



COMMUNITY SHARES OFFER DOCUMENT



Wednesday the 13th June 2018 – Launch date
Thursday the 19th July 2018 – Closing date

We are on
crowdfunder.co.uk

www.ballymacashsportsacademy.org
info@ballymacashsportsacademy.org

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This community share offer was made possible through the help and support of the Community Shares Ready programme, commissioned by the Building Change Trust and delivered by Co-operative Alternatives.



We also would like to thank the Community Shares Company and Workwest Enterprise Agency for their contributions.



The Share Offer

Opens: 13th JUNE 2018

Closes: 19TH JULY 2018

The board of directors of Ballymacash Sports Academy may choose to extend the period of the share offer by up to 2 weeks if they believe that by doing so they increase the chances of reaching the maximum target.

Minimum target to be raised: £50,000

Optimum target to be raised: £100,000

Maximum target to be raised: £200,000

Minimum share subscription per person: £50

Maximum share subscription per person: £10,000

Risk Statement

Community shares are fully at risk. You could lose some or all the money you subscribe. You have no right to compensation from the Financial Services Compensation Scheme, nor any right of complaint to the Financial Ombudsman Service.

Ballymacash Sports Academy Community Benefit Society

Ballymacash Sports Academy Community Benefit Society (“the Society”) is a community benefit society registered in 2018 under the Industrial and Provident Societies Act (NI) 1969 with the Department for the Economy in Northern Ireland (Registered Number IP000442).

It has also applied for charitable status with the Charity Commission for Northern Ireland.

The Society is a community-owned social enterprise and by subscribing for shares issued by the Society in this share offer you will become a Member of the Society.

The Society has exclusively charitable objects and a charitable asset lock, preventing Members from making a capital gain by selling or closing the business for a profit. Therefore, the Society will never be able to become privately owned and taken out of community ownership.

What are Community Shares?

Community shares are withdrawable shares that cannot be sold, traded or transferred between Members, unlike shares in a typical company. All Members are entitled to one vote – regardless of how many shares they hold. Members can be paid interest in the society and can also withdraw their shareholding, along with any interest accrued

subject to the approval of the board, and subjects to the society having the trading performance and cash reserves to enable them.



What is the Community Shares Standard Mark?

The Community Shares Standard Mark is awarded by the Community Shares Unit to offers that meet national standards of good practice. These standards ensure that:

- The offer document and application form are easy to understand
- You are provided with all the facts you need to make an informed decision
- The facts are supported by the business plan for the Society
- Nothing in the documents is purposely incorrect, confusing or misleading. Societies are asked to sign a Code of Practice requiring them, among other things, to give the public a right of complaint to the Community Shares Unit.

For more information about community shares, the Community Shares Standard Mark and the Community Shares Unit go to: www.communityshares.org.uk

We're inviting people to become owners of Ballymacash Sports Academy and help us take the first steps in the wholesale transformation of the Rushmore Park facility into the beating heart of the community, providing more space to play football, watch football, more community spaces and function rooms, new changing rooms, a community gym with exercise equipment, floodlights and a 250-seat stand.

That's an ambitious project, and we're breaking it down in more manageable chunks, and so this first phase is all about enabling us to increase the number of teams we can support, and so increase the number of people (men and woman, boys and girls) who can benefit from playing sport, being active and learning new skills.

The Story so far

Ballymacash Sports Academy was born from Ballymacash Rangers Football Club in 2017.

Ballymacash Rangers Football club has served the community of Ballymacash and local young people for over 30 years. It was formed in 1984 by young men in the area who wanted to play organised football and quickly moved in Rushmore Park in 1986 - their home ever since.

Through the club, thousands of young people have been engaged in football over the years and our teams have played football at Mid-Ulster Intermediate A-level for over 15 years. The club have nurtured the ambitions of young people and our vision is to bring these young players in the NI Championship and NI Premier Divisions. Everyone is proud of what we have achieved so far because it came from the passion, support and hard work of our players, their families and the wider local community.

At the beginning of 2017, we embraced the fact that developing sports in the community meant developing stronger communities. We began to work in partnership with other local organisations and plan for better facilities, more sports activities and become a truly accessible Sports Academy on that very ground where we started.

We believe sporting participation and social

cohesion go hand in hand and in turn, this makes communities stronger and healthier.

