

# FOOTBALL FOUNDATION FUNDING OPPORTUNITIES

## SPORTED MEMBERS WEBINAR





# AGENDA

1. INTRODUCTION TO THE FOOTBALL FOUNDATION
2. FACILITY GRANTS OVER £25K
3. FACILITY TYPES
4. KEY PRIORITIES
5. END TO END
6. GRANTS UP TO £25K
7. OTHER FUNDING OPPORTUNITIES



# 1. INTRODUCTION TO THE FOOTBALL FOUNDATION





# WHO WE ARE

- The Football Foundation is the **Premier League, The FA and the Government's** charity.
- Our goal is to **unlock the power of pitches to transform lives and strengthen communities**, ensuring everyone has a great place to play regardless of gender, race, disability or place.
- We **deliver outstanding grassroots sports facilities**, more opportunities to play and better experiences, which support not only physical health, but mental wellbeing, community cohesion and the local economy too.
- We're **investing half of our funding into the 40% most deprived and inactive communities** in England – targeting our investment where it is needed the most.
- By 2025, **40% of our investment will go into projects that support both football and at least one additional sport**, such as rugby, cricket, netball or basketball.



**TOGETHER  
FOR  
FOOTBALL**



**WE DELIVER  
FACILITIES THAT  
UNLOCK THE POWER  
OF PITCHES TO  
TRANSFORM LIVES  
AND STRENGTHEN  
COMMUNITIES**

**The Football Foundation** has awarded more than **23,000 grants** to improve facilities worth more than **£975m**, including:



**1,000**

ARTIFICIAL GRASS PITCHES



**11,000**

NATURAL GRASS PITCHES



**1,300**

CHANGING FACILITIES

**This has attracted an additional £1.2bn of partnership funding – totalling over £2bn investment in grassroots football so far.**



TOGETHER FOR FOOTBALL

# 2. FACILITY GRANTS OVER £25K



## The following slides should be considered from two aspects:

1. How can your group of organisation directly apply for a large capital grant to then run, manage and operate your own Football Foundation funded facility
2. How can your group or organisation be part of a project led by another organisation as a key partner / user of the Football Foundation funded facility





# LOCAL FOOTBALL FACILITY PLANS

Local Football Facility Plans provide a 10-year vision to transform facilities in every local authority in England.

- Developed in partnership with local people, organisations and sports clubs.
- Deliver a comprehensive strategic assessment of existing and required provision.
- Identify local priorities for investment in facilities.
- Will direct over 90% of Football Foundation spending over the next 10 years.
- Have multi-sport and community facilities at their heart.
- Are designed to complement existing Playing Pitch Strategies.

318 LFFPs completed

Currently undertaking  
a refresh process

All LFFPs can be found by visiting the Football Foundation [website](#).



# 3. FACILITY TYPES





# 1. 3G FOOTBALL TURF PITCHES



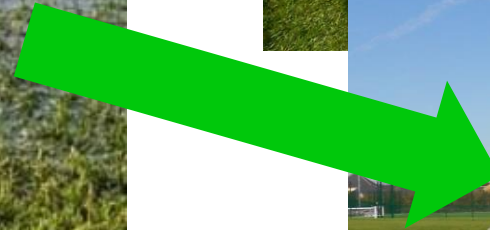
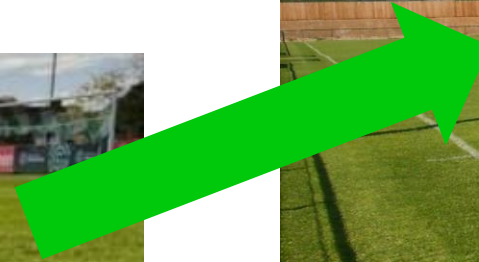


## 2. CHANGING PAVILIONS





### 3. IMPROVED GRASS PITCHES





## 4. PLAYZONES

**PlayZones are modern, safe, and engaging facilities.** We want this to be reflected in the design and settings for these facilities

