



— FUNDING PARTNERS —

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WHERE THE FUNDING HAS GONE

The Football Foundation is a charity that provides grants to help build better public sports facilities with money provided by our core funders, the Premier League, The FA and Government (via Sport England). We also deliver award-winning community sport programmes for other organisations, including Barclays and the Mayor of London.

The Football Foundation provides a vital key lifeline for the grassroots of the game, improving the quality of experience people have when they play sport in this country and driving up participation by increasing the capacity and opening up our national game to as many people as possible.

The difference this investment makes is seen in the thousands of new 3rd generation (3G) artificial grass playing surfaces, real grass pitches, changing pavilions and new football teams being created across the country.

This annual report will demonstrate, through a number of real examples, the impact the Foundation has had over the last 12 months. This is illustrated by the map opposite, which shows the grants that we awarded in 2011.



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CHAIRMAN'S INTRODUCTION



Since my appointment as Chairman of the Football Foundation in October, I have had the opportunity to review how the Foundation works and have had the chance to meet many of the staff members.

It is evident to me that the Foundation is an outstanding example of how charitable funds should be managed and distributed. I have been particularly impressed with the professionalism, skill and work ethic of the staff who are clearly and quite rightly proud of their achievements. The sophisticated business processes and supporting systems in place at the Foundation would grace any leading company and it would appear to me that the Foundation is very much leading the way in the Third Sector when it comes to being able to evidence the impact of its work.

In his foreword the Foundation CEO has identified some acute challenges that the Foundation – and grassroots sport in general – will face over the next few years. And I am looking forward to doing my part to help Paul Thorogood and his team face and overcome these issues, so that the Foundation can make an even bigger impact on the improvement of grassroots facilities in this country.

I would like to take this opportunity to thank the Trustees and the independent Assessment Panel members, all of whom carry out this important role without reward, other than the satisfaction and knowledge that they are supporting something very worthwhile. I would also like to thank Paul and his executive staff for their hard work in ensuring another successful year. Finally, none of this would be possible without the funding provided by our core funding partners, the Premier League, The FA and the Government/Sport England or the millions of volunteers up and down the country who make grassroots football happen.

I hope that you enjoy reading this annual review.

Gary Hoffman
Chairman

Football Foundation Board

The Foundation's Board of Trustees is made up of representatives from the funding partners: the Premier League; The FA; Government and Sport England along with an independent Chairman.

The Football Foundation's Board

President:

The Rt Hon Lord Pendry PC

Chairman:

Gary Hoffman

Trustees:

Roger Burden

The Rt Hon Richard Caborn

Jonathan Hall

Peter McCormick OBE

Richard Scudamore

Phil Smith



— ■ FUNDING PARTNERS ■ —

On behalf of the grassroots game, the Foundation would like to thank our funding partners, the Premier League, The FA and Government/Sport England, for their financial contributions.

This essential investment, provides vital support for the grassroots game.

CHIEF EXECUTIVE'S FOREWORD



I am delighted to be able to say that the importance of the Football Foundation's work and the high regard in which we are held has, once again, been evident throughout the past year. A government report named the Foundation as the most efficient grant giving organisation of our type in the country, and we were thrilled to be nominated for the award of 'Charity of the Year' for 2011 by The Charity Times.

But whilst the Foundation's level of recognition has never been higher, the need for it has never been greater. Thousands of pitches and pavilions have been transformed thanks to the money provided by our core funding partners the Premier League, The FA and Government/Sport England over the last 11 years. However, sadly, the truth is that the vast majority of local football facilities remain in desperate need of investment.

FA Chairman, David Bernstein, expressed his concern during a tour of the grassroots game earlier this year, saying: "Probably the most consistent single issue I hear is the need to invest in facilities, and the concern that, with cuts taking place, the investment is going the wrong way." This was overwhelmingly echoed in the response to a recent FA National Game survey in which 84% of respondents cited the development of better facilities as their main priority.

Football is, by far and away, the most popular sport in the country and is ideally placed to drive activity rates and help to defuse the diabetes and obesity time bombs. Diabetes drugs now account for 8.4 per cent of the NHS medicines bill, costing taxpayers £725 million per year, and the Government Foresight report predicted that if no action was taken on obesity, 60% of men, 50% of women and 25% of children will be obese by 2050. Investing more to ensure that more people have access to quality grassroots facilities would not only encourage more people to get active and help to tackle the country's costly health issues, but it would also serve to improve the general skill levels of our young players, which can only be beneficial to the professional game in the long run. After all, trying to coach young players on a training pitch that resembles a boggy allotment in February, and not being able to coach after 4pm because there are no floodlights available, is hardly going to equip them with the skills to compete with the likes of Lionel Messi or Andrés Iniesta!

Last year, the Foundation managed to spread its funding by attracting 65% partnership funding across all projects, and this has been the trend for the past five years. However, economic austerity measures are now biting hard into local authority budgets and local businesses are watching every penny which means that volunteer fundraising is also being stretched.

This means that, more than ever, sport generally needs to ensure it receives as much value for money as possible from every penny it has available. For this reason, the Foundation has designed state of the art performance management, monitoring and evaluation systems to ensure that we can evidence the real impact of our work, and why we are offering these services across sport generally. As a nation, we simply must ensure that whatever funding is available to sport is invested wisely, effectively and efficiently to reap the greatest impact in terms of general participation rates and increasing quality.

When the Foundation funds a facility development, it helps create a space for our game to flourish, for life skills to be taught and for regular activity to take place. It also provides jobs for a multitude of small-to-medium sized British companies, including local bricklayers, plumbers, carpenters and electricians.

It is in society's interests, our economy's interest and our national game's interest that we develop our public sports facilities into something this country can be proud of.

On behalf of all who work and play at the grassroots level, thank you for whatever support you are able to provide, as we continue to work with our funding partners, the Premier League, The FA and the Government/Sport England, and the millions of inspirational volunteers who make grassroots sport happen each week, purely for the love of the game.

Paul Thorogood
Chief Executive

A FOUNDATION PROJECT FROM START TO FINISH

Here is the full end-to-end process at a glance that a Foundation applicant goes through – from having the initial idea to build a new facility, to cutting the ribbon and opening the changing room doors to the public.

1. Starting off

Developing a project and completing a funding application can be a daunting and time consuming task especially for a volunteer who has never done it before. Both the Grass Roots Facility Fund and Build the Game have a two-stage process to ensure that only those projects with a realistic chance of being supported are requested to complete a full application, before being entered into what is a comprehensive assessment and decision-making process.

The first stage requires an applicant to fill in a very brief Expression of Interest (EOI) form, which sets out how they want to improve their sports facility with the help of a Foundation grant. On completion of the EOI, the Foundation liaises with The Football Association (The FA) to confirm that there is a strategic need for the project and if so the applicant is invited to complete a full application (stage 2 of the process).



