



# Sport and Stadia:

**Our portfolio and experience**

**Turley**

# Introduction

Sports are fundamental to the health, wellbeing and collective spirit of our communities. Beyond drawing supporters, sports and stadia initiatives are a catalyst for local regeneration and ignite excitement, stimulating economic activity and local spending to help communities thrive; creating legacy. Clubs, organisations and societies promote active participation and through providing strong social, environmental and economic benefits, help to revitalise our towns, cities and regions.

Working collaboratively with clients and Local Authorities, we excel in driving the successful delivery of sports and stadia projects that bring lasting, positive contributions to an area. Our expertise spans the breadth of the UK, advising high-profile, national sports clubs, as well as local, bespoke grassroots projects.

As leaders in modernising stadia, infrastructure and facilities, we are committed to helping long-term, sustainable investment in sport. Through comprehensively understanding the local context and current demands, we proactively shape the future of community environments in response to evolving dynamics, helping establish enduring sports and stadia legacies that last across generations.

# About Turley

Trusted independent advisors with restless ambition to shape a more sustainable future.

We work collaboratively with our clients to deliver places and communities that thrive.

We are rooted in the places we work through social and business connections.

Our people invest in positive relationships with local authorities, businesses, communities and co-professionals across the UK and Ireland.

We bring local knowledge and networks.



# Our services

We offer expert advisory services for the built environment and beyond.

Combining professional expertise with in-depth market knowledge we work with clients to deliver thriving places and communities across all sectors.

We bring deep thinking; smart strategy; and expert delivery.



# Our offer

We specialise in offering integrated advice on developments that deploy strategies to optimise assets to future needs. We are flexible in approach and provide a team which is best for your project; utilising local knowledge as well as company experience.



## Local team leaders

We assemble tailored teams that bring together local insights and broad expertise. Every project benefits from our strong working relationships with key regional stakeholders and specialists. Our bespoke multi-disciplinary project teams draw on their roots to deliver nuanced, locally-informed strategies.



## Grassroots and beyond

We are champions of both grassroots initiatives and expansive stadium projects. No matter the scale, we work to ensure every development resonates with its community to leave a lasting, positive impact. By building community spirit and enhancing local engagement, local sports clubs can become landmarks in their own right.



## Integrated services

Our multi-service team excels at navigating the complexities of site permissions and implementation. Our experts across disciplines bring considerable value and influence to the table. Our success is built on expert consensus and a comprehensive understanding of local dynamics.



## Passion for sports and communities

Driven by a genuine passion for sports and stadia development, our projects benefit from our dedicated enthusiasm and commitment. As an employee-owned business each of our professionals has a stake in the success and longevity of our practice and the places and sectors in which we work.

# Across the development lifecycle

Our expertise spans the development lifecycle of sports and stadia projects and our team excels at providing expert advice that leads to success at every milestone. Whether your project is in its early stages, experiencing a slowdown, or you need a second opinion - we are here to help from project inception, through to delivery and beyond to identify and implement the optimal route forward. Our expertise also extends to estate management, ensuring that your development not only succeeds during construction but continues to thrive long after completion.

# Proven track record

We have extensive experience of acting for high-profile sports clubs, delivering leading schemes that drive growth and the modernisation of stadia and training facilities. Our expertise also extends to legacy projects for public facilities and ambitious grassroots initiatives.

Our established history working with sports and stadia projects of all scales, from navigating complex, policy-constrained environments to enhancing leading sports facilities across the UK, underscores our industry-leading position. Our selected projects illustrate our ability to strategically secure permissions and consistently deliver for our clients.



## Anfield, Liverpool FC

### Planning for Anfield's expansion

Plans to increase the overall capacity of Anfield Stadium from about 45,000 people to 61,000 following the phased redevelopment of the Main Stand and the Anfield Road Stands. We co-ordinated the planning applications and production of technical reports and led negotiations with the Local Planning Authority and statutory consultees. We also led the subsequent planning application for a new free standing club store adjacent to the stadium. The scheme is an integral part of the Liverpool City Council's vision for the wider Anfield area to which significant public sector investment has been committed. Throughout our work with LFC, we played a pivotal role in devising the planning strategy for the club's proposals, working in close collaboration with the council, key stakeholders and the local community. Moreover, we also established strong working relationships with all interested parties, including community groups, meaning the once controversial proposals have attracted significant community support.

#### CLIENT

Liverpool Football Club

#### LPA

Liverpool City Council

#### STATUS

Ongoing

#### SERVICES

Planning, Strategic Communications, Sustainability, Heritage and Townscape, Creative Design, Economics, EIA

## Liverpool FC Training Complex

### Development of a new world-class training ground for Liverpool Football Club

Since 1998, Liverpool Football Club Academy has operated at its current site, with the First Team training at Melwood, Liverpool. To consolidate operations and maintain elite status, the club aimed to merge the two locations into a comprehensive 'Training Ground.' Negotiations with Knowsley Council involved enhancing community playing fields while intensifying their use by local sports clubs. We provided Planning services for permissions and advised on a Road Closure Order for site assembly. Collaborating with the club's PR team, our Strategic Communications team managed community engagement.

