throughout this process, we have been guided by our commitment to securing a sustainable future for speedway in the area. The involvement of partners like Craig, and the inclusion of oval car racing at the new arena, represents an important step forward in realising this ambition, and we hope that Robins supporters will continue to give their valued support for this exciting venture and help spread the word. Progress is accelerating."

-Ends-

For further information, please contact:

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Share this post:  

From: Nicky Boothroyd <[REDACTED]>
Sent: 05 September 2023 13:00
To: Mark Lemon <[REDACTED]>
Subject: RE: [EXTERNAL] Fw: Coventry

Hi Mark

Apologies I did speak with John Edy but as discussed my words have been spun to give a negative view, please see highlighted that isn't from me and changes in bold to reflect my conversation. I also asked him to add this

Belle Vue Speedway won their first British Speedway Premiership since 1993 - a moment the fans 'have waited 29 years for. Their goal is to retain the title in 2023 and to lead role the restructure of the sport, giving it the profile it deserves and also broaden its appeal to diverse groupings and communities in the local area with our neighbourhood networking team.

Is this sufficient or do you need me to put it in an email for you to use.

Regards Nicky

Nicky Boothroyd

Facility Contracts Manager

Email | [REDACTED]

Telephone | [REDACTED]

Address | C/o National Squash Centre & Regional Arena, Etihad Campus, Gate 13, Rowsley Street, Manchester M11 3FF



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Please consider the environment before printing this email

From: Mark Lemon <[REDACTED]>
Sent: Tuesday, September 5, 2023 12:03 PM
To: Nicky Boothroyd <[REDACTED]>
Subject: [EXTERNAL] Fw: Coventry

Hi Nicky,

Nice to catch up.

As discussed, I received the below documentation from objections team for planning for Coventry Speedway Stadium for housing.

The planners have released and plan to use the below statements which sounds it come from John Edie (Not sure of his surname). Would you be so kind to have a read over and update on the current situation and relations of the NSS and Speedway please?

Kind regards

Mark

PS They have a deadline of 5pm tonight. Apologises for the late notice.

2.12 Desk-based research and consultation with operators in the sector confirms that the primary driver of this decline is unsustainable revenues streams due to declining audiences and fewer broadcasting deals. Consultation undertaken directly with Manchester City Council (MCC) on 7 and 8 August 2023 about the one speedway facility in which there has been investment since 2016 (in Manchester) reveals that the sequence of events that apply to this facility is as follows:

3 In 2014/15, the Greyhound track operator wanted to sell the (combined greyhound and speedway) site for housing. This would have left the speedway club - Belle Vue Aces (BVA) homeless.

3 BVA approached Manchester City Council and secured (from the Council's Strategic Development Department) some MCC capital investment plus support to secure a bank loan which BVA was due to repay.

3 The capital invested secured an upgraded speedway track with improved floodlighting, corporate hospitality boxes etc., and incorporated installation of a (under-sized) 3G pitch in the centre of the track. The complex opened in 2016.

3 The original arrangement was that BVA would manage the track and the hospitality

(paying for a lease but retaining the income) and that MCC's leisure operator (GLL) would manage (and retain the income from) the 3G pitch.

3 Having taken over management of the newly developed venue in 2016, BVA went into administration in 2017 leaving the City with liability for the bank loan taken out by it to partner with the Council on the development. This left MCC Strategic Development Dept., liable for the balance of the bank loan taken up by BVA and the City Council's leisure services without the promised income from the lease of the stadium.

3 Primary reasons cited (by MCC) for the failed venture are low spectator demand (need) and BVA's over-optimistic business plan forecasting which did not even come close to being realised. The Club failed commercially despite it being in a new stadium and the Club itself maintaining a regular and a successful (in terms of trophies) presence in speedway.

3 The MCC consultee stated that Club itself has only survived because the Council has not called in its debt.

3 BVA reformed as BVA2018 and MCC **issued a lease** Club to use the stadium on 34 days per annum for all its junior, senior and European matches. The Council's leisure operator GLL now **operates the whole venue all year round and there is a second leaseholder UCFB**

3 Under this arrangement, BVA 2018 has **a peppercorn lease** and **pays a service charge** for its periods of use (on the 34 days).

3 This arrangement was established based on a two-year lease in 2018 and a two-year extension was agreed in 2020 (extended to 2023 because of Covid-19).

3 MCC will be asking BVA2018 to pay an improved (albeit still essentially peppercorn) rent on its lease as of financial year 2024-25.

2.13 The overall analysis of the City's Facilities Contracts Manager – **is that speedway is embedded in Manchester's DNA but is a dwindling spectator sport and requires a completely new strategy if it is to successfully engage with local people and the club are proactively driving this strategy** ~~an eventuality about which she was not confident.~~ The stadium requires additional

users and bookings to be sustainable, as ~~speedway does not generate sufficient income to stand alone and continue.~~ **MCC have issued a lease to UCFB to mitigate the current subsidised required, by having multiple users of the building along with Speedway/GLL generating additional bookings will deliver a sustainable business model**

2.14 The Contracts Manager reported that the spectator base is largely male, white, 'working class' and over 50 and the impression gained is that other than a few diehard followers, attendance is an occasional rather than a regular feature of fan's habits. The secondary spend reflects the demographic and is more 'pie and pint' than a more profitable catering/event offer **which needs to be built on and is reflected in the new strategy**