

LIVE
LOVE
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BUSINESS PLAN

SURF SCHOOL WALES CIC

MARCH 2021 - PREPARED BY SURF SCHOOL WALES





Surf School Wales CIC

CONNECTING PEOPLE SOCIALLY, PHYSICALLY & MENTALLY

Established in 2010 with the support of a Sport Wales Grant and in conjunction with the Neath Port Talbot PASS team, Surf School Wales (SSW) has provided surfing to all of the local schools within the area and introduced hundreds of young people as well as adults to the benefits of surfing. In 2021 it officially became a community interest community.

*To connect people socially, physically and mentally
through surfing in a safe, stimulating, homely and a
fun environment.*

It is a proud local operation that provides its services exclusively on Aberavon beach to benefit the local community. It also aims to promote long term physical and mental wellbeing and tackle key social issues in the local community through the benefits of surfing.

There is an opportunity to introduce these wide- ranging benefits to an even broader customer base by positioning SSW firmly as an integral part of Aberavon beach culture that directly supports the local economy and promotes Aberavon beach as an established tourist destination.

To achieve this goal, SSW intends to take an expansion approach setting up a more permanent Surf Club 'Hub' and expanding operations into the winter months.

A PART OF
ABERAVON
BEACH

ABOUT US

Surf School Wales CIC (SSW) is community interest company with primarily social objectives. Any surpluses are invested into the business to support these objectives and for the benefit of its members and the community.

Established in 2010 with the support of a Sport Wales Grant, it is managed by husband and wife Nick and Liane Thomas, who are actively involved in the day to day running of the Club. Both are passionate about surfing and the benefits it brings to their local community. SSW operates during the summer surf season (May-September).

SSW provides surf instruction to people of all ages in a safe and supervised environment and are proud to be exclusively based at Aberavon Beach, Port Talbot. They provide tailored surf tuition to a range of customers including:

- Kids surf club
- Local school programme
- Surf therapy sessions with local, regional and national charities.
- Contribute to the local economy by attracting visitors to Neath Port Talbot for surf lessons.



At the core of the SSW offering is providing surf sessions to local young people to support key social issues including physical health, mental and emotional wellbeing.

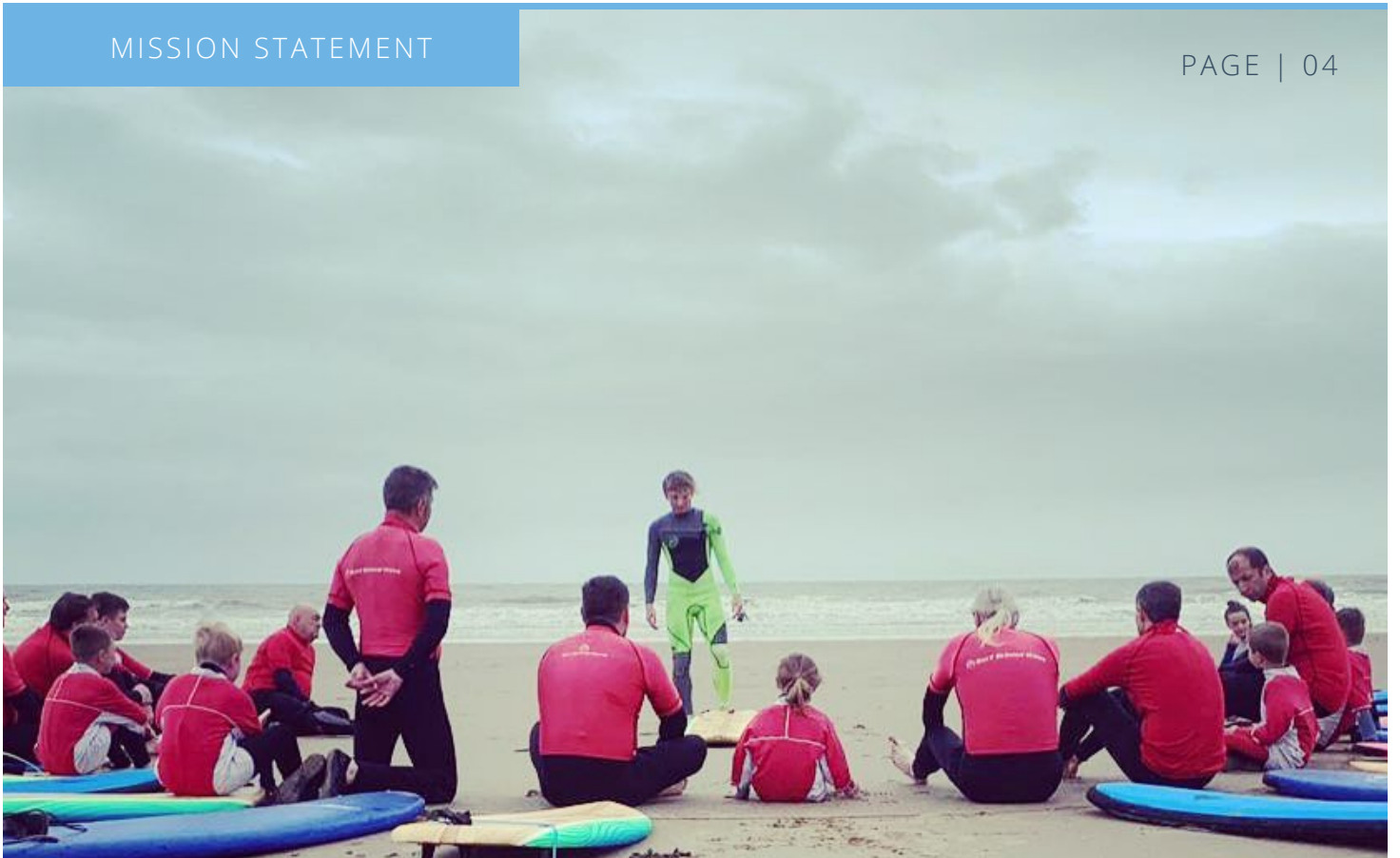
The SSW club provides opportunity for young people to build friendships and to feel part of a wider community, bringing together young people from different races, religions, genders and economic backgrounds. For the 2021 season the kids surf club has kindly received £500 sponsorship from Tata Steel.

