

# **GAME**

# CHANGER

*Your guide to a  
successful application*



## INTRODUCTION

*Here at the Football Foundation, we are passionate about investing in local facilities that help to transform lives and strengthen communities.*

Now we want to help you to turn your project idea into reality!

This guidance is your pre-match team-talk before the big game. It will give you the advice and information you need to develop a successful grant application. Use it before starting your application for a large grant and as a reference point during the process.

If your project is smaller (e.g. grass pitch improvement, minor works to existing facilities, or equipment such as goalposts), it is not essential that you read this. Just visit our website and start your application right away: [footballfoundation.org.uk](http://footballfoundation.org.uk). Fact sheets are available to help you.



# 1ST HALF

## THE BASICS

- |   |   |    |                        |
|---|---|----|------------------------|
| 5 | About the Football Foundation             | 8  | Our funding priorities |
| 6 | Our team                                  | 14 | Success factors        |
| 7 | The National Football Facilities Strategy | 18 | What we don't fund     |
| 7 | Local Football Facilities Plans (LFFP)    | 19 | Partnership funding    |

# 2ND HALF

## APPLICATION AND ASSESSMENT

- |    |                           |    |                       |
|----|---------------------------|----|-----------------------|
| 21 | Starting your application | 30 | Supporting documents  |
| 22 | Application forms         | 32 | Assessment + decision |
| 23 | Site development plan     | 33 | Summary               |
| 29 | Project plan              | 35 | Next steps            |

1ST HALF

# THE BASICS



## ABOUT THE FOOTBALL FOUNDATION

*Since our launch in 2000, we've invested in more than 16,000 grassroots projects across England.*

The Premier League, The FA and Government's Football Foundation is a charity that helps communities improve their local football facilities. Since our launch in 2000, we've invested in more than 16,000 grassroots projects across England.

We're committed to improving the experience of playing football for everyone by championing fair access to quality facilities, regardless of age, gender, background or ability. Put simply, our investment helps ensure more grassroots games kick-off, come rain or shine, day or night.

Getting more people involved in our nation's favourite game is important for all of us. Through the power of pitches, players get fitter, improve their mental health, gain a positive focus, grow confidence and build stronger relationships. These are all things that transform lives and help strengthen communities.



## OUR TEAM

**Applying for a large grant can seem a little daunting. But don't worry, we've made our process as simple as possible.**

**"The support and advice systems are excellent, they really helped us throughout the whole application process"**

*Richmond School*

We have a team of people across the country to guide you throughout the process. They are passionate, experienced and they are there to help you:

### **Engagement Manager (Football Foundation)**

Our Engagement Managers will support you at every stage of your application up to submission, offering you the advice and guidance you need to prepare a successful grant application.

### **Facility and Investment Lead Officer (County FA)**

Our colleagues at your local County FA will work closely alongside our Engagement Managers to provide you with additional support at a local level.

### **Grant Manager (Football Foundation)**

After your application is submitted, our Grant Managers will undertake an assessment and will liaise with you to make sure you have the best chance of success. If we award you a grant, they will also provide support services to help ensure your project is operating successfully and is delivering against its intended outcomes.

### **Technical Project Manager (Football Foundation)**

Our Technical Project Managers will provide you with the technical guidance and support you need to ensure your facility is well-designed and costed.

This team is on hand to meet with you and support you through the development of your application. This is your chance to get the advice you need to keep your application moving forwards and ensure you're set for success. Contact your County FA to book onto the next Application Support Day in your area,



## THE NATIONAL FOOTBALL FACILITIES STRATEGY

*Together with our partners at the Premier League, The FA and Sport England (on behalf of Government), we have developed a national strategy to guide our facilities investment priorities over the next ten years and unlock the power of football to transform more lives.*

## LOCAL FOOTBALL FACILITIES PLANS (LFFP)



Find your LFFP [here](#)

To understand demand and accurately target where our investment is most needed, we produced a LFFP for each Local Authority area in England. We expect that 90% of our funding will be used to deliver the priority projects identified in these plans.

However, your inclusion in the LFFP does not guarantee funding; it simply identifies the potential that your project has. Your grant application is your chance to make a truly compelling case - showing us how your project will deliver against our outcomes.



## OUR FUNDING PRIORITIES

*Thanks to the support of our funding partners, we provide grants to a wide range of projects, both 'on' and 'off' the pitch.*

However, we focus on the four main facility types that we believe will have a major impact on transforming lives and strengthening communities.

