

PROPOSED DEVELOPMENT · EARLY-STAGE CONCEPT



WHITE ROSE PERFORMANCE INSTITUTE

Developing Tomorrow's Athletes.

A FOOTBALL AND RUGBY PERFORMANCE DESTINATION · HULL AND EAST YORKSHIRE

INVESTMENT, PARTNERSHIP AND PHILANTHROPY BROCHURE

ILLUSTRATIVE CONCEPT

ABOUT THIS BROCHURE

A proposal at the point where it can still be shaped

This brochure introduces the proposed White Rose Performance Institute to investors, philanthropic supporters, sponsors, grant bodies, landowners, education and health partners, governing bodies and public-sector organisations. It sets out the concept, the facilities, the commercial architecture and the routes through which partners can take part.

It is deliberately published at concept stage. Site selection, architectural design, planning and funding are all still ahead of the project, which is precisely the point at which founding partners can influence what gets built.

DEVELOPMENT NOTE

The White Rose Performance Institute is an early-stage proposed development. All designs, layouts, facilities, capacities, timings and commercial opportunities are indicative and remain subject to site selection, planning, professional design, technical assessment, funding and legal review.

A full disclaimer is set out on the final page of this brochure. Nothing in this document is an offer of securities, a financial promotion or a contractual commitment.

One

integrated building

Two

principal floors

One

rooftop club and terrace

Four

full-size pitches

c.200

Women's Gym stations

c.40

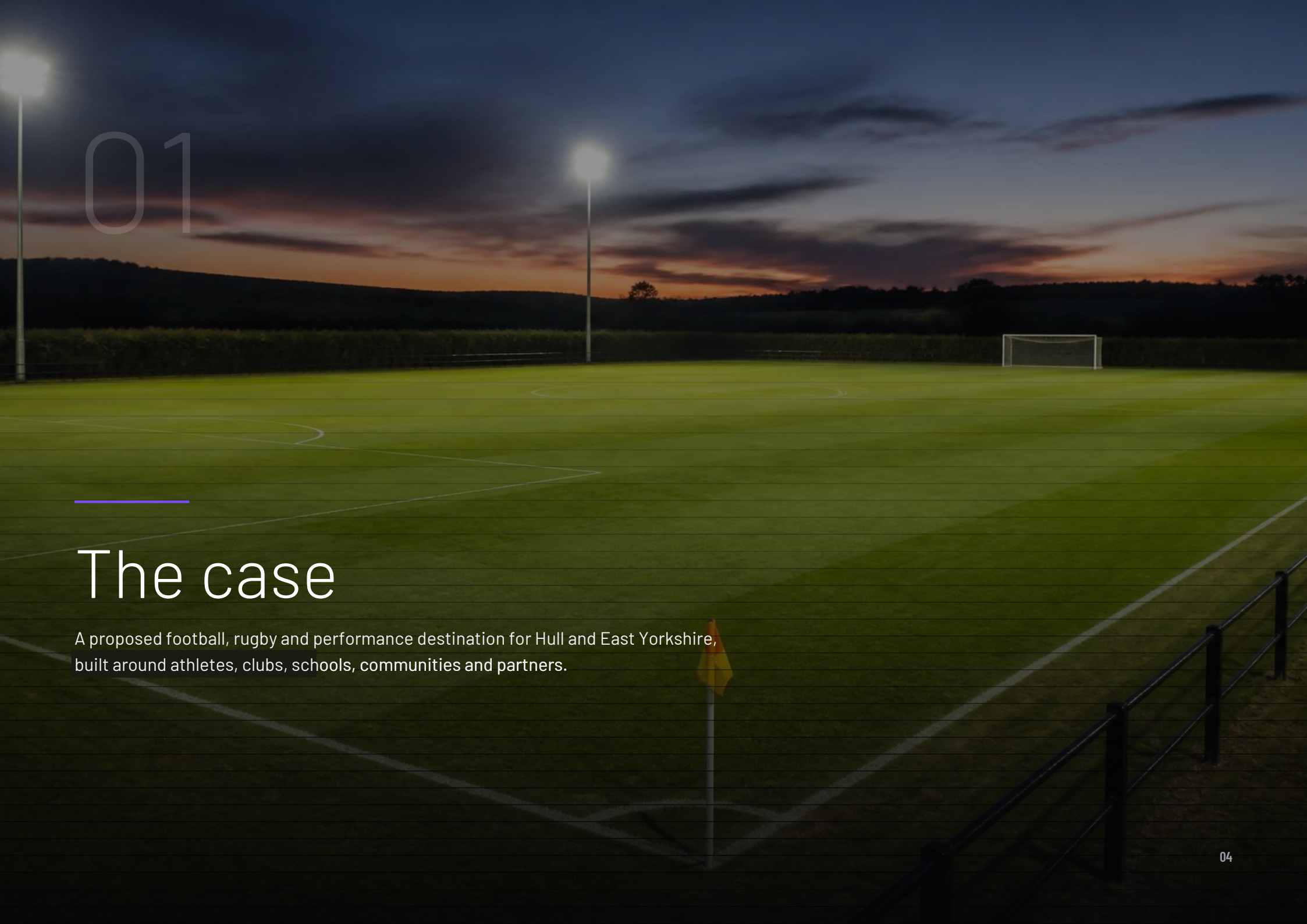
S&C major stations

NAVIGATION

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01

The case

A proposed football, rugby and performance destination for Hull and East Yorkshire, built around athletes, clubs, schools, communities and partners.

EXECUTIVE OVERVIEW

A performance destination, not a leisure centre

The White Rose Performance Institute is a proposed independent centre for athlete development. It brings elite-standard football and rugby facilities together with women's fitness, sports medicine, education, hospitality and community sport inside one integrated two-storey building set among four full-size pitches, serving athletes, clubs, schools, communities and partners across the region.

One building, two floors

A single connected building over two principal floors with a rooftop hospitality level. Athlete operations to the rear with direct pitch access; public, retail and dining frontage to the south; education, analysis, offices and events above.

Four full-size pitches

Two rugby pitches and two football pitches with technical areas, team shelters, safe run-offs and modest standing space. No stadium and no grandstands are proposed at this stage.

A diversified commercial base

Membership, academy programmes, physiotherapy and recovery, hospitality, conferencing, events, sponsorship and naming rights, supported by community, education and grant partnerships.

WHO IT IS FOR

A performance destination built around athletes

The White Rose Performance Institute is proposed as a single destination for football, rugby and athletic development, serving athletes, clubs, schools, communities and partners across Hull and East Yorkshire.

Its distinctive commitment is to advancing opportunity for women and girls: the Women's Gym is a dedicated women's facility, and the performance pathways, coaching programmes and family support are designed around the needs that have historically kept women and girls out of sport.

Elite standards. Open doors.
A distinctive commitment to women and girls.

One building, four pitches and a programme designed to be used every day of the week.

MEMBERS AND ATHLETES

Women and girls of every age group and pathway, across both codes.

THE WOMEN'S GYM

A dedicated women's training environment, alongside a performance strength and conditioning gym.

CLUBS AND ACADEMIES

Football and rugby clubs, academies and representative squads hiring pitches, gym time and analysis.

SCHOOLS AND EDUCATION

Curriculum partnerships, sports colleges and post-16 education delivered on site.

FAMILIES

Crèche, spectating, dining, bar, café and hospitality open to all.

PARTNERS AND COMMUNITY

Sponsors, funders, health partners and community organisations using the Institute as a shared asset.

VISION

Developing tomorrow's athletes

The proposal starts from a simple observation: talented players in this region routinely travel elsewhere for the standard of coaching, testing, conditioning and medical support that should be available on their doorstep.

The Institute is proposed as a permanent, professionally run home for that work – open to academy athletes, community clubs, schools, members and referred patients, with the women's and girls' game at its centre rather than at its margins.

2

Principal floors within one connected building

4

Full-size pitches proposed

ILLUSTRATIVE CONCEPT



Illustrative view of the proposed building. Architecture is indicative.

THE REGIONAL OPPORTUNITY

Why this proposal, and why now

Participation in women's football and rugby has grown substantially, community facility stock across much of England is ageing, and demand for year-round, professionally supported training environments continues to outstrip supply. Health, education and corporate wellbeing budgets are increasingly directed towards the kind of preventative, community-anchored provision this Institute proposes.

DEMAND-SIDE DRIVERS

- Sustained growth in girls' and women's participation
- Clubs and schools without year-round training provision
- Long waiting times for community physiotherapy
- Rising demand for structured youth activity
- Corporate wellbeing and workplace health budgets
- Regional appetite for quality event and conference space

SUPPLY-SIDE GAPS

- Few independent performance centres outside professional clubs
- Limited access to sports-science testing for community athletes
- Fragmented physiotherapy, recovery and S&C provision
- Scarce, high-quality dedicated women's environments
- Little coach-education infrastructure at regional level
- Under-supplied premium hospitality tied to sport

WHAT THE INSTITUTE PROPOSES

- One destination combining all of the above
- Professional standards made accessible
- Women's and girls' provision designed in from the outset
- Multiple complementary revenue streams
- Strong alignment with public health and funding priorities
- A credible, buildable, commercially grounded scheme

Market commentary is presented as context for discussion. No forecast or projection is offered.

TWO CODES, ONE HOME

Why football and rugby

Football and rugby share a great deal: strength and conditioning demands, injury profiles, analysis workflows, changing and medical needs, coach-education pathways and community structures. They also occupy complementary calendars and audiences.

Serving both codes within one building improves utilisation across the week and the year, spreads commercial risk across two participation bases, and allows shared investment in the expensive elements – medical, recovery, analysis and testing – that neither code could easily justify alone at this scale.

- Shared strength and conditioning, testing and analysis infrastructure
- Shared physiotherapy, sports medicine and recovery provision
- Complementary seasonal peaks improving year-round utilisation
- Two governing-body ecosystems, two funding landscapes, two audiences
- Girls' and women's pathways developed side by side in both codes



Illustrative rugby pitch. Surface, floodlighting and markings subject to technical design.

LOCATION

Why Hull and East Yorkshire

The region combines a substantial and youthful catchment, a deep-rooted sporting culture across both codes, comparatively affordable development land within reach of the city, and clearly identified health and participation priorities. A facility of this standard would be genuinely distinctive here rather than one option among many.

CATCHMENT AND CULTURE

- A significant urban and rural population within a 30-minute drive
- Established football, rugby league and rugby union communities
- Strong school and college network
- Universities and further-education partners nearby
- Growing girls' and women's club participation

PRACTICAL ADVANTAGES

- Land availability at viable values relative to major cities
- Good road access and parking feasibility
- Scope for a genuinely generous four-pitch site
- Room for future expansion land
- Fewer competing premium performance venues

POLICY ALIGNMENT

- Regional health inequality and inactivity priorities
- Local authority sport and wellbeing strategies
- Skills, employment and youth engagement agendas
- Women's and girls' participation objectives
- Community cohesion and volunteering objectives

Site selection is not concluded. Any reference to location, catchment or land is indicative and subject to search, negotiation, survey and planning.

AUDIENCES

Who the Institute will serve

The proposal is deliberately broad-based. A single-audience facility carries concentrated risk; a well-programmed performance destination serves several communities across the day and week without compromising the standard offered to any of them.