**PlayZones are designed for recreational football and at least one other sport.** There are a range of facility types to meet the needs of different sports

Programme focused upon **tackling inequalities within priority groups**

**Portfolio driven approach** targeted at priority areas across the Country

**Place-based to identify groups** who would most benefit from access to a PlayZone facility

**Click here** for further information on the PlayZones programme





## 5. HUB SITES





# 4. KEY PRIORITIES





# OUR INVESTMENT PERFORMANCE MEASUREMENT FRAMEWORK FOR FY23 – 25:



Quality Pitches



Equal Access for Women & Girls



Clubs & Communities  
40% by FY25



'On the pitch'  
75% of investment



Tackling regional inequalities  
50% into Top 40%



Under-represented groups  
(tackling inequalities)  
75% of all projects

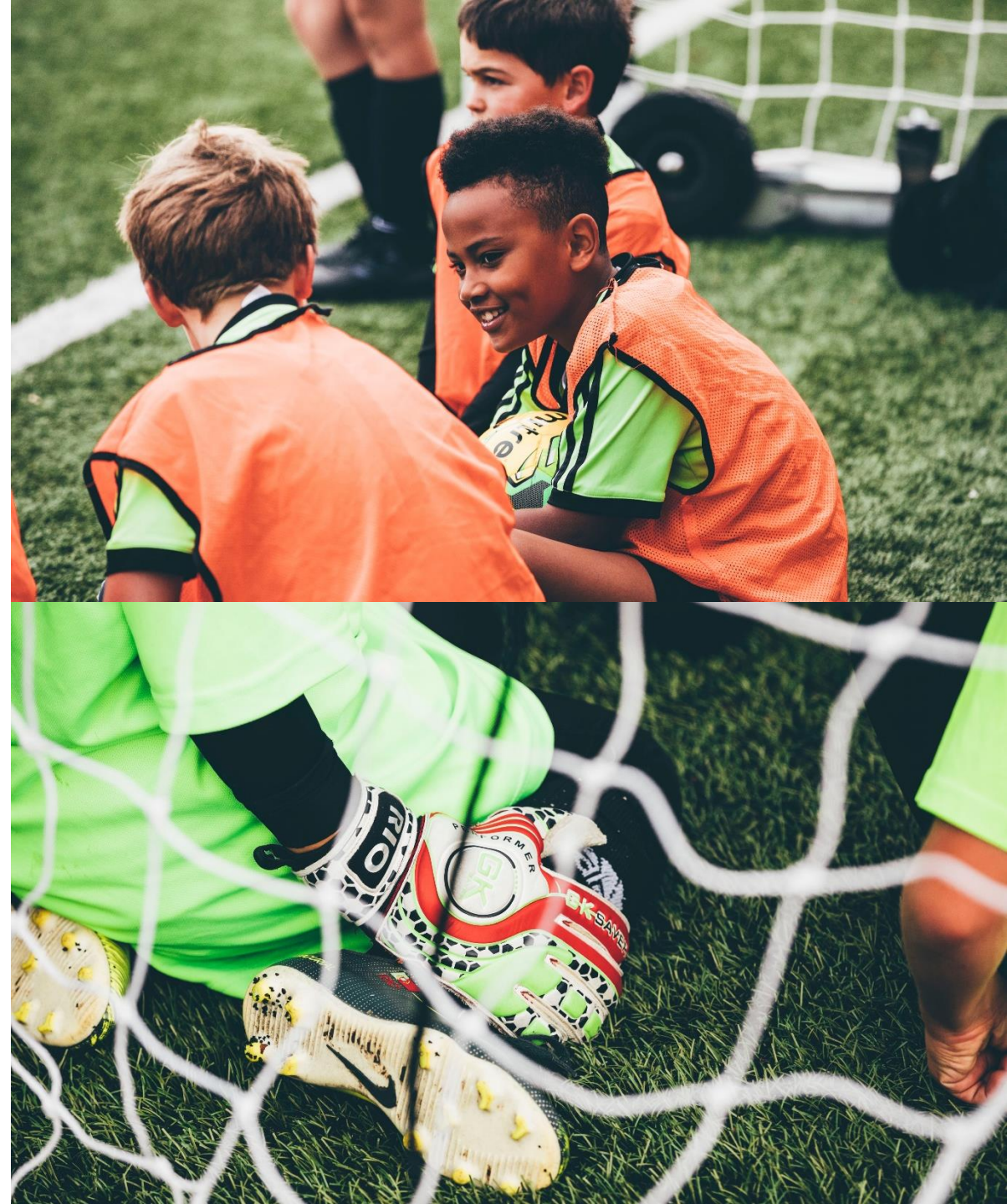


Multi-Sport  
40% by FY25



# WHAT OUR INSIGHT TELLS US...

- **One size does not fit all**
- It's in communities, and organisations within them, where the inequalities specific to that area can be best understood, and where the best prospects of tackling them lie
- The best community projects are designed and delivered in **partnership with the community**
- Targeted groups are more likely to take part if they've been **included in the development**
- We need to work differently with the communities meeting them where they are at, in a more bottom-up approach
- **Activation of the space** is as important as the facility itself.
- **Community Engagement is key** to successful project development





# TACKLING INEQUALITIES - UNDER-REPRESENTED GROUPS

- Data highlights **stubborn inequalities across a range of under-represented groups**, in relation to participation and access to opportunities within affiliated and non-affiliated football provision
- There are **four priority groups** facing the greatest inequalities:
  - Women and Girls
  - Disabled People & People with Long Term Health Conditions
  - Culturally Diverse Communities
  - Lower Socio-Economic Groups.
- We need and want applicants to better **engage our priority audiences from their project's inception**, and ensure regular and sustained opportunities are being provided





# COMMUNITY ENGAGEMENT TOOLKIT

WORKING WITH LOCAL PEOPLE TO  
CREATE SUCCESSFUL COMMUNITY  
FOOTBALL AND MULTI-SPORT  
PROJECTS





# COMMUNITY ENGAGEMENT TOOLKIT

- Recently refreshed with the support of Sported
- Designed to support applicants to engage priority audiences in the design of facilities and activities