In Neath Port Talbot 30% of children live in poverty, higher than the Welsh average. The number of children in the care of social services in Neath Port Talbot is rising. Within Neath Port Talbot, perceptions of anti-social behaviour will continue to increase and the number of children and young people displaying challenging behaviour is forecast to increase by 28.6% by 2030.

SSW are passionate about playing a part in giving local children access to opportunities and supporting local strategies focusing on early intervention to contribute to a healthier, safer and happier community.

SUPPORTING LOCAL STRATEGIES CONTRIBUTING TO
A HEALTHIER, SAFER & HAPPIER
COMMUNITY





- Connecting people socially, physically and mentally through surfing in a safe, stimulating, homely & fun environment.
- Providing a platform to spark and/or support a passion for surfing and its lifestyle exclusively on Aberavon Beach.
- Promoting long term physical and mental wellbeing and tackling key social issues in the local community through professional, courteous, un-biased and respectful tuition and guidance.





Since 2010

OUR STORY

For the first five years of operation SSW solely operated from the back of a van, moving equipment back and forth to the beach for sessions. SSW work with the local Surf Life Saving Association and have agreement of use of the changing rooms for local school bookings. In 2015, SSW approached the local authority to request permission to temporarily lease land where they had a trailer positioned to the side of the Aberavon Surf Life Saving Club which has become known as the SSW location to regulars. As part of the conditions of the lease, the trailer needed to be removed at the end of each day.

SSW has grown in reputation over the years receiving private group bookings from schools and charities based on recommendations and they have been complimented on their professionalism yet friendly values. It is committed to providing work experience and employment to local residents.

2020's lockdown restrictions meant SSW remained closed during the first half of the summer with activities (in strict compliance with COVID-19 rules) resuming half-way through the traditional season in July. Restrictions meant that the trailer was not used for the 2020 season.

Unprecedented demand and a lack of capacity during the remaining 2020 season meant that for the first time in its history SSW had to turn young away people from its surf club. This goes against their ethos of saying 'yes' to everyone and giving everyone equal opportunities to experience the benefits of the sport.

In 2021, SSW became a registered community interest company, a further demonstration of their aspirations and commitment to the local community.

