

Appendix A – New River Run Directly SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Quality sports pitches • Secure site • Varied dry side sports offering diverse opportunities to members and casual users • Community buy-in to local facilities • Site seen as a “neutral” area within Haringey • Strong priority groups within the catchment • Sense of ‘ownership’, and positive attitude among workforce • Home base for various clubs that be utilised to extend usage and “ownership” • Good coverage of outdoor sports covered • Positive feedback from consultation (see Appendix A) 	<ul style="list-style-type: none"> • Site lacks a ‘beating heart’. • Age, condition and disjointed layout of the various buildings across the site • Lack of good quality food and beverage offer in a central location • Poor transportation links with only one bus service and limited pay and display parking • Current layout does not allow for a fitness facility to be created that can compete with the low-cost competition • Current operator membership to other sites in the borough may result in a reduction of fitness memberships • No identity, focus or focal point for partner clubs or users 	<ul style="list-style-type: none"> • Impact of Covid-19 – Increase in people exercising outside following lockdown • Impact of Covid-19 – Possible reduction in competition as some private sector gyms may not survive the lockdown • Spare capacity within the programmes for growth in usage • Provide state of the art performance facility to support clubs • Potential redevelopment of the bar / catering areas to generate increased rent / secondary spend income • Increased income levels could generate a small surplus / reduce operational deficit for reinvestment into the facilities • Potential to increase participation, particularly focussed upon health outcomes • Develop a more outcome-based programme with more performance analysis linked to how the contract contributes to the council’s own strategic priorities and outcomes, (e.g., concessionary use and increasing social value) • Create a “club” focussed facility to grow the membership and participation in these sports • Create a “sports club” environment to help clubs in their development • Develop more sports development activities including tennis, football and rugby coaching • Develop and expand partnerships with various clubs and organisations including Spurs Women and Park View FC. • Develop alternative uses for the athletics track (given there is no in-field) • Create 5/7-a-side league programme directly or using a commercial operator 	<ul style="list-style-type: none"> • Impact of Covid-19 – a significant proportion of fitness members do not re-join • Impact of Covid-19 – Exercise habits change during lockdown with resulting decrease in use of facilities • Increasing rise of low-cost gym competition • Further reduction in public transport links • Potential loss of fitness members who utilise the gym / classes as part of a “borough-wide” membership with Fusion • Potential additional utilities tariff costs • Uncertainty around the repairs to the pavilion roof of the Rhino’s / Skolars bar / clubhouse and ongoing structural costs of the buildings • Capital costs that may be required to address condition survey works.

Appendix A – New River Run Directly SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
		<ul style="list-style-type: none">• Develop academy programmes through coaching sessions• Rental income from container stores• Rental income from Haringey Sports Development Trust team located in the “caretakers house” or negotiate direct return benefits on site for rent free accommodation• Creation of a new anchor tenant (relating to football)• Develop basketball, netball and volleyball facilities to engage local community	