

## Case study

**Project: Celebrate Gymnastics Club**  
**Type: Destination Park Conversion**  
**Cost: £200,000**

### Club history

Celebrate Gymnastics Club formed in 2020 with an ambition to develop a club straight into a dedicated facility. Based in Essex, the club set out to identify a suitable building to convert, the cost of which in the area is often prohibitive. After considering various options the club forged a relationship with Barleylands Farm Park and Village in Billericay. The potential opportunities for both parties based on footfall were numerous. Barleylands submitted a Change of Use application for a 7,600 sq. ft. barn which was granted in January 2021.

### The project

The barn needed minor repairs to the roof which were the responsibility of the landlord. Internally an additional toilet block to complement the shared facilities on site was required and the construction of a viewing area and office. A full equipment kit out by Continental Sports was also installed. The conversion took just 4 weeks, just in time for a bank holiday opening in June 2021.

### The investment

Total project costs - £200,000  
 Club Capital Investment - £100,000  
 Other Funds/Investment - £100,000  
 Loan Term – 4 years at 4% interest, with a 1-year capital repayment holiday

### Testimonial

Angela Gratze, Club Director wrote “The Club Capital process has been instrumental in helping us create our dream.

It was extremely important to us that we didn’t lose sight of what we wanted to achieve for our gymnasts, staff, and parents, so we put our ethos front and centre of everything that we planned and put in place.

As expected, with any start up business there was a huge amount of work which at times was overwhelming, however it was so helpful having guidance at every step of the way ensuring that everything was covered correctly.

Even now, 5 months after opening we are still given support and advice from British Gymnastics when needed.

Our regular meetings to discuss progress and issues has been so beneficial and has allowed us to develop the business further.”



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