2. Preparing an application to the Foundation

The Foundation works closely with The FA, though their network of County Development Managers and Regional Facilities Managers to support the applicant in developing their project offering a range of football development, business planning and technical advice. It is at the application stage where the applicant is asked to provide all the required evidence that demonstrates the community usage of the facility, value for money and other key criteria which includes ensuring they have the requisite security of tenure, planning permission and partnership funding. A Football Development Plan (FDP) and a business plan are also required, which outlines how the site will be used and how the applicant will maintain and sustain the ongoing operation of the site.



3. Application gets assessed

Once an application is received, the Foundation then carries out an initial assessment to see if the applicant has provided all the necessary information and a decision is made as to whether the project is eligible for funding.

The final decision process is different depending on the size of grant that is applied for:

Applications for grants between £1 and £50,000

A report is presented to the Foundation CEO and Chair of the Facilities Assessment Panel for consideration and delegated approval if appropriate.

Applications for grants between £50,001 and £500,000

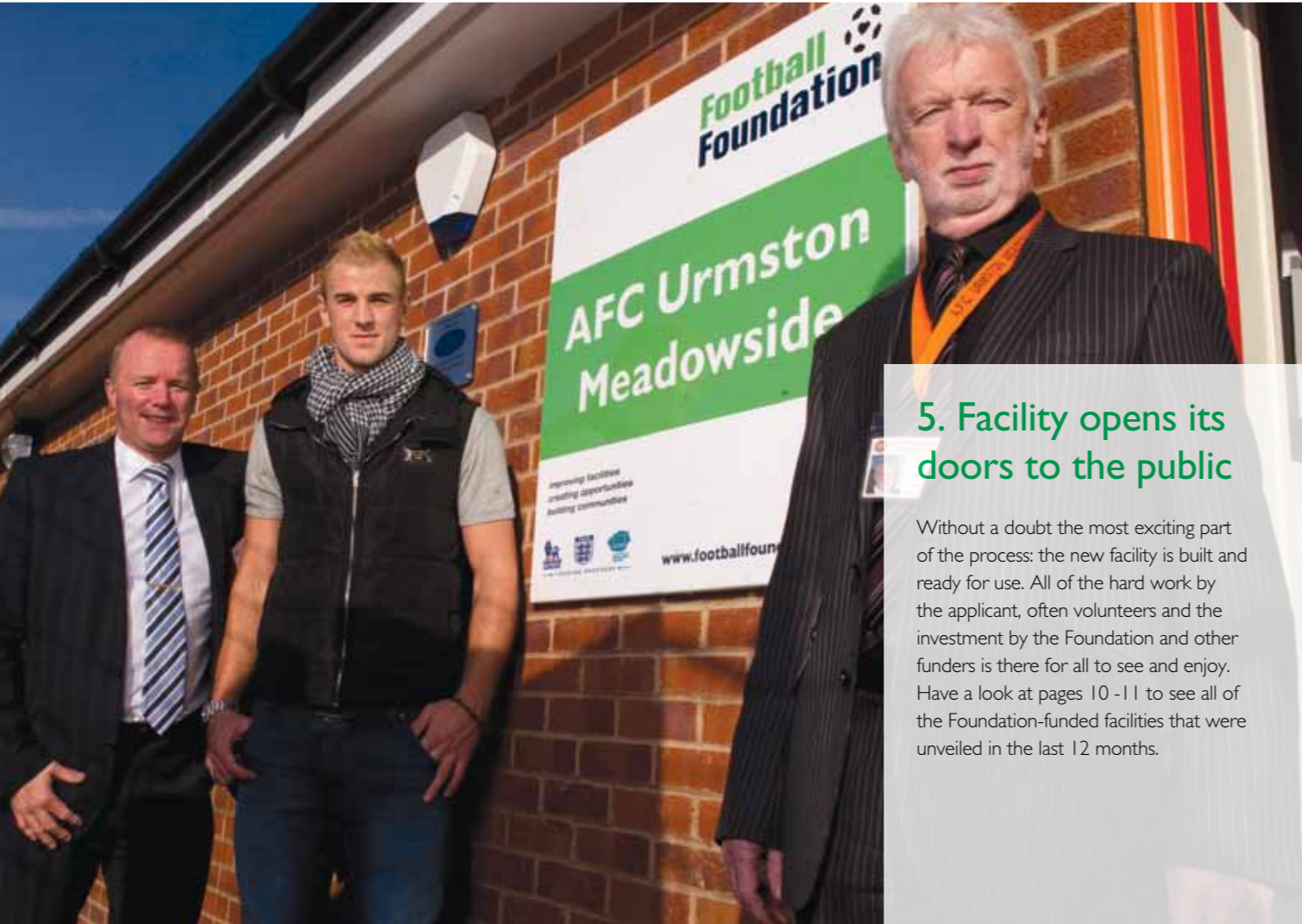
The Foundation's Facilities Team present reports on the projects to our Facilities Assessment Panel, an independent body of experts, for consideration. The 20% highest grant requests are then forwarded to the Foundation's Board of Trustees for their consideration and final decision.

If successful the applicant is sent an offer letter, a copy of the Foundation's Terms and Conditions of grant award and acceptance form, which they then sign and return back. Once all of the pre-build conditions have been met the applicant is then given permission to start construction.



4. Construction

Building work can now get underway and on receipt of claim forms and relevant supporting documents/invoices, the Foundation will pay claims in the same relation as the grant bears to the total project cost. This will continue until 95% of the grant has been released. The remaining 5% of the grant will be paid once a final site inspection has been completed by a member of the Foundation's Technical Team and receipt of written evidence of completion of the project has been submitted.



5. Facility opens its doors to the public

Without a doubt the most exciting part of the process: the new facility is built and ready for use. All of the hard work by the applicant, often volunteers and the investment by the Foundation and other funders is there for all to see and enjoy. Have a look at pages 10 -11 to see all of the Foundation-funded facilities that were unveiled in the last 12 months.

6. Post-project Monitoring and Evaluation

Leading performance management systems and robust monitoring and evaluation (M&E) provide clear evidence of the impact that each funded-facility is achieving with the money that it has been provided.

As soon as a funded facility opens, we start to measure the impact it is achieving. Every funded organisation is required to complete an on-line annual M&E form at the end of each season/academic year. This form collects site participation, coach development and financial data which provide an overview of how the projects are delivering against expected outcomes.

All projects over £20,000 are required to attend annual M&E support meetings to identify areas of best practise or highlight areas of risk and/ or under performance. Where necessary, recovery plans are formulated to assist projects to get back on track.



