

“LEADING FOOTBALL EXCELLENCE
IN YOUR COMMUNITY”



A NEW VISION

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**A VISION FOR THE DEVELOPMENT OF A
WELSH PREMIER FOOTBALL CLUB
IN RHONDDA CYNON TAFF
SEPTEMBER 2016-2022**

**BY 2022 THE CLUB IS SEEKING TO ACHIEVE THE FOLLOWING
STRATEGIC OBJECTIVES:**

To have grown a community membership cohort of 2000 members

To be a hub for community engagement at a fit for purpose sporting facility within the hinterland of the Capital City Region

To provide a pathway to football excellence in Men’s and Women’s football from Centre of Excellence level up to Welsh Premier League level

To host a vibrant programme of sport for all the community to support the health and wellbeing agenda

To be the first Welsh Premier League club in RCT; allied with the realistic ambition of bringing European football back to the Rhondda by 2025

To be a central partner in a accessible sporting facility and community focal point that will service 12000 users per annum by 2022 ensuring that it is truly impactful in terms of reach and engagement

1.0 A CLUB RICH IN HISTORY....

Ton Pentre AFC – the Rhondda Bulldogs – has been the Rhondda’s premier football club for over 100 years. Records show that the club has been in existence since at least 1896 and has been resident at our Ynys Park home since 1906.

With our close ties to the mining community throughout the early part of the 20th century, followed by the most successful era in the club’s history throughout the 80s, 90s and 2000s the Bulldogs is synonymous with the Rhondda and is a thoroughbred in terms of the Welsh non-league football scene. The Bulldogs quite literally put the Rhondda on the map when we competed in UEFA European competition in 1996 as we played clubs from Holland, Denmark and Hungary.

The club is the record holder of Welsh football league titles, an impressive haul of 12 championships during our long and accomplished history.

So we have an unrivalled history, but we want our story to gain a new dimension by delivering a new beginning for the Bulldogs underpinned by an ambitious and bold vision for growth and the “Leading Football Excellence” strategy is our first step in to a new future for the club and our community.

Ton Pentre AFC currently play in Welsh league division 1, a division below the Welsh premier division in the pyramid structure of Welsh football. The club also has an under 19s team in the Welsh youth league, so we have a strong platform on which to build.



2.0 REINVENTION AND THE ROLE OF THE COMMUNITY FOOTBALL CLUB....

The modern day community football club is about substantially more than winning football matches – football clubs must now become the fabric of the community. A hub for community engagement that can strengthen agendas such as health and well being, education and skills, tackling social exclusion and breaking down barriers to encourage all sectors of our community to participate in sporting activity.

The Rhondda Bulldogs can be a powerful force for good in our community – but our vision is to deliver this impact on a significant scale for the Valley. Working with like-minded partners to develop fit for purpose facilities and provision that will empower our communities to prosper and work together to tackle long-term challenges in the Rhondda.

We would like to do this together, working in strong partnership with those private, public and third sector organisations that share our passion to develop a catalyst for regeneration in the Valley.

COMMUNITY OWNERSHIP – ITS OUR CLUB....



In June 2016, Ton Pentre AFC converted to a Community Benefit Society (CBS) with the support and assistance of Supporters Direct. Ton Pentre is in a growing band of community owned football clubs that include Merthyr Town, Newport County and Wrexham: clubs with impressive reach into their communities. We will emulate this model in the Rhondda with the support of our community and partners.

Every member of our community can now own a part of our football club if they wish. The model is very empowering and the principles are entirely based on a democratic constitution of one member, one vote. All that the Club will “own” will be “owned” by the community – simplicity and equality is at its heart.

AT THE CORE OF THE NEW CBS STRUCTURE ARE OUR CHARITABLE OBJECTS:

- 2.1 Enhancing the social, cultural and economic value of the Club to its Communities and by acting as a responsible custodian of the club for future generations;
- 2.2 Upholding the mutual ownership of the Club operating democratically, fairly and transparently;
- 2.3 Ensuring the Club operates with financial responsibility enabling the Club to be run for the long term interest of the Community;
- 2.4 Providing sporting facilities and opportunities regardless of age, income, ethnicity, gender, disability, sexuality, religious or moral belief; and
- 2.5 Playing at the highest level possible, but always operating in a financially responsible and prudent manner.