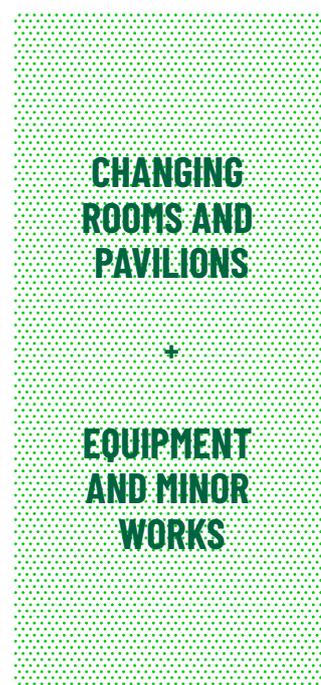
Between 2019-2022 we will invest £216M. A minimum of 75% (£162m) of these funds will be prioritised 'on the pitch'. This includes 3G artificial pitches, natural-turf grass pitches and small-sided. The remaining 25% (£54m) will be spent 'off the pitch'.

We will make extra efforts to champion those projects with the greatest need, such as communities whose facilities need significant improvement and projects that grow participation for under-represented and lower socio-economic groups.

### ON THE PITCH 75-80%



### OFF THE PITCH 20-25%





**Grass pitch improvement**  
So, we know that poor quality pitches are a big problem, and we believe everyone deserves the chance to enjoy football on a good quality pitch. That is why we are on a mission to transform the fortunes of our country's pitches.

We have all the advice and funding support you need. Firstly, we will carry out an assessment of your pitches to understand their current state. The assessment will show us the structure of your pitch, its current quality standard, the level of maintenance it currently receives, and crucially, a plan for how the pitch can be improved. If your pitches do not meet a 'good' standard, we can support in two ways:

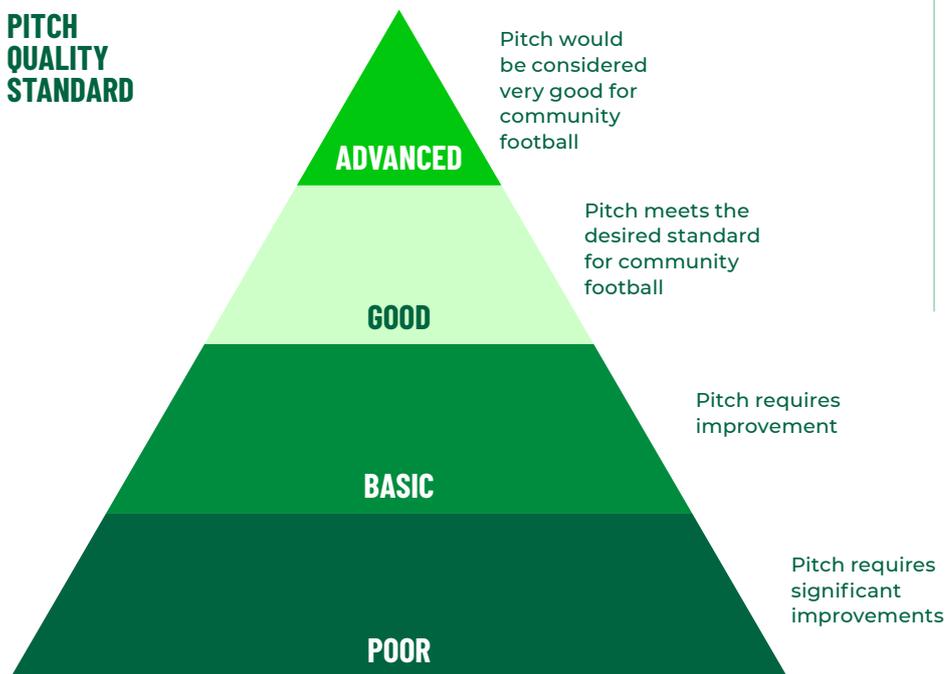
- ▶ **Enhanced maintenance** – the pitch care products you need to deliver a better regular maintenance programme. And the recruitment of a specialist contractor to visit your site at key points throughout the season to carry out enhanced maintenance work
- ▶ **Maintenance machinery** – the tools you need to carry out your maintenance programme

If, over time, your pitch quality cannot be improved by these approaches, we will ask our friendly experts at the Institute of Groundsmanship (IOC) to visit your site and outline the next steps. This may mean more significant renovation work is required e.g. pitch drainage.

While it is not necessary to have a 'good' quality pitch at the point of your application, you will need to commit to achieving this.

If you are applying to us for a different facility type (e.g. 3G pitch or pavilion) you must still commit to having 'good' quality grass pitches. You will need to show you have an appropriate budget to deliver your maintenance programme. It won't cost the earth, but it is important you factor this into your planning.

## PITCH QUALITY STANDARD



***Extra guidance available [here](#)***





### **3G football turf pitches (3G FTPs)**

These offer a consistent, high-quality surface that is perfect for learning and enjoying the game. Every pitch we support must be delivered via our 3G framework; providing us and you with the peace of mind that it will be designed and built to the right specifications, standards and covered by warranty. The framework offers the professional services you require to design, plan, procure, construct and test your facility. Our Technical Project Manager will oversee this process and help keep everything on track.

