

Frome

TOWN COUNCIL

Invitation to submit bids to secure Badgers Hill Stadium as a long-term, thriving and sustainable sports and community asset for Frome.

The Council is open to both leasehold and freehold proposals.

SITE BOUNDARY



AERIAL VIEW



Introduction and Background

In 2022, FTC paid off substantial debts owed by Frome Town Holdings (the former freeholder of Badgers Hill stadium and a current shareholder of Frome Town AFC) to remove the threat of imminent repossession. The cost including legal and other professional fees totalled £377k.

In return FTC secured an option to acquire the stadium which was exercised in August 2023. This recognised the value and potential of the site to the local community. FTC's actions effectively saved the football ground and enabled football to continue to be played there. Since then, the Council has committed a further £63k in legal and professional fees to support operation of the stadium.

In 2022, FTC worked with the national Football Supporters Association (FSA) and others locally to establish the Frome Town Community Benefit Society (the CBS) to manage the stadium and begin to address the poor condition of various parts of the ground. The CBS with support from FTC, the FSA and Frome Town AFC secured grant funding totalling £514,114 from the Community Ownership Fund and Premier League Stadium Fund to enable repairs and improvements to be made. Since then, the clubhouse roof has been replaced and new changing rooms and heating system for both the clubhouse and changing rooms are close to completion. In total and if staff time and grant funding are accounted for, over £1m of public money has been invested in Badgers Hill in the last three years. **Details of the planning application relating to the above improvements can be viewed [here](#).**

Unfortunately, over a period of time following much hard work from the CBS, it was clear that the CBS model was not sustainable and all stakeholders consider that change was needed.

On 2 July 2025, Council agreed to exclusively enable Badgers Hill Ltd (BHL) to take on a full repairing lease of Badgers Hill Stadium with an annual rental of £32,000. Following a dispute of the heads of terms, FTC issued a Tenancy at Will (TAW) to Badgers Hill Limited (BHL). This tenancy is terminable by either party at any time. The TAW enabled BHL to begin managing the site in time for the start of the current football season. This was intended to be a temporary measure to enable football to continue to take place.

Following concerns over the Health & Safety of the site and no-receipt of rent, on 10 December 2025, Council agreed to Terminate BHL's exclusive tenancy of the Clubhouse, however the TAW remains in place. Council also noted that it was the intention to market the site and initially invite expressions of interest locally in either a full repairing lease or purchase of the site outright.

Badgers Hill Vision

The Council's vision is to secure Badgers Hill Stadium as a long-term, thriving, and sustainable sports and community asset for Frome. The site should be well-maintained, inclusive, and accessible, continuing to serve as an important facility for football in the town while delivering wider community benefit.

We are seeking an arrangement that balances private operation with public good - enabling the investment needed to secure the site's future while safeguarding its sporting, social and community value for generations to come.

The Council is open to both leasehold and freehold proposals. While offers are expected to reflect market value (supported by an up-to-date valuation), the Council is also open to proposals where levels of investment and demonstrable social return are clearly reflected in the overall offer.



Badgers Hill Objectives

To deliver the vision, the Council is seeking proposals that meet the following objectives:

Financial Sustainability and Investment

- ◆ A robust and sustainable financial model that enables ongoing maintenance, the capital investment the site requires and a return on FTC's investment through rental income or purchase.
- ◆ Capacity to support the long-term viability of football clubs operating from the site, where possible.

High-Quality Management and Compliance

- ◆ Professional, responsible management of the site and facilities.
- ◆ Clear plans for addressing current and future investment needs across the site.
- ◆ Full compliance with all relevant legislation, health and safety requirements and regulatory standards.

Inclusion and Accessibility

- ◆ An inclusive and diverse approach to use and programming, ensuring everyone feels welcome.
- ◆ Accessible facilities and practices that encourage broad participation from across the community.

Safeguarding Sporting Use

- ◆ Protection of Badgers Hill Stadium for sporting purposes.
- ◆ Continued use of the site as the long-term home of football in Frome, supporting participation at all levels and across all ages and abilities.

Meaningful Community Benefit

- ◆ Effective and active use of the clubhouse as a community facility and hub.
- ◆ Clear social return on investment, with opportunities for community groups, events and wider public use where appropriate.

Strong Governance and Partnership Working

- ◆ Clear and robust governance arrangements.
- ◆ A commitment to working collaboratively with the Council (particularly in the event of a leasehold arrangement).
- ◆ Mechanisms for community voice, engagement and

Information and Instructions to Bidders

Submission Guidance: Greater weight will be given to submissions that address the points below, which should be accompanied by proposals that clearly set out:

Key Point	Weighting
A robust business plan with proof of funds to take on the property and invest in it	35% (Capital investment plan 15% & Financial and business robustness 20%)
Plans for enabling meaningful community use of the Clubhouse – extra credit will be given to proposals that demonstrate a strong social return on investment and plans for safeguarding sporting use including football for all	25% (15% for Sporting & Community continuity and 10% for a return on social investment)
Demonstration of either a successful track record of managing similar facilities or a team that comprises members with such experience	15% - Experience and track record
A robust plan for managing the site safely	10% - Safety & Risk Management
A commitment to and plans to encourage inclusion and diversity	5% - Inclusion & diversity
Plans for governance	10% - Governance & accountability
References	N/A

Available documentation

The following documents will be made available to bidders on request. However, all bidders should carry out their own due diligence and carry out their own valuations and assessments as necessary.

- ◆ Valuation Report - February 2025 - Carter Jonas
- ◆ Health & Safety Risk Assessment - October 2025
- ◆ Fire Risk Assessment - October 2025
- ◆ Legionella Risk Assessment - October 2025
- ◆ Electrical Installation reports – November 2025
- ◆ Plans for changing rooms and list of outstanding works
- ◆ Schedule of Condition report July 2025

Key dates

- ◆ 14 March 2026 - Bid submission deadline
- ◆ 14 March to 8 April 2026 - Evaluation period
- ◆ 22 April 2026 - Council decision on next steps

Please note that all bids must remain valid for a minimum period of 6 months to enable the necessary due diligence, including financial assessments to be carried out.



Contact details

To arrange a pre-bid site visit or for any questions please contact:

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