



East Stand & Development Overview (Updated)

Introduction

Thank you for taking the time to read this overview and for your interest in Northampton Town Football Club.

As we make progress, we wanted to continue to provide updates after sharing some of the possible designs, new CGI images and benefits to the football club. We continue to have a set of guiding principles to be followed. The Council also have their own considerations which are agreed by the club.

To get to this stage it is accepted that the Council have now completed all the necessary due diligence, obtained the appropriate valuations, the offer is within an acceptable range of best value and legal and QC opinion has been sought. It is understood the Council process has been robust and comprehensive.

We are very pleased that West Northamptonshire Council confirmed "Throughout this process, the council has taken that detailed professional advice to support the assessment of the value of the land and, following this careful evaluation of the merits and risks of each offer, has concluded that the recommendation of officers to accept the CDNL bid is on balance the most prudent option, and therefore the intended route forward."

It cannot be underestimated the challenges that have come along with this opportunity, and we accept the process has taken longer than everyone, including us, thought, but to get to this point is very pleasing and to have 97.67% of the fanbase supporting the club's plans in an online poll is also very humbling.

As guardians of the club, we must take decisions that are in the short, medium and long-term interests of the club to ensure we protect the football club for future generations. We take that responsibility very seriously.

When you add up the problems with the leases that were inherited, the CVA process, the current ground conditions, the politics of what went on before our ownership, the police and council investigations regarding what went on before our ownership, the ownership itself of the stand, the change of local authority, and the COVID-19 pandemic to name a few things, hopefully fans can understand a little more.

However, that all being said, we are positive about the direction we are heading now and this document not only shows what we are trying to achieve with the East Stand to the council, supporters and stakeholders it also highlights the overwhelming support from the fanbase and the local community.

In terms of the East Stand design, over time we have researched and discussed in detail the various options including changing the overall design, improving what is there or knocking the whole structure down but following this research, the decision was taken to enhance the existing structure rather than make major changes to the footprint. These decisions were taken in consideration of both existing planning consents and return on investment for the football club.

This will be the first time in the club's history that pitch facing hospitality has been available to the commercial department and by adding boxes and hospitality areas in the stand this gives the club the ability to not only increase commercial revenue but also increase the value proposition for existing and new partners.

With the addition of the boxes and the increased hospitality areas this will also increase stadium capacity to over 8,000, and while it is not a significant increase from the current capacity, the cost/return financial projections would not justify a major change to the structure at this time just to increase capacity. It was decided that any capacity increases would be more prudent at the North or South ends of the stadium and with this in mind we look forward to furthering discussion with The New Hotel End project being introduced by the fans.

It is well known we are also discussing a wider development opportunity with the new West Northamptonshire Council, formerly Northampton Borough Council, but we both have already agreed that the completion of the East Stand will form a legal commitment of any agreement.

Because the football club now has 100% ownership of the company CDNL, who control the leases to approximately 22 acres of land next to the club as shown on the included maps, the benefit of any agreement will go to the football club. The club has never officially owned this land previously and it was only when we transferred the ownership of these leases to the football club that this became an asset to the football club. As discussions progressed the club have agreed with the WNC that the existing waste recycling site will remain with the WNC and CDNL will relinquish that part of the lease.

As with any major development project or the building of any stand it is always a fluid position and as we go through the process there will be further consultation with fans and stakeholders about some more of the detail including things like naming some of the boxes and lounges with heroes of the past, what the concourse area should include, what the fan zone could look like etc, and we very much look forward to those conversations.

There are a lot of people at the club who have worked very hard to get to this point and are really excited about the possibility of the East Stand and we all hope the fans like the look of what can be built.

Guiding Principles

The football club's guiding principles for the East Stand and land development are;

- The East Stand needs to be developed to the best possible standard in a financially prudent way for the long-term benefit of the football club.
- The East Stand will be completed with a legal agreement in place
- Provide pitch facing hospitality options for the football club
- CDNL is a wholly owned subsidiary of the football club
- The East Stand will be built with funds from the football club (owners)
- Football club are asking for no funding from WNC
- Football club site to remain leasehold with WNC
- Any excess funds generated from the CDNL development land or any land surrounding the stadium site will be generated for the benefit of the football club

The Council's main considerations below have also been agreed by the football club;

- The East Stand is completed
- WNC receive best value for any land based on external independent professional advice
- All the plans being discussed with WNC are subject to final full Cabinet approval
- Any development plans for the site remain subject to planning permissions as appropriate
- That the Asset of Community Value has been transferred to WNC from NBC

Benefits to the Football Club

There are many benefits to Northampton Town Football Club, including;

- **East Stand Completion**
Completion of the East Stand is the priority of any agreement and by using the ownership of the land leases this can hopefully be completed without adding further long-term debt to the football club.
- **Income generated for the club from the East Stand**
There will be additional income generated on matchdays and non-matchdays from the new hospitality areas and boxes.
- **Pitch Facing Hospitality**
Pitch facing hospitality not only brings increased revenue but also greater prestige, exposure and value for possible partners. Having pitch facing hospitality can also increase non-matchday revenues as many companies see a benefit to meetings and events with the pitch as a backdrop.
- **Disabled Viewing Platform**
The football club will consult further with disabled and wheelchair supporters and Level Playing Field in the final design process but access for disabled and wheelchair supporters to the hospitality and disabled platform areas to replace the disabled platform from the previous East Stand is a priority.
- **New parking situated on site**
A completed East Stand will provide additional parking behind the East Stand; plus the football club plans a review of all the parking on site to enable better design and management across the whole site.
- **Potential New Partners**
Once the possible warehouse development on the enabling development land is complete there will be new large companies moving in which will offer potential new commercial partners for the club.
- **Improved financial stability for the football club**
Increased revenue will always add stability to a football club and provide better financial protections for longer term success.

- **Community use of East Stand**

The new facilities will be available for use by both Northampton Town FC Community Trust and the club's education department. This will provide meeting rooms for community groups, space for programmes aimed at health and wellbeing and teaching space. It will allow us to increase our engagement with schools offering an alternative learning environment and positive experience for local youngsters. There will also be improved activities and facilities for families on matchdays as well as additional hospitality at the community pitch activities that take place each summer including local cup finals.

- **Potential Fan Zone**

Space for a fan zone project has been earmarked behind the new East Stand and further consultation would be planned to decide the best usage. More discussions are also planned with the New Hotel End project to ensure the potential Fan Zone areas behind the East and North end complement each other.

- **Increased asset base for football club**

CDNL and the development land have never been formally owned by the football club previously and only became an asset of the football club when transferred to the club owners. As CDNL is now owned by the football club then any land acquisition and/or development gain will be an asset of the football club.



Questions & Answers

Questions & Answers

Does the Club feel it has the support of the fanbase for this proposal?

The Club feels very strongly it has the support of a very large majority of the fan base for this proposal. The Club held an Open House which was attended by many fans with senior staff including the Chairman available to answer any questions and the Club has also met with many fans, supporters' groups, stakeholders, and the local community and answered many, many questions.

The information has also been made readily available on the Club website and following this the Club held an online poll where **97.67%** of fans voted in support of the proposals (out of 2,442 overall votes).

