

# COMMUNITY SHARES OFFER DOCUMENT



Monday 16th May 2022 – Launch date Monday 20th June 2022 – Closing date



www.ballymacashsportsacademy.org info@ballymacashsportsacademy.org

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## **The Share Offer**

OPENS: MONDAY 16TH MAY 2022 CLOSES: MONDAY 20TH JUNE 2022

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: £20,000 Optimum target to be raised: £35,000 Maximum target to be raised: £65,000

Minimum share subscription per person: £50 Maximum share subscription per person: £5,000

#### 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.

This community share offer was made possible through the help and support of Co-operative Alternatives and the Hive

Building better

co-operative businesses



## Ballymacash Sports Academy Community Benefit Society

Ballymacash Sports Academy Community Benefit Society ("The Academy") was registered in 2018 under the Co-operative and Community Benefit Societies Act (NI) 1969 with the Financial Conduct Authority (Reg. No. IP000442). We are also a Charity registered with the Charity Commission for Northern Ireland (Reg. No. NIC107431). Both regulators ensure our compliance with legislation, our Rules and conduct our business within the given authority.

The Academy is a social enterprise and a community owned co-operative with members who purchased community shares into the organization after its formation in 2017. While our members are the people who supported and financially invested in the Academy, we have 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, we cannot become privately owned and taken out of community ownership and our surpluses are reinvested into the Academy and to benefit the community at large.

### 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

In 2018 we invited people in the community to become co-owners of Ballymacash Sports Academy with the first share offer and help us take the first steps in the wholescale transformation of the Rushmore Drive facility. This facility is now the beating heart of the community and provides more space to play football, watch football and for communities to come together.

It was an ambitious project then but thanks to your initial community share investment in 2018, we were able to leverage additional funds and delivered over £600,000 for capital expenditure to include a new Full Size Floodlit 3G pitch, a 100 Seated Spectator Stand, Outdoor Gym equipment, New Perimeter Fencing & CCTV (to protect our community asset), Mini Allotments & Community Garden. There is still more to do.

## The Story so far

Ballymacash Sports Academy was formed in 2017 by a group of like-minded individuals, all with a passion for sports, community, and Ballymacash Rangers FC.

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 the very ground where we started as players, members, and supporters of Ballymacash Rangers Football Club.

We have now over 297 individual co-owners and 32 businesses and schools members who have supported the Academy in our journey. They all bought community shares in the original offer in 2018. The rules by which we are governed are lodged with the Financial Conduct Authority and the Charities Commission and can be viewed on our website:

#### www.ballymacashsportsacademy.org.

During the last three years, the Academy secured around £600,000 in shares, loans and grants and built the Lisburn first 3G pitch. We inaugurated the pitch in July 2020, despite Covid-19 and continued

the development of the ground by installing a 100-seater spectator stands, community allotments and a community garden in April 2021.

The Academy has established strong working relationships with a range of key stakeholders in the local Ballymacash, Greater Lisburn and Castlereagh City Council area and across Northern Ireland. Many of them have booked facilities or are involved in programmes with us to improve the local community.

The Academy is now employing one full time Academy Manager and a part-time Facility Manager. The Board is made up of 9 voluntary Directors.

#### 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

### What this next phase will cost...

The Academy has so far focused on successfully completing the Phase 1 development and now wishes to commence Phase 2, to further enhance our offerings to the public and the community.

The activities of the Academy are both sporting and social in nature and this is reflected in the Phase 2 proposal to develop a new community hub combined with the development of the sports facilities at The Bluebell. We engaged with the community and carefully surveyed the current needs.

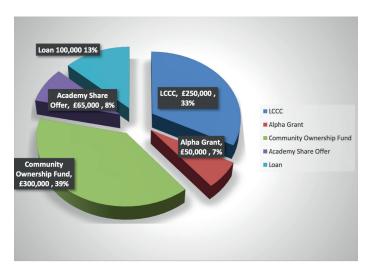
We propose building a Community Sports Hub that will be a c450 sq. mts. 2-storey building consisting of fit for purpose changing rooms, a community gym, meeting facilities, a cryo-spa and training rooms with up-to-date toilet facilities, all suitably equipped for disabled users.

### Phase 2 Costs - total approx. £750,000

The costs are based on a current quotation provided to the Board by professional surveyors. This may change and the final costs will depend on the results of the tendering process that the Board will carry out in due course.



## ...And how we'll raise the funds Possible Funding Mix



We have already secured the support of the Lisburn & Castlereagh City Council who have chosen the Sports Academy as its Pilot Project of their new Community Investment Fund and awarded £250,000 match funding towards Phase 2, and we have also had a £300,000 grant confirmed by the Community Ownership Fund, through the Department for Levelling Up, Housing and Communities.