3.0 THE VISION

The vision for the Rhondda Bulldogs is underpinned by our mission statement:

MISSION STATEMENT
A COMMUNITY LED FOOTBALL CLUB WITH
STRONG ROOTS TO OUR LOCALITY, WITH A
COMMITMENT TO REACHING THE HIGHEST
LEVEL OF WELSH DOMESTIC FOOTBALL
UNDERPINNED BY A SUSTAINABLE
BUSINESS MODEL.

#WeAreBulldogs



BY 2022 THE CLUB IS SEEKING TO ACHIEVE THE FOLLOWING STRATEGIC OBJECTIVES:

- To have grown a community membership cohort of 2000 members.
- To be a hub for community engagement at a fit for purpose sporting facility within the hinterland of the Capital City Region of Wales.
- To provide a pathway to football excellence in Men's and Women's football from Centre of Excellence up to Welsh Premier League level.
- To host a vibrant community programme of sport for all to support the health and wellbeing agenda.
- To be the first Welsh Premier League club in RCT; allied with the realistic ambition of bringing European football back to the Rhondda within a decade.
- To be a central partner in an accessible sporting facility and community focal point that will service 12,000 users per annum ensuring that it is truly impactful in terms of reach and engagement.

4.0 IMPACT & REACH....

Capital investments in sporting infrastructure can engender the potential to create transformational change within communities through increased capacity, improved facilities and the overall enhanced experience of users by driving up the overall expectations and aspirations. Examples of such investments include:

- The Centre of Sporting Excellence in Ystrad Mynach – a £7m investment in a fit for purpose sporting centre led by Caerphilly Borough Council.
- The Deeside Stadium in Connahs Quay – a multi-million pound development housing Gap Connah's Quay FC in collaboration with Coleg Cambria.
- Clifton College Bristol – a complex of state of the art sports facilities with leisure and catering facilities with community access.
- Merthyr Town FC – the Martyrs became a Community Benefit Society in 2009 and is now a catalyst for major community regeneration in the Merthyr Valley and surrounding areas.

The development of these facilities have empirically created primary and secondary jobs for their local economies, enhanced the quality of education and skills development within their communities and provided critical all weather access to sporting activities to drive up levels of participation in sporting pastimes at all levels.



5.0 WORKING WITH THE RHONDDA BULLDOGS

Ton Pentre AFC is seeking to build on our existing cohort of strong private and public sector partnerships to help our community realise its ambitions and potential.

Our enduring values underpin how we work with our partners, we bring fresh thinking and professionalism within a legal structure built to attract and secure investment.

Our Values:

- Innovation
- Honesty
- Reliability
- Ambitious
- Professional
- Community led



Moving forward, the Bulldogs is seeking to consolidate strong partnerships with like minded commercial and community partners to unlock our potential by capturing collaborative investment opportunities, new grant initiatives, private sector investment and fundraising via community shares. In particular, the club is interested in exploring productive partnerships with:

- Commercial partners that share our values and have a strong community focus.
- Football clubs and other sporting organisations with the confidence and foresight to build a strong shared vision for sport in the Rhondda.
- Our Local Authority.
- Local education providers from the Higher Education sector, Further Education and Schools.
- Community groups.
- Charitable organisations.







"In the Oval Valleys of Rhondda, Ton Pentre stands unique as a Round Ball Oasis"

Extract from Ton Pentre v Cardiff City, FA Cup First Round Programme 1986

Ton Pentre Football Club are 12 times Welsh Football League Champions and have enjoyed a long and distinguished history. They are a community led football club with strong roots to our locality, with a commitment to reaching the highest level of Welsh domestic football underpinned by a sustainable business model.



1.6K Likes

Regular reach of 6K

Over 1.5K visits to the page every day

Reach of 59% male, 40% female

tonpentreafc.com receives 14K to 20K views every month.



3.1K Followers

10K profile visits each month

90K to 130K impressions each month

Amongst the most followed clubs in Wales



The Bulldogs are a club steeped in history. Below is a team photo from 1906.



Did you know?

Ton Pentre once played European football.

The Bulldogs were Cardiff City's opponents in the Bluebirds first ever professional match.

Ton Pentre played Mid Rhondda in a 1919 FA Cup match watched by a 20,000 crowd - the largest ever for a sporting event in the Rhondda.



Over 8.6K listeners. The Bulldogs are the only Welsh League club with its own radio station.

EST. 1896



2016.....