AUDIENCE	PROPOSED OFFER	TYPICAL PATTERN
Academy athletes	Football and rugby development programmes, testing, analysis, S&C, medical support	Weekday evenings, weekends, school holidays
Women and girls	Dedicated women’s gyms and pitches, girls’ pathways in both codes, women’s classes and coaching	All week, daytime and evening
Community clubs	Pitch hire, training slots, coach education, physiotherapy access, meeting space	Evenings and weekends
Schools and colleges	Curriculum and enrichment programmes, leadership awards, careers and work experience	Weekday daytime
Members and public	Women’s gym membership, personal training, classes, recovery suite; café, bar and restaurant open to all	All week, peak morning and evening
Clinical and referral	Physiotherapy, rehabilitation, return-to-play, injury prevention, corporate wellbeing	Weekday daytime
Business and corporate	Conference suite, meeting rooms, networking, awards evenings, rooftop hospitality	Weekday daytime and evening
Families	Crèche, secure garden, family dining, parent-and-child parking	All week

Indicative audience framework for discussion. Training and play across the gyms and pitches is for women and girls; hospitality, education, conference and spectating areas serve everyone. Programming, capacity and pricing remain subject to operational planning.

02

Why White Rose Performance Institute?

A response to one of the fastest-growing opportunities in British sport.

Market context, participation evidence and regional opportunity.

MARKET CONTEXT

Women's sport is no longer a niche market

Across participation, attendance, broadcast and commercial investment, women's sport in the United Kingdom has moved from the margins to the mainstream. The infrastructure supporting it has not kept pace.



One of the fastest-growing sectors

Women's sport has outpaced almost every other area of British sport for growth in the past decade.



Increasingly attractive to sponsors

Brands are seeking credible, values-aligned properties in women's sport rather than residual inventory.



Record participation

More women and girls are playing organised sport than at any previously recorded point.



Record media coverage

Dedicated broadcast slots and rights deals have moved women's fixtures into prime-time schedules.



Demand for better facilities

Growth has exposed a shortage of environments designed around women and girls from the outset.



Investment from governing bodies

National governing bodies are directing strategy and funding towards the female game.

Directional market commentary. Specific figures on the following pages are attributed to their originating organisations.

EVIDENCE · FOOTBALL

Women's and girls' football is growing rapidly

Participation, coaching and officiating have all risen sharply. Demand is now moving beyond simply playing, towards high-quality coaching, facilities and performance environments.

56%

INCREASE IN WOMEN AND GIRLS
PLAYING



88%

INCREASE IN FEMALE COACHES



113%

INCREASE IN FEMALE REFEREES



2.6m

EQUAL ACCESS IN PE

The FA reached its target of 90% of schools offering girls equal access to football three years early.



The Lionesses effect

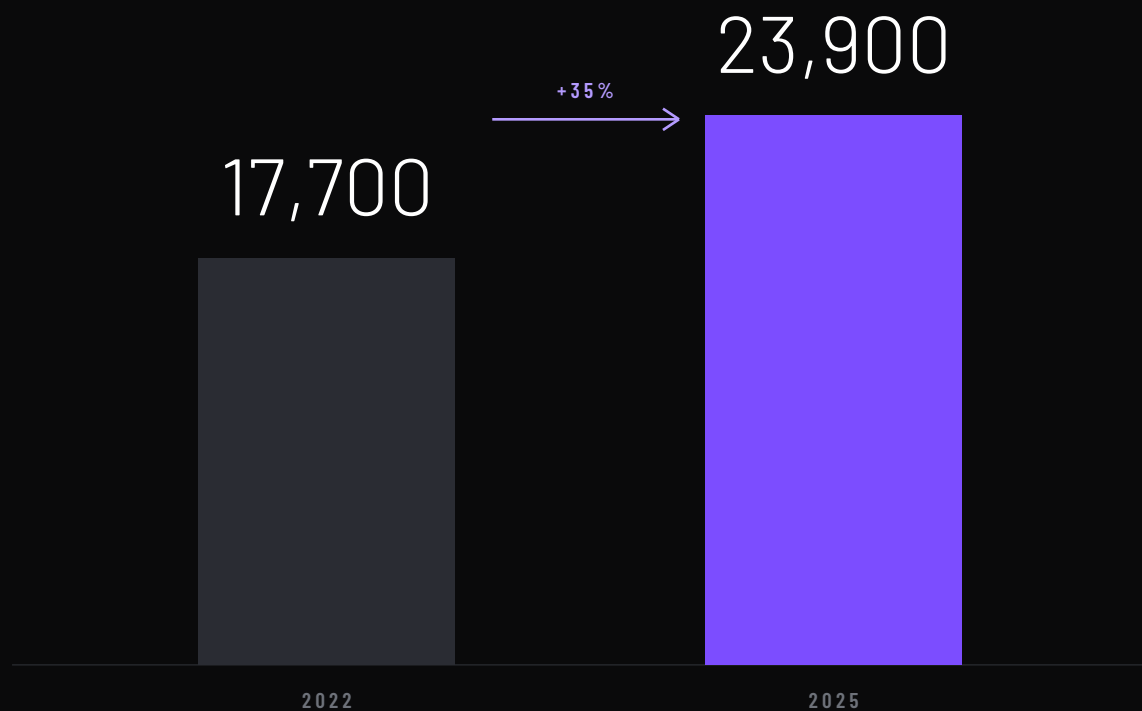
Searches for girls' playing opportunities surged following England's UEFA Women's EURO success, converting national visibility into local demand. That demand now needs somewhere to go: coaching quality, year-round surfaces and performance support are the constraint, not enthusiasm.

Source: England Football / The Football Association, participation and 'Made for This Game' reporting.

EVIDENCE · RUGBY

Women's rugby is growing too

The women's game is in a sustained growth phase, with age-grade registration numbers rising markedly through the World Cup legacy period.



FEMALE AGE-GRADE REGISTRATIONS IN ENGLAND

Source: Rugby Football Union, Women's Rugby World Cup 2025 legacy programme reporting (2022-2025).



+35%

GROWTH IN FEMALE AGE-GRADE PLAYERS

Audiences and participation in the women's game continue to rise, creating demand for female-friendly environments and clearer player pathways.

White Rose supports the next phase of that growth through facilities and pathway infrastructure, rather than by adding another competition.

EVIDENCE · FITNESS ENVIRONMENTS

Why many women want a different kind of gym

Published research and search behaviour point consistently in one direction: a substantial proportion of women want the option of training away from mixed environments.

60%

REPORT HARASSMENT IN
MIXED GYMS

of women say they have experienced harassment in a mixed gym environment.

40%

AVOID GYMS ALTOGETHER

of women avoid gyms because they feel uncomfortable around men.

~70%

RISE IN SEARCH INTEREST

approximate 12-month increase in searches for 'women's gym'.

1 in 3+

WOULD PREFER THE
OPTION

more than a third of women say they would prefer a women-only gym to be available.

~40%

SEE A PERSONAL BENEFIT

believe they would personally benefit from women-only fitness environments.

21m+

TIKTOK VIEWS

#WomensOnlyGym views, indicating sustained public interest.

This is why White Rose includes a dedicated Women's Gym.

The Women's Gym is a dedicated women's facility within a wider destination. The café, restaurant, rooftop club, conference suite, education spaces and family areas serve everyone.

Sources: Women's Health, UK gym-sector survey reporting and published search-trend and social-platform data.

THE PROBLEM

The barriers that still stop women and girls taking part

Participation research points repeatedly to the same set of obstacles. They are practical as often as they are cultural, and most are addressed by design rather than by encouragement.



Confidence



Lack of facilities



Intimidation



Harassment



Limited female-specific spaces



Limited performance pathways



Coaching representation



Accessibility



Family commitments



Cost



Limited local opportunity

How the Institute helps remove them

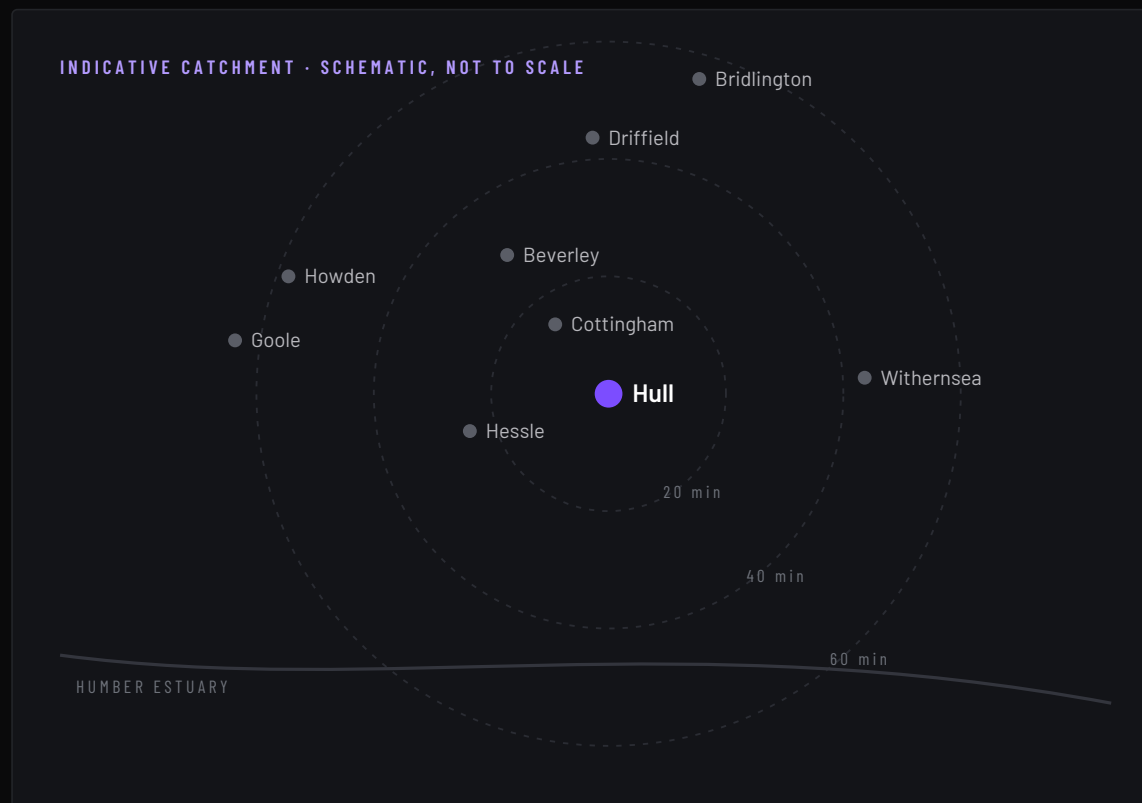
A dedicated Women's Gym, women's training and play across the gyms and pitches, a crèche, a single accessible location, flexible membership, female coaching pathways and a clear performance route. No single facility solves every challenge, but each of these barriers is addressed deliberately in the brief.

Themes drawn from published participation research including Sport England and Women in Sport commentary.

REGIONAL OPPORTUNITY

Why Hull and East Yorkshire

A substantial catchment, established grassroots activity and no comparable dedicated women's performance destination in the region.



Qualitative regional assessment. No local participation statistics are claimed; catchment rings are indicative drive times for discussion only.



Grassroots strength

Established club, school and college football and rugby activity across Hull and the East Riding.



Growth in women's football

Local girls' and women's teams continue to form and grow, following the national trend.



Growth in women's rugby

Both codes of rugby are long established in the area, with a growing female playing base.



Schools and universities

A dense network of secondary schools, colleges and higher education within easy reach.



Accessibility

A single site reachable by road from across the city and the wider East Riding.