- Structure:
  - Community Engagement Introduction
  - Section 1: Making a plan
  - Section 2: Building partnerships
  - Section 3: Making connections
  - Section 4: Developing plans
  - Section 5: Staying connected

## **Priority Audiences:**

Lower socio-economic groups  
Women & Girls  
Culturally Diverse Communities  
Disabled people and people with long-term health conditions

## **Facility Types:**

3G Artificial Grass Pitches  
Grass Pitches  
Changing Rooms / Pavilions  
PlayZones

**Supported by FF applicant & community organisation case studies**  
**'Engagement Log' designed to help applicants document and evidence their process**



# EQUAL ACCESS FOR WOMEN & GIRLS

- Ensuring that every girl has the same opportunity as every boy to play football at their school, in their community and at their local club.
- School-based projects will provide equal access for girls to play in both curricular and extra-curricular environments
- Club based projects, will provide or commit to developing a full player pathway
- Community projects should ensure a balanced programme of use is developed and implemented
- All projects must agree to this as part of their application and the terms and conditions of their award
- Our Support Day will be challenging existing grant recipients to adopt the above principles and support the growth of the game





# MULTI-SPORT

***“A project which provides usage for one or more sports / physical activity (in addition to football) on a regular and sustainable basis.”***

- Foundation investment will always be football-led;
- Other sports / physical activity use will be encouraged at every project (excl. small grants under £25k);
- Multi-sport will be part of the conversation from the outset; evidenced by a robust development plan and programme of use
- All projects evidencing benefit to other community sports / physical activity will contribute towards the Foundation’s KPI
- On school/education sites, multi-sport usage will only count towards the policy during community time



# CLUB & COMMUNITY INVESTMENT

- Supporting and encouraging the ongoing growth and maturity of medium to large England Accredited (formerly Charter Standard) clubs
- Working with other key asset owning organisations such as Professional Club Community Organisations and Trusts, County FA's and Local Community Organisations / Charities
- As a result, investment will support transformational change across the club network and provide a more balanced and sustainable asset ownership model across England.