7. 'Sweating the assets' – Activity and Sustainability Advisors

M&E reports indicate activity at each of the Foundation funded facilities and when this activity is taking place. Generally, participation across all sites grows year-on-year: For example, last year, across all Foundation-funded sites, participation increased by 10.1% over the previous year; the year before the increase was 10.5% over the year before that. However, while the Foundation can be proud of this success, its ethos of continuous improvement requires it to identify individual facilities that could do better.

Activity and Sustainability Advisers (ASAs) work with facilities targeted by M&E reports to identify blockers to participation and activity. Last year, Interventions by the ASAs resulted in 42% increase in weekly participation. Any lessons identified by the ASAs are captured and fed back into the beginning of the application and assessment process so that identified issues do not become a problem for future funded facilities.



OUR YEAR OF GRANT RELATED EVENTS

Between June 2010 and May 2011 there were 152 Football Foundation grant related events of which 95 were the official opening of completed facilities.



- 1 Barton Parish Council
New changing rooms
- 2 Poppleton JFC
New changing rooms and improvement to car park
- 3 Saffron Dynamo Football Club
New changing rooms
- 4 Thame United FC
New changing rooms and improvement of grass pitches
- 5 North East London Mental Health Trust
AIR Football
- 6 Sindon Borough Council
Croft Sports Centre
New AGP and improvement to grass pitches
- 7 Lawford Junior FC
New changing rooms
- 8 Cheshire East Council
New AGP, changing rooms and grass pitches
- 9 Tewkesbury School
New AGP and changing rooms
- 10 Lancashire County Council
New changing rooms and improvement to grass pitches
- 11 Norfolk County FA
Refurbishment of AGP
- 12 Knesborough Celtic JFC
New changing rooms and new grass pitches
- 13 The Crossley Heath School
New changing rooms
- 14 The London Borough of Haringey
New changing rooms and improvement of grass pitches
- 15 South Cave Social and Recreation Committ
New grass pitches
- 16 Brookfield Community School
New AGP
- 17 Whitwell FC
New changing rooms
- 18 AFC Sudbury
New changing rooms
- 19 Inkberrow Football Club
New grass pitches
- 20 Chartham Sports Club
New changing rooms
- 21 Liverpool City Council
Heron Eccles Sports Ground - New changing rooms and improvement of grass pitches
- 22 West Hallam Parish Council
New changing rooms
- 23 Hutton Granswick Sports and Recreation
Improvement of changing rooms
- 24 Belton with Bristow Parish Council
New changing rooms
- 25 Bacton United 89 YFC
New changing rooms and new grass pitches
- 26 Runcorn Linnetts FC/
Halton Borough Council
New Stadium
- 27 Wells City Football Club
New floodlights
- 28 Overhorpe Sports Club
New grass pitch
- 29 Mulgrave Community Sports Association
New changing rooms and new grass pitches
- 30 Frome Collegians AFC
New grass pitch
- 31 Yatton Junior Football Club
New AGP
- 32 Hythe Town Council
New changing rooms and improvement of grass pitches
- 33 Tiptree Heath FC
Improvement of grass pitches
- 34 Aylesford Football Club
New changing rooms
- 35 Thurmaston Parish Council
New grass pitch
- 36 St Edmundsbury Borough Council
New changing rooms and improvement of grass pitches
- 37 Rochdale Metropolitan Borough Council
Heywood Sports Village - New AGP, new changing rooms and improvement of pitches
- 38 PPACT
New changing rooms
- 39 Calne Town Council
Beverbrook: New changing rooms and new grass pitches
- 40 Little Malvern & Welland Parish Council
New changing rooms and improvement of grass pitches
- 41 Mole Valley District Council
New changing rooms
- 42 North Curry Parish Council
White Street Sports Facility - New storage facility
- 43 Netherfield Cricket Club
New changing rooms
- 44 Longhoughton Village Development Trust
New AGP and new changing rooms
- 45 Stebbing Parish Council
New changing rooms
- 46 Ascot United FC
New changing rooms and improvement of grass pitches
- 47 Martin Colliery Athletic Club & Institut
New changing rooms and improvement of grass pitches
- 48 Sporting FC: Increase the love
- 49 Oakworth Juniors Football Club
New changing rooms
- 50 Hammersknott School and Language College
New AGP, refurbishment of changing rooms and improvement of grass pitches
- 51 Eversley Sports Association (ESA)
Cross Green Sports Field - New changing rooms and new grass pitches
- 52 Keyworth United Community FC
New changing rooms
- 53 Egerton Youth Club
New AGP and new changing rooms
- 54 Shilbottle Miners Welfare
New changing rooms and improvement of grass pitches
- 55 Tresham Institute of further & higher ed
New AGP
- 56 The Royal Borough of Windsor & Maidenhead
Cox Green School - New changing rooms
- 57 Enterprise South West Shropshire
New AGP
- 58 Golons Convent Girls School
New AGP
- 59 Witchford Village College
New AGP
- 60 Spennithorne & Hamby FC
New grass pitch
- 61 The City of Lincoln Council
Yarborough Leisure Centre - New changing rooms
- 62 Bishop Auckland FC
New stadium
- 63 Alconbury Sports & Social Club
New AGP, refurbishment of changing rooms and improvement of grass pitches
- 64 University Of Worcester
New AGP
- 65 Highside Playing Field Association
New changing rooms, new MUGA and improvement of grass pitches
- 66 London Borough of Islington
Whittington Park - New AGP and new changing rooms
- 67 Dorset County Council
Thomas Hardy School - Refurbishment of AGP
- 68 Bourton Rovers FC
Refurbishment of changing rooms
- 69 Bedfordshire County FA
New AGP
- 70 Leicester City Council
New College - New AGP and new changing rooms
- 71 Leicester City Council
Linwood - New changing rooms and new grass pitches
- 72 Ashlyns School
New AGP
- 73 London Borough of Richmond Upon Thames
Whitton School - New changing rooms and new AGP
- 74 Stockport East Cheshire and High Peak Ce
Disability Football and Physical Activities
- 75 Loxwood FC
New floodlights and refurbishment
- 76 North Tyneside Council
New changing rooms, new MUGA and improvement of grass pitches
- 77 Rayleigh Town Council
Improvement of grass pitches
- 78 Chipping Sodbury School
New AGP and new changing rooms
- 79 East Lindsey District Council
New changing rooms and improvement of grass pitches
- 80 Dartford Borough Council
New AGPs
- 81 Malton School
New AGP and changing rooms
- 82 St Augustine's RC High School
Improvement of grass pitches
- 83 St Bede's Catholic College
New AGP and new changing rooms
- 84 St Ives Community and Recreation Associa
New changing rooms
- 85 Doncaster Metropolitan Borough Council
Refurbishment to clubhouse
- 86 South Gloucestershire Council
Pomphrey Hill - New changing rooms
- 87 Sawston Parish Council
New changing rooms
- 88 North East Lincolnshire Council
New AGP, new changing rooms and new grass pitches
- 89 Brent County ARK Academy
New AGP
- 90 St Mary's School
New AGP
- 91 Robert May's School
New AGP
- 92 Blackburn Community Sports Club
New changing rooms
- 93 Derby City Council
Racecourse - New changing rooms
- 94 Kirk Hallam Community Technology College
New AGPs
- 95 Activity Sheffield
New grass pitches
- 96 Dept of Tourism and Leisure - Isle of Ma
New changing rooms and new grass pitches
- 97 South Holderness Technology College
New AGP and new changing rooms
- 98 Isleley FC
Refurbishment to clubhouse
- 99 Darlington Borough Council
New MUGA
- 100 Russell Foster T & W Sports Foundation
New changing rooms and new grass pitch
- 101 Ferryhill Town Council
New changing rooms and improvement of grass pitches
- 102 Longfield School
New AGP and new grass pitches
- 103 De Salle Sports and Social Club
New changing rooms
- 104 The Netherhall School
New AGP and changing facilities
- 105 Paignton Community and Sports College
New AGP and new changing rooms
- 106 Saints in the Community
Health Kicks Systems TM @ Saints
- 107 Derby City Council
Alvaston Park - New changing rooms
- 108 Derby City Council
Racecourse - New changing rooms
- 109 Willing Wonders Club Development
New changing rooms
- 110 British Refugee Council
Supporting Community Organisations
- 111 The Jason Roberts Foundation
Respect Brent
- 112 Holbank FC
Youth Teams Development
- 113 Wilestead Parish Council
New changing rooms
- 114 Astley & Buckshaw Juniors FC
Club Development
- 115 Bardwell FC
Growth and Development
- 116 AFC Barwell
Disability & Girls Football Development
- 117 Woodham Radars FC
Club Development
- 118 Stoke Gabriel Football Club
New changing rooms
- 119 Pinner JFC
Development Project
- 120 Tintwistle Athletic FC
Club Development
- 121 Walpole Estate Management Association
Walpole Wanderers JFC
- 122 Leigh United FC
Pathway to Adult Football
- 123 Tewkesbury School
New AGP and changing rooms
- 124 Hasleorton Junior Football Club
Club Development
- 125 Cosby Youth & Junior Football Club
Club Development
- 126 Down's Syndrome Association
DSActive
- 127 Walsall Phoenix AFC Youth
Youth Academy
- 128 West London Youth FC
Club Development
- 129 Kings Cliffe Football Club
New changing rooms
- 130 Herefordshire Girls Football League
UBs Development
- 131 Bilborough United FC
New Club
- 132 Cedar Hall Special School
New AGP
- 133 Central Bedfordshire Council
New AGP, new changing rooms and new grass pitches
- 134 Walsham Le Willows Football Club
New AGP and grass pitches
- 135 Faversham Town Elizabethans FC
Club Development
- 136 Charlton Athletic Community Trust
Impact Plus
- 137 Swinton Station Athletic FC
Club Development
- 138 Worthing Borough Council
New changing rooms, pavilion and pitches
- 139 Corby Borough Council
New changing rooms and clubhouse
- 140 Saffron Dynamo Football Club
New changing rooms
- 141 Egerton Playing Fields Committee
New changing rooms
- 142 Positive Pathways
Positive Pathways
- 143 Hebburn Comprehensive School
New AGP
- 144 Welbeck Miners Welfare
New changing rooms and grass pitches
- 145 Dewsbury Rangers
New changing rooms, pavilion and clubhouse
- 146 Huntingdonshire District Council
New AGP and new changing rooms
- 147 Boston United FITC
Pilgrim's Pathways
- 148 Eastbourne Borough Council
Refurbishment of AGP
- 149 Charlton Athletic Community Trust
Crime Reduction Project
- 150 Derbyshire County Council
New AGP and new changing rooms
- 151 Claygate Royals FC
New changing rooms
- 152 Wheelchair FA
WFA National Development Manager