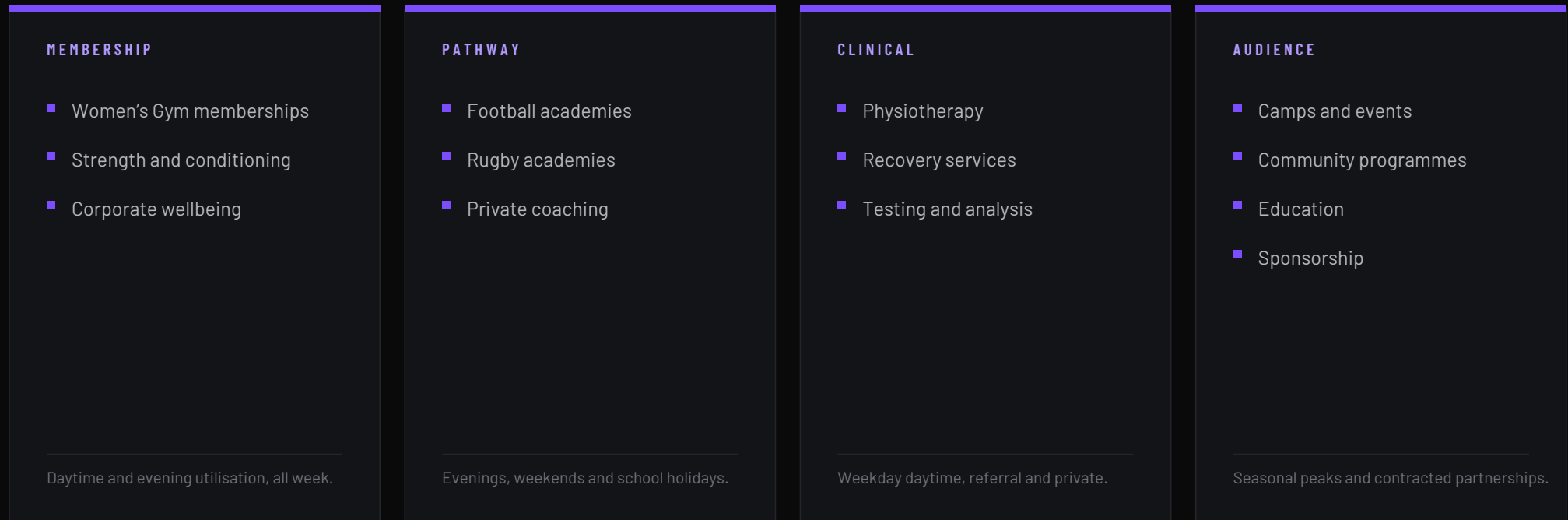
Regional performance hub

No comparable dedicated women's performance destination currently exists in the region.

THE OPPORTUNITY

One demand curve, many connected revenue streams

Growth in women's sport does not create a single product. It creates a connected ecosystem in which each activity generates demand for the next.



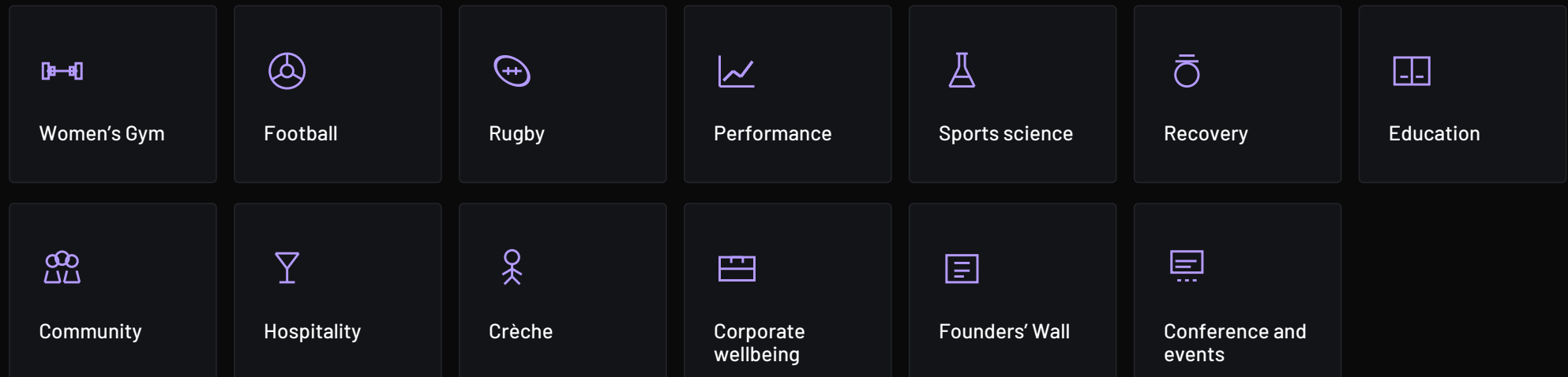
Each stream feeds the next: participation creates pathway demand, pathway creates clinical and education demand, and audience creates sponsorship and hospitality value.

Illustrative commercial framework for discussion. No revenue forecasts are presented in this section.

OUR RESPONSE

What the Institute puts in place

One integrated destination in which each element answers a specific, evidenced need.



A facility designed not only for today's athletes — but for the next generation.

All facilities are proposed and indicative, subject to planning, funding and technical assessment.

EVIDENCE BASE

Sources and how this evidence is used

Every figure in this section is drawn from published reporting by recognised organisations. Where robust local data is not publicly available, the opportunity is described qualitatively rather than quantified.

ORGANISATION	EVIDENCE USED	REFERENCE
England Football / The Football Association	Growth in women and girls playing, female coaches and female referees; equal access to football in PE and the 90% of schools target; post-EURO demand.	Page 14
Rugby Football Union	Female age-grade registrations in England, 2022 to 2025, reported through the Women's Rugby World Cup legacy programme.	Page 15
Women's Health and UK gym-sector survey reporting	Experience of harassment in mixed gyms, avoidance of mixed environments, and stated preference for women-only provision.	Page 16
Published search-trend and social-platform data	Increase in search interest for women-only gyms and #WomensOnlyGym view counts.	Page 16
Sport England and Women in Sport commentary	Recognised barriers to participation among women and girls.	Page 17
White Rose Performance Institute	Regional assessment, facility programme and commercial framework.	Pages 18-20

Figures are presented as reported by their originating organisations and are rounded where the source rounds them. Percentage changes describe the growth periods stated by those organisations and are not annualised. Nothing in this section constitutes a forecast of the Institute's own performance.

An aerial photograph of a sports complex at dusk. The complex features four rectangular football pitches arranged in a 2x2 grid, separated by a central corridor. Each pitch has white markings and goalposts. In the foreground, a modern building with a dark roof and large glass windows is visible. The building has a purple rose logo on its side. The background shows a vast, green landscape with trees and rolling hills under a soft, orange-hued sky.

03

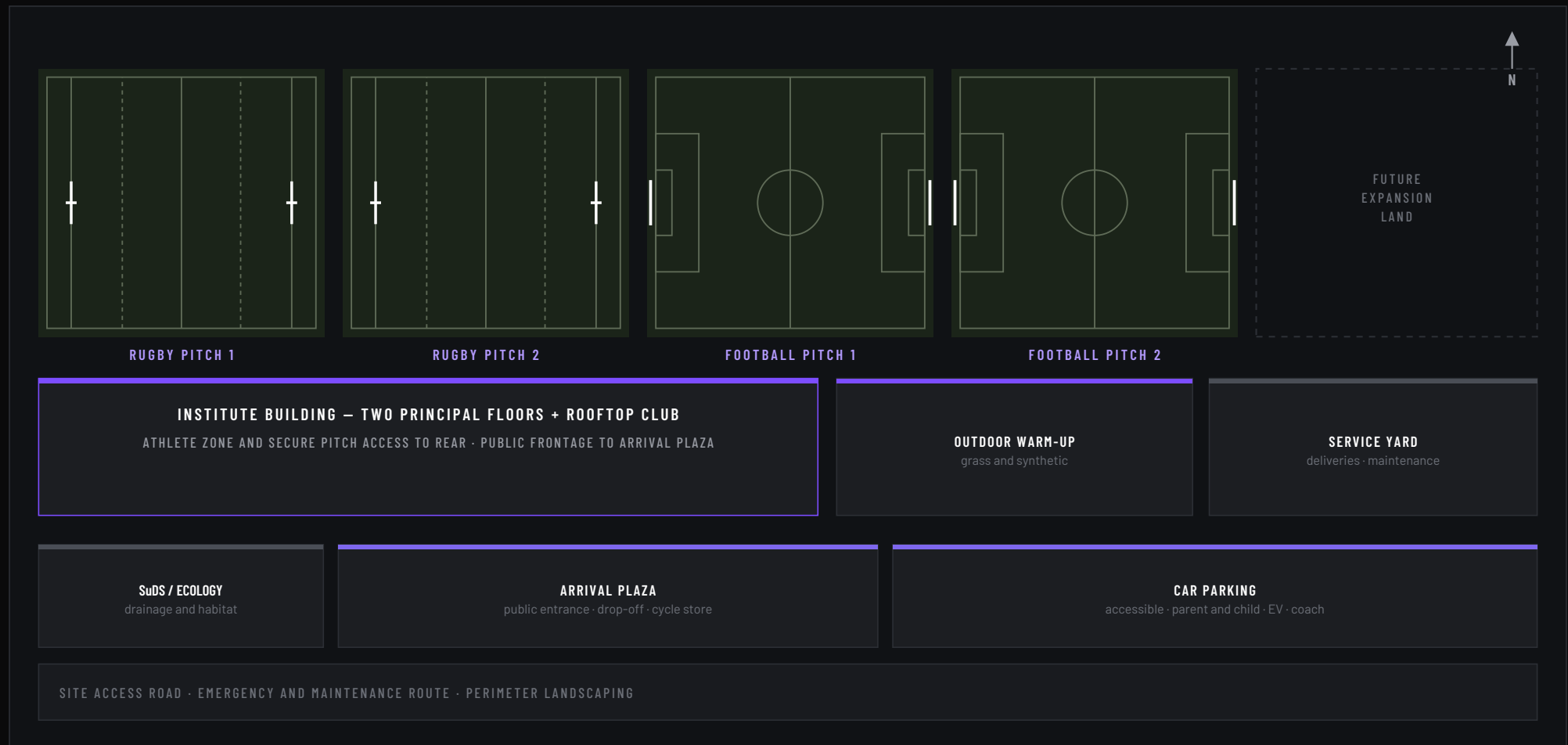
The proposed development

One connected building over two principal floors, a rooftop hospitality level, and four full-size pitches.

INDICATIVE MASTERPLAN

A single building among four pitches

Diagrammatic arrangement only. Pitch orientation, building position, parking layout and access strategy would be determined by site geometry, survey, drainage, ecology and planning.



ILLUSTRATIVE CONCEPT PLAN – SUBJECT TO DETAILED ARCHITECTURAL DESIGN AND PLANNING

SITE STRATEGY

An indicative site of approximately 18–22 acres

A four-pitch layout with correct orientation, safe run-offs, maintenance access, parking, drainage, landscaping and ecological provision requires a generous site. Working from the current concept, an indicative land requirement of approximately 18 to 22 acres has been assumed for discussion with landowners and planning advisers.

The figure is an early-stage working estimate and would be tested against real site geometry, constraints and planning policy.

18–22

Acres indicative land requirement

4

Full-size pitches

INDICATIVE LAYOUT



Illustrative aerial character study. Not a survey and not to scale.

THE BUILDING

One connected building, two principal floors

The Institute is proposed as a single, legible building rather than a cluster of separate structures. A generous public frontage — reception atrium, retail, café, restaurant and members' lounge — faces the arrival plaza. Performance, medical and athlete operations occupy the rear of the ground floor with direct, secure access to the pitches.

Education, analysis, administration and the conference and events suite sit on the first floor, with viewing over the performance halls and pitches. Above, a compact set-back rooftop level provides an enclosed bar and an outdoor terrace.