WEBSITE VISITS

115%

UP ON 2019

UNIQUE VISITORS

75%

UP ON 2019

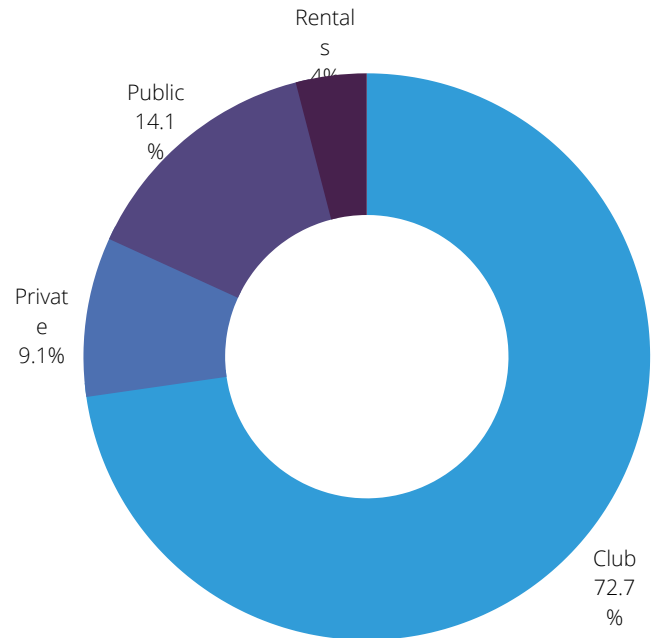
1,000

KIDS ATTENDED SURF CLUB SINCE 2010

SSW want to improve the service it offers to its members and to the community through having a recognized and established base.

KEY ACTIVITIES

- Kids Surf Club- (club) provides surf instruction and supervised surf sessions during evenings and school holidays for children aged 8 to 16
- Surf Lessons (public)- beginner surf instruction to students of all ages including local community and visitors to Neath Port Talbot
- Surf Lessons (private)- beginner surf instruction for organised groups. These tend to be block bookings by local schools, community groups and charitable organisations including the Wave Project
- Equipment rental- (rental) rental of surfboards and wetsuits



TARGET MARKET



Local children who attend the Kids Surf Club. This includes a loyal following of members who have been attending for a number of years, as well as newcomers (70% newcomers in 2020).



Children, young adults and adults within the local community wanting to learn to surf, or improve their skills, and enjoy participating in outdoor activities.



Local schools that encourage surfing as a healthy outdoor activity as part of the sports/wellbeing curriculum. Either as part of a programme or sports days.



Charitable organisations (Wave Project, Plattform 4 Young People etc that recognise the value of using water and surfing to help restore people's mental and physical health and boost their wellbeing .



Private group bookings including local sport clubs, women only groups, corporate team building sessions, hen/stag groups, birthday parties.



Visitors to the local area who come specifically to surf, or take the opportunity to do so as part of their visit including surfing lessons and rentals (intentionally or unintentionally) .



'AFTER THE LESSON I
FELT INVIGORATED AND
HAPPY WITH A SENSE OF
ACHIEVEMENT - I NEVER
THOUGHT I WOULD
ENJOY IT SO MUCH.'

THE WELLBEING BENEFITS OF WATER AND SURFING ARE NOW MORE IMPORTANT THAN EVER

Surfing has always been a popular sport, however in recent years the interest has grown exponentially at an estimated rate of 2-3 million new surfers per year globally. Its importance and contribution to the world of sports has recently been recognised with its inclusion as a sport in the next Olympic Games. Its popularity has been driven mainly by the following factors.

- Surfing is a healthy activity that develops physical and mental skills
- Surfing is performed outdoors, allowing participants to enjoy and appreciate the ocean environment
- Surfing helps develop interpersonal skills such as self- confidence, self- acceptance, a sense of personal growth, autonomy, and promoting positive relations with others
- Surfing is an un-biased, non- judgmental activity open to people of all ages, races, economic backgrounds and abilities
- Growing recognition of the effectiveness of using water- based activities (such as surf therapy) as therapy, to treat people with physical, social and mental challenges

More recently, surfing has also proved itself a healthy activity that can be performed whilst protecting oneself from the challenges of COVID-19, as it is performed outdoors and naturally lends itself to social distancing.

The pandemic has had a detrimental impact on mental health for many people of all ages and the wellbeing benefits of water and surfing are now more important than ever.