GRASSROOTS FACILITIES

The Foundation's core work of providing grants to redevelop the country's local major sports facilities continued throughout 2010 and 2011. The map opposite illustrates the 49 large-scale facility projects across the country that we funded with grants worth over £14m.

This investment drives up participation through increasing the capacity and quality of experience enjoyed at each site. In the pages that follow in this section you can read about the incredible difference these new facilities make to people's lives and to local communities.



CASE STUDY:

Wallsend Boys Club Newcastle upon Tyne



This year Wallsend Boys Club took control of its first ever football centre, thanks to a £850,000 grant from the Football Foundation.

The club has been a conveyor belt for footballing talent in the North East, producing more than 65 professional footballers, including Alan Shearer, Peter Beardsley, Michael Carrick, Steve Bruce, Steven Taylor, Lee Clark, Robbie Elliott and Steve Watson. It has nurtured that extraordinary array of alumni in spite of never having had a home to call its own – until this year.

“

“When my team first started we always had to try and find a place to train and it was a struggle. We couldn't find a place but now they have built this fantastic facility we always have somewhere to train and play our matches.”

Phil
Under-19 player

The club has hitherto had a nomadic existence, with many of its boys' and girls' teams having to play at numerous locations in Wallsend and other surrounding boroughs on local authority pitches. Its new site boasts: six dual-gender changing rooms with showers; two match officials' changing rooms; one accessible changing room; a kitchen; two senior size grass pitches; five junior size grass pitches; and a mini-soccer pitch.

Alan Shearer returned to his old stomping ground in October to see the difference the Foundation-funded facilities have made to his old club. He said: **“I think it is great. The Football Foundation is giving opportunities to kids by improving facilities all the time. They have done a fantastic job. Without grassroots football there is no football. It's where it starts; it's what it is all about.”**





A Foundation facility grant of £722,925 has helped fund a new, floodlit 3G artificial grass pitch and changing rooms, with an environmentally conscious roof, at Whittington Park in the built-up North London borough of Islington.

The facilities enable football and other sports to be played after dark and right through the winter and rainy season. An additional revenue grant of £46,381 has ensured that the football development plan – drawn up as part of the application – is implemented – meaning that the new site will result in maximum usage.

As well as being a vital community space for local people to enjoy their sport, the site has been a real platform for women's and girls' football development. After local girls Merley and Farley expressed an interest, the Islington Football Development Partnership (IFDP) – a partnership between Arsenal in the Community and Islington Council – started running girls' football sessions.

This facility has had an extraordinary impact on Merley and Farley's lives, and on growing women's and girls' football in Islington.



We are pleased to be a part of Whittington Park. It has given us so many footballing opportunities over the past five years, from training with the boys' team – to being in the girls' football development team. Whittington is a special place where you can meet new and old friends, making you feel like a special part of the community."

Merley and Farley
Female players



CASE STUDY:

Bideford Blues & Appledore JFC North Devon



This is like real grass, not like the old one which was bumpy and got flooded – and you can wear your boots on it!"