Our aims are:

- to increase participation in sports for those for all ages, gender and abilities
- to develop sporting skills at a competitive level for an affordable price
- to establish links between schools, sports clubs and the wider community
- to improve both physical and mental health for all participants
- to create job opportunities
- to contribute to the community development and its regeneration

The newly established Ballymacash Sports Academy have now prepared a five-phase project. Better facilities will include a 3G training pitch and purpose-built building, more activities will increase the number of teams, the variety of sports offered at the Academy.



The Ballymacash Sports Academy will be the leading sport facility for all the people in the area and the first community owned enterprise in the region. Here are the phases and what we need to achieve them.

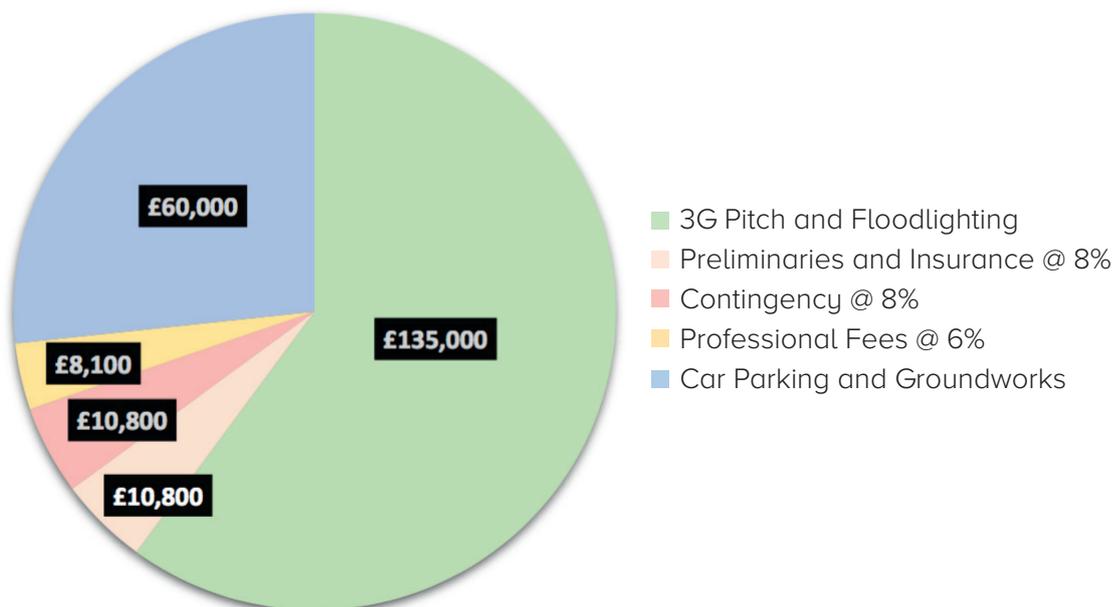
Phase 1	3G Training pitch and new car park	£225,000
Phase 2	New changing rooms, community hub and community space	£950,000
Phase 3	New 85m² Community Gym	£50,000
Phase 4	Floodlights on the main pitch	£122,000
Phase 5	250-capacity spectator stand	£100,000

The first step which this share offer will help us fund, is to install a next generation, all-weather surface training pitch that can be used intensively for much longer. We're at the limit of what can be done on our current pitches because overuse and bad weather conditions ruin the playing surface, which in turn can cause postponements of IFA Small Sided Games, as well as our youths academy's training sessions.

At present it is a concern how many cars are parked on the street during the children's football as the potential for an accident increases as capacity is reached, so that increase in capacity will also create the need for a bigger car park. We're very keen to make sure that the use of the pitches and the stadium doesn't impact on the wider community any more than it does already.