We have also been applied for additional funds from funders who contributed in Phase One and in the process of securing an additional £50,000 from Alpha programme administered by Groundwork NI. We have approached Community Finance Ireland, a local financial institution, specialized in flexible loans to the Third Sector and agreed a potential further £150,000 loan, if needed.

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

Source of funding	Priority	Minimum possible	Maximum Possible	Confirmed
Grants	1 <sup>st</sup>	600,000	600,000	550,000
Community Shares	2 <sup>nd</sup>	20,000	65,000	
Possible Loan	3 <sup>rd</sup>	100,000	150,000	

Having already secured a substantial amount of grant funding, our financial projections show that there is the possibility to pay the maximum borrowing back with interest but with this share offer we can reduce the costs of borrowing and increase community shares in Ballymacash Sports Academy. More community shares in Ballymacash means increasing community ownership with local people and open opportunities to many potential members who did not participate in the first share offer.

When completed, the facility will be a transformed place opened all year round to people in the community. It would be for football, for the gym, for community spaces, for hire for parties and functions, for the new social club providing all sorts of activities. It will 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 great difference to people in the area and beyond
- 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 Ballymacash area has seen an increase in population of more than 12.5% over the last 5 years, the 7th largest increase in Northern Ireland, but despite this, nothing new has been provided in the way of community, sports or leisure facilities in the area.

Our ambition is to continue 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.

We are already working with many schools, churches, community groups and statutory bodies from our area and further afield, and by having that 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. The local community rely on our facility for much of their social interaction. The thriving social clubroom is an ageing timber portacabin in a state of disrepair, used for a variety of activities including darts/pool matches, parties, wakes and arts and crafts. It needs a new home and that would be in the new built community hub.



As a community benefit society, we engage with the community and follow a co-design approach to all our programmes. For instance, the Community Garden/Allotments are central for environmental and well-being activities and planned with the participation of local community groups.

The new facilities will increase footfall offering affordable activities to all with respect of section 75 of the Northern Ireland Act 1998. We believe that having fit for purpose facilities brings people of all ages/gender together in a safe and inclusive shared space. As well as providing modern sports facility, the project will offer further opportunities for employment, education and community building activities.



Allotments and Community Garden at the Bluebell

## How will the society be run?

We have chosen a democratic organisation because it is 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 membes have a role in keeping the Board accountable to what the wider community want, and finally, have a big role to play in being advocates for the facilities we are developing: being users of them, people who help us through volunteering to make our facilities more affordable to take part in, or just banging the drum along the way and help us telling the story of 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 their powers and duties in accordance with the Rules and abide by the appropriate legislation. The Society will have at any time no less than three Directors and the Directors will be periodically elected or, if necessary, coopted.

#### The Rules are available on the website.

Currently, we are led by a voluntary Board of Directors who were voted into position by the Academy members at the most recent Annual General Meeting in 2021. There are currently 9 board members with a wealth of professional experience.

At each Annual General Meeting, in order to get a Board in place who enjoy the legitimacy of being elected by the Society's members, existing Directors will stand down, and a new board will be elected by the members on a 'one-member, one vote' basis. Any member can stand in the election as can existing Directors who can be re-elected should they wish to stand.

## The Society's Directors

PHILIP TRIMBLE

Philip is the Founder and Managing Director of Conveyortek Ltd, an international technology and engineering manufacturing company. Over the past 30 years he has a proven track record in launching and developing a range of businesses in a range of industries. This has included working with several charity community initiatives including leading the recent creation of a 15 ½ acre Woodland Activity Site for young people in the Lisburn area, on behalf of Lisburn and District Scouts. He has experience in working with a range of financial institutions including working with local and national governmental departments. A firm believer in strong financial governance and sustainable business models, Philip's business experience in developing new enterprises, will help support the many hardworking 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. Kenny's experience in promotion, negotiating and financial awareness is invaluable to Ballymacash Sports Academy. A keen Golfer, Kenny caddies for his son David on the Amateur Circuit

**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. 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 the facility manager at Ballymacash Community Centre, a project she was heavily involved in procuring. Her post has stemmed from 15 years of community development within the area in both a voluntary capacity and that of the private sector. Laura has a vast understanding of the area, people, and a passion for its development. She sits on several management committees and has a vested interest in delivering change and bringing about opportunities. Laura is an advocate for youth and co-ordinates its provision for the Ballymacash area.

**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 is also Player/Coach of Ballymacash Rangers Swifts and has recently been appointed Manager of the Lisburn Junior Invitational League Representative Team that will compete in the Blackpool Tournament in July 2022. Chris represents Ballymacash Rangers Youth teams on the Sports Academy Board of Directors.