Declan
Under 12 player



Bideford Blues & Appledore Junior Football Club has provided football activity for youngsters in North Devon since the 1970s.

Establishing their first 'home' facility in 1999 was instrumental in the expansion of the club and helped develop links with Plymouth Argyle's Academy. Many of the club's players have gone on to play with League clubs, including former Crystal Palace, Coventry and Derby player, Marc Edworthy.

However, by 2009, the extent of football activity enjoyed at the club had taken its toll on their artificial grass pitch. With the help of the Devon FA, the club was successful in applying for a £192,248 grant from the Foundation to install a new state-of-the-art 3G artificial grass playing surface.

In the 2010-11 season, the club provided regular football for 341 members under the age of 17. Teams play on a Sunday within the S1 North Devon Youth League, and disabled youngsters get to play for the club's Ability Counts squad within the Devon FA Ability Counts festivals.

The facilities have enabled the club to run a six-a-side youth tournament every June. This attracts 100 teams from all over Devon – and as far away as Birmingham – and is a major fundraising event for the club each year. The site is also used to promote the local Soccersafe competition, organised by the fire and police services each year.



As well as coaching our under 11 team I clean and brush the 3G artificial grass pitch regularly with the proper machinery. I'm very impressed with the new 3G which is so much better than the old one. It's a job well done by those who installed it. The children love it, it's a great thing to have and is of tremendous benefit to the Club."

Dave Hawkes
Coach

CASE STUDY:

Redhill School Football Development Centre Birmingham

Back in 2007 West Bromwich Albion FC's Neil Clement unveiled the new 3G artificial grass playing surface and changing rooms at Redhill School in Stourbridge – built with the help of £795,756 from the Foundation.

The site was a roaring success, used by the school and other groups during the week. However, the Foundation's M&E identified that it was experiencing low usage levels at weekends and during the school holidays. There was therefore a strong need to engage new community groups and delivery partners.

The facility is now in high demand and stretched to capacity after intervention from our Activity Sustainability Advisers (ASA) team. Working in partnership with Birmingham County FA has led to the site becoming an FA Tesco Skills site and one

of the first Mars FA Just Play Centres. The grantee also worked with the ASA to secure additional Football Foundation funding specifically linked to ASA intervention. The site was awarded funding to develop summer taster sessions to engage the local BME community, deliver a Friday night provision and provide financial support to train volunteer coaches.

Since the ASA intervention, an additional 236 people use the site on a weekly basis, an increase of 49%. Over the next six months the ASA will continue to support the site to ensure that it embeds sustainable activity and participation opportunities for many years to come.



“Since the facility opened in 2007, with the help of the Football Foundation we have been able to provide top class facilities to our community and help raise participation levels in football, not just in children but also in females, adults who no longer play competitive football and the Asian Community.”

Matthew
Sports Centre Manager



CASE STUDY:

Partington Sports Village at Broadoak School Manchester

In 2008, Sir Alex Ferguson officially unveiled the stunning new facilities at Partington Sports Village, based at Broadoak School in the Trafford area of Manchester. Sports provision at the school had been severely limited due to the lack of facilities and safety concerns.

Following a £1m grant from the Football Foundation, pupils and the wider community now benefit from a brand new full-size 3G artificial grass playing surface, with floodlights and fencing; a redeveloped 70m x 30m Multi-Use Games Area (MUGA); drainage and upgraded grass pitches; and a new changing pavilion with a coach education/meeting room and ICT sports suite. As well as massively boosting the area's sports provision, the development has been a key factor in regenerating this deprived part of Trafford.

15 different user groups use the site every day of the week and school fixtures take place on the 3G artificial grass playing surface on three afternoons each week, including English Schools fixtures. Broadoak School uses the site as a base for its programme to develop 'gifted and talented' youngsters from local primary schools and from Broadoak itself.

Broadoak School along with the hub Football Development Officer (FDO), whose position was part-funded with revenue funding provided by the Foundation, has been instrumental in the creation of a Partington football club. AFC Partington now has more than 80 children regularly playing competitive football in local Trafford leagues. The FDO has also helped to source coaching development courses and presently six adults have attained qualifications through the partnership.



“Because of the quality of the facilities my skills and techniques have really developed. We can also train all year round because of the flood lights and the quality of the astro turf pitch, no more winter lay off! The facilities have also raised the profile of Partington throughout Trafford. We are now shown respect and feel pride in our community.”

Simon
Year 11 school pupil and member of AFC Partington

BUILD THE GAME

In the last 12 months, the Foundation launched the Build the Game (BtG) scheme, providing grants of up to £50,000 for small-scale facility projects.

BtG has a speedy assessment process and flexible criteria – so it could be that a club needs help to fund a new boiler, or a new set of goalposts. A project simply needs to be able to demonstrate that it will support the growth and retention of grassroots football to be eligible for BtG funding.

The first year of BtG saw 44 grants worth £662,734 awarded to clubs across the country, as illustrated in the map below. You can read about the difference it has made to one club in Suffolk on the page opposite.



CASE STUDY:

Old Newton United FC Suffolk

Suffolk-based Old Newton United FC play their matches at a four-pitch site in the village centre. The pitches have been kept in excellent condition thanks to a piped drainage system that was installed in 2005 with the help of a small facility grant from the Foundation of £9,900.

The club has a robust and detailed maintenance programme undertaken by a volunteer groundsman to keep the pitches in optimum condition. However, due to its age, the costs of repairs to their ride-on mower exceeded its actual value and this was hampering the quality of the pitches.

At the start of 2011, the club and their partners successfully applied for a BtG grant of £4,963. They now have the use of a brand new tractor, with side discharge mower and mulching kit, which is ideal for their needs.

The new BtG-funded mower is therefore enabling Old Newton United FC to maintain the previous Foundation investment into the grass pitches.



About a year ago we realised that if we were going to maintain the high standard of our pitch, we would need to purchase a new mower. Our old mower, which had served us well, had become unreliable and was costing us a lot of money for repairs. Thanks to a Build the Game grant from the Football Foundation we were able to buy a new John Deere X740 mower."

Dave,
Chairman of Old Newton United FC



GROW THE GAME

2010 saw the Foundation launch the Grow the Game (GtG) scheme. Delivered in partnership with the County FAs, GtG provides grants of £5,000 to fund new football activity that increases participation and sustains it into the future.

GtG supports grassroots clubs with funding towards the cost of coaching qualifications, facility hire, FA league affiliation, Criminal Records Bureau checks, publicity, first aid provision and referees' fees.

In Year One, the 335 grants created 711 new teams (10.8% higher than the target.) 332 were male teams, 118 were female, 228 were mixed and 33 were for people with disabilities. GtG attracted 12,243 new players (2,449 female footballers). That is 38.3% above the target number.