# PROJECTS WE SUPPORT WILL NEED TO BE ABLE TO:

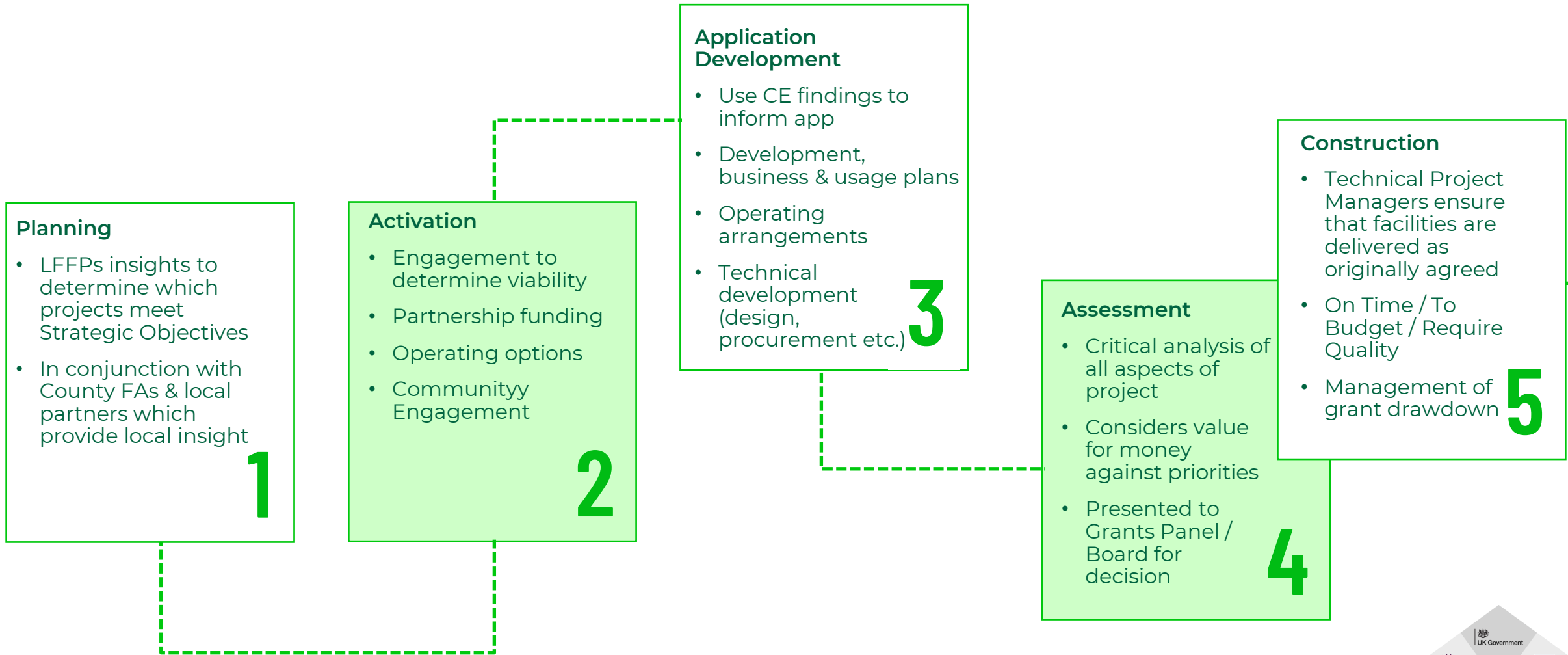
- Have ownership / lease of the facility / land being developed
- Satisfy national priority & meet a local need
- Deliver against key aspects of the Performance Measurement Framework
- Demonstrate value for money for expected outcomes
- Be sustainable (business plan to generate income, where appropriate (3G pitches))
- Provide wide community benefit (user plan)
- Demonstrate significant participation increases (Football/Sports Development Plan)



# 5. END TO END







# IN USE

- Post Award Support
- Assurance – was the grant used as intended?
- Monitoring and Evaluation
- Research projects – has the investment had the impact that was intended?
- How can we use this insight to deliver better projects in the future?





