



Aston Villa Radio CIC

What was our brief?

Aston Villa had invested significant resource in establishing a “state of the art” radio facility at its Premiership ground. In turn, this opened up exciting new educational and training opportunities.

The next obvious development was to create a vehicle giving the facility an identity, direction and purpose of its own, in line with Aston Villa’s own strong roots in and commitment to the local community.

What did we do?

ACS provided advice on the most appropriate legal structure – namely a Community Interest Company (“CIC”). We then obtained CIC status for Aston Villa Radio and guided the Shadow Board and the Station Director through the initial steps of establishing the new organisation.

How did we add value?

Our initial advice took the form of a “user friendly” summary of the key pros and cons of the various possible legal structures. By keeping things simple we enabled our clients to “see the wood from the trees”. They made a firm decision quickly and effectively.

Once the decision had been made, our experience in pioneering the CIC concept meant we could steer the incorporation process to a successful conclusion with the minimum of fuss.

Steve Kind, Non-Executive Director of Aston Villa Plc said,

“We were delighted to receive such a proactive and high level of legal service in ensuring that we created the optimum platform in moving forward with our community initiatives.”