Firstly, you will need to consider the size of your pitch. We typically prefer full-sized pitches, as they tend to get more use, provide greater flexibility and deliver better value for money. But the size must be right for your community; this must be discussed and agreed with your Engagement Manager before you start your application.

Another consideration is the best location of your 3G FTP. As the most-used pitch, it should be close to facilities such as car parking, toilets and changing rooms. Your pitch must have floodlights and as it will create noise from players, so you should carefully consider the proximity to surrounding residential properties. You can discuss these considerations further with your Technical Project Manager.

What line markings do you require to deliver your usage programme? A full-size pitch is divided x4 for training and x1 (11v11), x2 (9v9), x2 (7v7) and x4 (5v5) for match play. Markings for other sports/activities can also be added. Remember that both training and match-play are equally important considerations; don't worry about multiple markings confusing players, just like in a sports hall, they adapt perfectly well.

Regarding maintenance, while there is no need to cut the grass, you shouldn't underestimate the attention 3G FTPs require. This includes brushing the carpet pile, removing litter and debris, keeping line marking colours vibrant and replacing lost infill. This maintenance ensures the playing surface remains high-quality and you get the full life out of the carpet (typically ten years). We will help you by providing a maintenance plan and details of the associated costs for your income and expenditure forecast.

So, there is lots to consider. These projects take time and patience. But remember, our team is here to help you and, before long, your new 3G pitch will be the jewel in the crown of your football facility.

***See The FA's guide to 3G football turf pitches***





### Changing rooms and pavilions

On a basic level, these facilities offer shelter from the rain, toilets and a warm drink in cold weather. They can also provide a focal point to bring community groups and other sports clubs together and provide income, from the sale of drinks and snacks, to help maintain good quality pitches and sustain your club / league.

You should give careful thought to the changing room requirements of players and officials, as many facilities overprovide in the area, leaving them unused or re-purposed. Avoid such costly mistakes by only identifying the teams in your usage programme that need changing provision. Then think creatively about how you provide this by using more modern and flexible arrangements like staggered kick-off times and lockers to enable shared use.

Whether your project is to provide new or refurbished facilities, you will need to meet our minimum design principles and requirements around safeguarding. Our Engagement Managers and Technical Project Managers will work with you to determine the best solution for your site.

But remember, we are prioritising our investment 'on the pitch'. That means we cannot support applications for changing rooms / pavilions that serve poor quality grass pitches. What we can support are applications that already have 'good' quality pitches or commit to achieving this; as we do recognise the value of pavilions, particularly for sites supporting large multi-team clubs / leagues, professional club community organisations and multi-sport activity.

***Whichever facility type you are looking to apply for, always remember that you will need to demonstrate how your project has been shaped by community engagement and delivers our key outcomes – inclusivity, engagement, quality, sustainability and usage!***



**There are various facility solutions that can provide a small-sided football offer.**



#### **Small-sided facilities**

3G is the preferred surface type for more structured formats of small-sided football, so we want every 3G artificial pitch to have a strong small-sided football offer. Modern line-marking and goal recess systems can be used to accommodate this on a full-sized pitch. However, if the principal focus of your usage programme is small-sided football, the design of your facility can be altered further e.g. multiple small-sided pitches.

Regarding indoor facilities, if you have an existing facility such as a sports hall, we can work with you to ensure you have the equipment you need to develop indoor small-sided activity.

We are also working on new ideas and creative designs for modern, engaging open spaces to support informal small-sided football and multi-sport. If this is a consideration for your project, check in with your Engagement Manager to find out more.

Of course, the best solution for your site could involve a combination of facility types. Our team will work with you to determine the optimum solution for your specific site.

Even if your facility is a more structured environment, you can still consider how to encourage more informal football in your community. Small things can make a big difference, like opening the gates to your pitches after school and during holidays to encourage more children, friends and families to have a kick-about.





MONICA CLUB

*Thanks to the support from our funding partners, we have been transforming lives by investing in facilities since 2000.*

We have seen what works well, but also what doesn't. And what we have learnt is that the very first step on your journey to a successful application is **community engagement**.

This involves identifying and talking to the people and groups in your area who will benefit i.e. develop your project with them, not for them.