#### SANDRA WALSH

**ANITA WHITE** 

**JODIE MURPHY** 

**RYAN BROWN** 

Sandra Walsh was born in Ballymacash, went to Ballymacash PS and attended St Marks Church. She worked in Barclays Bank for 40 years until deciding to retire in October 2020. She has vast experience in organising fundraising events for charities and Digital and Lifeskill events throughout numerous schools, colleges, and community groups and some of you might know her from running the annual Motor Neurone Fundraiser in the club. She is confident that her experience in banking will benefit the Sports Academy. Last year Sandra decided to try and help the club by completing her NCC Level 1 coaching and now takes the 5- and 6-year-olds just starting off their footballing journey. She is also a member of the Board with Emerge Counselling Services. Sandra wants to see this venture going from strength to strength to benefit the community and will do her utmost to help achieve this.

Anita is a Deputy Director within the NI Civil Service. Her career spans dealing with welfare support to targeting communities suffering levels of deprivation working in partnership with Government Departments and local people. Anita has lived in the Ballymacash area for 45 years and her historic Huguenot roots link back 300 years to the linen industry in Lisburn. Anita's son is a player in the Ballymacash Rangers Senior squad and her brother was a former player in the 1990s. Anita is keen to develop the Sports Academy to its full potential and hopes her involvement will assist in offering users a safe, secure and welcoming space, providing opportunities for intergenerational programmes to further enhance community relations.

Jodie is an experienced Accounts Manager and an advocate for the growth and participation of women's football. Jodie has used her experience within Business Development to help the growth of football for ladies in the Ballymacash Area. Jodie supported the initial set up of Ladies football within the Ballymacash Area nearly 5 years ago and remains involved. Jodie who has been working in the Software industry in Account Management for the past 3 years, holds a degree in Business Management from John Moore's' University.

For the larger part of her career Jodie has been involved in Business Development roles. Jodie is keen to bring in fresh ideas for community involvement and to support with the growth of the BSA facilities.

Ryan is highly motivated and experienced Training Specialist who is an Associate Member of the Chartered Institute for Personal Development (CIPD) and has a background in Planning, Assessing and Delivering in multi-national training environments. Qualified and experienced in Welfare, Mental Health First Aid and is also an Equality, Diversity, and Inclusion Advisor.

Ryan hopes that his knowledge, skills, and experience can contribute to meeting the aims of the academy. Growing up in the Ballymacash area Ryan is keen to contribute towards the development of facilities for the local community and helping to make them accessible to all and for future generations to come.

Ryan is also a qualified football coach and holds a UEFA Licence and Youth Award with the FA. Experienced in coaching adults and children in football throughout the UK at both Youth International and Grassroots level, Ryan works closely with the Ballymacash Rangers FC Youth Committee and Coaches in the development of youth players and coaches as part of the club's player development pathwa

## **Our Growth Objectives**

Based on the Academy's objectives and its charitable purpose and public benefit, our specific growth objectives are:

- Community Impact Increase the number of existing partnerships with local community groups, sports clubs, and schools and in partnership with them deliver more locally based projects that will have an impact within the community.
- Finances Increasing annual turnover while maintaining finances in a safe, legal, and efficient manner
- Sports Participation Increase the number of sports provided and the number of individuals participating in sports at the facility, especially increasing female participation.
- Facilities To build a new sports hub to include new changing facilities and community gym
- Personal Development To grow our educational programme and include new opportunities for developing and supporting our local community and increase the skills and experience of volunteers

The building of new facilities (Phase 2) is an integral element of our strategy and growth plan as it will provide a safe, fit for purpose facility to allow us to achieve our objectives.



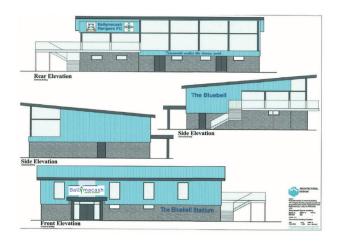
## **Projected Performance**

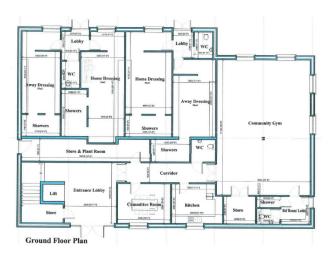
The Academy has so far focused on successfully completing the renovation and improvement of the facilities and developed a regular customer base but now wishes to commence Phase 2, to further enhance our offerings to the public and the community.