The map opposite shows where all of the GtG grants were awarded across the country in the 2010-2011 season.



CASE STUDY:

Ashbourne Aztecs FC Derbyshire

The GtG grant will enable the club to create new Under-7, Under-9 and Under-10 teams. This will in turn assist in feeding players up to the higher age groups as they progress through the club. This money therefore not only increases participation in those age groups but also helps to sustain and grow participation in higher age groups, including post-16.

The Aztecs' GtG grant will also go towards the recruitment and training of new volunteers to fill coaching and administrative roles. In this way GtG is not simply an exercise in getting more people playing football. It also strengthens the infrastructure, so that the increased participation is likely to be sustained rather than simply fall away again when the money runs out.

GtG will ensure the expansion of Ashbourne Aztecs by at least two teams per year over the next three years. Two of their teams which were added this year were at the Under-7s, so and currently provide regular football for around 33 children aged 6-7.



I'd been waiting to join a proper football team since I was four years old. I used to come and watch my brother, Conor, play and wanted to join in the fun. When Ashbourne Aztecs said they had space for me I was so happy!

"I now play matches every weekend and even my dad has come on board for the club taking his coaching badge, thanks to the Football Foundation's money!"

Sean
Under-7 player

CASE STUDY:

Warsash Wasps Sports and Football Club Hampshire

Warsash Wasps Sports and Football Club was originally formed in 1977 to provide local children with a football team. With a £5,000 GtG grant from the Football Foundation the club has been able to grow so that there now is upwards of 400 players from age five to adult as members, fielding 11 Mini-Soccer teams, five girls' teams and 14 11-a-side teams.

The club have also received a Foundation grant of £148,421 to enable them to build a brand new floodlit 3G artificial grass pitch. It has recently opened its doors to the public and will be a crucial sporting hub for the whole community, as well as the club itself.



I can't believe how lucky we are to have the 3G artificial grass pitch, it's amazing! We can use it for regular squad training, school matches and I'll also get to use it for extra goalkeeper training."

Liam
Under-11 player



FOUNDATION PARTNERSHIPS



How we contribute to the community is central to Barclays approach to citizenship. We believe that in order to achieve greatest impact, partnership is vital. The Football Foundation has been a partner of Barclays Spaces for Sports since 2004, managing over 200 community sports sites on our behalf and, more recently, influencing and implementing our strategy for ensuring our sites in the UK have longevity. They have proven to be a first class partner and mirror our ethos of providing community sport opportunities where they are most needed"

Bob Diamond,
Barclays PLC

Barclays Spaces for Sports – creating sustainable public sport sites

Since it was launched in 2004, the Barclays Spaces for Sports (BS4S) programme has delivered 200 sustainable sports sites, benefitting more than half a million people in disadvantaged communities across the UK.

Barclays and the Football Foundation have invested over £67million in the programme, with Barclays contribution of £37m representing the single biggest investment in community sport by a private company in the UK. 200 sites have been created supporting more than 40 different sports, ranging from cheerleading to football to cricket to baseball. In addition to these 200 sites, BS4S now has 11 overseas projects in countries including South Africa, Zambia, Zimbabwe, Spain, India and China.

BS4S is maintaining its 200 multi-sport sites around the country. This year has seen the introduction of a 'sustainability strategy' managed by the Football Foundation on behalf of BS4S. The strategy provides non financial and financial assistance to help sites become sustainable. The non financial assistance is offered by regional Sustainability and Activity Advisers who provide advice and support to sites nationwide.

In addition, BS4S has provided a sustainability fund which allows sites to apply for additional funding to help protect their future and ensure a long-term legacy. To date, Barclays has awarded grants worth just over £92,000 during 2011. The money is helping many sites improve their facilities, some being able to hire a member of staff, others increasing the range of sports sessions offered on site.

In the UK:

- There are an estimated 54,000 users per week across the 200 sites.
- Female usage of the sites has increased to 20% of total users, around 11,000 per week.
- Around 900 disabled people attend the sites per week.
- There are over 1,400 volunteers at the sites per week.
- 51% of volunteers are under 18.



CASE STUDY:

Longmead MUGA

Located in the second most deprived ward in Surrey, Epsom & Ewell Borough Council received a grant from BS4S of £75,000 towards the construction of Longmead Multi-Use Games Area (MUGA). This allowed popular sessions to run at the site, including the Fulham FC Foundation programme Longmeadz Kick'n'. However, sourcing and retaining volunteers to continue the sessions proved a challenge.

EEBC received a sustainability grant worth £15,000 and the site hopes to become more sustainable through the development of a pool of volunteers using referrals from local schools, further education colleges and Job Centres.

EEBC plan to use the grant to provide regular football sessions for adults, improve opportunities for leadership and training, and also engage more girls in physical activity.



I look forward in coming to the football sessions otherwise I'd be at home not doing much. I like it when my friends come along too as it makes it more fun. It's great when we get to go to watch Fulham matches or play friendly matches against other Fulham projects."

Paige
Young person

CASE STUDY:

Manchester United Flagship Site

The Old Trafford Sports Barn is located in the most disadvantaged neighbourhood in Trafford – Seymour Park. Since the Sports Barn opened in September 2006, attendance at the facility has exceeded 10,000 visits per year, and it has seen a large increase in participation by disadvantaged groups.

The Sports Barn runs over 15 different activities, including football coaching with Manchester United and female-only sessions. Over 570 girls now use the facility per week and due to the sites success the Trafford Community Leisure Trust was able to appoint a full-time Female Sports Coordinator.

Bernie Jones, Chief Executive of the Trafford Community Leisure Trust, said: **"Old Trafford Sports Barn has made a tremendous impact on the community."**



ExtraTime

supporting independence and wellbeing for older people

Football Foundation



Extra Time entered its fourth season this September, creating opportunities for over-55s to participate in different sporting activities. Funded by the Football Foundation and Sport Relief, the programme tackles three important issues for older people – physical health, emotional wellbeing and social isolation.

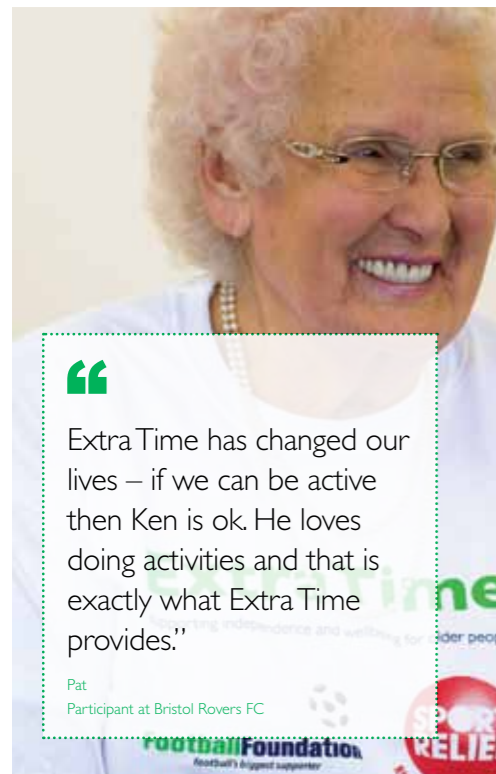
The success of the programme has resulted in 24 professional football clubs delivering individual Extra Time projects throughout 2010-2011, engaging around 1,000 people in their local areas.