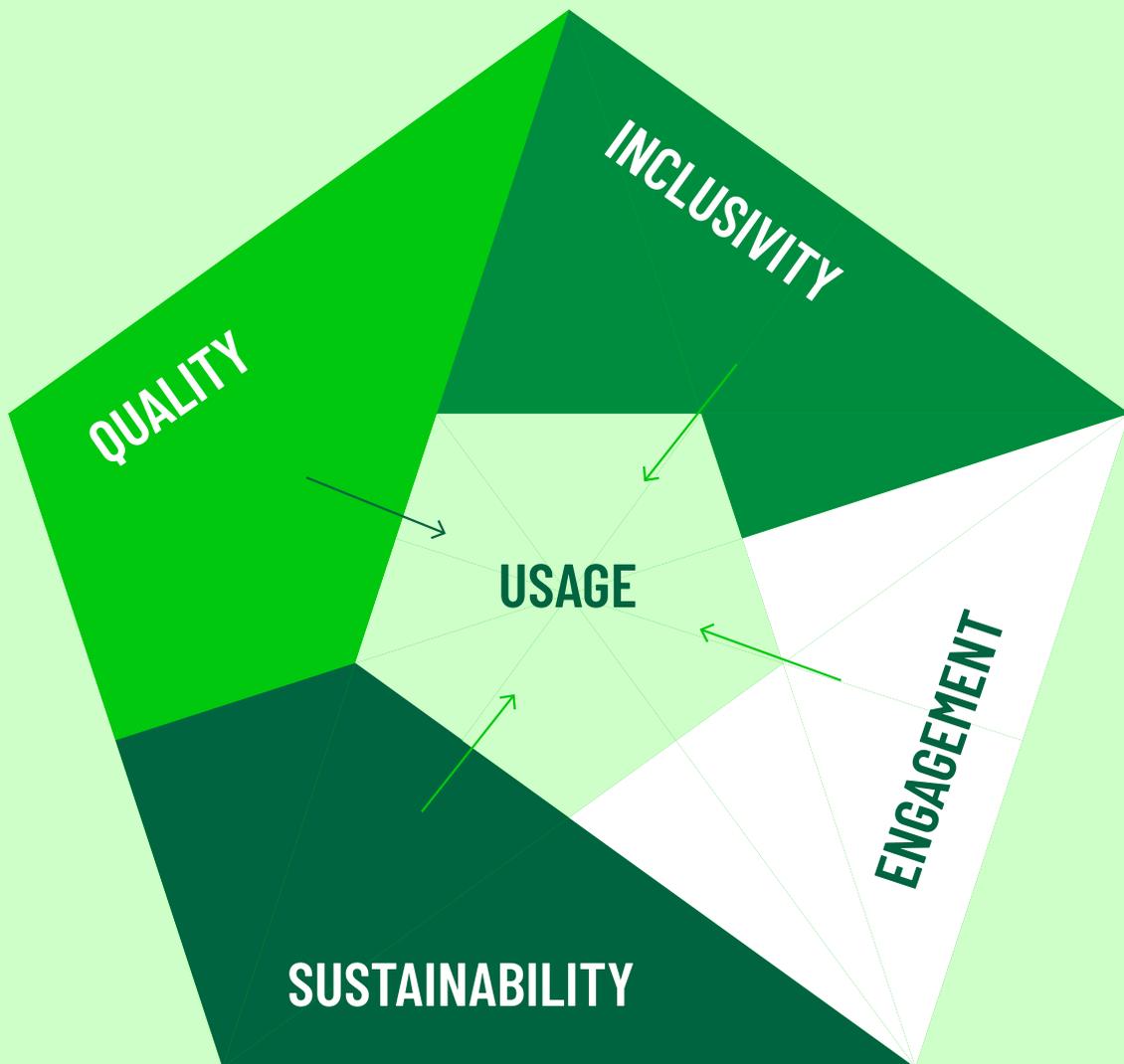
Think broadly and diversely when identifying these partners; you are likely to have some traditional football groups (like clubs and leagues), but you should also engage with non-football groups from the wider community. To do this, identify the community organisations and services in your local area that make a difference to people's lives

We have created a Community Engagement Toolkit to help you with this process.

*Check out our Community Engagement Toolkit to set you up for success!*



*There are five success factors to every project. To give yourself the best chance of success, keep these outcomes at the top of your mind at every stage of your application:*





## QUALITY

### **WILL THE QUALITY OF YOUR FACILITY PROVIDE A POSITIVE PLAYING EXPERIENCE TO ITS USERS?**

Quality matters and, above all, people want to play on a good quality pitch. We know this because poor pitches are continuously cited as the number one issue. As such, every facility we fund, that has a grass pitches, must improve their pitch quality standard to 'good'. But, if your pitches have seen better days, don't worry, we will help you with the advice and funding you need to return them to former glory.

If you are applying for a 3G pitch; each project we support is designed, constructed and tested by our framework of specialist suppliers, ensuring quality is top-notch.

## ENGAGEMENT

### **DOES THE FACILITY DELIVER AN ENGAGING EXPERIENCE TO ITS USERS?**

If you ask any player what makes a positive football experience, they will tell you about the impact of great coaches, teachers and activators. These are an essential part of growing and retaining participation at your facility.