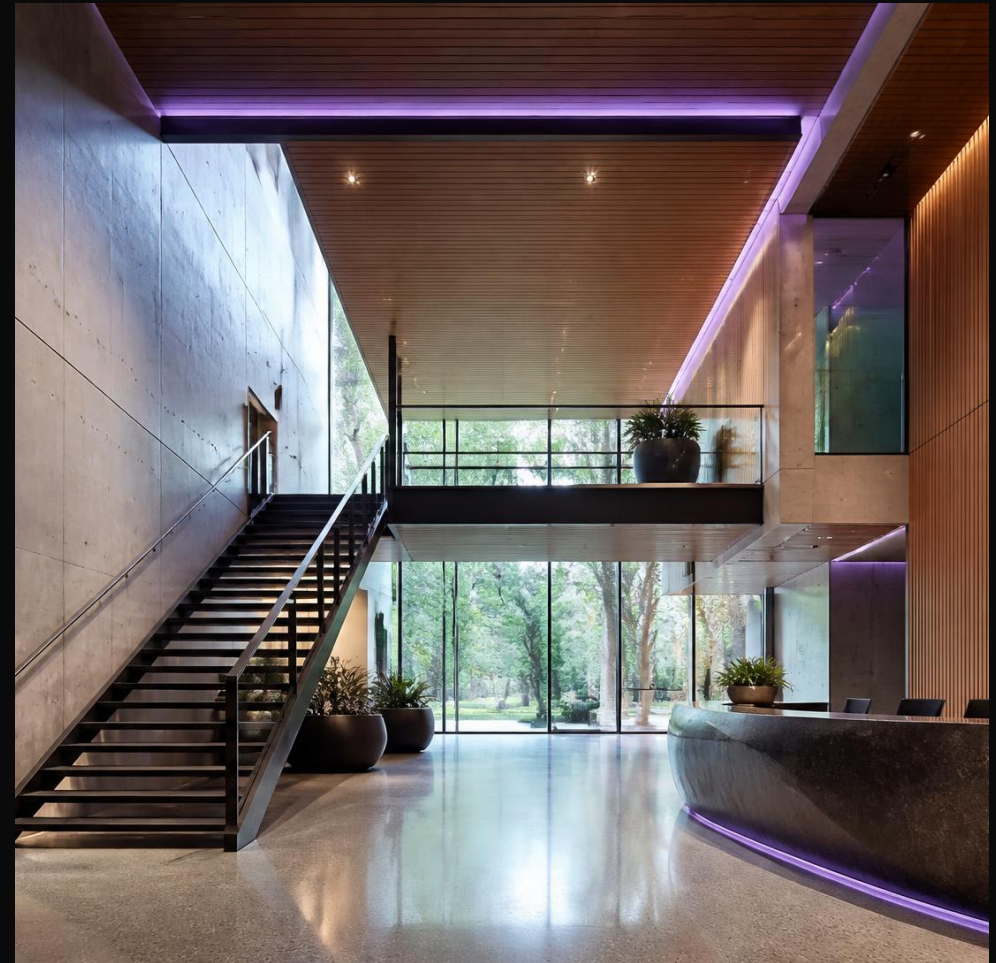
The intended architectural language is restrained and durable: matte black cladding, anthracite metalwork, architectural concrete, controlled glazing, timber accents, white interiors and purple accent lighting.

2

Principal floors

1

Rooftop hospitality level

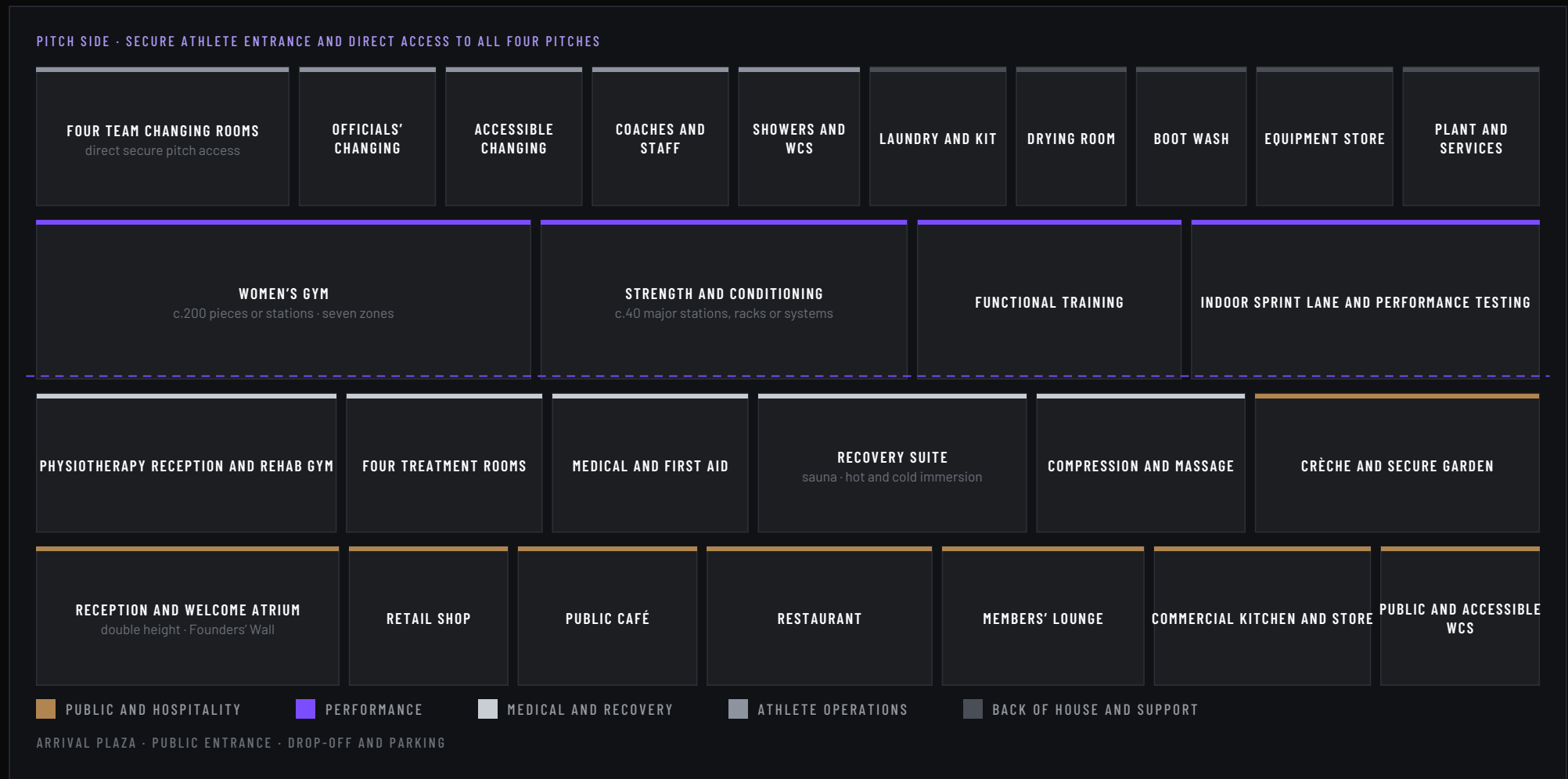


Illustrative reception atrium. Finishes and layout subject to detailed design.

GROUND FLOOR CONCEPT

Athlete operations and pitch access

Routes are separated by principle: public and hospitality to the front, performance and medical through the centre, and a secure athlete spine to the rear so that boots, kit and players move from changing to pitch without crossing reception, restaurant or hospitality areas.



GROUND FLOOR

Proposed accommodation schedule

PUBLIC AND HOSPITALITY

- Main reception and welcome atrium
- Founders' Wall within the atrium
- Retail and merchandise shop
- Public café
- Main restaurant
- Members' lounge
- Commercial kitchen and storage
- Public and accessible WCs
- Crèche and secure crèche garden

PERFORMANCE AND MEDICAL

- Women's Gym
- Strength and conditioning gym
- Functional training area
- Indoor sprint lane
- Performance testing area
- Physiotherapy reception and rehabilitation gym
- Four treatment rooms
- Medical room and first-aid room
- Recovery suite: sauna, hot and cold immersion
- Compression recovery and massage

ATHLETE OPERATIONS AND SUPPORT

- Four team changing rooms
- Officials' changing rooms
- Accessible changing provision
- Coaches' changing and staff space
- Showers, WCs and drying room
- Laundry and kit-management room
- Equipment storage and boot wash
- Secure athlete entrance and direct pitch access
- Plant, service, cleaning and general storage

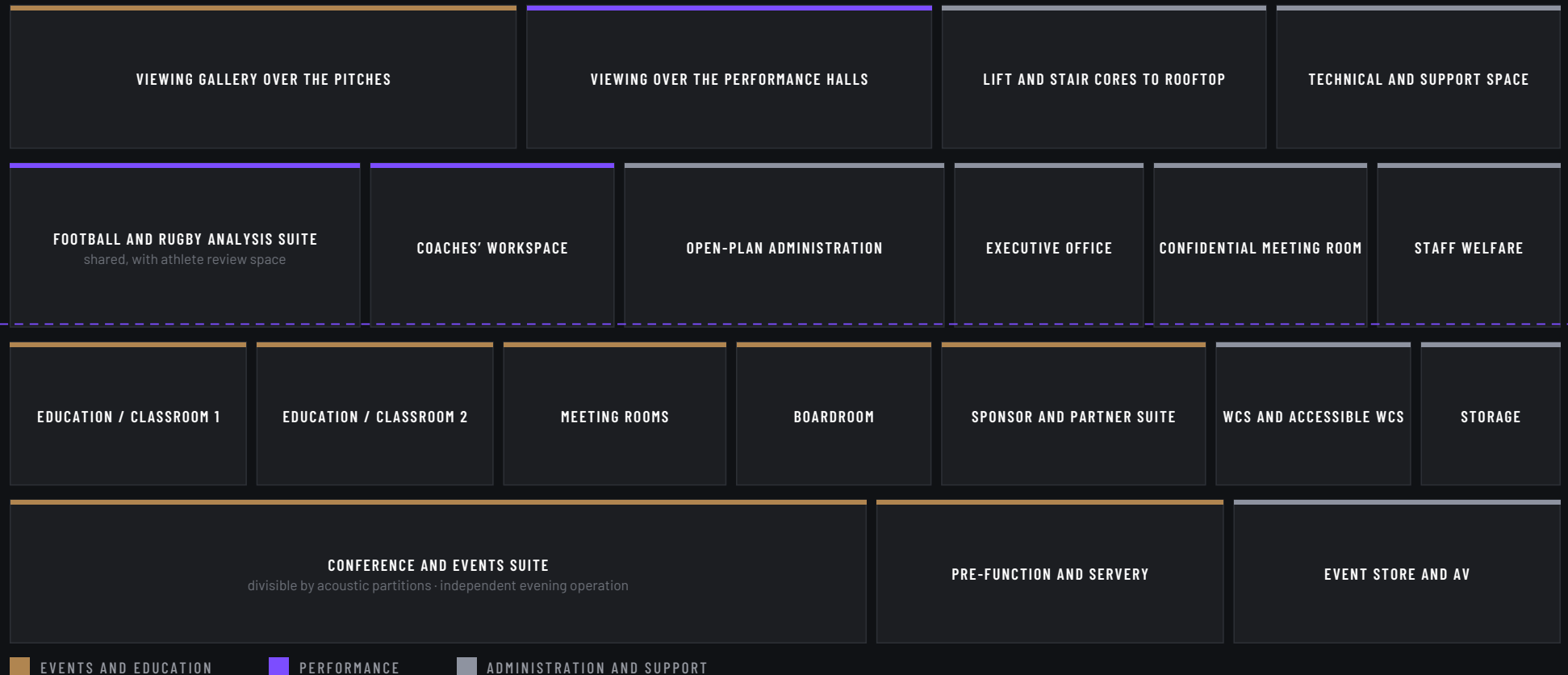
Indicative schedule of accommodation. Room sizes, adjacencies and compliance requirements are subject to detailed design, Building Regulations, accessibility review and governing-body guidance.