Ongoing tasks include discharging conditions and managing adjustments to the facility plans. Co-operation with the Football Club, local authorities and Sport England facilitated planning permission for the training ground and community sports facilities. Construction was completed, with community pitches operational and the training ground launched for the 2020/2021 football season. Additionally, we secured consent to redevelop the existing Melwood training centre into family housing.

#### CLIENT

Liverpool Football Club and Athletic Grounds Limited

#### LPA

Knowsley Council

#### STATUS

Ongoing / planning permission granted

#### SERVICES

Planning, Strategic Communications







## Bath Stadium / Farleigh House

### Transformational development at Bath Rugby Club's Recreation Ground

Providing planning advice to Bath Rugby Club regarding various proposals both at its training ground and headquarter facilities at Farleigh House (located within the Green Belt), and with respect to its proposals to deliver a new stadium for Bath at the Recreation Ground.

As the stadium is located within the World Heritage City of Bath and conservation area, it is a very constrained site, but we have facilitated the planning policy framework to support a new purpose-built facility. An allocation for a new stadium at the Recreation Ground, Bath was secured in the council's Core Strategy (2014) and subsequent Placemaking Plan (2017).

We prepared a Development Brief for the site and provided Planning, EIA, and prepared an Economic and Social Value Assessment to support the planning permission. We also submitted a detailed planning application in September 2023.

#### CLIENT

Bath Rugby / Arena 1965 Ltd

#### LPA

Bath and North East Somerset Council

#### STATUS

Planning application submitted

#### SERVICES

Planning, EIA, Heritage & Townscape, Economics (including Social Value)

## Emerge Surf

### Providing advice for one of the largest wave parks in the UK

Our expert Planning advice to Emerge Surf supported their detailed planning application for a £50 million wave park within the Green Belt.

The proposals, centered around a 5.4-acre WaveGarden Cove surfing lagoon, will create a major visitor attraction that will deliver an annual economic boost of between £18 million - £21 million to the region. Visitors will have access to a surf academy, equipment rental and surf store, restaurant areas with co-working spaces and additional recreational activities including hot tubs, a playground and pump track.

Planning permission was granted in 2020 and the scheme is currently under construction following the acquisition of the site by Stoneweg InfraSport in early 2024.

#### CLIENT

Emerge Surf and Stoneweg InfraSport

#### LPA

North Warwickshire Borough Council

#### STATUS

Under construction

#### SERVICES

Planning



# Sandwell Aquatics Centre

## Delivering the only brand-new venue for the 2022 Commonwealth Games

We provided planning consultancy on the delivery of Sandwell Aquatics Centre, a new purpose-built facility to host the aquatics events for the Birmingham 2022 Commonwealth Games. A full planning application was submitted and subsequently approved within a 13-week determination period, representing the achievement of a significantly reduced timescale whilst maintaining the highest quality, reducing risk of post-submission delays and ensuring readiness for the Commonwealth Games. Following the Games, the building was retrofitted with sports halls, fitness suites, studios, gym, outdoor football pitches, play spaces and landscaping, in accompaniment to the pools and 1,000 retained spectator seats. The development has delivered a lasting legacy for Smethwick, addressing an under provision of sporting facilities in the area.

### CLIENT

Wates & Sandwell Metropolitan Borough Council

### LPA

Sandwell Metropolitan Borough Council

### STATUS

Complete

### SERVICES

Planning





## Compton Park, Wolverhampton

### £50 million investment in education and sport

Wolves' previous training ground at Compton Park was the Premier League's smallest. The £6 million investment aimed to revamp the facility, including a new indoor pitch (100m x 60m), upgraded outdoor pitches and additional sports amenities, aligning with the FA Premier League's academy football standards. Despite its Green Belt designation, we presented a compelling 'very special circumstances' case for development. Our Design team devised a site-wide masterplan, crucial for consultation events. The project gained approval for a redesigned school, a consolidated football academy and executive housing. Completion resulted in high-quality sports and educational facilities, along with local housing in a sustainable location.

#### CLIENT

Wolverhampton Wanderers FC, Inspire, Redrow Homes and the University of Wolverhampton

#### LPA

Wolverhampton City Council

#### STATUS

Complete

#### SERVICES

Planning, Design

## National Sports Centre, Crystal Palace

### Upgrading sport and leisure facilities within the setting of a Registered Park and Garden

Our Planning and Heritage & Townscape teams collaborated with Hawkins Brown Architects as part of a multi-disciplinary team advising the Greater London Authority (GLA) on the future of the Crystal Palace National Sports Centre (NSC). The NSC, a grade II\* listed building within a grade II\* Registered Park and Garden, sits amidst various heritage assets and Metropolitan Open Land. The GLA seeks to refurbish the NSC, enhance its energy efficiency, and explore future sports and leisure possibilities. Formal pre-application discussions were held with the London Borough of Bromley and Historic England, alongside engagement with stakeholders and the community. Proposed options include removing redundant structures and introducing new purpose-built facilities to accommodate diverse sports and leisure activities for the modern era.