Use them broadly to develop a diverse activity programme that engages a wide range of users - from high-quality coaching for young people, to a fun and social game of walking football. How will you utilise your facilities to ensure there are opportunities for the whole community?



"We believe it's important to understand the differing motivations and barriers for specific audiences, rather than a one size fits all approach responding to stereotypes"



#### SUSTAINABILITY

### **WILL YOUR FACILITY PROVIDE OPPORTUNITIES FOR THE LONG TERM?**

We make investments for the long-term because we want your community to access great football facilities for many years to come. Achieving this means getting the basics right – good management and good maintenance. We have some tools to help you, and we'll talk more about these later.



#### INCLUSIVITY

### **WHAT ACTIVITIES WILL YOUR FACILITY PROVIDE TO GROW PARTICIPATION FOR DIVERSE AND UNDER-REPRESENTED GROUPS?**

Football is for all. It has the power to break down barriers and unite communities. We want you to unleash this power, so think about all the people in your community and make extra efforts to include under-represented groups, such as women and girls, disabled people and Black, Asian and minority ethnic communities.

You must also make extra efforts to include people from low socio-economic groups i.e. individuals that may have few or no qualifications, be on a low income and live in an area often described as deprived (both rural and urban).

Importantly, people cannot be thought of as one homogenous group. A complex backdrop of economic and health inequalities magnifies the barriers to getting active, such as confidence, knowing where to go, cost, or lack of time and appropriate opportunity. These circumstances often make it more difficult to participate in sport or physical activity, but when engaged, the social and personal benefits are significant.

#### USAGE

### **HOW MANY MORE PEOPLE WILL TAKE PART?**

Combining effective community engagement with these success factors will lead to more people taking part and a usage programme will start to emerge. This will show who will use your facility and when they will use it. This programme will be the heartbeat of your application; it will showcase the great activity that will take place. So, take your time and give it some careful thought.

Consider how your facility will support existing football participation, but also identify gaps in provision where you can grow the game. Ensure your football programme is diverse and reflects the many different formats for how the beautiful game can be played (e.g. education, clubs and small-sided).

And while football will be at the centre of our investment decisions, we also want other sports to benefit – so always consider multi-sport/activity opportunities as identified via your community engagement.



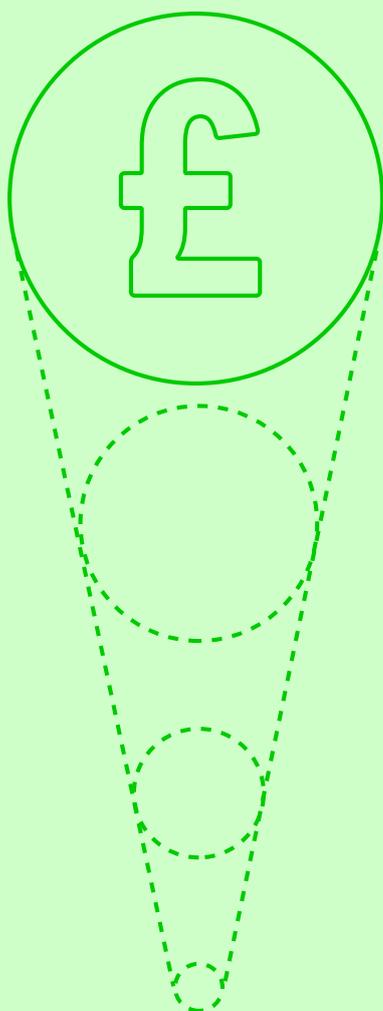
## WHAT WE DON'T FUND

*While we pride ourselves on being easy to work with and we promise to keep an open mind and maintain a flexible approach to any project that will deliver our outcomes, there are a few things we just can't fund:*

- ▶ Retrospective funding (for works you have already completed, commenced, or made a contractual commitment)
- ▶ Revenue-only projects
- ▶ Routine maintenance and repairs resulting from wear and tear and not part of a grass pitch improvement programme
- ▶ Projects intended for private gain
- ▶ Projects outside England



## *One thing to consider carefully before starting your application is the amount your organisation will be able to contribute to the cost of the project.*



We ask every applicant to contribute towards the cost of their project. We do this so we can maximise the funds we receive from the Premier League, The FA and Sport England (via Government), to transform more lives and strengthen more communities. We call this 'partnership funding' and it can come from a range of sources.

'How much?' we hear you ask! Well, every project must represent value-for-money and that is primarily assessed by the outcomes your project will deliver. Our Engagement Managers will advise you on the level of grant they believe is appropriate for your application.

In all cases, we expect a direct contribution from the applicant and each key partner; commonly via reserves, fundraising or borrowing - and often a combination of all three. We also expect every applicant to exhaust all external avenues of partnership funding, so it is important that you provide evidence of the efforts you have made to raise money, even when you have been unsuccessful.