FIRST FLOOR CONCEPT

Education, analysis and events

The first floor is organised so that commercial events can operate independently of athlete and academy activity, while analysis, coaching and administration remain closely connected to the performance floor below and to viewing positions over the pitches.

VIEWING ORIENTATION · OVER THE FOUR PITCHES AND THE PERFORMANCE FLOOR BELOW



LIFT AND STAIR ACCESS FROM THE RECEPTION ATRIUM · SEPARATE EVENT ARRIVAL ROUTE

CONFERENCE AND EVENTS

A flexible commercial suite

The conference and events suite is designed as a genuinely flexible commercial asset. Acoustic movable partitions allow the space to operate as one large suite or several smaller rooms running concurrently.

The same square metres serve coach education on a Tuesday, a corporate conference on a Wednesday, a school leadership programme on a Thursday and an awards evening on a Saturday.

- Corporate conferences and away-days
- Coach education and governing-body courses
- Awards evenings and presentations
- Business networking and breakfast events
- Community meetings and consultations
- Sponsor events and product launches
- Training workshops, assessments and private functions



Illustrative conference suite. Capacity and acoustic performance subject to detailed design.

THE ROOFTOP CLUB

Premium hospitality above the pitches



Illustrative rooftop bar interior.



Illustrative rooftop terrace overlooking the pitches.

A compact set-back rooftop level is proposed as the building's hospitality signature: a fully enclosed indoor bar and lounge with a premium counter, flexible dining and event space and large glazing over the pitches, alongside a covered and open outdoor terrace. It is conceived as a members'-club-quality corporate terrace — restrained in scale and usable year-round, served by lift and stairs with its own WCs and service provision. Working name: The White Rose Rooftop Club, a potential naming-rights opportunity.

- Views across all four football and rugby pitches
- Wind protection, safe perimeter barriers and discreet lighting
- Match-day hospitality, sponsor activations and private functions
- Networking, business breakfasts and awards evenings
- Served by the building's single commercial kitchen

ROOFTOP LEVEL — THE WHITE ROSE ROOFTOP CLUB

INDOOR BAR AND LOUNGE

enclosed · bar counter · flexible dining and events

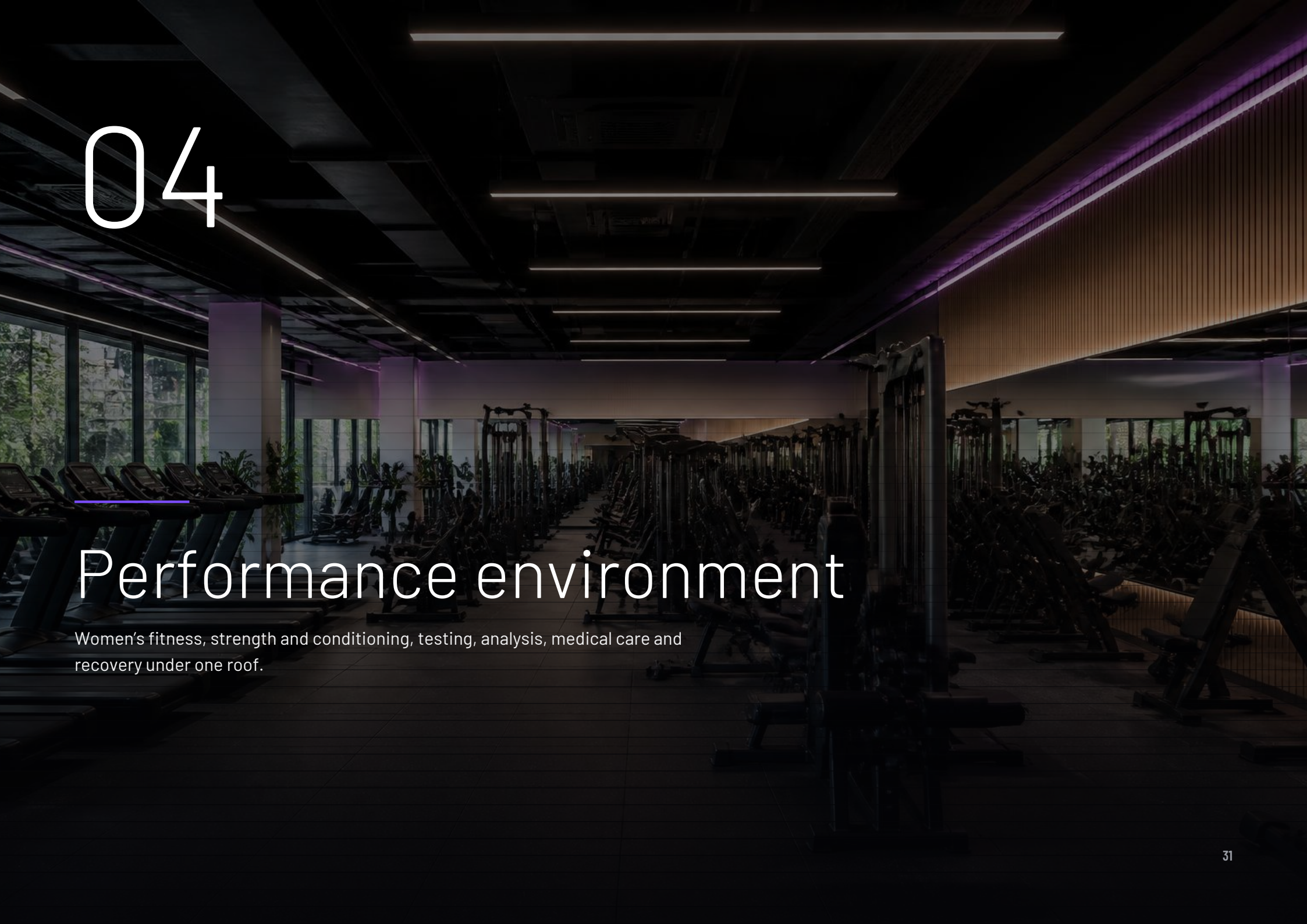
WCS · LIFT AND STAIR CORE

servery and store

COVERED AND OPEN OUTDOOR TERRACE

views across all four pitches · planting · safe perimeter barriers

COMPACT SET-BACK ROOFTOP LEVEL · LIFT AND STAIR SERVED · NOT A NIGHTCLUB OR LATE-NIGHT VENUE



04

Performance environment

Women's fitness, strength and conditioning, testing, analysis, medical care and recovery under one roof.

WOMEN'S GYM

A women's training environment designed as a destination

The Women's Gym is a central commercial feature of the proposal, not an afterthought. Approximately 200 individual pieces or stations of gym and fitness equipment are proposed — the term reflects that free-weight stations, rigs and functional-training areas contain multiple components.

Critically, the room is sized to hold that provision comfortably: generous circulation, accessible spacing, clear training zones and equipment suitable for complete beginners through to competitive athletes.

c.200

Pieces or stations proposed

7

Distinct training zones

PROPOSED FACILITY



Illustrative interior. Equipment mix and layout indicative and subject to detailed design.

WOMEN'S GYM

Indicative equipment mix

The mix below shows balance and intent rather than a procurement schedule. Final selection would be developed with equipment partners against the finished room dimensions and accessibility requirements.

ZONE	INDICATIVE PROVISION	STATIONS
Cardiovascular	Treadmills, upright and recumbent bikes, stair climbers, cross trainers	c.45
Rowing and ski	Rowing machines and ski machines with dedicated warm-up space	c.12
Resistance machines	Selectorised upper-body, lower-body and trunk machines with accessible access	c.32
Cable and functional	Dual-adjustable cable stations, functional rigs and small-group training stations	c.24
Plate-loaded	Plate-loaded pressing, pulling and leg equipment	c.16
Glute and lower body	Hip thrust, abduction, hamstring and glute-focused equipment	c.18
Free weights	Dumbbell sets, benches, adjustable benches and lifting stations	c.34
Mobility and stretching	Matted mobility zone, stretching stations and recovery tools	c.19

Approximately 200 pieces or stations in total. Indicative only — not a specification, quotation or order. Layout must maintain accessible circulation and realistic spacing.

STRENGTH AND CONDITIONING

An elite football and rugby training hall

The S&C gym is proposed as a performance environment rather than a general commercial gym: high ceilings, robust sports flooring, clearly marked zones, correct lifting-platform spacing, an integrated sled track and sprint lane, and a direct working relationship with physiotherapy, recovery and the changing rooms.

Approximately 40 major equipment stations, racks or training systems are proposed.

c.40

Major stations, racks or systems

1

Integrated sled and sprint lane



Illustrative interior. Equipment quantities and layout indicative.

STRENGTH AND CONDITIONING

Indicative equipment schedule

GROUP	INDICATIVE PROVISION	STATIONS
Racks and platforms	Power racks, half racks, squat stations and integrated lifting platforms	c.12
Benches and pressing	Flat, incline and adjustable benches with dedicated pressing stations	c.6
Free weights	Dumbbell stations, Olympic bars, bumper plates and specialist bars	c.6
Cable and resistance	Cable systems, resistance equipment and accessory stations	c.5
Posterior chain	Hamstring, glute and posterior-chain specific equipment	c.3
Speed and power	Sled track with sleds, speed and agility equipment, plyometric provision	c.4
Testing	Force plates, timing gates and performance-testing equipment	c.3
Warm-up and storage	Cardiovascular warm-up equipment and integrated storage systems	c.4

Approximately 40 major stations, racks or systems in total. Indicative only and subject to detailed design, supplier specification and funding.

TESTING AND ANALYSIS

Evidence, not opinion

A shared football and rugby analysis suite is proposed on the first floor, supported by a dedicated performance-testing area and indoor sprint lane on the ground floor.

The intent is that every athlete on a development programme has a measured baseline, a monitored trajectory and objective evidence behind selection, load management and return-to-play decisions.

- Speed, power, strength and endurance testing
- Force-plate and timing-gate assessment
- Athlete monitoring and load management
- Individual and team video analysis
- Opposition and performance review sessions
- Data shared with physiotherapy and S&C teams



Illustrative analysis suite. Systems and specification subject to detailed design.

PHYSIOTHERAPY AND REHABILITATION

Clinical care alongside the training floor

Physiotherapy is proposed with its own reception and identity, four treatment rooms, a medical room, a first-aid room and a rehabilitation gym positioned between the treatment area and the S&C hall.

That adjacency is the point. Rehabilitation, reconditioning and return-to-play work happen in the same building, with the same staff, on the same data – for academy athletes, community club players, members and referred patients alike.

- Physiotherapy assessment and treatment
- Four treatment rooms and a medical room
- Rehabilitation gym and reconditioning
- Sports medicine and injury prevention
- Return-to-play pathways and screening
- Community and corporate referral capacity



Illustrative physiotherapy and rehabilitation area. Clinical layout subject to regulatory review.

RECOVERY

A recovery suite, not a swimming pool

The recovery suite is proposed as a compact, high-quality facility: sauna, hot and cold immersion, compression recovery and massage, sized for athletes, members and teams rather than as a leisure attraction.

No swimming pool is proposed. The capital and running costs of a pool would be disproportionate to the performance benefit, and the space is better used for training, treatment and recovery.

- Sauna and heat provision
- Hot and cold immersion
- Compression recovery and massage
- Post-match and tournament team recovery
- Recovery memberships and add-on packages



Illustrative recovery suite. Layout and specification subject to detailed design.

ATHLETE OPERATIONS

Four changing rooms and a secure athlete spine

Athlete operations occupy the rear of the ground floor: four team changing rooms, officials' changing, accessible changing, coaches' and staff facilities, showers, drying room, laundry, kit management, boot wash and equipment storage.

All of it connects to a secure athlete entrance with direct access to the pitches, so that match-day and training movement never crosses the public, hospitality or crèche routes.