# 6. GRANTS UP TO £25K



# INTRODUCTION TO SMALL GRANTS

## [Football Foundation](#)

- Whilst we make lots of large grant awards into key strategic projects across the country through our Local Football Facility Plans, we make even more small grant awards.
- Whether it's new goalposts for junior teams or some maintenance machinery for ground staff to keep the grass pitches looking pristine, we offer a range of small grants to support the whole grassroots game.
- The annual budget is £7m and applicants can apply for grants up to £25,000 that does not exceed 75% of the total project costs.





# WHAT WE FUND



## Goalposts

Grants for the purchase of new or replacement pairs of goalposts for use within community grassroots football.



## Storage containers

A simple, cost-effective way of increasing your capacity for equipment and freeing up space within your site.



## Portable floodlights

Grants for the purchase of new and preowned floodlights for use on 3G and grass pitch training areas.



## Changing pavilions & clubhouses

Minor and major works to improve existing changing facilities or build new ones.



# WHAT WE FUND



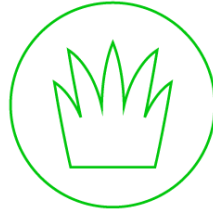
## 3G Pitch Maintenance Machinery & Equipment

Grants that help with the purchase of the maintenance equipment needed to keep your 3G surface looking and playing its best.



## Grass pitch improvement

Get your pitch match fit with funding towards the improvement of grass pitches at your facility.



## Fencing

Grants towards ball retention systems, pest control fencing and boundary fencing and gates.



## Small-sided facility improvement

Grants to build or improve the condition of small-sided artificial pitches.





# WHAT WE DON'T FUND

- Facilities that are not available for community use
- Kit and equipment
- Projects intended for private gain
- Projects outside England
- Retrospective funding (for works that have already started or been completed)
- Routine maintenance and repairs resulting from wear and tear and not part of a grass pitch improvement programme
- Facility hire



# WHO CAN APPLY

- A not-for-profit football club or voluntary group
- A Local Authority
- A County FA
- A Professional Club Community Organisation
- An educational establishment providing facilities for the community
- A registered charity
- A not-for-profit company
- A community interest company (CIC) or other social enterprise
- A company limited by guarantee





# WHO CAN'T APPLY

- An individual or sole trader
- A national governing body
- A commercial / for-profit entity
- Educational establishments providing facilities solely for their students
- Clubs playing in:
  - Premier League
  - Football League\*
  - National League System (Step 1 to 6)\*
  - Women's Football Pyramid (Tier 1 – 4)\*

\*The [Premier League Stadium Fund](#) awards capital grants to clubs to support improvement of their stadium facilities for players, supporters and officials.



# TENURE REQUIREMENTS

- Applicants must have the required ownership, by either freehold, or uninterruptible leasehold from the date of grant offer for a varying period, for a length of time dependent on the grant amount:
  - Up to £25,000 – 5 years
  - £25,001 up to £100,000 – 10 years
- There are no tenure requirements for the purchase of:
  - Goalposts
  - Storage Containers
  - Portable Floodlights
  - Maintenance Machinery & Equipment





# APPLICATIONS AND FUNDING CRITERIA

## Applications

- To manage high demand and ensure all clubs and organisations get the funding they need, we ask that applicants make no more than one application per season unless otherwise agreed with the Foundation.
- Please note that we cannot accept multiple sites under one application.