The Board has prepared new financial projections and reviewed the business plan during 2021. The investment in new facilities has now been underwritten by the grants received to date and the proposal has also secured full planning permission. Capital costs are regularly monitored with professionals and a contingency budget between 25% to 30% included in the projections.

The revenues based on the new building will not only create new income streams for the enterprise but also increase community participation and footfall in the area. This will ensure the log term sustainability of the enterprise. The projected performance in the business plan is available on the Ballymacash Sports Academy website (www.ballymacashsportsacademy.org).

The Community Sports Hub will be a 2-storey building consisting of fit for purpose changing rooms, a community gym, meeting facilities, a cryo-spa and training rooms with up-to-date toilet facilities, all suitably equipped for disabled users. These are the plans drawn by a local architect and recommended by the Board.





## 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 would 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 of this offer to withdraw their funds every year from Year 6 onwards. If the Board are allowing withdrawals, we will 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 next 5 years at the earliest.

#### Is tax relief available?

Unfortunately, letting the Academy hub out for hire – which is the main source of income for the society, is not 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 are not successful and become insolvent, our assets and 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 £5,000 buying 5,000 £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 are 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 £20,000, then the money will continue to be held by Stripe until we have secured the remainder of the funding necessary to complete the second 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 second 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 to complete the second 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 £20,000, then the money will be repaid back to you (usually within a week of the offer failing).

If we are not successful in raising either the share issue's minimum target, or securing the addition 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 BallymacashSports Academy, 10a Rushmore Drive, Lisburn) and enclosing a cheque. We won't cash anycheques until and unless we hit our target; if we don't, all cheques will be destroyed.

## Ballymacash Sports Academy Share Packages

## **Existing Shareholders Offer**

- If you are an existing shareholder, you can invest from the 2<sup>nd</sup> May 2022
- Get in touch during these exclusive 2 week early opening for existing members
- Existing members can increase their shareholding in the Academy and maximise their original 2018 package to the value of £500 to secure a Lifetime Membership of BRFC Social Club!

New Shareholders Packages					
£50	<ul> <li>Personal Share Certificate</li> <li>Co Ownership of Ballymacash Sports Academy with AGM Voting Rights</li> <li>Receive Annual Interest on Investment when performance allows</li> </ul>				
£ 100	<ul> <li>Personal Share Certificate</li> <li>Co Ownership of Ballymacash Sports Academy with AGM Voting Rights</li> <li>Receive Annual Interest on Investment when performance allows</li> <li>£20 BSA Gift voucher to be used in the Academy</li> </ul>				
£250	<ul> <li>Framed Personal Share Certificate</li> <li>Co Ownership of Ballymacash Sports Academy with AGM Voting Rights</li> <li>Receive Annual Interest on Investment when performance allows</li> <li>Name placed on a Ballymacash Sports Academy Commemorative Plate</li> <li>£50 BSA Gift Voucher to be used in the Academy</li> </ul>				
£500	<ul> <li>Framed Personal Share Certificate</li> <li>Co Ownership of Ballymacash Sports Academy with AGM Voting Rights</li> <li>Receive Annual Interest on Investment when performance allows</li> <li>Name placed on a Ballymacash Sports Academy Commemorative Plate</li> <li>One-Hours 3G Pitch Hire (½ Pitch)</li> <li>£100 BSA Gift Voucher to be used in the Academy</li> </ul>				

Bespoke Corporate Share packages are available, ranging from £250 to £5000. Please contact us to arrange a private consultation to discuss how we can tailor a package to meet your businesses requirements. Email <a href="mailto:ballymacashsportsacademy@outlook.com">ballymacashsportsacademy@outlook.com</a> for details.



## **Junior Share Package**

- In Ballymacash Sports Academy we always think about the future and the future generations.
- This is why we have a special Junior Offer this time round. Shares can be purchased as gifts to a person below 16, the minimum age for membership.

£50

- Personal Share Certificate\*
- A football
- Free 1 Day Soccer Camp at the Bluebell

<sup>\*</sup> The purchaser of the shares must be eligible and nominate the young person in the application. The share certificate will be initially issued in the name of the purchaser but as soon as the young person turns 16, the shares will be transferred and a new share certificate issued in the name of the young person.

# Application to become an investor in Ballymacash Sports Academy

Name **Address Postcode Email Phone** Application made by (if different) How much do you want to invest? (min £50 to max £5,000 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) *YOUR INVESTMEN* 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

Please send your completed application form by the deadline of **20th June 2022** to **Ballymacash Sports Academy, The Bluebell Sports Complex, 10a Rushmore Drive, Lisburn, BT28 2HN** and enclose a cheque payable to **'Ballymacash Sports Academy Ltd'**.