This is a **very clear** mandate to what the majority of Northampton Town fans want.

Does the Club feel the WNC process has been robust?

Without doubt this has been the most robust process that the Club has ever experienced, however the Club understands why considering the past issues.

The Club understand now that WNC have obtained all the appropriate independent valuation advice, independent legal advice including obtaining QC opinion and all the relevant checks and due diligence have been completed.

How does the proposal affect the Club's footprint?

It is a very important point that this proposal only adds to the overall footprint that the club owns and controls. The agreement with WNC is that the Club is buying the freehold, simple. There are ideas but no set plans following the purchase of the freehold but the club will own the asset and then have the option how it proceeds.

The original club lease for Sixfields included the athletics track area, however the athletics track area was surrendered anyway under the previous ownership and therefore this doesn't now form part of the club's formal footprint currently.

Also, whilst the athletics track was part of the Club's original lease in agreement with Northampton Borough Council this involved conditions for management, maintenance and use by a private athletics club. This area was not accessible by supporters on matchdays and it would be misleading to state that this was truly a benefit of the club or a facility that benefitted supporters of the Football Club.

As shown in the plans and CGI's the completed East Stand will actually involve using more of this area for the direct benefit of the Club and supporters with the possible fan zone areas and new parking, as well as space for the club to grow in the future.

How does the plan affect the ACV – Asset of Community Value – and can this delay the process?

Technically the Asset of Community Value is between WNC and the ACV holder (Supporters Trust). The ACV gives the holder the right to bid for a particular asset but not the right to buy. In simple terms it allows the holder 6 weeks to indicate they would like to bid and then a further four and a half months to deliver the finances. At the end of this six-month period WNC is under no obligation to sell to the holder and any agreement with the club can then be completed. There is also a provision for the holder to waive the ACV at any point during this period.

In terms of this land, whilst the ACV covers the athletics track as well as the stadium it would seem very strange with all the obvious benefits to the club that anyone would want to delay matters for that period of time. If the ACV holder decided to do that we believe it would be very disappointing for the club and our fans, but this is a legal process and the club would be left with no choice just to follow the process and wait for the period to run out.

The club has always felt that including the athletics track in the ACV was probably a stretch in the first place as this area of land has not been used by any community group for over eight years and the club has never really benefitted from this land anyway. The athletics track was already replaced with a state of the art facility at Moulton College in 2015 and this area of land has sat disused since then.

The club understands the stadium being included within an ACV and have no issue with this but to try and claim that the athletics track land is of club or community importance is not a position the club can agree with. The stadium is protected and will continue to be protected but the club feel the use of some of the athletics track for enabling development and the rest for a possible fan zone area and additional parking can only be considered in the best interests for the club short, medium and long term.

Could the former Athletics Track or part of it be used for something else?

The Club have looked at many different options for the use of this land and spoken to many different stakeholders and experts, however the plan in the Development Overview has consistently come out as the one that creates best value for the enabling land while also protecting any expansion of the Club.

We have seen many suggestions made like a velodrome, swimming pools, another athletics track, AstroTurf pitches, rooftop bars, training ground, however having looked at some of these options the Club feel some are just unrealistic and fanciful and most would require further significant investment either from the Football Club or even the Council, and the Club feels strongly that the completion of the East Stand should take priority at this moment in time.

Will the East Stand be completed to a good standard?

Yes, it is important to the Club that the East Stand is completed to the best possible standard. In the development overview, released in June 2021 the Club publicly stated, *"The East Stand needs to be developed to the best possible standard in a financially prudent way for the long-term benefit of the football club."*

It has also been agreed with WNC that *"The East Stand will be designed and constructed to standards in line with (or better than) other comparative modern stadia builds in the UK."*

Will the Stadium now be hemmed in to stop any further development for the Club?

Absolutely not. In all discussions about the future development of the Club and Stadium it has always been a high priority that any enabling development allows the Club to grow as required.

In the East Stand development overview that was made available to all supporters and is still available to download via the club web site, the Club confirmed that *"Space for a Fan Zone project has been earmarked behind the new East Stand and further consultation would be planned to decide on the best usage."*

The CGI's also produced visually show a fan zone and new car parking areas behind the stand plus the Club has further committed to a review of car parking at Sixfields to enable better design and management across the whole site while utilising other parking options in the area.

The map also released as part of the Development Overview shows approximately 19 acres of land still around the stadium that will remain available and under the Club control.

Will finishing the East Stand make the club sustainable?

Building the new East Stand in itself will not make the club sustainable (unless the Club wishes to reduce its playing budget to such an extent that we would not be as competitive) but it will certainly go some way in that direction.

It will give the club facilities to generate income on both matchdays and non-matchdays that the club has never had before in its history, and it will be a huge step forward.

These changes, along with the hopeful forthcoming implementation of the Government Fan Led Review (Crouch Report) with a potential redistribution of funds, which the Club have gone extensively on record to show support for, will hopefully allow the club to move towards a sustainable position.

Who will pay for the East Stand completion?

Funds will be provided by the Owners of the club to complete the East Stand as has always been stated.

Will it take the 5 years to complete the East Stand and why does the agreed deal allow for 5 years?

Certainly not. It is the club's intention to begin working on the East Stand once the paperwork is signed and upon completion of any deal.

WNC sensibly wanted a guarantee that the East Stand would be completed, and it was agreed that one way to do this was to put a reasonable time period for completion or the land would be returned to WNC, and the capital sum paid by the Club would be retained by WNC. 5 years was agreed as a reasonable period which didn't put the club at risk for any design and building delays.

How will the completed East Stand benefit the Northamptonshire community?

The club already works with thousands of local people each year to help, support, guide, educate and inform. The club is often regarded as the largest unofficial youth club in Northamptonshire as we reach so many young people using the power of football to break down barriers. The new facilities in the East Stand will be available for use by both Northampton Town FC Community Trust and the club's education department, allowing us to help even more people across Northamptonshire in the way we help thousands now. On a matchday, the new stand will allow us to offer a first class, covered viewing area for wheelchair supporters who are currently viewing games from ground level, open to the wind and rain.

Will any additional jobs be generated by this proposal for Northamptonshire?

Yes, this is one of the many benefits to the Council and Northamptonshire as part of this proposal. Not only will there be additional jobs generated within the Football Club in the new facilities but if the enabling development is successful there will be many jobs created in the businesses that use the land.

If funds are generated through the enabling development, where do they go?

If funds are generated from the enabling development then the club, as owners of the development land, will benefit. The goals of the club will be to complete the East Stand in a financially prudent way, but as has been agreed with WNC to standards in line with (or better than) other comparative modern stadia builds in the UK, to improve the financial position of the club, replacing the seats in the West and South Stands, and improving the club's training ground situation.

Will this Development Proposal put the club at risk?

No, quite the opposite. The club will have much more of a secure future if this deal is completed as agreed. Any enabling development proceeds will go into the club for development of the infrastructure and hopefully to improve the financial position of the club. All Football Clubs are at risk when they carry debt and following a disciplined programme of reducing debt while still investing in the club and the stadium, this has to be seen as a positive plan to improve the overall financial stability of the club for the future.