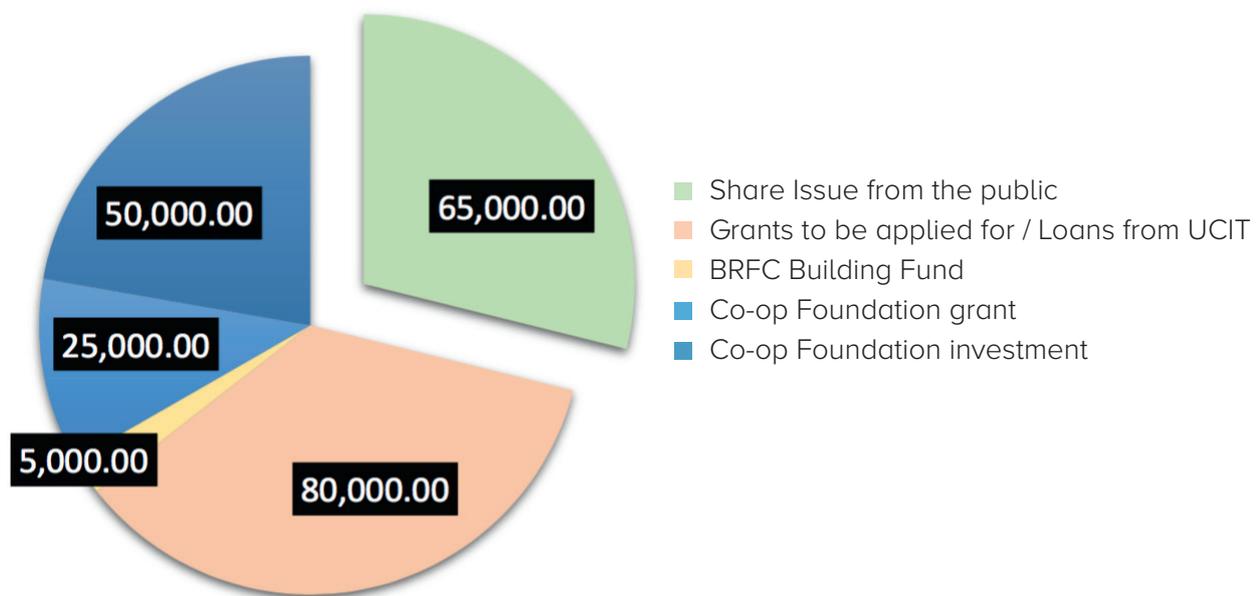
What this first phase will cost...

Phase 1 Costs - total £225,000



...And how we'll raise the funds

Possible Funding Mix - £225,000



We've already secured the support of the Co-operative Foundation to buy £50,000 of shares in our offer, on the same terms as all other investors, and they will also provide grant support of £25,000. That funding, in addition to the other grants we're applying for and the funds provided by Ballymacash Rangers FC means that we could complete the funding package with £65,000 of investment in this share issue.

We also have an offer from Ulster Community Investment Trust to effectively underwrite the share offer, so the Sports Academy board have set the minimum needed for this share offer to proceed and the project to go forward at £50,000, to demonstrate that there is broad community support for what we're planning.

Since loans need to be paid back with interest, we're hoping to first get as much grant funding as possible as this is the cheapest form of funding we can access, followed by community shares invested by the local population because we want to share ownership with local people as much as possible. Then comes the Co-op Foundation institutional investment, which we could draw on to reduce the costs of borrowing in total, and finally, and we will draw on the loan facility for whatever the difference is between what we have raised in grants and shares and the £225,000 first phase project costs.

Putting it all together, we have four sources of the finance, in order of preference:

	Priority	Minimum possible	Maximum possible	Already confirmed / available
Grants	1 st	£25,000	£100,000	£25,000
Community Shares from local community	2 nd	£50,000	£200,000	
Community shares from Co-op Foundation	3 rd	£50,000	£50,000	£50,000
Loans from UCIT	4 th	£150,000	£200,000	£200,000

As the grants are not yet confirmed beyond the £25,000 from the Co-op Foundation, we can theoretically accept up to £200,000 in this share offer, but in reality, this amount will be reduced by whatever the society achieves in getting grants over and above this £25,000. In the event of the share offer being oversubscribed, shares purchased by members of the local community will be preferred to institutional investment from the Co-op Foundation and similar organisations.

What's next in developing the Sports Academy after we've done this share offer?

Much of the funding for these phases will be from further grants and commercial loans, as well as another share issue.

These loans will rank higher than the investment made by members in the event of any insolvency, but our financial projections show that there's still room to pay the loans back with interest and pay interest and withdrawal to investors too.

When completed, the facility will be a transformed place- open all-year round to people in the community for football, for the gym, for the community spaces, for hire for parties and functions, for the new social club providing all sorts of activities. It'll be the beating heart of the community, a place that brings everyone together, and helps tackle some of the problems our community faces.



The benefits to you...

- Being part of a community project that makes a difference to people
- Being part of a new exciting first in both our local community and local sports
- Membership of the society which owns the academy and elects the board of Directors.
- A possible financial return

The benefits to the community...

The local Ballymacash area has seen an increase in population of more than 20% since 2005, but despite this, nothing new has been provided in the way of sports facilities.