A SPACE FOR THE COMMUNITY TO MEET, ENGAGE, LEARN & SOCIALISE

SSW wish to establish a semi-permanent, recognisable base on Aberavon Beach and for SSW to become part of the Aberavon beach culture and attraction, to compliment and support the local economy.

Combining the beauty and accessibility of Aberavon beach and with SSW's expertise, reputation, and commitment to the local community, SSW's vision is to enable people of all ages and abilities to enjoy the benefits of surfing to provide long- term sustainable social, economical, and community benefits.

CREATING A RECOGNISED & ESTABLISHED BASE

SSW propose to lease the land adjacent to the Surf Life Saving Club from which SSW can expand operations, say yes to more young people, positively contribute to the local economy and provide more volunteer, work experience and employment opportunities. **The Surf Club will become the heart of SSW.**

SSW will need to gain planning permission and have a lease agreement to position a structure on a semi-permanent basis next to the ASLSC which is the known location for SSW and is a site that SSW have held a temporary lease on for a number of years. The structure will take the form of 3 x steel shipping containers which would be modernised to fit in with the local surroundings but not to lose the link to the steel works which is the core of the town's history and important to SSW . It will also have decking area to the front with a pergola style canopy and an enclosed area to the back.

The Surf Club will provide:

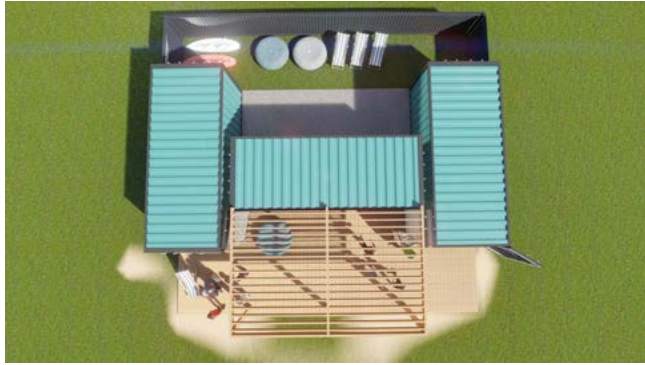
- Secure storage of boards, wetsuits, and surf equipment.
- Secure storage of members belongings during surf sessions.
- Drying room for wetsuits.
- Space for booking/administrative activities.
- Outdoor decking to the front.
- Secure outdoor area to the back.

SSW have secured funding from Sport Wales to contribute to this project which will be released to them upon receipt of planning permission. SSW are exploring other grant/sponsorship opportunities to support the funding of their project.

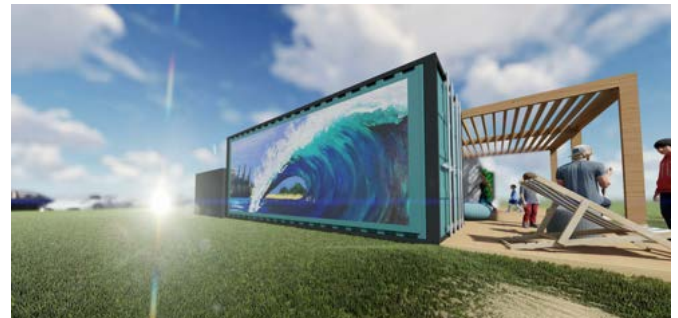


PROPOSED SITE & VISUALS

Designs provided by **GoConcept Design.**



PLATTFORM
For young people | bobl ifanc



SSW will work with local company **Fresh Creative** to transform the containers into something that compliments the environment and is something that the community can be proud of. They have over 40 years experience and a vast skill set that puts them above the rest, specialising in murals, signs, print, design and workshops. They work with local communities, local businesses and reputable brands including Toyota, Samsung and Coca Cola.

The mural in the visual above is for illustrative Purposes only and the final design will be agreed based on a government funded collaboration with **Plattform for Young People**. Together SSW, fresh Creative and young people from our local community will design a mural that is fitting for SSW and one that incorporates the values of our community.

Benefits of the proposed site location:

- Recognized meeting point for SSW members (temp lease held for a number of years)
- Sufficient space around the site to allow for safe set up pre/post lessons
- Close to other facilities ie cash point at the garage, encourages visits to other local amenities
- Does not restrict access to ASLSC
- Easy for customers to find
- Allows instructors to keep an eye on the sea/weather conditions
- Visible from the prom
- Access to ASLSC for use of hose pipe - crucial for cleaning equipment