Fan Support



97.67%

have backed the club's
East Stand plans.

mmel



Community & Stakeholder Support

SUNNY SINGH

Director of Business Development, Northamptonshire Chamber of Commerce



"Having seen the plans for the development of the East Stand at Northampton Town Football Club, the Northamptonshire Chamber of Commerce as representatives of our members, our stakeholders and the wider business community provide our full support to these plans. It is evident that these plans have embarked on an extremely thorough independent process and we very much hope that they are approved swiftly, so that the exciting project can get underway. Not only would this expansion be a benefit to the standing of a renowned local institution, but it would also provide a boost to the region's economy and would provide improved facilities for the fans and the business community that we represent."

NICK HILLIKER

Cobblers fan Nick is from Sands United, a local football club set up in Northamptonshire to support fathers who have suffered the loss of a baby or young child.



"At Sands United we have received excellent support from the club and are happy to add our support for the club's East Stand plans."

"A lot of us in the team are Cobblers fans and we want to see the stand completed as soon as possible for the good of the club, the local community and all of Northamptonshire."

"The plans look good, they are sensible and here at Sands United we are right behind the development! Good luck Cobblers!"

JEFFERSON LAKE

Cobblers fan Jefferson is a senior lecturer at the University of Northampton and a former Chronicle & Echo reporter.



"As a resident of the town for more than 40 years I have always been aware of the importance of a progressive football club and this awareness has been sharpened even further in my new role at the University of Northampton, where I frequently meet newcomers to the town."

"The club's plans to redevelop the east stand will provide great facilities for a new generation of fans and will be a vital asset for the wider community, in which the football club is already doing exceptional work."

"A very thorough process has taken place in terms of the structuring of the bid and this can be a very exciting time not just for the football club but also the wider population of the town, which continues to grow."

CHRIS WILDER

Chris won the League Two title as Northampton Town manager and has since managed Sheffield United into the Premier League. He is the current Middlesbrough manager.



"I really enjoyed my time at Northampton Town and we achieved some great things together."

"I said when they arrived that Kelvin and David would do good things for this club and Northampton is now well known in football as a well-run Football Club."

"I am delighted to see that progress is also being made on the East Stand development. I know how hard the club has worked to make that happen and it will be an exciting day when that stand is finally completed."

GAVIN WARREN

Gavin is the Chairman of Northamptonshire County Cricket Club.



"Northamptonshire is very fortunate to have three professional sporting clubs representing the town and county with pride."

"I have seen the club's plans for the East Stand, and they look very exciting. I like the Football clubs' ambition that will help the club and the community both on and off the field."

"I have got to know Kelvin well since he joined the club, and he must be congratulated for his continued enthusiasm that has made a positive impact on not just the Cobblers but the wider community of Northampton too."

"I am pleased to offer my full support for these plans and look forward to seeing the football club flourish."

MARK DARBON

Mark is the Chief Executive Officer at Northampton Saints.



"Everyone at Northampton Saints was delighted to hear that the discussions on the completion of the East Stand at Northampton Town Football Club have been positive. The elite sporting clubs of the town now enjoy an excellent working relationship, bound by a shared view about the powerful role sport can play for the Northamptonshire community, and we are therefore delighted that progress is being made."

OWEN MORRIS

Owen is the Deputy Director, Public Relations and Corporate Communications, at the University of Northampton



"The University and the Cobblers have had a successful partnership since 2013 and we share the same commitment to this town and the community of Northampton. The long-anticipated completion of the East Stand will be a benefit to the club and its fans for generations to come, and we hope the project is able to progress as soon as possible."

IAN SAMPSON

Ian is the club's second highest appearance maker and the current Academy Manager.



"I am fully supportive of the club's plans."

"Not only will the plans help the club move forward, but they will help provide further educational facilities for the club's young players. The owners have been fantastically supportive of the academy over the last few years and have helped us provide a much stronger academy for young footballers in Northamptonshire. These plans allow us to go even further."

"I have seen the club progress from the County Ground, and we are all ambitious to see the club develop further and a completed East Stand will be a big step forward."

JOHN MORRIS

John is a lifelong Cobblers fan, former BBC Radio Northampton sports editor and ex General Secretary of the British Boxing Board of Control. He currently resides in Towcester.

"I am 100% behind the club's plans."

"I have only good things to say about the club and owners and the work they do in the local community, and I fully support the East Stand development plans."

"I know how hard the club has worked on these plans and they are essential not just for the club to survive but to thrive and I sincerely hope these plans are given permission to proceed."

"They will be of huge benefit to the local community."

JAMES HENEGHAN

James is the Northampton Town reporter for the Chronicle & Echo.



"I have covered the club for nearly seven years now and while every club is subject to the ups and downs of football on the pitch, it is clear that this is a good club with a community ethos that does so much for the people of Northamptonshire. In my time I have seen so many heart-warming, feel-good stories, none more so than at the height of the pandemic when local people needed support and the club did so much to help out. It is obvious to me that for the club to progress it needs the East Stand completing as quickly as possible and I have no hesitation in offering my support to the plans. It's also clear from my interactions with supporters, both in person and on social media, that the vast majority of supporters back these plans too. I have read the plans thoroughly and they look sensible, realistic and will give the club the opportunity to move forward both on and off the pitch which can only benefit the local community."

KEV GAMBLE

Kev is a loyal Northampton Town fan.

"I can't wait to see the East Stand completed. The club is so important to the local community and this will now allow it to move forward."

DERRY FELTON

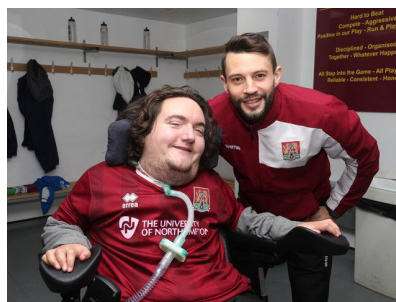
Derry is a loyal Cobblers fan and runs the Big City Lights Don't Bother Me Facebook page.

"I am very pleased to support the club's East Stand plans."

"The plans look very exciting and the new stand will provide much improved facilities for all supporters, including a new raised viewing area for wheelchair supporters."

"I think it is very important that the stand is approved and completed as soon as possible and I cannot wait to see that new stand open. That day cannot come soon enough."

"The club is so important to me and so many people in the community, including myself, and all of my fellow supporters are desperate for that stand to be completed."



GRAHAM CARR

Graham is a current associate director at the club, a member of the club's recruitment committee and a former player and Division Four title-winning manager in 1986/87.



"I know how hard everyone at the club has worked to see the East Stand development come to fruition and I am really pleased that things look like that is about to happen."

"Whether it was back in my time as a player or manager at the County Ground or in more recent years at Sixfields, I have always wanted the club to have better facilities and the completion of the East Stand will certainly be a huge step in the right direction."

"This is a Football Club to be proud of, being a long time resident of the area I know how much the club means to the people of Northamptonshire and how much the club does to help the community. There will be a lot of very happy Northamptonians once the East Stand is completed and I will count myself among them, even though I may not have been born here!"