Lisburn is short of 81 football pitches according to the latest figures in the Sport NI “Bridging the Gap” publication.

We know from talking with people in the community, governing bodies and organisations playing sport in the area, that there’s a desperate need for additional places to play football, and an even

greater need for quality surfaces that enable good football to be played.

We are already working with many schools, churches and community groups from our area and further afield, and hope that by having a collaborative approach the whole community can benefit from what we are doing and will be able to avail of these fantastic facilities.

Ballymacash Sports Academy will be a place for the whole of our community to come together, and will be totally inclusive to all, just as Ballymacash Rangers FC has been for 30 years.

Our ambition is to develop our community and develop new ideas and programmes to facilitate needs as they are identified. We hope to do this with the help of our existing partners, and with new relationships we hope to build in the future.

As well as providing a safe and inclusive sports facility, the project will offer opportunities for employment, education, coach education, community building and promoting social enterprise. Another of our main aims is to provide financial support to young sporting talent from the area to allow them to represent their county, country and not least Ballymacash in their chosen sports.



How will the society be run?

We've chosen a democratic organisation because it's important to us that firstly, everyone in the community who supports our goals can become an owner and share the pride and responsibility that we feel for what the Academy is going to achieve. We believe that owners have a role in keeping the Board accountable to what members and the wider community feel, and secondly have a big role to play in being advocates for the facilities we're developing, be that as users of them, people who help us through volunteering to make our facilities less expensive to run and so more affordable to take part in, or just banging the drum for what we're trying to achieve and helping market the Academy to people inside our community and further afield.

The business of the Society is managed by the Board of Directors which exercises all such powers of the Society in accordance with the Rules and abide by the appropriate legislation. The Society will have at any time no less than three Directors and shall be elected, appointed or co-opted.

The Rules are available on the website.

The Board of Directors will be made up of up to 5 Directors elected by and from the Society's Members and up to 2 Directors as representative[s] appointed/nominated by the official management committee of Ballymacash Rangers FC.

At the first AGM in order to get a Board in place who enjoy the legitimacy of being elected by the society's members, all existing Directors will stand down, and a new board will be elected by all members on a one-member, one vote basis. All members can stand in the election (as can existing Directors who can re-elected should they wish to stand).

The Society's Directors

PHILIP TRIMBLE

Philip is the Managing Director of Conveyortek Ltd and Proprietor of Moira Guest House. Philip is a former Ballymacash Rangers player, and treasurer of the club, and as well as being a local businessman, Philip has always been passionate about facilitating exciting opportunities for young people. A former youth club leader at Elmwood Church, he is the current Scout leader in 1st Hilden Scouts. Philip's business experience in developing new enterprises, will help support the many hard-working volunteers that engage weekly in the many initiatives at the developing Ballymacash Sports Academy.

KENNY MCALEENON

Kenny is Managing Director of the Fabrite Group which carries out many significant construction projects throughout the UK. He is married to Iris and has two grown up children Heather and David and having spent most of his life living in the Ballymacash area, he has a passion for developing skills and opportunities for the people of Lisburn. As a Christian, Kenny previously ran "Sport for Men" at Elmwood Church, which provided local men with football and fellowship on a Thursday evening. A keen golfer he is Vice Captain

at Edenmore Golf Club and caddies for his son David on the Amateur Circuit. Kenny's experience in promotion, negotiating and financial awareness will be invaluable to Ballymacash Sports Academy.

CLARKE THOMPSON

Clarke is another successful businessman and has his own groundworks company CT Construction. Clarke has lived in the Ballymacash area most of his life, and his family links to Ballymacash go back to 1950, when his Grandparents moved there to raise 7 children, 4 of whom still live there, as well as his Grandmother now in her 90th year. He has always been proud of his Ballymacash roots and has always wanted to give something back to the community. When asked to become involved with the Ballymacash Sports Academy, he was proud to say yes, and is determined to create a place that our children, grandchildren and future generations can benefit and be proud of for years to come.

LAURA TURNER

Laura is currently managing the new community Centre in Ballymacash, a project she was heavily involved in procuring. Her post has stemmed from ten years of working within the area in both a voluntary capacity, and that of the private sector. Laura has a vast understanding of the area, people and has a passion for community development. She sits on several management committees and has a strong interest in helping bring about change and opportunity.



Board Directors: Graham Morris, Clarke Thompson, Kenny McAleenon, Laura Turner with Kurt Walker 2018, Commonwealth Games Silver Medallist 56Kg Boxing.