#### CLIENT

Greater London Authority

#### LPA

Greater London Authority

#### STATUS

Options appraisal

#### SERVICES

Planning, Heritage and Townscape



# Edgbaston Stadium

## A county ground with an international reputation

We have provided long-term advisory services for the redevelopment of Edgbaston Stadium and the Edgbaston Foundation Sports Ground in Smethwick. Our role includes strategic planning, communications advice and engagement with planning policy. We continue to work on the "Stadium and Community" Masterplan, aiming to transform the stadium into a mixed-use destination with elite cricket and community facilities. Collaboration with Birmingham City Council and other local entities is key to realising this vision. The masterplan encompasses community facilities, a Learning & Development Centre, new seating and a hotel. Our partnership with Birmingham City Council led to securing planning permission for stadium improvements and a framework for various developments, including residential, hotel, office and leisure spaces. We also facilitated permission for the adjacent Corkfield residential scheme, enhancing the visitor experience and public space in Birmingham.

### CLIENT

Warwickshire County Cricket Club

### LPA

Birmingham City Council

### STATUS

Ongoing

### SERVICES

Planning, Strategic Communications, EIA, Heritage, Sustainability and Economics





## Leicester Tigers RUFC

### Enabling phased redevelopment of the ground

Leicester Tigers is one of the most successful RUFC clubs in the country, playing in front of maximum capacity grounds. Working closely with the club and the local planning authority, we devised a planning strategy that would enable a phased redevelopment of the ground, ensuring that the club continued to play at the ground and spread the cost of the works over a period of years. The first phase comprised the single-tier north stand with a capacity of 17,000.

We successfully negotiated with the LPA to screen out the need for an Environmental Statement and then co-ordinated the preparation of all of the relevant technical reports.

The LPA has an adopted policy requiring the provision of 11% renewable energy on site, increasing by 1%pa to 15%. Full planning permission was granted within 13 weeks.

#### CLIENT

Leicester Tigers RUFC

#### LPA

Leicester City Council

#### STATUS

Planning permission granted

#### SERVICES

Planning

## Edge Hill University Campus (including Sports Centre)

### Strategic advice to support the university's investment in its campus

We have provided ongoing strategic advice to Edge Hill University since 2004 and have secured planning permission for a number of projects. This includes their £30m sports centre, with an eight-court sports hall and viewing gallery, a 25-metre swimming pool, an 80-station fitness suite, aerobics studio, health suite with sauna and steam rooms, plus a café and lounge area. Its international competition standard outdoor facilities include one of the largest running tracks in Europe, plus rugby, hockey and football pitches, an athletics field, netball and tennis courts.

The facility is open for use both by students and the wider community.

We have also supported the university to scope out an approach to measuring and evidencing its economic and social value, highlighting the multiplicity of ways in which the university enriches the social, sporting and cultural life of West Lancashire.

#### CLIENT

Edge Hill University

#### LPA

West Lancashire Borough Council

#### STATUS

Ongoing

#### SERVICES

Planning, Design, Economics, Strategic Communications



# Eton College Indoor Sports Facilities

## Transforming modern sports facilities at historic Eton College

Our Heritage team provided advice to help inform and guide evolving designs for new and improved sports facilities across two sites within Eton College's historic campus. We undertook research and analysis to understand the heritage significance of the sites and heritage assets. This guided the design process and informed pre-application discussions with Historic England and Windsor and Maidenhead Council.

Positive pre-application engagement was gained with regard to the high quality and sensitivity of the architectural design to its context. We promoted the final scheme at application with a full Heritage Statement to justify and highlight its benefits. The planning application was approved at committee with officer support; now promising a new multi-sports centre and separate aquatics facilities, refurbishment of the historic Rackets Courts building, refurbishment of the Fives Courts and clubroom, and new café. The Sports and Aquatics Centre is now complete, with the next phase in further development.

### CLIENT

Eton College

### LPA

Royal Borough of Windsor and Maidenhead

### STATUS

Planning application approved

### SERVICES

Heritage



# Our team



**Nina Lloyd**

Associate Director, Planning South East



**Mercedes Antrobus**

Senior Consultant,  
Strategic Communications



**Andrew Malcomson**

Director, Head of EIA



**David Diggle**

Senior Director, Planning North



**Georgina Kean**

Senior Planner, Planning Midlands



**Tim Burden**

Director, Planning South East



**James Blake**

Director, Head of Sustainability





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