CHARLES COMMINS

Cobblers fan Charles is the producer and presenter of the award-winning supporters' podcast, It's All Cobblers To Me



"We can't wait to see the East Stand completed. The plans look good and will provide the fans great new facilities once completed. Our disabled supporters will especially benefit as they've been without a decent viewing platform for too long. While, as fans, we appreciate the thorough, independent process that is being followed, it's time for it to progress in a positive way."

DUNCAN NICHOLSON

Duncan is the Managing Partner at Tollers Solicitors.



"I know this has been long running and, on behalf of Tollers solicitors, I wanted to put our support firmly behind the Club in relation to this venture. The plans look great and I can appreciate how thorough this whole process has been. For the Football Club and the town, the sooner the development is completed the better."

COLIN CALDERWOOD

Former Scotland and Tottenham Hotspur defender is the club's current assistant manager and he led Northampton Town to promotion as manager in 2006.



"As a club I believe we are making good progress and heading in the right direction."

"We have enjoyed some good times this season and as someone who lives in Northampton, I have seen how close the bond that has developed between the club, the players and the supporters is."

"I have also seen just how much excellent work the club does in the community and the improved facilities will benefit the club and the whole community. It will allow us to move forward on and off the pitch and that will be excellent news for the people of Northampton."

PAT BRENNAN-BARRETT

Pat is the Principle at Northampton College.



"Football clubs play a hugely important role in their communities and Northampton Town is no different. We all want the club to be successful and completing the work on the East Stand is essential to this."

"The stand will provide exceptional facilities for both fans and the wider community. We look forward to work progressing quickly to ensure the long-term future success of the club."

CHRISTIAN SMITH

Christian is the current Chief Executive of the Northamptonshire FA.



"The Northamptonshire Football Association is in full support of the completion of the East Stand development at Sixfields. Northampton Town Football Club stands as a pillar of the local community and demands a stadium that reflects and supports its ongoing contribution to the town and beyond. Football is the most popular sport in the country and engages and inspires people of all ages and from all communities. It seems only natural therefore that the 30,000 amateur players and 100,000's of coaches, officials, parents and supporters of the sport in and around Northampton have a local facility and Club they can be proud of."

SCOTT DESBOROUGH

Scott is the Chairman of the Northampton Town FC Community Trust.



NORTHAMPTON TOWN F.C.

COMMUNITY

"The plans for the East Stand look terrific and are particularly exciting for the Community Trust. The development will provide us with much needed space and enable us to welcome, support and engage with an even more diverse range of groups from across the community, driving our vision to create a healthy, happy and connected Northamptonshire."

CORRIE HARRIS

Corrie is the Principal/Chief Executive at Moulton College

"The club's plans for the East Stand look really good. It's obviously been a long and thorough process and I look forward to seeing it completed as soon as possible. We attended the Open House in the summer and the plans and images for the stand look fantastic. The club's proposals for the development make sense and have our full support. We are pleased things are progressing and we look forward to seeing the East Stand completed."



HAYDON SPENCELEY

Haydon is the Club Chaplain and Rector at Emmanuel Group of Churches in Northampton as well as being a Cobblers fan who is also a wheelchair user.



"I can still remember the joy of experiencing football from the elevated wheelchair section of the East Stand at Sixfields for the first time. Northampton Town was at the forefront of access for wheelchair using supporters for the first time and remained so for a number of years. It was a great time. Now that the extremely thorough independent process of diligent scrutiny into the thoroughly sensible and exciting plans for the completion of the renovation has concluded I am excited to see them come to fruition. It is time that the Football Club and, by extension the town, returned to serving wheelchair using supporters to a high standard once again. The completion of the East Stand, including a reinstated elevated viewing platform will help that to take place. It is my fervent hope that the time has come for the plans to be approved and for this progress to take place. It would be a great joy to have an unimpeded view of the whole of the pitch once again and not to be the only fans who are certain to get thoroughly soaked every time it rains in the whole of the ground once again. Northampton Town is a club which is, and continues to seek to be, at the heart of its community and the completion of this project is beyond timely in enabling it to better serve many fans, including those who are disabled. I'm excited for future generations of fans to experience the sense of wonder I did that first day at Sixfields against Barnet in 1994. It is within our grasp as a community, with your support."

SIMON PICKERING

Simon is the Managing Director at dbfb.



"dbfb have been a proud supporter of NTFC for many years and are excited to see the plans for their new East Stand and for seeing this becoming a reality. Not only will this benefit fans, it will also great facilities for corporate customers and ensure that the club can maximise every opportunity to keep re-investing back into the club as well as the great community work it does."

TERRY DORNEY

Terry owns In Town Automotive.



"The club's plans for the East Stand look really good. It's obviously been a long and thorough process and I look forward to seeing it completed as soon as possible."

WILL OELRICH

Will is a student at the University of Northampton and is a presenter on the Cobblers Vlogs YouTube channel.



"Finishing the East Stand will not only complete the stadium but will provide fantastic facilities for the club and the fans to use. I am also confident that it will be used well by the community and will benefit Northamptonshire."

NINA GANDY

Nina is the Corporate Partnerships Fundraiser at Cynthia Spencer Hospice



"Northampton Town Football Club play a vital part in the local community and, the plans for the East Stand will only add to this. NTFC have shown great support to local charities including ourselves over a number of years. The plans will enable a more inclusive environment for all and provide great facilities to a wide and varied fan base and the local community. The development plans will enable NTFC to continue their work with the local community as well as enhance this further which, will be of great benefit."

CORVILLE BROWN

Corville is a Director at Overstone Park School.

"My company, Overstone Park School has been supporting Northampton Town Football Club for many years. As Director of Overstone Park School we feel our relationship with the club has blossomed and they have our full backing. The club's plans for the east stand look incredible. It's been a long and thorough process and as a community we should all be looking forward to seeing the stand completed as soon as possible."



EDWARD SMITH

Edward is the Brand Director at George Boyd.

"We are pleased to offer our support for the club's East Stand development plans. These plans should give the club the opportunity to progress not just on the field, but with further expansion of the club's fantastic work in the community too. As a big supporter of the local community ourselves, we know how important that work is and this development will bring huge benefits, not just to the Cobblers, but to all those who they support and local businesses in the area too. It is a win:win for all concerned."



LEE RUDKIN

Lee is the Marketing Director at Tile Choice Limited.



"Tile Choice has been a key sponsor of Northampton Town FC for many years now and are pleased to see the proposed plans for the new East Stand development. We believe this will be a key additional asset to the club and the fans offering great facilities for all, including disabled access. Outside the football calendar the new East Stand will also be used for a number of events supporting the local community and bring new outside business to the area. Hopefully this will be approved quickly allowing the project to be completed soon to bring needed revenue and a boost to Northampton after difficult previous two years for all."

ALEX GREEN

Alex is the Primary Sports Enrichment Manager at the David Ross Education Trust.



David Ross Education Trust
Broadening Horizons

"I write to you in support of Northampton Town Football Club and their wish to continue to develop the East Stand at their Sixfields Stadium home. As an academy Trust who have six primary schools and one secondary school in the town, along with a further seven schools located in the county of Northamptonshire, we've seen first-hand the amazing work that Northampton Town Football Club and its amazing community Trust does in the county.