GRAHAM MORRIS

Graham is another Ballymacash native and has been involved in community work for the area for 15 years. Graham has worked with Lisburn Peoples Support Project, Ballymacash Regeneration Network and Ballymacash Cultural Awareness Project. In the past Graham has also played for Ballymacash Rangers as well as having served on the committee. Graham is married to Jillian and has two young girls. Graham wants to make the Academy a huge success for the whole community and believes that with time, effort and investment from those currently involved, and those yet to be involved, that we can achieve this.

CHRIS FINLAY

Chris is another successful business owner, having built RC Joinery up to a very reputable joinery firm in the area, to now opening his first shop, RC Joinery and Bathrooms Showroom, Lisburn. Chris has played for Ballymacash Rangers since a young age and was the first to volunteer when Ballymacash Rangers Youth were looking for coaches for the new youth set up was started back in 2016. Since then Chris has gained his Grassroots and IFA Level 1 Coaching Qualifications and has put an outstanding amount of effort and commitment into coaching the children and the club and parents are extremely proud of the development of the children under Chris's guidance. Chris represents Ballymacash Rangers Youth teams on the Sports Academy Board of Directors.

NEIL WOOLSEY

Neil is the current Club Secretary of Ballymacash Rangers FC and has been actively involved with the club for over 10 years. Neil recognised the potential within the club and the local area for many years, but recently with the right support and mentoring, has been able to help develop both Sports Development and Business Plans for the football club, to help give clear guidance of where we want to be and how to get there. With support from his club committee, he has overseen the implementation of improved business practices, coach and volunteer education programmes, implemented new policies, the creation of the new youth department and secured much needed funding to help with the running costs. Having lived in the area all his life, Neil wants to see both the facilities and sporting talent reach their potential, so that the next generation will have the same passion and pride in Ballymacash, as previous generations have. Neil is the Ballymacash Rangers representative on the Board of Directors.

NORMAN ADAMS

Norman Adams currently is our professional advisor. Norman works with several charitable bodies and is a retired Director of ASM Chartered Accountants. Normans professional, charitable and local knowledge has been, and will continue to be a really good help to us all going forward.

What are community shares?

Community shares are withdrawable shares that cannot be sold, traded or transferred between Members, unlike shares in a typical company. All Members are entitled to one vote – regardless of how many shares they hold.

Your involvement can be as much or as little as you wish. You can vote at Annual General Meetings, stand for election to the Board of Directors, volunteer skills or just support the football club by watching the teams or popping into the community hub.

We can offer interest on the share capital should trading conditions allow. We'd not be paying interest for the first five years to give us time to bed the business in, and after that point, we aspire to pay 3% interest, with the precise percentage agreed at the Annual General Meeting by members. Interest may be added to shareholder accounts or paid in vouchers for the services provided by the Society, such as gym usage or 3G pitch rental.

We also aspire to enable up to 10% of the investors to withdraw their funds every year from Year 6 onwards. If the Board are allowing withdrawals, we'll let everyone know, and withdrawals will be on a first-come first served basis. To give the society time to get on its feet, no withdrawals will be allowed for the first 5 years at the earliest.

Is tax relief available?

Unfortunately, letting the pitch out for hire – which is the main source of income for the society – isn't an eligible trade for the purposes of securing tax relief for investors.

What's the worst that can happen?

There are no guarantees in any line of business, and the worst that can happen is that you lose the money you have invested in the event of the society failing.

If we're not successful and become insolvent, our assets any cash reserves will be used to pay off creditors first. If there's any funds left over, we might be able to return people's investment to them.

You won't be liable for any more money in any event, but the money you have invested could be lost. You have no right to compensation from the Financial Services Compensation Scheme, or recourse to an ombudsman.

As the society is charitable, if in the event of the insolvency there are funds left over after paying off the creditors and shareholder investment at face value, all remaining surpluses will be given to the benefit of another charity, not to members.

Who can invest?

- Anyone aged 16 or above can invest.
- The minimum investment needed to become a shareholder is £50 (buying 50 £1 shares), and the maximum is £10,000 buying 10,000 £1 shares.
- Groups of people, clubs or companies can also invest but the shares will be held in trust by whomever makes the payment via Crowdfunder or by cheque offline.

How to Invest

We're running the share offer on www.crowdfunder.co.uk where you can invest using a credit or debit card. When you click to pledge your investment on the site, your money will be taken from your account by Crowdfunder's payment provider, Stripe.