Most of your partnership funding should be secured before you submit your application; this provides both us and you with the confidence that our grant will enable your project to proceed. In some cases, it can be acceptable to have a small sum of unconfirmed partnership funding.

However, the source and timeframe for confirmation must both be clearly identified. It is also acceptable to run your fundraising efforts up to the point of construction. This will give you more time for that last push while we are assessing our application.

We see many different sources of partnership funding. Your Engagement Manager and your Local Authority or Active Partnership may be able to assist you to identifying possible sources. You can also [click here](#) for guidance from our partners at Sport England.

Many applicants underestimate how long it will take to secure partnership funding, so we strongly recommend you start your efforts as early as possible. To support you, we can give you a letter from the Football Foundation clearly stating that you are a priority project to us and that it is our aim to support you with funding. We do this because we understand that, like us, the organisations you approach for funding will want reassurance that your project idea can become a reality before they commit. Our letter will show strong support for your project and send a rallying call to action for other local organisations to join us to help get your project over the finish line.



2ND HALF

# APPLICATION



## STARTING YOUR APPLICATION

*We know that application forms can be daunting, so we have worked hard to make our application process much more usable for you.*

# A

We have simplified the process and reduced the time it takes us to give you a decision. Your application is now tailored to you, everything is online and easy to use.

To start your application, your Engagement Manager must provide access to our application portal. This approval will happen when your facility has been identified as a priority project and all parties are able to proceed. You will receive an email with the details you need to get started.

There are four sections to your application:

1. Application Form
2. Site Development Plan
3. Project Plan
4. Supporting Documents

We will now guide you through each section.

**"Very easy to use – a pleasant surprise which hopefully makes it really accessible to others. Thank you!"**

*Absolutely Cultured*

# B



## APPLICATION FORMS

*The application section contains four forms: Project overview, Project costs, Project build & Project management.*

**Project overview**  
Summarise your proposal, share your outcomes and tell us why this will meet the needs of your local community.

1

**Project costs**  
Agree eligible items and grant request with our team, present tendered costs for each eligible item, show partnership funding.

2

**Project build**  
Detail your construction schedule and management arrangements.

3

**Project management**  
Tell us how you will manage a successful facility and which key partners will be on your steering group.

4



## SITE DEVELOPMENT PLAN

**This is the focal point of your application. It's your chance to showcase the football activity that will take place at your new facility.**



Our online tool will help create your five-year plan. But before you start, let us show you what a great football offer could look like. We will guide you through three important areas: education, clubs and small sided. For each area, that is applicable to your project, consider how your facility can create equal access for male, female and disabled players of all ages.

### **Education**

For schools, a great football offer includes curriculum, lunchtime and after school provision for boys and girls at every year group. If this is not already in place, show us your five-year game plan to achieve this.

Intra and inter school competition should be provided for boys and girls and district and national competitions are encouraged. Strong links with local clubs provides playing opportunities in the community.

For older age groups, we recommend youth leadership programmes to develop confidence, life skills and the next generation of coaches, referees and leaders. Also consider running recreational programmes, like Just Play and Soccercise, for women interested in fun and fitness.

**"We are proud that our new sports facility provides equal opportunities for boys and girls"**

*Headteacher*





## Clubs

Show us how your project will support local clubs and leagues, for training and match play. If you are a club, demonstrating this will be straightforward. To begin with, we want to know that you are the best place for people to learn and enjoy football, so you'll need to be FA Accredited.

Next, tell us how you will grow participation for male, female and disability players at every age group. We believe that every person, whatever their ability, should have the opportunity to play football – your facility can play a key role in making this happen.

If you are a school, Local Authority or other type of organisation you will need to think carefully about how your project will support clubs and leagues. We recommend you work closely with a small group of key partners. Discounted pricing and usage must be agreed in advance. Your facility should feel welcoming for local clubs and leagues and could even be their home.

**"Everyone is welcome, whatever their ability"**

*Grassroots coach*



### Small-sided football

This type of football can be played in many ways. It's a great way to have fun, be social and keep fit. It's flexible, covering informal play, recreational sessions and competitive teams and leagues. So, we encourage all facilities to have a strong small-sided offer for male, female and disability players.

Make sure you engage with your wider community to help plan and deliver your facility's small sided offer and use our Community Engagement Toolkit to help you.



←----->  
Highly competitive Less competitive

#### TEAMS + LEAGUES



##### Covers

Football played in competitive league structures, typically with players registered to teams (affiliated to leagues and their County FAs)

##### Example

Small-sided affiliated leagues, other non-affiliated leagues, commercial small-sided leagues, futsal.

#### RECREATIONAL



##### Covers

Football played where facilities are typically booked and there may be someone to help organise (shin pads / boots may be worn too but not always).