"From raising awareness and tackling issues such as climate change, mental health, anti-social behaviour and other health and well-being topics, to providing opportunities for young people to engage in sport both in an education and community setting the club and broader Trust for me are such a valuable institution for the town of Northampton and broader county.

"With plans that they have for the east stand development, I know that this stand will help further enhance their ability to provide fantastic opportunities for the local community.

"I would urge West Northamptonshire Council to consider the many benefits outlined above when making the final decision on this development."

NICK CRAVEN

Nick is the Communications Director at Weatherbys Ltd.



WEATHERBYS

"We were so impressed with the plans for the development of the East Stand when we saw images and presentations last year.

"It is clear that this project is being approached in a well-structured and thoroughly professional way and we would be entirely supportive of seeing it progress as quickly as possible.

"Weatherbys enjoyed our 250th Anniversary only two years ago and we are proud to be able to call Northamptonshire our home.

"Whilst our business has a national and international reach we are acutely the aware of the importance of having close domestic ties and we are delighted to enjoy close relationships with local businesses as prestigious as Northampton Town Football Club."



**Helping the Northamptonshire
Community**

125 YEARS OLD AND HELPING NORTHAMPTONSHIRE FOR MANY YEARS

TACKLING LONELINESS

Michael Bull has been supported by the club's Tackling Loneliness project. Michael is 89 years old and lives in Northampton.

"Some days I don't speak to anyone," he said. "It can be quite lonely sitting in on your own.

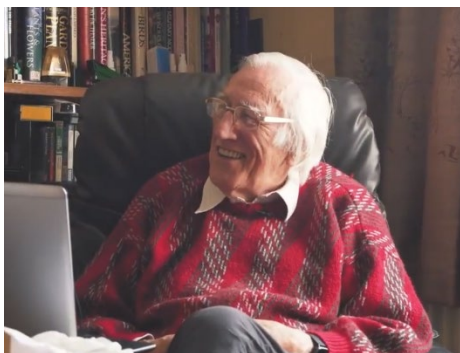
"I have been a lifelong fan of the Cobblers. I first went up to the County Ground when I was ten, my Dad took me to the games and I was dragged across the Racecourse to watch the team play!

"I was soon hooked and I have been going to games ever since!"

Bob Allen who has headed up the Northampton Town Community Trust's Tackling Loneliness project said: "I get to meet people like Michael. A fellow supporter passed on his details and said he had been married for long time, and his wife had passed away and he would benefit from being part of the project.

"We know a lot of our older fans have been shielding or self-isolating at different times and were on their own and not seeing many people through the pandemic."

"So we set up our Tackling Loneliness project and it is working really well."



Michael added: "Bob rings me up once a week, usually on a Monday and we have some banter teasing each other on the phone.

"As soon as I start talking I can feel myself feeling a lot, lot better.

"Being part of the group has been great for me. I even had the pleasure of holding the play off trophy aloft and that made my day!

"The laptop I have is very good. I take part in online meetings and I watch as many games as I can on the laptop."

Bob added: "We have around 120 people on our call list. We send out postcards, activity packs and we have set up a pen pal scheme with a local school and we have made trophy visits.

"Michael is a very good example of how the project has taken off and has helped so many people. We have got worldwide media coverage on TV and also in the New York Times and we just want to keep the project growing.

"We have stadium tours planned, we have walking talks planned and we hope we can keep helping the local community."

The Northampton Town Tackling Loneliness project was recently named the Community Project of the Year at the 2021 Northamptonshire Business Awards.

FIT COBBLERS

Nic Pentelow is 45 years old and was looking to lose weight when he came across details of the Fit Cobblers weight loss programme.

"My activity had grown to a halt," he explained. "My step count was very low and my food choices were bad.

"I saw an advert for Fit Cobblers and decided to apply. It was a three month course and I said to my family I would give the course everything for three months and see where we got to.

"At the initial weigh in I was at 15 stone which is as heavy as I have ever been. By the end of week 12 I was at 160,000 steps a week and I had lost three stone.

"I was nervous what would happen at the end of 12 weeks but we carried on with a weekly Zoom call and a work out and we have a WhatsApp group where we check in on each other and support each other and it helps us through.

"It has changed my life. I am now there for my family much more. It has helped me make small, sustainable lifestyle changes that added together have made a massive difference.

"Having the club's name attached to it made the scheme a lot cooler and a lot more exciting and that helps break down barriers."

"Fit Cobblers is a programme is unique. We look at exercise, nutrition, lifetsyle, habits and behaviour," said the club's Sports Participation Officer, Akshay Mistry.

"We have a tour of the stadium, we see the dressing room and the gym and we then play some fun games, we use body weight exercises to make things fun and it is great to see the progress made.

"The scheme is about educating, helping and supporting people and helping their confidence and self-esteem and Nic is the perfect example of that. He is very inspiring.

"Our aim is to take pressure off the NHS and make Northamptonshire a healthier place."

For more details, please see ntfccommunity.co.uk/fitcobblers



EXTRA TIME

The Northampton Town Community Trust have been delivering a range of activities to adults aged 50+ for over six years.

The aim of the project is simple - to support people to improve their physical, mental and social wellbeing by taking part in regular activities. Each weekly session comprises of three key elements - strength, mobilisation, balance and coordination work, a core activity and a time to socialise. Sessions are fully inclusive and refreshments are provided.

Alison was diagnosed with Alzheimer's in 2016 and at that point she had to retire from her job but she started coming to the Extra Time meetings.

"Since attending, her confidence has grown, she is not the shy person we first saw, she is a very valued member of the group," said Russell Lewis, who leads the group.

"Our aim is to make sure people go away with a smile on her face and a bounce in their step."

"I have been coming to the Extra Time meetings for a year and a half now," added Alison.

"I live by myself and it is a chance to meet new people. Before I came here I didn't have any clubs or meetings and a lot of my friends had moved away and this is a real help to me.

"Russell really helped me with my confidence and I enjoy the range of activities we do. I have even started singing and joined a choir!

"At Extra Time we will do walking, exercises and we even had a session on self defence! I also enjoy the art and the flower arrangements."

"Extra Time has given my mum a lifeline. I came down to some sessions with her and now I don't see her at the sessions, she doesn't need me," added Alison's daughter Kim.

"She has made a lot of friends and she is away from her isolation at home."

"You have to keep active," Alison said. "This is something lovely for me to look forward to each week. I have made a lot of friends."

Sessions cost £3 per week and take place at Sixfields on Monday mornings. Please email r.lewis@ntfc.co.uk for more details.



PREMIER LEAGUE PRIMARY STARS

Premier League Primary Stars uses the appeal of Northampton Town to inspire children to learn, be active and develop important life skills.

The programme provided by the Community Trust also allows partner schools to receive exclusive player and mascot appearances, free tickets to watch the Cobblers in action and the opportunity to enter local football competitions.

One such case study is a little boy called Jace who attends Helmdon Primary School.

Jamie Worrall, the club's Education and Sports mentor, has been working with Jace since September 2020.

Damon Fox, the Northampton Town Community Trust's Business Development Manager explains: "Our job is to provide a mentor who works in schools to help with a different number of activities," he said.

"We have been working with Helmdon Primary School since September 2020.

