

How these environmental forces impact on the Swansea Stadium Management Company (SSMC) at operational level

Swansea City AFC

Swansea City A.F.C is a football academy at Landore (Swansea) that takes on many young talented footballers mainly from the local area ranging from the age of 8 to 23. It is Wales only premier league club and is a multi-million pound facility which gives many of the young footballers a great opportunity of a successful career in the near future. The club improves every year and sets itself targets.

The key stakeholders to this club are mainly the supporters but also schools, the local council, football organizations, sponsors and the community trust who have helped make Swansea City A.F.C sustainable. The companies goal is to promote the best environment for the young player, it is not a guarantee that every player will make it to premier league in the future but they will still have the life skills to be successful and the education. The academy has produced some of the most talented players such as Jazz Richards, Ben Davies and David Cornell.

The company always look for players who have particular values which are to have good teamwork, good mindset, respect, effort and humanity. The education is a big part for the club as it helps develop the players a lot, all the players are supported with high quality teaching as soon as they start the club.

Swansea City's Landore training academy opened in September 2013 by Premier League Executive Richard Scudamore. It cost £6 million build and includes:

- Two dedicated high performance floodlit grass pitches
- A full size 3G all-weather pitch & dedicated goalkeeper training area.
- Indoor barn, which includes a 3G astroturf pitch.
- Six modern changing rooms.
- State-of-the-art sports and fitness centre, aerobics studio, and physiotherapy rooms.
- Strength and conditioning facilities.
- Classrooms, offices, parents' room and a lecture theatre with full match analysis facilities
- A dedicated cafeteria and dining hall.

Swansea City A.F.C is owned subsidiary of Swansea City Football 2002 Limited.

The Shareholders own 10% or more of the issued share capital in the ultimate holding company which are Stephen Kaplan & Jason Levien - 68% and Swansea City Supporters Society Ltd - 21.1%

Swansea's liberty stadium have recently had a deal about the future running of the stadium, the agreement was for the swans to take complete control of the stadium. By Swansea city management taking over the council will get direct revenue from the stadium in rental payments, it also gives the football club the ability to create it's own destiny by going into new revenue and the Ospreys can play for a long-term lease.

Recruitment in the club is constantly on-going over the years, the academy has a network across South Wales who search for players. The recommendations are then selected and put into the local development center's, they then start their journey. The company do open trials which are mainly only for foundation players. Outfield and Goal keep trials are separate and every trial will be published on the website online and other social networks.

The company has many policies to follow which are, The safeguarding Policy, The Action Plan, Body Worn Video Policy, Club Safeguarding Adults, Equality Policy, Ground Regulations, Health and Safety Policy and The Season Ticket Conditions of Issue.

Reference List

<https://www.swanseacity.com/youth/academy/about-us>

<https://www.swansea.gov.uk/article/37763/New-deal-for-Swanseas-Liberty-Stadium>