Stripe will keep the money in their system until the share offer has finished. If the share offer is a success, because we raise at least £50,000, then the money will continue to be held by Stripe until we have secured the remainder of the funding necessary to complete the first phase, as a guarantee to you that we won't start spending your money until we have secured every penny we need to complete the first phase. Stripe can hold these funds for up five months after the end of the share issue and if we've not secured the whole package by this point, we will communicate with you to discuss our options.

As soon as we have secured the funding package in total for the first phase, the money will be passed to Ballymacash Sports Academy, after the deduction of Crowdfunding fees. And, if the share offer fails because it raises less than £50,000, then the money will be repaid back to you (usually within a week of the offer failing).

If we're not successful in raising either the share issue's minimum target, or securing the additional funding, we might keep the share offer open to try and make it up through additional investment, and/or also look to raise debt finance from institutional lenders. In the latter case, we will look at the impact of any costs of finance on the financial projections and communicate this to everyone who has invested so they are aware of that impact, and people will be able to decide whether they want to remain as an investor, or back out at that stage if they don't like the new figures.

We will communicate regularly with pledged investors through this period so you understand what is going on, and if you can cancel your investment at any time on the Crowdfunder site, right up to the point where the funds get paid over to Ballymacash Sports Academy.



You can also invest offline by filling in an application form (also available from Ballymacash Community Centre, 29 Rathvarna Drive, Lisburn) and enclosing a cheque. We won't cash any cheques until and unless we hit our target; if we don't, all cheques will be destroyed.

Ballymacash Sports Academy Share Packages

available to all investors online or offline

£50	<ul style="list-style-type: none"> - Personal Share certificate - Co ownership of Ballymacash sports academy with AGM voting rights - Receive annual interest on investment when performance allows - One-year membership with the club (club membership gives you the right for the club committee and attend matches for free) - Discounted club prices
£100	<ul style="list-style-type: none"> - Personal share certificate - Co ownership of Ballymacash sports academy with AGM voting rights - Receive annual interest on investment when performance allows - Two-year membership with the club - Discounted club prices
£250	<ul style="list-style-type: none"> - Framed share certificate - Special edition owner's t-shirt - Co ownership of Ballymacash sports academy with AGM voting rights - Receive annual interest on investment when performance allows - Three years membership with the club - Discounted club prices - Name placed on a Ballymacash Sports Academy commemorative plate - One-hour 3g pitch hire
£500	<ul style="list-style-type: none"> - Framed personal share certificate - Special edition owner's t-shirt - Co ownership of Ballymacash sports academy with AGM voting rights - Receive annual interest on investment when performance allows - Lifetime membership with the club - Discounted club prices - Name placed on a Ballymacash Sports Academy commemorative plate - One-hour 3g pitch hire

Bespoke Corporate Share packages are available, ranging from £250 to £2500. Please contact us to arrange a private consultation to discuss how we can tailor a package to meet your businesses requirements.

Email info@ballymacashsportsacademy.org for details.

Application to become an investor in Ballymacash Sports Academy

1

Name _____
Address _____
Postcode _____
Email _____ @ _____
Phone _____
Application made by (if different) _____

ABOUT YOU

2

How much do you want to invest? (min £50, max £10,000) £ _____

If the share offer is oversubscribed and/or unable to offer you any or all the shares you have applied for, we will refund the difference by cheque to the address above.

I confirm that:
(this consent is required for us to accept your investment)

- I am 16 years old or older;
- I have read the share offer document and the society's rules and understand and accept the terms of the share offer;
- I understand that the Board of Directors may reject my application, and not obliged to tell me why it has been rejected and that the board may conduct such checks as necessary to comply with money laundering regulations;
- By buying these shares, I agree to all the information disclosed here being held on a computer database in compliance with EU General Data Protection Regulations (GDPR). I understand that this information will be used by Ballymacash Sports Academy only and will not be passed to third parties.

OPTIONAL - I consent to receiving formal notices by the email address on this form and links to formal documents on the society website

Signed _____ Date _____ / _____ / _____

YOUR INVESTMENT

Please send your completed application form by the deadline of **19th July 2018** to Ballymacash Sports Academy, Ballymacash Community Centre, 29 Rathvarna Drive, Lisburn, BT28 2UB and enclose a cheque payable to '**Ballymacash Sports Academy**'