##### Example

Small-sided non-affiliated, walking football, FA Just play, casual pitch hire

#### INFORMAL



##### Covers

Football played in local parks and green spaces — not organised, free and open access. Often played spontaneously (normal clothing worn, eg. jeans and trainers).

##### Example

Kick-about, casual games





### *Teams and leagues*

Small-sided leagues are very popular, so make sure they are part of your football offer. You could run your own leagues or procure a third-party operator.

While most small-sided football is played outdoors, don't forget indoor spaces; these make a great setting for small-sided football. Indoor spaces are perfect for Futsal (the fastest growing format of the small-sided game). It's fast, skillful, exciting and, if you have an indoor space, we want to know your plans to develop Futsal for your community.

### *Recreational*

Recreational activity provides opportunities for people who may not want to take part in a club. Most commonly, this involves self-organised casual pitch hire / 'pay and play' sessions with groups of friends. You can also work with partners to create sessions using national programmes like Premier League Kicks, FA Wildcats, Soccercise and Just Play or Man Vs Fat. Opportunities can be tailored help engage under-represented groups such as lower socio-economic groups and Black, Asian and minority ethnic communities.

Your Professional Football Club community organisation will deliver a diverse range of such programmes. These important organisations need local facilities, so make sure they are right at top of your community engagement list.

Recreational sessions can take place outdoors or indoors, but indoor environments are especially good for very young groups (e.g. soccer tots coaching), people that are new to football and / or less confident (and may value the privacy provided by an enclosed space).

But make sure to think creatively; the best examples of recreational football often come from engagement with local community groups. We have been inspired by programmes supporting causes such as tackling homelessness, getting people back into work, combating loneliness, losing weight and many others. What outcomes can your facility help achieve?

### *Informal*

If your facility is designed for informal football it will be free to use and open access for a kick-about or casual game. But also consider a limited programme of activation i.e. a few hours per week when organised activity happens, such as a Premier League Kicks programme.



Age	 <b>Education</b>	 <b>Clubs</b>	 <b>Small-sided</b>
<b>25+</b>		<ul style="list-style-type: none"> <li>▶ Adult team (male, female and disability)</li> <li>▶ Veterans / Masters Teams (male and female)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Small-sided leagues (male and female)</li> <li>▶ Futsal</li> <li>▶ Walking football (male and female)</li> <li>▶ Just Play</li> <li>▶ Casual pitch hire / pay and play</li> <li>▶ EFL Fit Fans</li> <li>▶ Man vs Fat</li> </ul>
<b>16-25</b>	<ul style="list-style-type: none"> <li>▶ Intramural competition (male and female)</li> <li>▶ BUCS / AOC competition (male and female)</li> <li>▶ Just Play: Soccercise</li> <li>▶ Youth Leadership</li> </ul>	<ul style="list-style-type: none"> <li>▶ Youth teams (male, female and disability)</li> <li>▶ Transition to adult football</li> </ul>	<ul style="list-style-type: none"> <li>▶ Premier League Kicks</li> <li>▶ Futsal</li> </ul>
<b>11-16</b>	<ul style="list-style-type: none"> <li>▶ Curriculum at every age group (boys and girls)</li> <li>▶ Out of hours coaching at every age group (boys and girls)</li> <li>▶ Intraschool competition (boys and girls)</li> <li>▶ Interschool competition and School Games</li> <li>▶ ESFA/ISFA competition</li> <li>▶ Youth Leadership programmes</li> <li>▶ Luntime play</li> </ul>	<ul style="list-style-type: none"> <li>▶ Youth teams (boys, girls and disability)</li> <li>▶ Summer festivals</li> </ul>	<ul style="list-style-type: none"> <li>▶ Premier League Kicks</li> <li>▶ Private coaching providers</li> <li>▶ Futsal</li> </ul>
<b>5-11</b>	<ul style="list-style-type: none"> <li>▶ Curriculum at every age group</li> <li>▶ Premier League Primary Stars</li> <li>▶ Lunchtime play</li> <li>▶ Afterschool coaching (boys and girls)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Mini-soccer teams</li> <li>▶ Coaching centres</li> <li>▶ Summer festivals</li> </ul>	<ul style="list-style-type: none"> <li>▶ Premier League Kicks</li> <li>▶ Private coaching providers</li> <li>▶ Futsal</li> <li>▶ Birthday parties and holiday camps</li> </ul>

***You can't do this by yourself; you're going to need a strong squad. This is likely to include passionate teachers, motivational coaches, enthusiastic activators / play makers, respected referees, dedicated grounds keepers and selfless club volunteers. Tell us how you will identify, develop and celebrate your football workforce.***

And remember, we've got the backroom staff to help you. Your County FA Facility and Investment Lead Officer can provide ongoing guidance and support and can connect you into specialist Development Officers to assist your women and girls, disability and workforce planning.