## Funding

- The Foundation will award a maximum grant of £25,000 that does not exceed 75% of the total project costs.
- Where a grant of over £25,000 or 75% of total project costs are required, the applicant should contact their [County FA](#) and/or Foundation Delivery Manager to discuss the project in more detail.



# DOCUMENT REQUIREMENTS

To ensure your application is processed, you may be required to provide the following documents:

- Photographs and condition survey
- Plans and drawings
- Specification and schedule of works
- A minimum of two like-for-like quotations based upon the design details and specification
- Evidence of additional partnership funding
- Evidence of security of tenure in the form of a signed lease or freehold title document
- Planning approval notice and Landlord's consent to the works
- Building regulations approval where required
- Building and contents insurance
- Pitch Power report for Grass Pitch Maintenance Fund





# 7. OTHER FUNDING OPPORTUNITIES



# ACTIVE THROUGH FOOTBALL

[Click here for further detail on our ATF programme](#)

## Overview:

- Place-based programme working across 25 local communities
- Design of activities are led by insight from ongoing community engagement
- Driven by a consortium of local cross-sector partners
- Long-term investment (5 years) to achieve sustained outcomes

## Aims:

To increase physical activity levels in people ages 16+ who are currently 'inactive' or 'fairly active', including:

- Lower socio-economic groups
- Culturally diverse communities
- People with disabilities
- Women and girls

To develop a local workforce to continue delivery of activities and achieve sustainability of outcomes.

To take a whole systems approach to facilitate system change within the place.

## September 2023:

- 8,800+ attendees
- 118,00+ attendances
- 10,500+ sessions delivered
- 400+ regular activities





# THE HOME ADVANTAGE PROGRAMME

*The **Home Advantage Programme** aims to support grassroots clubs and organisations to take on long-term leases or licence of the local authority sites they play at.*

## Eligibility:

- England Football Accredited Clubs & Leagues
- Football Based Charities
- Local Authority grass pitch sites
- Secure sites
- 25-Year Minimum Lease

**Up to £250k 100% Fully Funded**

## Capital & Revenue items:

- Catering Cabin
- Site security fencing
- Grounds maintenance machinery
- Storage
- Goalposts
- Groundskeeper qualifications/training
- Six-year revenue for grounds maintenance

## Club Support Service:

- FA Club Programme
- Muckle LLP Legal Advice
- VAT Guidance
- Workshops & Online Resources

## Project Development Costs:

- Up to £25k available to Local Authorities
- Up to £25k available to clubs/leagues/charities



# GRASS PITCH MAINTENANCE FUND

- The Football Foundations Grass Pitch Improvement Strategy is a ten-year enhanced maintenance plan to improve grassroots community pitches.
- The fund provides eligible organisations with a tapered six-year grant to help them sustain pitches already at a 'good' level and enhance pitches that are either considered 'poor' or 'basic'.
- We accept applications to purchase materials and engage professional contractors to increase the levels of maintenance works carried out on grass pitches.
- The aim is to improve the quality of grass pitches to the Grounds Management Association (GMA) 'Good' standard or above.







## MULTI-SPORT GRASS PITCH IMPROVEMENT

- CRICKET, RUGBY UNION, RUGBY LEAGUE
- EXTENSION OF PITCHPOWER
- REVENUE AND CAPITAL GRANTS
- MAINTENANCE MACHINERY

BUDGET: £6m / YEAR

SOLICITED APPROACH VIA NGBs

## ENERGY SUPPORT FUND

- LED FLOODLIGHT REPLACEMENT
- IMPROVEMENTS TO BUILT FACILITIES

BUDGET: £6.0m

EOI PROCESS COMPLETE

APPLICATION WINDOW OPENS IMMINENTLY



# TIME FOR QUESTIONS

[ENQUIRIES@FOOTBALLFOUNDATION.ORG.UK](mailto:ENQUIRIES@FOOTBALLFOUNDATION.ORG.UK)