- Four team changing rooms with direct pitch access
- Officials' and accessible changing provision
- Coaches' changing, staff space and welfare
- Laundry, kit management, drying room and boot wash
- Equipment storage, plant and service areas



Illustrative team changing room. Quantities and layout subject to detailed design.



05

Sport, education and community

Football and rugby pathways, four full-size pitches, education partnerships and family support.

FOOTBALL

Two full-size football pitches

Two full-size football pitches are proposed with correct markings, goals, safe run-off margins, team shelters and floodlighting, supporting academy programmes, community club tenancy, schools, tournaments and camps.

Surface strategy — natural, hybrid or synthetic — would be resolved at design stage against usage hours, drainage, maintenance cost and governing-body guidance.

- Girls' and women's academy pathways, on dedicated pitches
- Community club training and match tenancy
- Schools, colleges and representative teams
- Tournaments, festivals and holiday camps
- Goalkeeper and position-specific coaching



Illustrative football pitch. Markings, goals and floodlighting subject to technical design.

RUGBY

Two full-size rugby pitches

Two full-size rugby pitches are proposed with correct posts and protectors, in-goal areas, halfway and 22-metre markings, safe run-offs and technical areas.

Both codes share the same building, medical provision, analysis and strength and conditioning resource, which is what makes provision at this standard viable for community-level rugby.

- Girls' and women's rugby pathways and squads, on dedicated pitches
- Community club training and match tenancy
- Coach education and governing-body courses
- Festivals, tournaments and school programmes
- Shared medical, recovery and conditioning support



Illustrative rugby pitch. Posts, markings and run-offs subject to technical design.

PITCH STRATEGY

Four pitches, four trading patterns

Each pitch is proposed as an operating asset in its own right, capable of trading across weekday evenings, weekends and school holidays, with seasonal tenancy agreements providing a contracted base.

ASSET	PROPOSED PROVISION	POTENTIAL USE
Football pitch 1	Full-size, correct markings and goals, floodlit, team shelters, safe run-offs	Academy programmes, club tenancy, match hire
Football pitch 2	Full-size, correct markings and goals, floodlit, warm-up area adjacent	Tournaments, schools, camps, festivals
Rugby pitch 1	Full-size, posts and protectors, in-goal areas, 22-metre markings, floodlit	Academy and club training, match hire
Rugby pitch 2	Full-size, posts and protectors, technical areas, safe run-offs	Festivals, coach education, community programmes
Grounds strategy	Maintenance access, drainage, irrigation, machinery store and groundstaff provision	Year-round playability and lifecycle management

No stadium and no large permanent seating are proposed. Modest standing areas and grass banks may be considered. Pitch specification, surface type, floodlighting and permitted hours are subject to design, governing-body consultation and planning conditions.

PROGRAMMES AND PEOPLE

What happens inside the building, week by week

Facilities are only as good as the programme running through them. The Institute is proposed as a programming organisation first: pathways, coaching, education and community delivery, supported by the estate around them.

FOOTBALL AND RUGBY PATHWAYS

- Age-group development squads in both codes
- Individual development plans and reviews
- Strength, speed and position-specific coaching
- Testing, monitoring and analysis support
- Holiday camps and half-term programmes

COMMUNITY AND PARTICIPATION

- Community club training and tenancy agreements
- Women's and girls' recreational sessions
- Disability and inclusive sport provision
- Walking football and later-life activity
- Volunteering and match-official development

EDUCATION AND WORKFORCE

- Coach education and continuing development
- School, college and university partnerships
- Leadership, careers and work experience
- Sports-science and practitioner placements
- Sports-business and performance workshops

Programme design, staffing and safeguarding arrangements are subject to operational planning, recruitment, registration and governing-body affiliation.

CRÈCHE AND FAMILY SUPPORT

Childcare as infrastructure

A crèche with a secure garden is proposed alongside the public frontage. It is included for a practical reason: for many women, childcare is the single largest barrier to regular training.

Provision would be subject to registration, staffing ratios, safeguarding policy, insurance and operator approval.

- Crèche with secure, overlooked garden
- Gym-and-crèche membership packages
- Camp and holiday childcare provision
- Parent-and-child parking close to the entrance
- Family dining in the café and restaurant



Illustrative crèche environment. Provision subject to registration and regulation.

HOSPITALITY

Café, restaurant and members' lounge

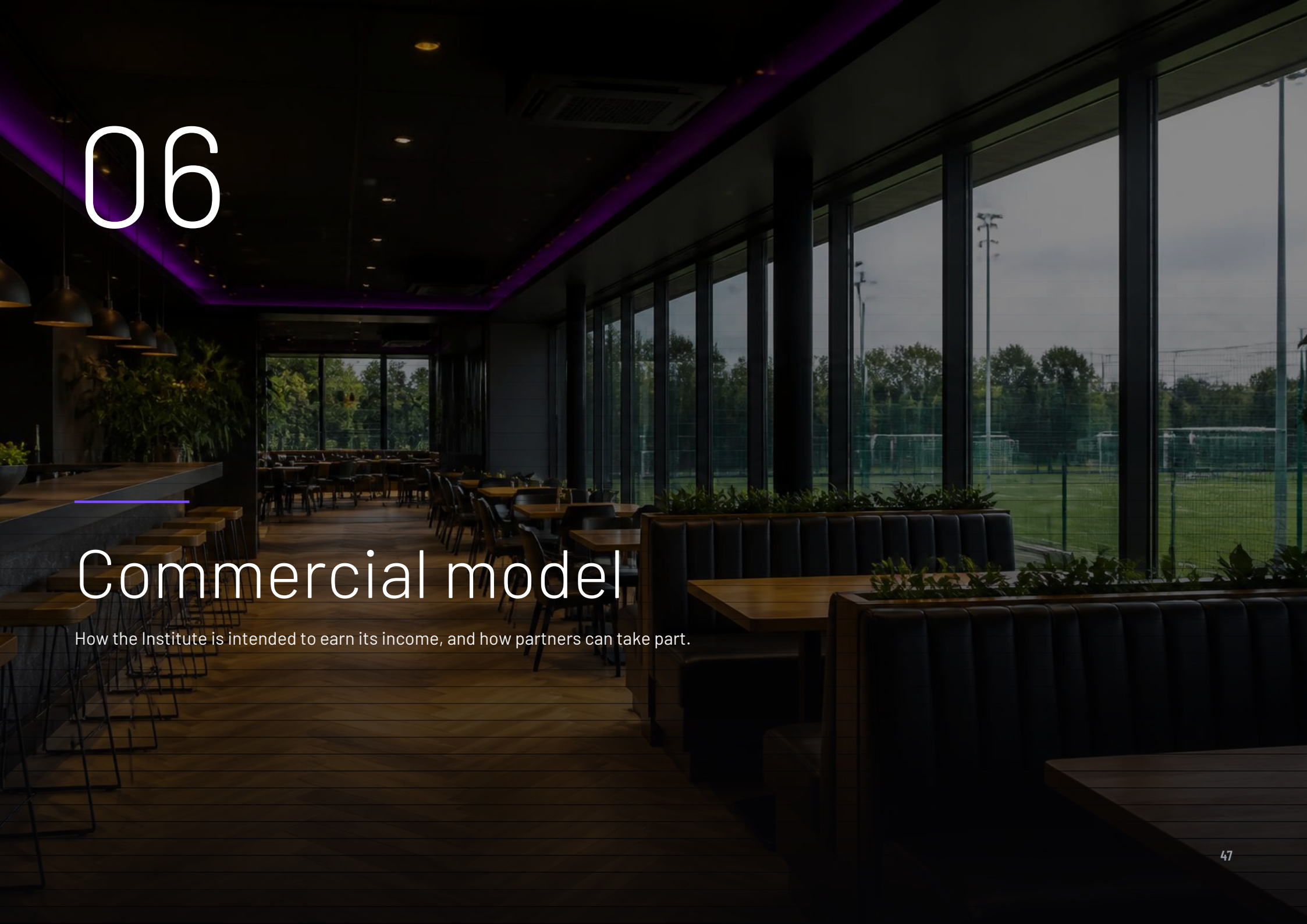
A single commercial kitchen is proposed to serve the café, restaurant, members' lounge, rooftop bar, event catering, team and academy meals and athlete meal plans – spreading one fixed cost across several trading occasions and audiences.

The result is one compliant kitchen, one head chef and one supply chain supporting daytime trade, evening dining, match-day service and events.

- Daily café and restaurant trade
- Athlete meal plans and team catering
- Members' lounge and family dining
- Event, corporate and private dining
- Retail crossover with merchandise and nutrition



Illustrative restaurant interior. Layout and covers subject to detailed design and licensing.

A modern restaurant interior with a dark ceiling, purple ambient lighting, and large windows overlooking a green field. The space features wooden floors, a bar area with stools, and a dining area with tables and chairs. The overall atmosphere is sophisticated and contemporary.

06

Commercial model

How the Institute is intended to earn its income, and how partners can take part.

REVENUE ARCHITECTURE

Many streams, three roles

The commercial model is built on the principle that no single stream should carry the building. Streams are grouped by the role they play rather than by size — because capital, philanthropic and contingent income must never be relied upon to fund routine monthly operating costs.

Anchor recurring income

FUNDS FIXED COST AND STAFFING

- Women's Gym memberships
- Performance memberships
- Academy subscriptions
- Club pitch agreements
- Physiotherapy tenancy or clinical revenue
- Corporate memberships
- Crèche and childcare

High-margin supporting income

IMPROVES CONTRIBUTION

- Sponsorship
- Naming rights
- Personal training and coaching
- Performance testing
- Education and CPD
- Retail and digital products
- Camps and tournaments

Capital and contingent income

NEVER TREATED AS OPERATING REVENUE

- Founders' Wall philanthropy
- Capital campaign gifts
- Grant and commissioned funding
- Player-development compensation
- Future sell-on entitlements
- In-kind partner contributions

ILLUSTRATIVE COMMERCIAL MODEL

REVENUE STREAMS

The commercial inventory

Every stream below is proposed rather than trading. None is presented with a value, a forecast or a guarantee; the purpose of the table is to show breadth, balance and how each element supports the others.

STREAM	PROPOSED PRODUCTS	CHARACTER
Women's Gym	Monthly and annual membership, off-peak and student rates, classes, gym-and-crèche packages	Anchor recurring
Strength and conditioning	Performance membership, athlete blocks, team and club programmes	Anchor recurring
Football and rugby academies	Programme subscriptions, individual development plans, camps	Anchor recurring
Pitch hire and tenancy	Hourly and match hire, seasonal tenancy, tournaments, festivals, filming	Anchor recurring
Physiotherapy and rehabilitation	Private treatment, rehabilitation packages, club retainers, screening, corporate MSK	Anchor recurring
Recovery and testing	Recovery sessions and memberships, force-plate testing, team testing days	Supporting
Coaching and personal training	Employed PT, practitioner room rental, small-group and remote coaching	Supporting
Conferences and events	Conference suite, meeting rooms, awards evenings, exhibitions, private functions	Supporting
Rooftop Club and hospitality	Match-day hospitality, corporate memberships, sponsor functions, dining	Supporting
Café, restaurant and retail	Daily food and drink, athlete meal plans, merchandise, nutrition, equipment	Supporting
Education and digital	Coach education, CPD, workshops, digital memberships, analysis subscriptions	Supporting
Sponsorship and naming rights	Founding, principal, code and facility partnerships; naming inventory	Supporting
Grants and commissioned delivery	Participation, health, youth, skills and inclusion programmes	Contingent
Philanthropy	Founders' Wall, capital campaign gifts, legacies, trusts and foundations	Capital
Player development	Negotiated transfer compensation and future sell-on entitlements, where permitted	Contingent

Illustrative commercial architecture for discussion. No revenue, margin, occupancy or membership level is forecast, projected or guaranteed. All streams are subject to market testing, pricing work, legal review and detailed financial modelling.

