

Executive Shareholder and Trustee Committee Report

Report of Director of Environment

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## Woodbridge Road Sportsground Pavilion Naming

### Executive Summary

Following completion of the refurbishment works to the Woodbridge Road Sportsground Pavilion, the Committee is asked to consider options for the naming of the Pavilion.

### Recommendation to Committee

- (1) The Committee, acting in the capacity as Trustee, is requested to advise on the following options whether:
  - (i) There is a will to name the pavilion, or leave the venue under its charitable trust name of the 'Guildford Sportsground'
  - (ii) There is a will to name the pavilion or a room after the person nominated by Guildford Cricket Club (see "Not for Publication" item 6 elsewhere on this agenda)
  - (iii) There is a will to name the pavilion or a room after Sir Harry Waechter
  - (iv) There is a will to name the pavilion:
    - (a) The Guildford Pavilion,
    - (b) Guildford Sports Pavilion
    - (c) Guildford Cricket Pavilion
    - (d) Guildford Sportsground Pavilion
    - (e) Guildford Sportsground
- (2) That the Parks and Landscape Manager be authorised, in consultation with the Leader of the Council, to approve any future change in the name of the Pavilion at Woodbridge Road Sportsground.

### Reasons for Recommendation:

To fulfil the role of sole trustee in considering a name for the refurbished Pavilion and to further the purposes of the trust.

## **1. Purpose of Report**

- 1.1 To ask the Committee, acting on behalf of the Council in its role as Sole Trustee, to agree a name for the refurbished Pavilion at Woodbridge Road Sportsground.

## **2. Background**

- 2.1 Guildford Borough Council acting as the Sole Trustee for the Woodbridge Road Sportsground Charity has recently completed the refurbishment and extension of the pavilion on the Woodbridge Road Sportsground Charitable Trust (Registered Charity Name, 'Guildford Sportsground', Registered Charity Number: 305056). The original pavilion was built in 1938.
- 2.2 A Charitable Trust of the Woodbridge Road Sportsground land was created on 9 August 1912 by a deed of conveyance and declaration of trust (the Vesting Deed) executed on that date by Sir Harry Waechter who, several months earlier, acquired two parcels of leasehold land from the Earl of Onslow to form the sportsground. The second recital of the vesting deed is in the following terms and recognises that the site had long been used for recreational purposes:

*'Whereas said lands have been for some years used and occupied for the purpose of playing cricket, football, hockey, lawn tennis and other pastimes and the Donor being interested in the welfare of the said borough has had the same conveyed and assured to him as hereinafter mentioned with the sole object and purpose of effectually securing that such user shall continue for the benefit of the inhabitants of the said borough...'*

- 2.3 Guildford Borough Council (GBC) owns the freehold of the Woodbridge Road Sportsground (including its associated land and buildings) as the sole charitable trustee under a charitable trust (registered charity number: 305056). The site became an unincorporated charity, which was registered with the Charity Commission on 15 September 1964.
- 2.4 The larger part of the sportsground has been the home of Guildford Cricket Club since 1922 and a formal lease was entered into from 1 April 2002 for a period of 25 years. The Club, together with Surrey County Cricket Club, have delivered an annual cricket festival for 75 years at the site. Along with a pavilion, a small number of outbuildings have been developed since the 1960s including a scorers hut and garages for grounds maintenance equipment.

## **3. Issues arising**

- 3.1 The Council needs to evaluate this in its duty as the sole trustee and not the Council, primarily acting in the best interests of the charity which is to deliver public benefit to the area of benefit (the borough of Guildford), in accordance with the charitable objects which is to manage the venue for outdoor sports, recreation and ancillary activities and to further the charity.
- 3.2 The pavilion has sponsorship potential, which the Council is exploring with its sponsorship partner, SNAP; therefore the name needs to be attractive to a potential sponsor for example 'The Kia Oval'.
- 3.3 The name needs to support the identification of the charitable trust and its objects and gives the opportunity for a number of name combinations relating to the charitable trust's registered name of the 'Guildford Sportsground'.

- 3.4 Currently, our operating partner Oval Events Limited are marketing the venue as the Guildford Cricket Pavilion under similar branding to their other operations at the Oval and University College London as shown below.

# THE GUILDFORD CRICKET PAVILION



- 3.5 Clearly, Cricket has a long history with the site, along with Guildford Cricket Club's occupation and use, and the development of the festival, which has seen first class cricket played in Guildford for many years.
- 3.6 In terms of significance, if there is a will to name after a person, consideration needs to be given to Sir Harry Waechter, the original donor of the site.

## 4. Options and decision required

- 4.1 The Committee, acting in the capacity as Trustee, is requested to advise on the following options whether:
- (i) There is a will to name the pavilion, or leave the venue under its charitable trust name of the 'Guildford Sportsground'
  - (ii) There is a will to name the pavilion or a room after the person nominated by Guildford Cricket Club (see "Not for Publication" item 6 elsewhere on this agenda)
  - (iii) There is a will to name the pavilion or a room after Sir Harry Waechter
  - (iv) There is a will to name the pavilion:
    - (a) The Guildford Pavilion,
    - (b) Guildford Sports Pavilion
    - (c) Guildford Cricket Pavilion
    - (d) Guildford Sportsground Pavilion
    - (e) Guildford Sportsground
- 4.2 Officers recommend that either options 4(a) **The Guildford Pavilion**, 4(b) **Guildford Sports Pavilion** or 4(e) **Guildford Sportsground** are used as these reflect the charitable trust's purposes and give flexibility with a potential major sponsor to add their company to the name in the future.

4.3 In that regard, it is also proposed to delegate authority to the Parks and Landscape Manager, in consultation with the Leader of the Council, to approve any future change in the name of the Pavilion at Woodbridge Road Sportsground

**5. Human Resource Implications**

5.1 There are no human resource implications arising from this report.

**6. Financial Implications**

6.1 There are no financial implications arising from this report.

**7. Legal Implications**

7.1 The bulk of charity law is contained in the Charities Act 2011. The Charity Commission registers and regulates charities in England and Wales. The Commission is responsible for ensuring that charities meet their legal requirements, and has powers to take enforcement action against charities where there is malpractice or misconduct.

**8. Background Papers**

None

**9. Appendices**

None