"The name of the club, the badge and the fact that we are a professional football club catches the attention of the children and they listen to and respect the staff from the club.

"That leads to improved behaviour in all aspects of their life. The staff from the club act as role models and are listened to where others are maybe not.



"The impact we are having on children in schools across Northamptonshire makes us very proud."

Helen Bartlett, a Year 1 teacher at Helmdon Primary School said, "I was really interested in the mentoring side of the programme and what that can do for the children.

"The programme has given Jace one to one attention looking at his behaviour and what he can do.

"He now wants to learn and there is a now a big shift in his attention to learning. We are seeing a much happier little boy.

He looks forward to seeing Jamie each week and the partnership has been really positive.

"He sees Jamie as an ally and they have developed a great relationship. He wants to please Jamie and on the days when Jamie is not in he wants to please us as staff."

Jamie Worrall added: "Jace has shown tremendous progress. He stays engaged, he takes on challenges and he is doing more and more.

"Seeing the change in Jace and other children is what enthuses me and the scheme allows us to help the community on an individual basis.

"The more schools we can support, the better our community in Northamptonshire will be."

For more details please see ntfccommunity.co.uk/premier-league-primary-stars

SUPPORTING MENTAL HEALTH

Andy is someone who has benefitted from the work of the club's Community Trust.

After making a number of attempts on his own life previously, he has credited the work of the Northampton Town Community Trust in turning his life around.

"I made four attempts on my own life in 2012 and 2013 and I was desperate," he said.

"I had given up virtually but after came the input of the football club things started to improve.

"I had been isolated at home and I was completely lost. When I arrived at a multi disability football session that I decided to attend I genuinely had very little hope.

"It was put to me that there was this opportunity to go along and take part. Russell Lewis from the Community Trust then asked me to go along to Sixfields for a multi disability football event to help him out with the scoring and to me that represented a bit of trust and someone believing in me. It really helped me to start to find some self confidence and self esteem that had been missing.

"I was looking to find the things that had been lost under the weight of mental illness. I had eight lost years to mental illness but I have also had 52 really good years and there have been a number of individuals and a number of community groups who have helped me move forward.

"It has been a few years since I was discharged from the psychiatrist and I am not complacent but I am in a much better place and Northampton Town Football Club helped me get to where I am today."

For more details about the club's mental health work please see ntfccommunity.co.uk/mental-health



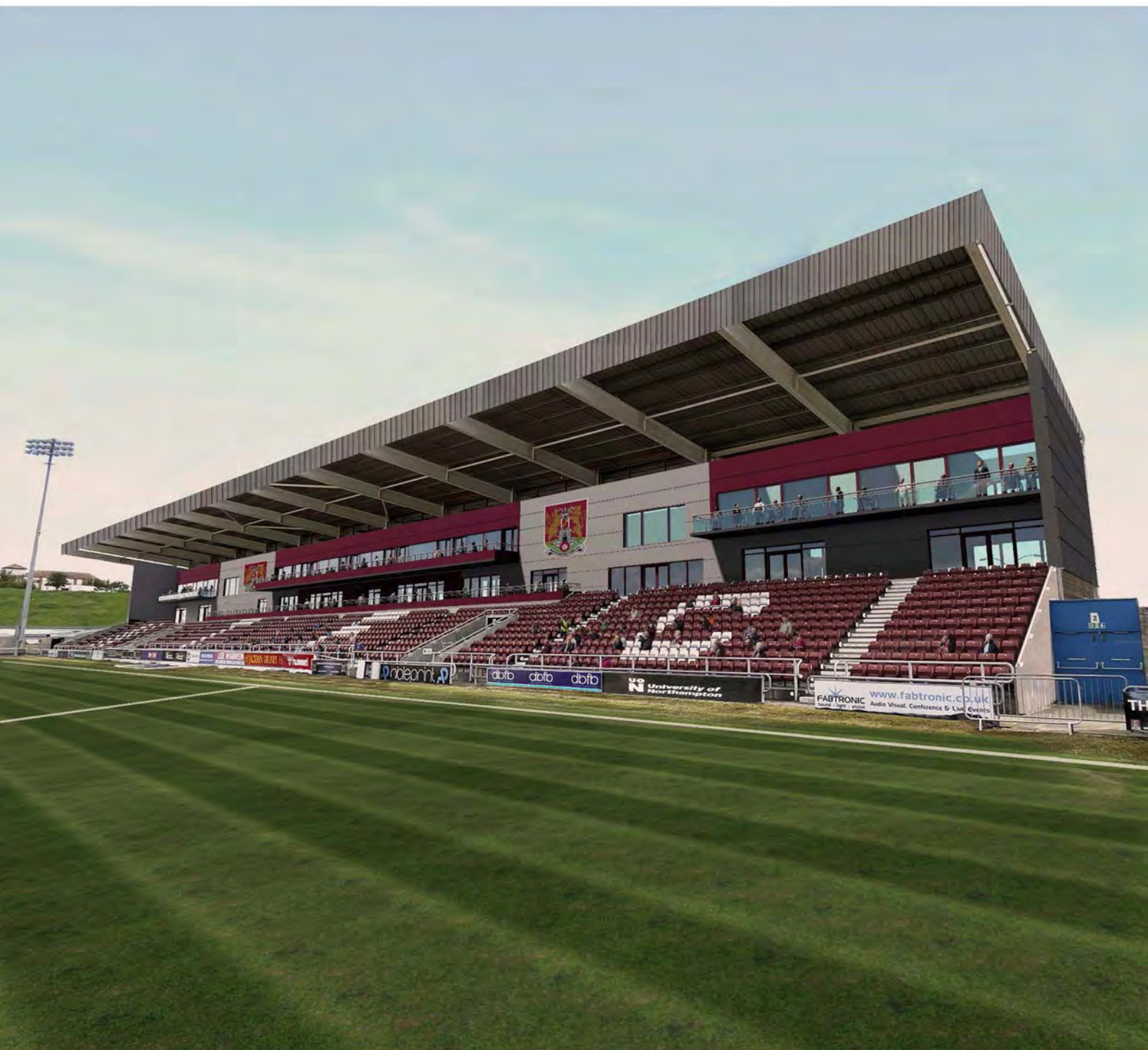
IMPACT IN THE COMMUNITY

Between Aug 1 2020 and July 31 2021:

- Over 10,000 participants supported and engaged from across the community through NTFC CT projects and programmes.
- 26 different projects delivered across Northamptonshire
- £197,990 of external funding brought into the county by Northampton Town FC Community Trust (money to support Northamptonshire residents via grant applications from out of county providers)
- Over 1,200 participants supported through our tackling loneliness work (befriending phone calls and in person via extra time hubs)
- 153 participants took part in healthy lifestyle programmes
- 298kg of weight lost through our healthy lifestyle programmes (some of these based at the stadium)
- 8236kg of CO2 saved by families representing NTFC in Planet Super league Project tackling climate change
- 132 Mental Health First Aiders trained by NTFC CT staff to support people across the community
- 343 participants took part in our Premier League Kicks project to help promote positive behaviours and reduce anti-social behaviour
- 2200 primary school children inspired via the Clarence the Dragon Trophy Tour
- 57 participants took part in crime awareness workshops
- 44 Anti-Crime Ambassadors trained within Northamptonshire
- 12 participants progressed into volunteering opportunities after completing the NTFC CT Coach Academy Programme