As a result of Extra Time, participants identified reduced feelings of social isolation and improved physical health, with 70% saying they found everyday tasks easier, and 75% making new friends. Participants experienced physical benefits which in turn reduced their reliance on health services or medication; 21% reported using health services less.



“As a partner funder, we are always keen to see that the money we have invested is used in the most efficient way to help as many people as possible. Having personally seen the difference a programme such as Extra Time can make to older peoples’ lives we are particularly proud to be involved with the Football Foundation in the programme.”

Peter Argall
Comic Relief



CASE STUDY:

Bristol Rovers FC

Pat has rheumatoid arthritis and her husband Ken was diagnosed with Alzheimer’s two and half years ago. Pat cares for Ken full-time. She says he is a lovely man who adores her but the disease is gradually taking hold.

Extra Time at Bristol Rovers FC gives Pat and Ken an opportunity to get out of the house and have some time apart to mix with others, and do things they wouldn’t normally do. Pat says there is no stigma at Bristol Rovers and they both look forward to the sessions and enjoy them each week.

“Extra Time has changed our lives – if we can be active then Ken is ok. He loves doing activities and that is exactly what Extra Time provides.”

Pat
Participant at Bristol Rovers FC

inside>right

Football Foundation

Entering its second year, Inside Right will continue to use football as a tool to help veterans adjust to civilian life after returning from active service. The veterans who participate are predominantly aged between 20-50 years. The programme is currently being delivered by five professional football clubs: Chelsea, Everton, Colchester United, Portsmouth and Lincoln City.

Funding has come from the Football Foundation, the Royal British Legion, Comic Relief, the Ministry of Defence, ABF The Soldiers’ Charity and the RAF Benevolent Fund. The Mental Health Foundation and Combat Stress are also key stakeholders.

MAYOR OF LONDON



With the greatest show on earth now just around the corner, it is fantastic to see how London’s sporting legacy is unfolding and improving access to sports facilities across the capital. The 2012 Games will leave London not only with state of the art stadia in the Olympic Park, but also a raft of local initiatives, from climbing walls to 5-a-side pitches, all of which will boost sporting opportunities for Londoners. The role that the Football Foundation has played in successfully rolling out and managing these facilities has been crucial.”

Boris Johnson
Mayor of London

Sports Legacy Fund

In 2010, Mayor of London Boris Johnson tasked the Foundation with managing the facilities strand of his 2012 Olympic and Paralympic legacy for the capital.

The Foundation is ensuring that the Mayor of London’s Fund investment benefits every single London borough. That means that every London borough will have at least one of its sports facilities either built from new, or redeveloped and modernised.

The partnership between the Mayor of London and the Foundation is building a real example of a sports legacy for London, for many years, or even decades after the Games themselves have taken place.

A Mayor of London grant of £16,250 helped to fund the refurbishment of the wet-side mixed-gender disabled facilities at Vale Farm Sports Centre in North West London.

The project has given the centre a dedicated accessible changing facility which it did not have before and allows disabled users to have direct access to the pool.

The centre also benefits from a Community Liaison Manager who is now working with local disability groups to raise awareness of the new facilities.



“We hope that the additional disabled changing room for mixed genders will make it far easier for families with disabled children, or disabled persons with a carer of a different gender, to benefit.”

Andrew
Contract Manager

CASE STUDY:

Hornfair Park Greenwich



My son couldn’t wait to join the new BMX club and I am keen to join the committee. An excellent facility and something different to help keep the kids active and out of trouble - well done!”

Keith
Local parent




The recently opened BMX track at Hornfair Park has been developed with a grant of £126,000 from the Mayor’s Fund.

As well as illustrating the Mayor of London’s commitment to providing a multi-sport Olympic and Paralympic legacy, the site is helping to deliver British Cycling’s aim of creating a new BMX track and club in each of the five host Olympic boroughs.

OTHER FOUNDATION DEVELOPMENTS THIS YEAR

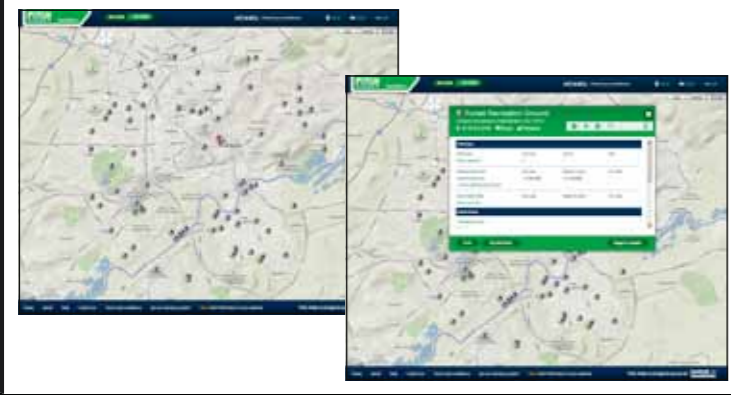
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PITCH FINDER

- The Foundation launched the biggest online database of football facilities in the country. Fully-navigable and very user-friendly, it shows all 46,000 football pitches at the 22,000 sites across England.
- PitchFinder uses Google Maps® technology to allow users to search the country for grass and artificial floodlit pitches, changing facilities, car parking and much more (we also want the public to pitch in and make sure it stays up-to-date).
- The website is also designed to let people share information about football facilities and update data when a facility has changed or if there is some data about the facility that is missing or inaccurate.
- In addition to the public, the Foundation hopes that the database will be useful to all County Football Associations (CFAs) and will provide an up-to-date record of all facilities in each County. The website is already linked to Sport England's Active Places database.

You can visit PitchFinder at: www.pitchfinder.org.uk



UPSHOT®

MANAGE | MONITOR | EVIDENCE

Upshot® is a new web-based solution which enables an organisation to manage, monitor and evidence its projects in a cost effective way.

