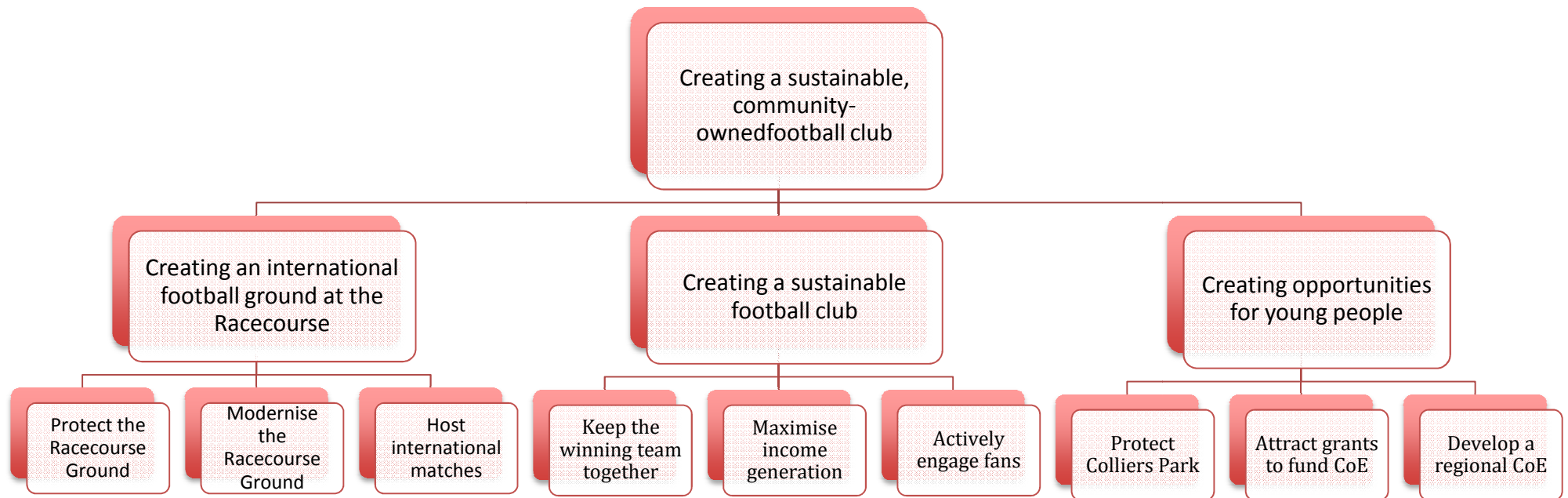


Wrexham Supporters' Trust

Proposed Bid Evaluation Framework



Creating a sustainable community-owned football club in Wrexham

	Creating an international sports stadium at the Racecourse Ground	Creating a successful and sustainable football club	Developing the football players of the future
Assets	Protect the Racecourse Ground for use as a sporting venue	Maintaining a successful football team on the pitch	Protect Colliers Park to protect it for use as a football training facility
Funding	Attract investment from public bodies to modernise the Racecourse Ground	Maximise income generation from the Racecourse Ground to re-invest in Wrexham FC	Attract grants to maintain the Centre of Excellence
Stakeholders	Attract international football and rugby matches to the Racecourse Ground	Ensure fans are actively engaged in the running of the football club	Develop a regional centre of excellence for talented young footballers

Aim 1: Creating an international sports stadium at the Racecourse Ground

	Objective	1	2	3	4	5
Assets	Protect the Racecourse Ground for use as a sporting venue	No protection for the Racecourse Ground proposed	A public body is offered an option to purchase the Racecourse	A public body offered a share in the Racecourse Ground	A public body purchases the Racecourse Ground	The Racecourse Ground is asset locked within a community-owned organisation
Funding	Attract investment from public bodies to modernise the Racecourse Ground	No evidence of collaboration with public bodies to attract investment	Limited evidence of collaboration and some outline indication of costs	Evidence of collaboration with public bodies to attract investment	Evidence of public funding commitment but no costed plans	Costed plans for investment in the Racecourse Ground and evidence of public funding
Stakeholders	Attract international football and rugby matches to the Racecourse Ground	No evidence of planning or discussions with the FAW or WRU	Limited evidence of plans to attract international football and rugby matches and some evidence of initial discussions with FAW and WRU	Outline plans to attract international football and rugby matches to the Racecourse Ground and plan of engagement with FAW and WRU	Detailed plans to attract international football and rugby matches to the Racecourse Ground which are supported by the FAW and WRU	Full agreement with RFL to hold Rugby League World Cup 2013 matches and FAW to hold Under 21 football matches

Aim 2: Creating a successful and sustainable football club

	Objective	1	2	3	4	5
Assets	Maintaining a successful football team on the pitch	No budget in place	Some evidence of an outline budget, but no evidence of why it is sufficient	Evidence of budget planning and benchmarking against similar teams	Budget agreed, but no evidence as to why it should be sufficient	Budget agreed and evidence of why it should be enough to maintain a winning team
Funding	Maximise income generated from non-sporting events at the Racecourse Ground	No proposals for generating additional revenue	Limited proposals for income generation but no income projections	Some evidence of proposals for income generation and outline income projections	Good evidence of proposals and income projections, but not robust enough.	Robust projections of income generation from events at the Racecourse
Stakeholders	Ensure fans are actively engaged in the running of the football club	No plans to involve supporters at any level	Proposals to hold fans forums evidenced	Shares offered but no meaningful position on the Board	A position on the Board offered but with limited responsibilities and / or not proportionate to share offer	Shareholding offered to fans and proportionate representation in the Board room.

Aim 3: Developing the football players of the future

	Objective	1	2	3	4	5
Assets	Protect Colliers Park to protect it for use as a training facility	No protection for Colliers Park proposed	A public body is offered an option to purchase Colliers Park	A public body offered a share in Colliers Park	A public body purchases Colliers Park	Colliers Park is asset locked within a community-owned company
Funding	Attract grants to maintain the Centre of Excellence	No grant aid identified within proposal	Recognition that grant funding is required to maintain the CoE	Some evidence of collaboration with public bodies to attract grants for the CoE	Evidence that the purchaser has approached public and / or governing bodies for grants to maintain the CoE	Fully costed plans, supported by the FAW and Wrexham Council to sustain a regional CoE
Stakeholders	Develop a regional centre of excellence for talented young footballers	No evidence that the proposal is supported by the FAW or Wrexham Council	Limited evidence that the FAW and Wrexham Council has been consulted	Some evidence that the proposal has considered the requirements of the FAW and Wrexham Council	Good evidence that the proposal has met the requirements of the FAW and Wrexham Council	The proposal has the full support of the FAW and Wrexham Council

Evaluating the proposals

Name of bid:

Aim (weighting)	Creating an international sports stadium at the Racecourse Ground	Creating a successful and sustainable football club	Developing the football players of the future	Total score
Assets (2.5x)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	Out of a possible 37.5
Funding (2.5x)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	Out of a possible 37.5
Stakeholders (1.66x)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	Out of a possible 25
Total score	1/3 of potential score	1/3 of potential score	1/3 of potential score	Out of a possible 100