**"If only all grant giving bodies were as helpful and straightforward as the Football Foundation"**

*Ashford Borough Council*



## ***In this section of your application you will develop a programme of use – the process of scheduling football activity from your site development plan into your available facilities.***



**AFFORDABILITY**



**ACCESSIBILITY**



**SUSTAINABILITY**

**“Very helpful from start to finish. It was relatively easy to submit our application and staff were very helpful.”**

*Scalby FC*

This programme acts as a beacon for your project; summarising the all the great activity you will deliver.

Remember, aim for a ‘balanced approach to all formats for football’; education, clubs and small-sided for male, female and disabled players. Multi-sport activity should also be captured. This will showcase that your facility really does provide opportunities for the whole community.

Many facilities bring activity together by holding a weekly ‘women and girls’ football night. Programming your women and girls’ activity together on the same night creates a positive environment for female players. A great showcase for the thriving female game.

Remember, make sure you accommodate both training and match-play into your programme. To maximise the use of your facility, a central-venue league on a 3G FTP is the optimal model (i.e. a league runs its weekly fixtures programme from your 3G). You should also look to have season-long bookings by key partner clubs. Avoid relying on occasional bookings from clubs when grass pitches are unplayable; this does not support long-term pitch improvement in your local area.

Your pricing policy should be carefully considered to ensure it is affordable to the local community and it acknowledges the contributions of your key partners. Firstly, audit the prices of other local facilities to understand market rates. Then adopt a three-tier policy; 1) key partners 2) community users 3) commercial (i.e. those hiring your facility to make profit).

Special allowances should be made to ensure pricing does not prohibit lower socio-economic groups from booking the facility or taking part in activity. Commonly, this will involve offering free use to specific local groups that could otherwise not afford to pay.

When complete, our online tool will automatically generate your five-year income and expenditure forecast from your programme of use. It is pre-programmed with standard operating costs; just edit this to meet your specific requirements. Lifecycle costs (such as 3G carpet replacement after ten-years) will be included to ensure your facility is sustainable. Your budget must illustrate how you will manage and maintain a good quality facility; including good quality grass pitches.

Any significant surplus must be reinvested into football development and / or further improvements to football facilities. A reinvestment plan should be agreed with our team. However, if your facility is forecasted to make a loss, we will require a signed-declaration from the applicant that these will be covered.

## SUPPORTING DOCUMENTS

*And finally, we have a section for you to upload your supporting documents.*

There will be a checklist for you on our application portal that is bespoke to your project. However, common items include:

- ▶ **Technical documents (e.g. designs)**
- ▶ **Evidence of partnership funding**
- ▶ **Letters of support from key partners**
- ▶ **Governance documents (e.g. policies and procedures)**
- ▶ **Security of tenure\***

\*You will need to demonstrate the following security of tenure. Any grant award over £100,000 would be subject to first charge over the property upon which the facilities are being developed (or a restriction if the applicant is a Local Authority, Public Authority or Parish Council):

	£25K — £100K	>£100K
<b>Security of tenure</b>	Freehold or 10 years leasehold	Freehold or 21 years leasehold
<b>Claw back period</b>	10 years	21 years



Next section



2ND HALF

# ASSESSMENT



## ASSESSMENT + DECISION

*Once your application is submitted, we will confirm receipt and let you know which member of our team will undertake the assessment.*

*During this process our team will contact you should they have any requests for further information.*

*You should expect a decision within four weeks (for grants under £250k) or three months (for grants over £250k), as they will be presented to an independent panel or the Football Foundation Board of Trustees for a decision.*



*Okay. Whilst that might have been the longest pre-match team talk ever, we hope you agree it was worth it. We want you to have the advice and information you need to develop a successful grant application. So, let's summarise:*

---

### ***Our mission:***

*To transform lives and strengthen communities*

---

### ***Our outcomes:***

*Engage with important community partners to shape your project idea. Demonstrate how you will deliver the five success factors to every project:*

- 1** **Quality** – Will the quality of your facility provide a positive experience to its users?
- 2** **Engagement** – Does the facility deliver an engaging experience to its users?
- 3** **Inclusivity** – What activities will your facility provide to grow participation for under-represented groups?
- 4** **Sustainability** – Will your facility be sustainable, providing opportunities for the long term?
- 5** **Usage** – How many more people will get to take part?

2ND HALF

# NEXT STEPS



## NEXT STEPS

*The crowd is waiting, the excitement is building, it's time to kick off your application!*

*Everyone at the Premier League, The FA, Government and Sport England are cheering you on. And remember, our team at the Football Foundation and your County FA are there to help you every step of the way, so make sure you see them regularly at our application support days.*

*Good luck!*