UTILISATION

One building, a full week

The commercial logic of combining two codes, a women’s gym, a clinic, education and hospitality is utilisation. Where a single-use facility peaks for a few hours each evening, the proposed mix is intended to trade across the whole week.



Indicative utilisation rhythm shown for discussion. It is a description of intended programming, not a forecast of occupancy, attendance or revenue.

PLAYER DEVELOPMENT

Developing players, and sharing in what follows

Where players develop through an appropriately affiliated club or academy structure connected to the Institute, eligible football players may potentially enter into playing contracts within that structure. Any move to another club would require the player's agreement and full compliance with employment law, registration rules and governing-body regulations.

Where a player moves and the rules permit, transfer compensation may be negotiated. A future sell-on entitlement of up to 20 per cent of a subsequent transfer fee may also be negotiated as a term within a transfer agreement. Such entitlements are a matter of negotiation in each case and are never automatic.

Rugby arrangements differ materially and would require separate regulatory review before any comparable model is proposed. In both codes, player welfare, safeguarding, education and informed consent take precedence over commercial interest.

01 Development

Girls and young women develop through Institute-connected academy programmes with coaching, testing, medical and education support.

02 Contract

Eligible players may potentially sign playing contracts through an appropriately affiliated club structure, with independent advice encouraged.

03 Transfer

Any move requires the player's agreement and compliance with registration, employment and governing-body rules. Compensation may be negotiated where permitted.

04 Sell-on

A future entitlement of up to 20 per cent of a subsequent transfer fee may be negotiated within a transfer agreement. It is not automatic and is contingent in every case.

The Institute does not own players. No transfer, compensation or sell-on income is forecast, projected or guaranteed anywhere in this brochure. Any such arrangement is contingent on affiliation, registration, regulation, player agreement and events that may never occur. See the disclaimer on the final page.

SPONSORSHIP

A structured partnership platform

Sponsorship is proposed as high-margin supporting income rather than a foundation stream. Packages would be built around genuine rights and measurable association rather than logo placement alone. No prices are published in this brochure.

POTENTIAL PACKAGE	INDICATIVE CHARACTER	ILLUSTRATIVE BENEFIT EMPHASIS
Founding Partner	Long-term, pre-opening commitment across the whole Institute	Naming, content, hospitality, recruitment
Principal Partner	Category-exclusive headline association	Branding, hospitality, digital, community
Football / Rugby Partner	Code-specific association with academy and pitches	Pitch-side visibility, academy association
Women's Sport Partner	Association with the women's and girls' programme	Content, storytelling, community programmes
Health / Recovery Partner	Clinical and recovery category association	Facility naming, staff memberships
Education / Technology Partner	Learning, analysis and technology association	Product placement, case studies, data
Community Partner	Local business association at accessible entry level	Visibility, networking, community credit
Matchday and event partner	Event, tournament and hospitality association	Activation, hospitality, sampling

Available by discussion. Rights, terms, exclusivity and pricing would be set following market testing and brand-compatibility review.

NAMING RIGHTS

A structured naming inventory across the estate

Naming rights are proposed as both a commercial and a philanthropic route. Each opportunity would carry a defined term, a defined rights package and a brand-compatibility review. No prices are published in this brochure.

DESTINATION AND HOSPITALITY

- White Rose Performance Institute
- The Rooftop Club
- Restaurant and café
- Conference suite
- Education centre
- Reception atrium

PERFORMANCE AND MEDICAL

- Women's Gym
- Strength and conditioning centre
- Recovery suite
- Physiotherapy and rehabilitation centre
- Analysis suite
- Changing rooms

SPORT AND PEOPLE

- Football academy
- Rugby academy
- Football pitches 1 and 2
- Rugby pitches 1 and 2
- Player scholarships
- Coach-development programme

Available by discussion. Naming is subject to term, rights package, brand review and, where relevant, charitable and tax advice.

GRANTS, TENANCY AND PARTNERS

Income that is earned differently

Grant funding and commissioned delivery are kept entirely separate from earned commercial revenue. Tenancy and partner agreements convert space and expertise into contracted income without the Institute carrying every operational risk itself.

POTENTIAL GRANT AND COMMISSIONED FUNDING

- Sports participation and women's and girls' programmes
- Youth development and community health
- Mental wellbeing and coach development
- Disability and inclusive sport
- Employment, skills and education
- Public-health commissioning and local-authority programmes

POTENTIAL TENANTS AND PARTNERS

- Physiotherapy provider or sports-medicine clinic
- Nutrition operator and café operator
- University, college and school partners
- Football and rugby clubs
- Childcare provider
- Sports retailer and technology provider

POTENTIAL STRUCTURES

- Fixed rent
- Turnover rent
- Revenue share
- Licence agreement
- Management agreement
- Joint programme delivery

No grant award, commission, tenancy or partnership is in place. All routes are identified as potential audiences for future conversations.



07

The Founders' Wall

A permanent architectural record of the people and organisations who make the Institute possible.

THE CONCEPT

Recognition designed into the architecture

The Founders' Wall is proposed as a permanent, architecturally integrated feature within the main reception atrium – not a plaque board added at the end, but a designed element of the building: matte black backing, anthracite and brushed-metal plaques, engraved lettering, timber inlay and discreet purple accent lighting.

Its purpose is simple. A building of this kind is not created by one investor. It is created by many people choosing to put their name to something before it exists. The Wall records that permanently, in the first space everyone enters.

5

Proposed recognition tiers

1

Permanent atrium location

PROPOSED PROGRAMME



Illustrative Founders' Wall concept. Design, materials and location subject to detailed design.

RECOGNITION TIERS

Five levels of permanent recognition

Tiers are described by the nature and permanence of recognition rather than by published price. Contribution levels would be set following advice, and every tier is intended to feel considered rather than transactional.

01 Community Founder

Name recorded on the Founders' Wall

02 Supporting Founder

Name plus invitation to the opening event

03 Principal Founder

Larger plaque, opening event and annual Founders' event

04 Cornerstone Founder

Prominent placement, room or feature association, hospitality recognition

05 Legacy Founder

Highest permanent recognition, naming discussion and long-term association

Why give

Founders are not buying a product. They are choosing to be permanently associated with the creation of a landmark performance institute in Hull and East Yorkshire — and with the girls and women who will use it for decades.

- Permanent architectural recognition
- Association with women's and girls' sport
- Invitation to founding events
- Long-term community legacy
- Recognition for families, clubs and businesses

Illustrative recognition programme. Contribution levels, tax treatment, gift agreements and the legal vehicle for receiving donations are subject to professional advice and are not yet established.

DESIGN AND MATERIALS

Made to last as long as the building

The Wall is proposed to be built from the same material palette as the building itself, so that recognition reads as architecture rather than signage: engraved anthracite and brushed-metal plaques on a matte black backing, with timber inlay, precise typography and concealed purple accent lighting.

A complementary digital display is proposed alongside it, allowing founders' names, contributions and stories to be presented in more depth and updated over time as the founding group grows.

- Engraved metal plaques in consistent typography
- Matte black backing with timber inlay
- Concealed purple accent lighting
- Tier-based plaque scale and placement
- Complementary digital founders' display
- Designed for expansion over time



Illustrative plaque detail. Materials, engraving and layout subject to detailed design.

WAYS TO TAKE PART

Six different relationships, clearly distinguished

Philanthropy, sponsorship, investment and naming are separate arrangements with separate expectations, documents and legal treatment. They are set out plainly here so that nobody is unclear about what they are entering into.

ROUTE	WHAT IT IS	WHAT IT IS NOT
Donation	A philanthropic gift recognised on the Founders' Wall	Not an investment and carries no financial return
Sponsorship	A commercial agreement providing defined marketing rights	Not a donation and not an equity interest
Investment	A commercial arrangement, subject to structure, regulation and advice	Not philanthropy and not currently offered in this brochure
Naming rights	A defined-term association with a space or programme	Not ownership of the space or of the Institute
Legacy gift	A gift made through a will, recognised permanently	Not a contract and not a financial product
In-kind support	Goods, services, materials or professional time	Not a cash donation and valued by agreement

Nothing in this brochure constitutes an offer of securities, a financial promotion, investment advice or tax advice. All routes are subject to legal structuring, professional advice and, where relevant, charity registration.

08

Impact, investment and delivery

What the Institute is intended to change, what it may cost, and how it would be delivered.

SOCIAL IMPACT

Intended outcomes for women and girls

The Institute is proposed as social infrastructure with a commercial engine. Impact is stated here as intent, and would be measured against an agreed framework once operational.

PARTICIPATION AND PATHWAYS

- More girls and women playing football and rugby
- Clear pathways from grassroots to performance
- Removal of childcare and access barriers
- Affordable and subsidised places
- Inclusive and disability provision

HEALTH AND WELLBEING

- Physical activity across all ages and abilities
- Access to physiotherapy and injury care
- Mental wellbeing and confidence
- Safe, welcoming spaces for women and girls
- Later-life activity and rehabilitation

SKILLS, ECONOMY AND PLACE

- Employment in coaching, medical, hospitality and operations
- Coach, official and volunteer development
- Placements, apprenticeships and careers routes
- Visitor spend from events and tournaments
- A landmark asset for Hull and East Yorkshire

Intended outcomes for discussion. Wide participation from clubs, schools, employers and partners supports utilisation, employment and sustainability, strengthening the women's and girls' mission. No outcome is guaranteed.

INVESTMENT SCALE

Approximately £40 million to £60 million

Based on the current concept — one integrated building over two principal floors with a rooftop hospitality level, four full-size pitches and associated infrastructure on an indicative 18 to 22 acre site — the total development cost is anticipated to fall broadly within the range of approximately £40 million to £60 million, subject to professional validation.

This is a broad indicative range for discussion only. It is not a budget, a quotation, a cost plan or a fixed price. No itemised cost breakdown, cost-per-square-metre figure or fixed budget is presented in this brochure, because doing so before site selection, survey and professional cost planning would be misleading.

The range would be refined through site acquisition, ground investigation, professional design development, independent cost planning, procurement and value engineering.

INDICATIVE RANGE

£40m – £60m

Subject to professional validation

SUBJECT TO

- Site acquisition and ground investigation
- Planning consent and technical assessment
- Professional design development
- Independent cost planning and procurement
- Funding structure and inflation

INDICATIVE RANGE ONLY — NOT A BUDGET, COST PLAN OR FIXED PRICE

FUNDING STRUCTURE

A blended approach, not a single source

No funding is committed and no funding structure has been agreed. The routes below describe how a project of this scale is typically assembled, and the conversations the Institute intends to open.

POTENTIAL CAPITAL SOURCES

- Private investment
- High-net-worth individuals
- Grant and public funding
- Sport and governing-body funding
- Trusts and foundations
- Philanthropy and the Founders' Wall

POTENTIAL COMMERCIAL SOURCES

- Founding and principal sponsorship
- Naming rights
- Pre-let tenancy agreements
- Corporate membership commitments
- Development finance
- In-kind contributions

POTENTIAL STRUCTURES

- Special-purpose development vehicle
- Charitable or community interest structure
- Joint venture with a landowner or partner
- Public-private partnership
- Phased delivery to match funding
- Long-lease or operator arrangements

Illustrative routes only. Nothing in this brochure constitutes an offer of securities, a financial promotion or investment advice. Any investment discussion would be conducted separately, under professional advice and appropriate regulation.

DELIVERY ROADMAP

An indicative route from concept to opening

The programme below is indicative and non-binding. Each stage depends on the successful completion of the one before it, and timescales would be governed by site availability, planning, funding and procurement.