East Stand CGI's



Front Image – Angled View



Front Image



Front Image - Zoomed View

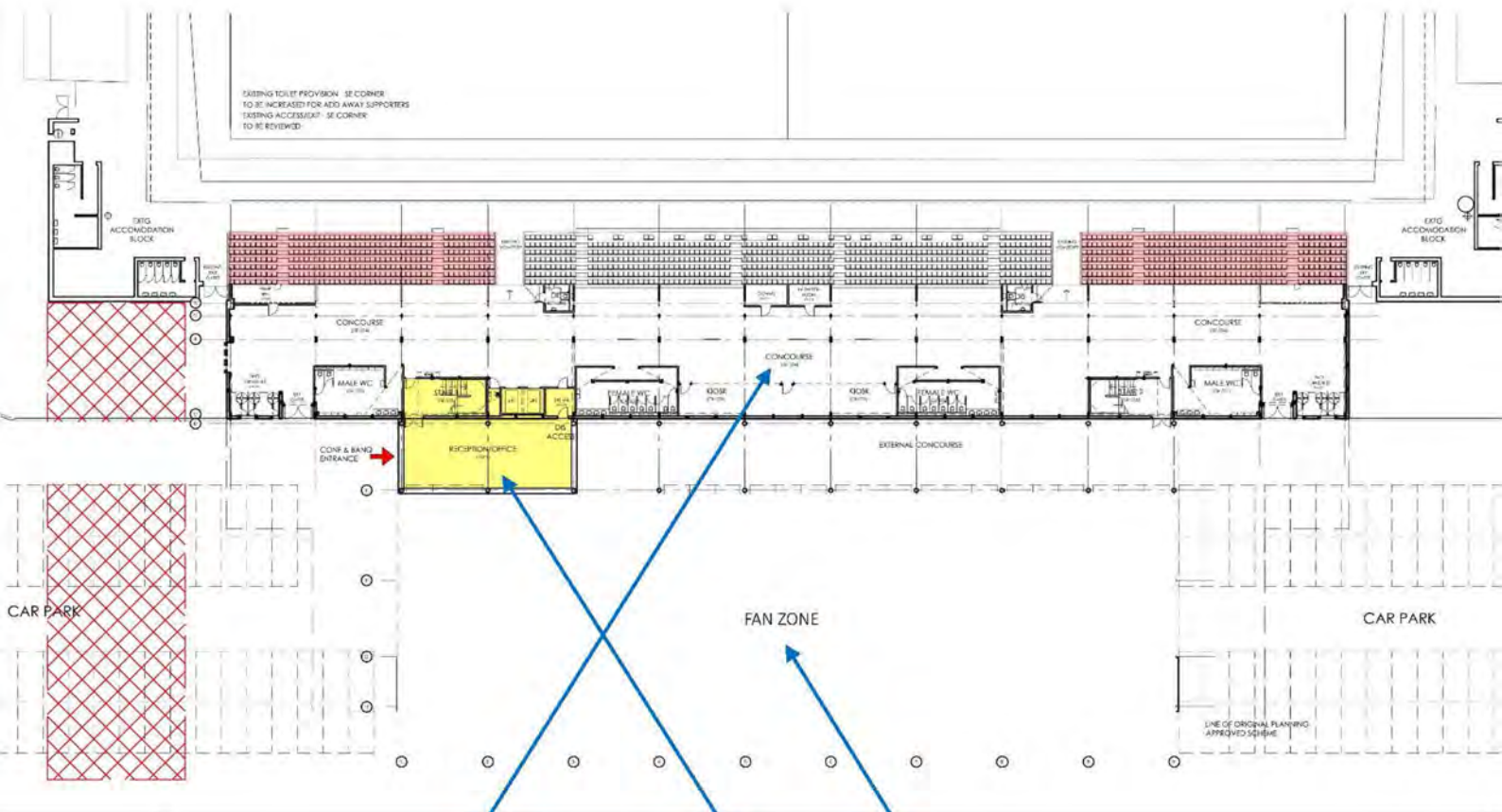


Rear Image - Angled View



East Stand Plans

Concourse Area, Parking & Fan Zone

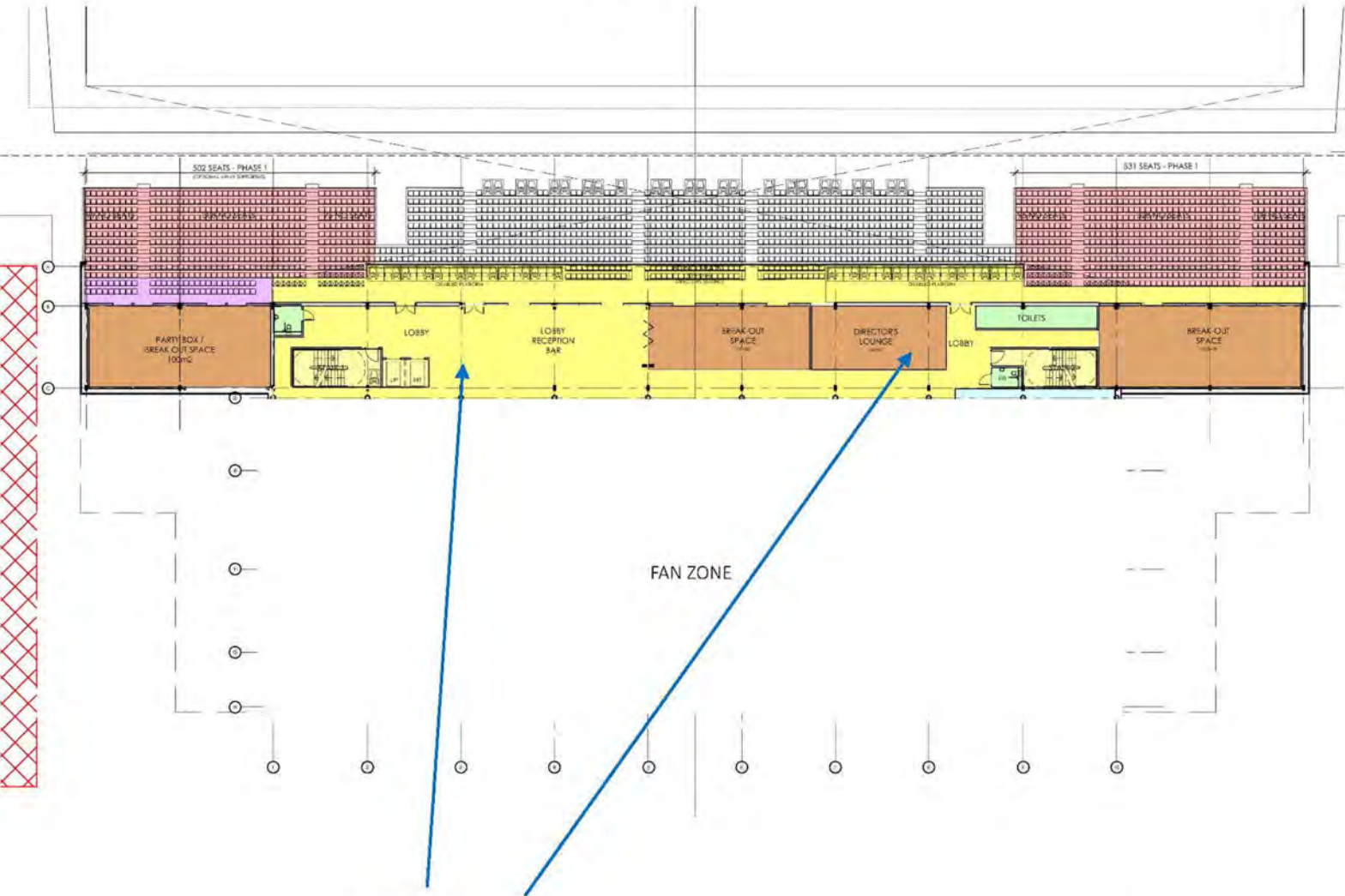


- Main concourse area to incorporate new food and beverage offerings.
- New reception and entrance to lifts for upper floor hospitality and disabled platforms.
- Space for new potential 'Fan Zone' area.



1st FLOOR LEVEL

Hospitality Areas, Directors Box & Disabled Platform



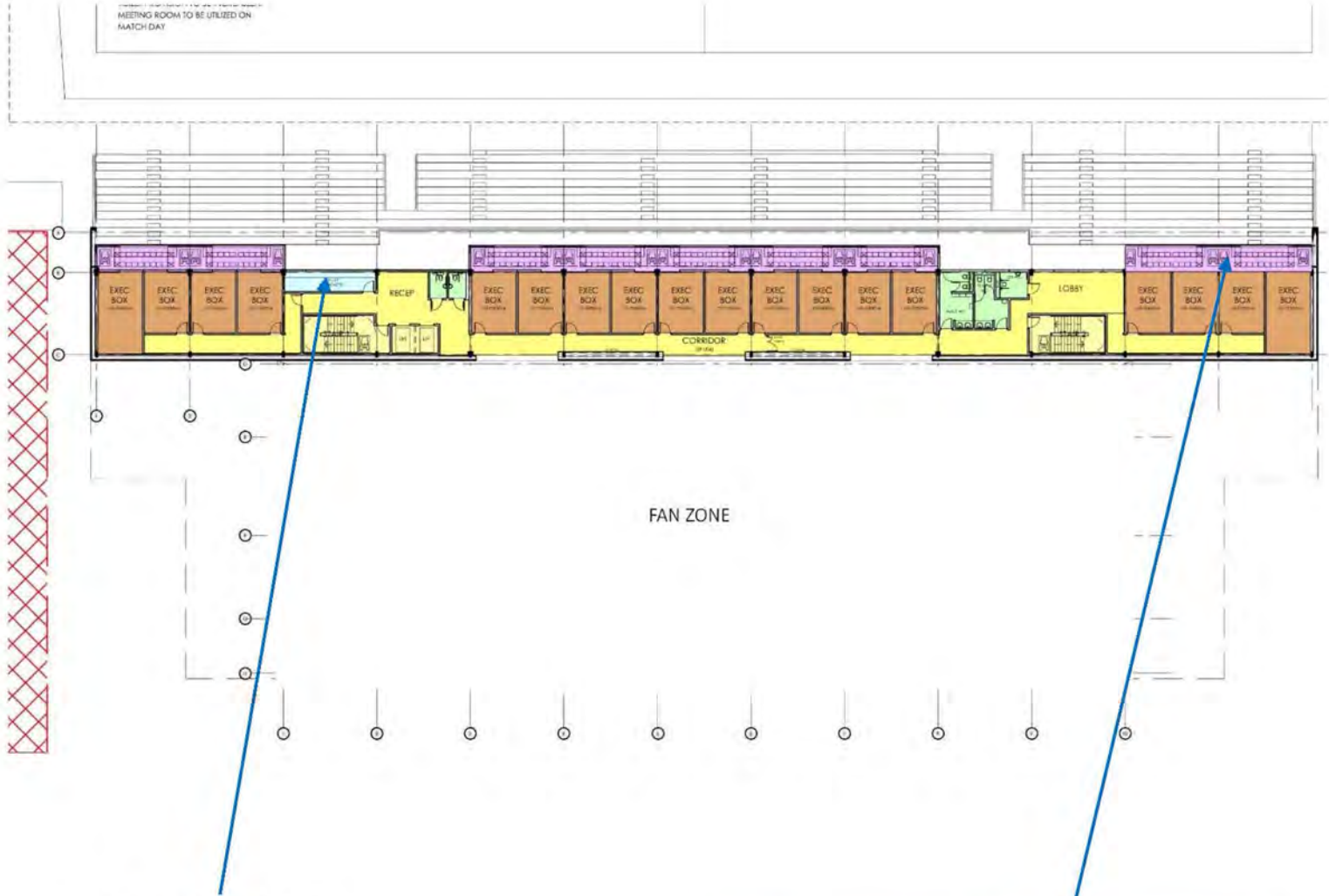
New Disabled Platforms



- New disabled platforms with lift access.
- Boardroom and additional hospitality areas.
- Potential new fan bars or pubs and/or lounges.
- New non-matchday hospitality areas and opportunities

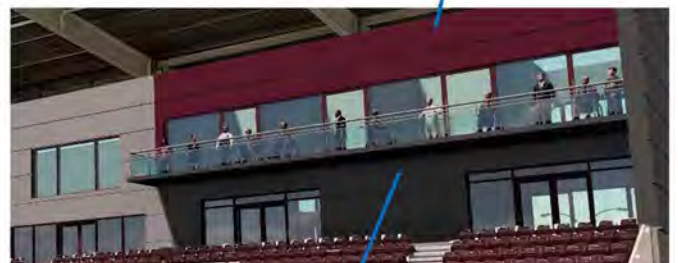
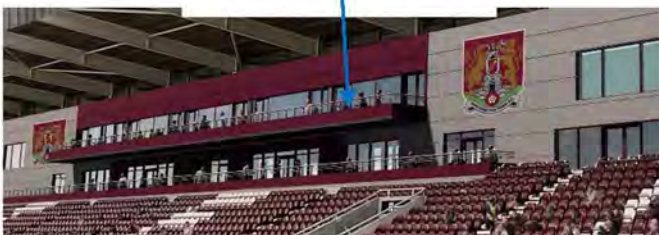
2nd FLOOR LEVEL

MEETING ROOM TO BE UTILIZED ON MATCH DAY



Kitchen Service Area

Main Box Corridor



Possible 8 additional boxes (as per plan) but also consideration for a larger hospitality room with balcony (as per drawing).



Possible Development Area



Aerial photograph of land that the Football Club controls via NTFC and CDNL with approximate area showing land that could be used for development and land that will remain NTFC. Also shows land still available for expansion of the stadium as required.



Map showing stadium site, development area and Recycling Centre. Recycling Centre is currently situated on land controlled by NTFC via CDNL but it is agreed that the site will remain with WNC as part of the agreement.



Thank you for your interest.