STAGE	PRINCIPAL ACTIVITY	INDICATIVE STATUS
01 Concept	Concept definition, brief, this brochure and early stakeholder engagement	Current stage
02 Site	Site identification, option agreements, survey, ground investigation and constraints review	Proposed next
03 Feasibility	Technical feasibility, professional cost planning, operating model and demand testing	Proposed
04 Funding	Investment, grant, sponsorship and philanthropic conversations; funding structure	Proposed
05 Design	Architectural design development, engineering, accessibility and sustainability strategy	Proposed
06 Planning	Pre-application engagement, consultation and full planning submission	Subject to consent
07 Procurement	Contractor procurement, value engineering and contract award	Proposed
08 Construction	Enabling works, construction, pitch establishment and fit-out	Subject to funding
09 Mobilisation	Recruitment, registration, affiliation, programme launch and pre-opening sales	Proposed
10 Opening	Opening, community launch and phased ramp-up of programmes	Proposed

Indicative sequence only. No timescale is committed and no stage is guaranteed to proceed.

RISK AND GOVERNANCE

Approached openly

A proposal of this scale carries real risk. Setting it out plainly is part of being credible with the audiences this brochure is written for.

PRINCIPAL RISKS

- Site availability and acquisition
- Planning consent and conditions
- Construction cost inflation
- Funding assembly and timing
- Demand and membership take-up
- Operating cost and energy exposure

PROPOSED MITIGATION

- Independent feasibility and cost planning
- Early planning engagement and consultation
- Phased delivery matched to funding
- Diversified revenue architecture
- Pre-let tenancy and pre-opening sales
- Experienced operator and adviser appointments

GOVERNANCE INTENT

- Clear legal structure and constitution
- Independent board and advisory input
- Safeguarding and welfare policy at the centre
- Transparent reporting to funders and founders
- Impact measurement framework
- Professional advice at every stage

WORKING TOGETHER

Where the conversation goes next

The Institute is looking for the people and organisations who want to shape this before it is built: investors, philanthropic founders, sponsors, landowners, grant bodies, clubs, education and health partners, and local authorities.

Invest

Discuss the commercial opportunity, structure and returns under professional advice.

Sponsor

Explore founding, principal, code, facility or community partnership.

Support

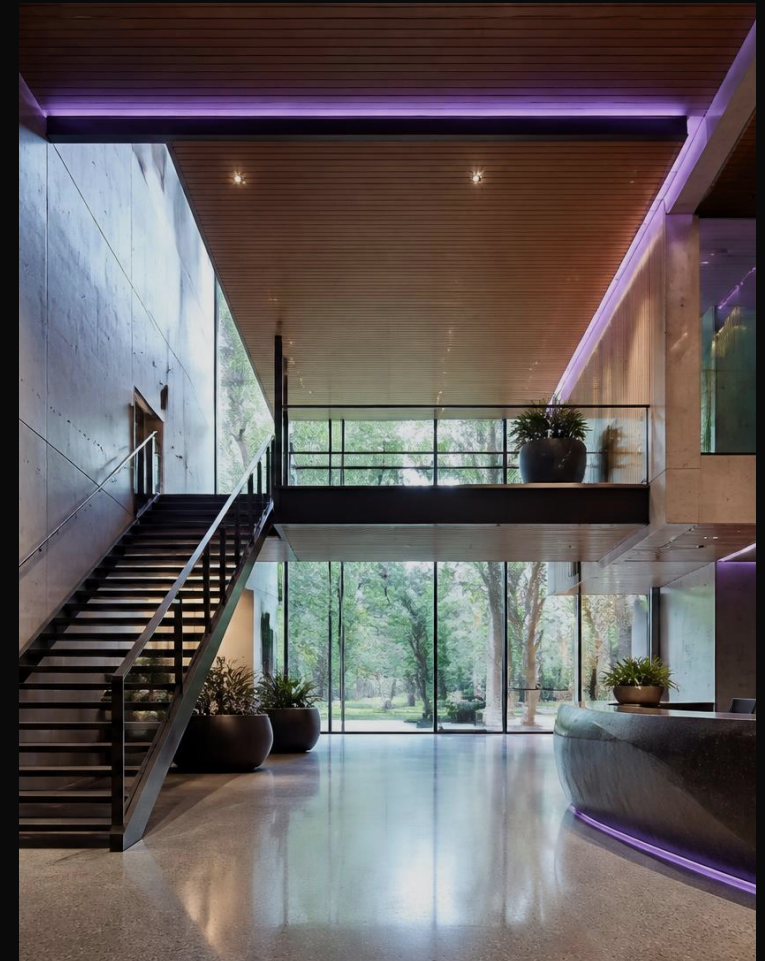
Join the Founders' Wall and be permanently recognised in the building.

Partner

Bring land, expertise, funding, programmes or tenancy to the project.

WHITE ROSE PERFORMANCE INSTITUTE · HULL AND EAST YORKSHIRE

All enquiries are welcomed at concept stage. Contact details are provided with this brochure.



Illustrative reception atrium, the intended location of the Founders' Wall.

IMPORTANT INFORMATION

Disclaimer

STATUS OF THIS DOCUMENT

The White Rose Performance Institute is a proposed, early-stage development concept. It has not been built, no site has been acquired, no planning consent has been granted and no funding has been secured. This brochure is issued for information and discussion only.

ILLUSTRATIVE CONTENT

All images, renders, plans, diagrams, layouts, schedules of accommodation, equipment quantities, capacities, dimensions, acreages, timings and programmes are illustrative and indicative. They are not architectural drawings, surveys, specifications or representations of fact, and they will change through design development, technical assessment, planning and procurement.

FINANCIAL INFORMATION

The indicative development range of approximately £40 million to £60 million is a broad early-stage estimate for discussion, subject to professional validation. It is not a budget, cost plan, quotation or fixed price. No revenue, profit, margin, membership level, occupancy, sponsorship value, donation level, transfer compensation or sell-on income is forecast, projected, promised or guaranteed anywhere in this document.

NO OFFER AND NO ADVICE

Nothing in this brochure constitutes an offer or invitation to subscribe for or purchase securities, a financial promotion, an inducement to engage in investment activity, or investment, legal, tax or accounting advice. Any investment or funding discussion would be conducted separately, documented properly, and subject to independent professional advice and applicable regulation.

PLAYER DEVELOPMENT

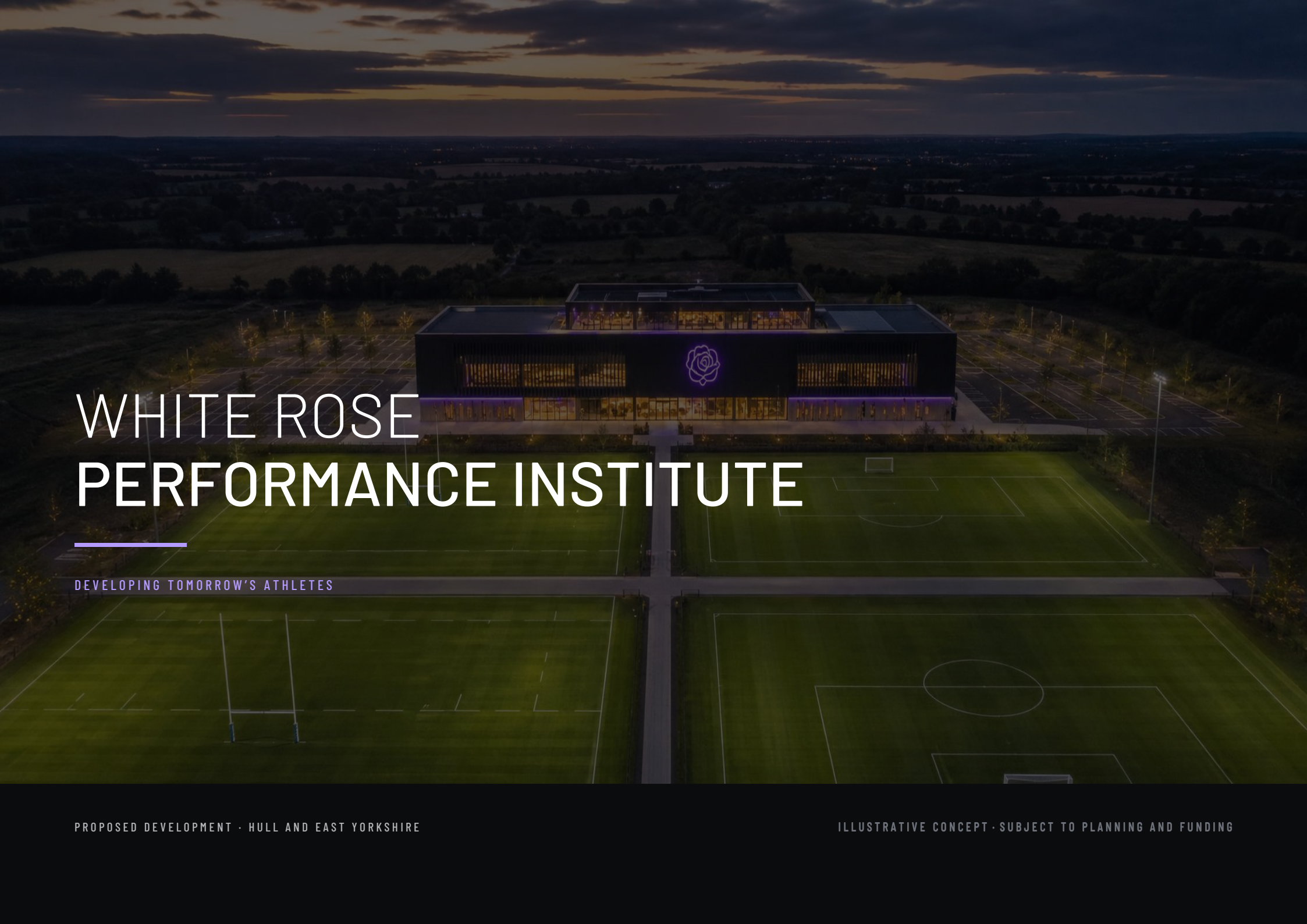
Any playing contracts, transfer compensation or future sell-on entitlements described in this brochure are potential arrangements only. They depend on appropriate club affiliation and registration, compliance with employment law and the rules of the relevant governing bodies, the informed agreement of the player, and future events that may never occur. The Institute does not own players. Player welfare, safeguarding and education take precedence over any commercial consideration.

SINGLE-SEX PROVISION

Training and play at the Institute are provided for women and girls. Single-sex provision covers the Women's Gym, the strength and conditioning gym, the four pitches and related welfare spaces, and would be implemented in reliance on the relevant Equality Act 2010 exceptions, subject to legal advice.

THIRD PARTIES, PHILANTHROPY AND LIABILITY

References to potential partners, tenants, funders, sponsors, governing bodies, clubs or public bodies do not imply any agreement, endorsement or commitment by them. Founders' Wall contributions are philanthropic gifts carrying no financial return, no ownership and no investment rights, and are subject to the establishment of an appropriate legal vehicle and to professional and tax advice. To the fullest extent permitted by law, no representation or warranty, express or implied, is given as to the accuracy or completeness of this brochure, and no liability is accepted for any loss arising from reliance on it. Recipients should take their own professional advice. This brochure is confidential and is provided for the recipient's use only.

An aerial night-time architectural rendering of the White Rose Performance Institute. The central building is a modern, dark structure with large glass windows and a prominent white rose logo on its facade. It is surrounded by four well-lit sports fields: two football pitches and two rugby pitches. The surrounding landscape is dark and wooded, with a distant city skyline visible under a twilight sky.

WHITE ROSE PERFORMANCE INSTITUTE

DEVELOPING TOMORROW'S ATHLETES

PROPOSED DEVELOPMENT · HULL AND EAST YORKSHIRE

ILLUSTRATIVE CONCEPT · SUBJECT TO PLANNING AND FUNDING