Manage
multiple project performance in real time

Monitor
project performance against targets and alert people when actions need to be taken

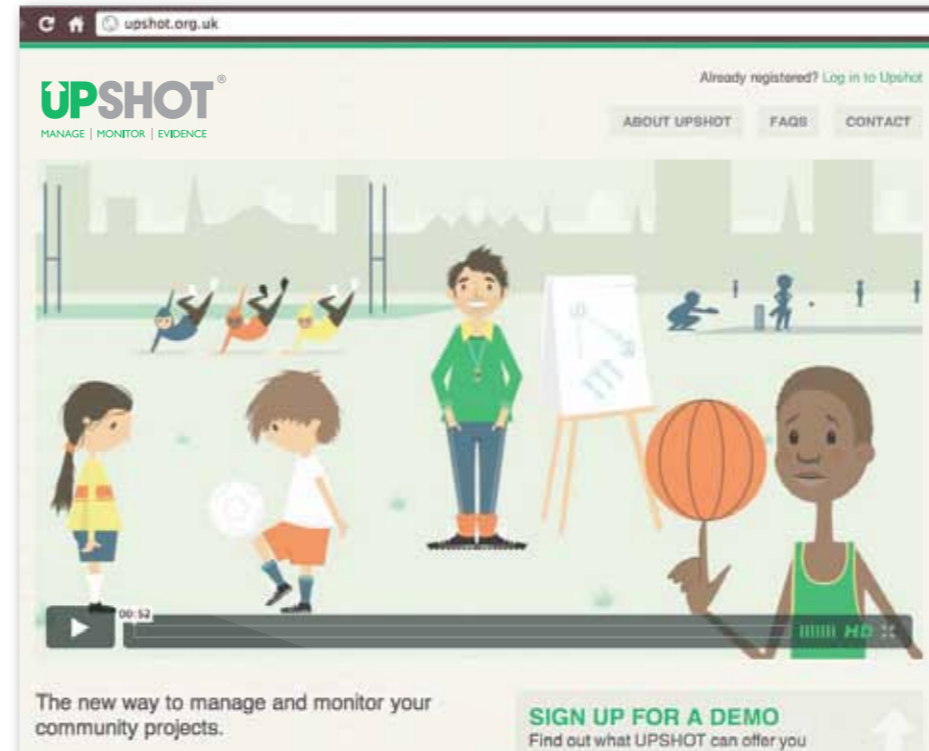
Evidence
achievements and satisfy stakeholders

Upshot® is an intuitive, scalable and adaptable web-based solution which the Football Foundation will use to help their grant recipients. The Foundation will also make Upshot® available to other funding organisations at a low cost.

The Foundation and other funders are able to measure and report on progress towards their strategic objectives and those of their stakeholders, ultimately delivering performance improvement.

Grant recipients can manage their projects and track delivery against associated outcomes, assisting them to monitor and evaluate at a detailed level. Upshot provides quantitative (such as statistics) and qualitative (such as photos and videos) evidence to allow organisations to present the 'whole story' and evaluate real progress.

For more information visit www.upshot.org.uk



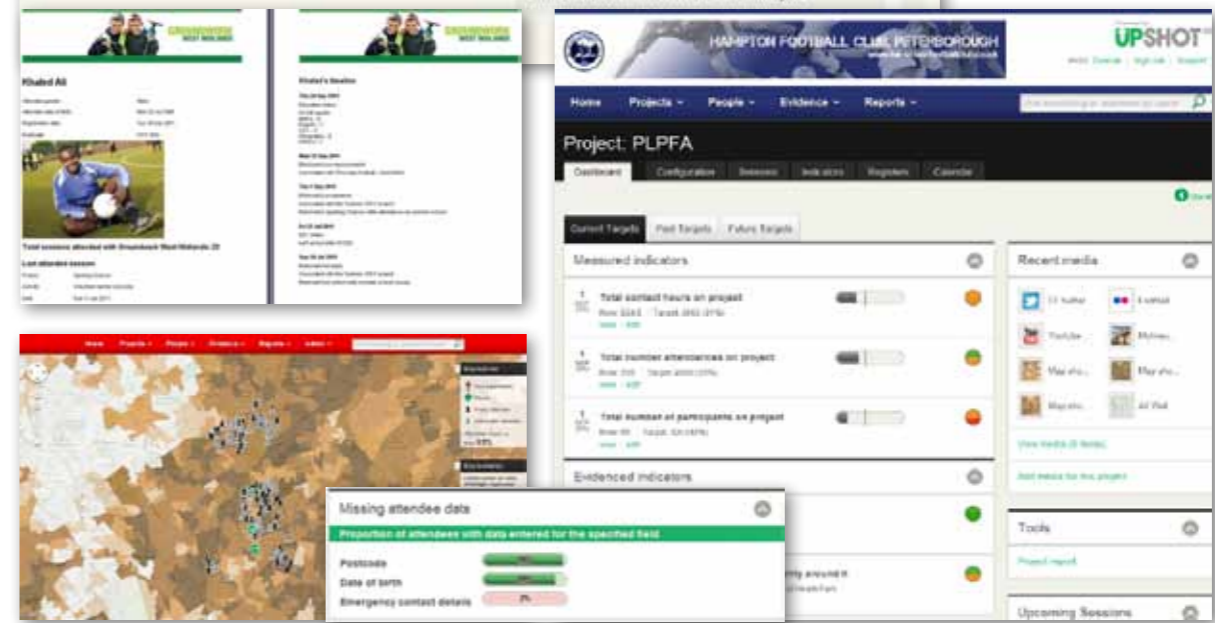
UPSHOT®
MANAGE | MONITOR | EVIDENCE

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The new way to manage and monitor your community projects.

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Find out what UPSHOT can offer you



HAMPTON FOOTBALL CLUB, PETERSBOROUGH

Project: PLPFA

Current Targets | Past targets | Future targets

Measured indicators

- 1. Total contact hours on project
- 2. Total number attendees on project
- 3. Total number of participants on project

Evidenced indicators

Missing attendee data

Proportion of attendees with data entered for the specified field

Postcode
Date of birth
Emergency contact details

FAST, EFFICIENT AND EFFECTIVE

FAST

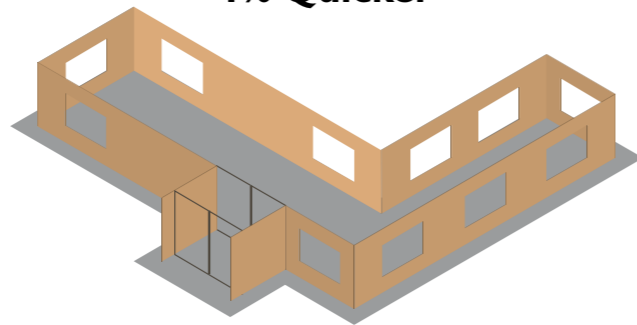
(cutting End-to-End process time)

The time it takes from receiving an application, to the funded facility being paid for and built is 42% quicker than it was in 07/08. This is because we are much better at

progressing grants through the End-to-End process. Our Performance Management System provides the visibility to identify and quickly resolve issues as they

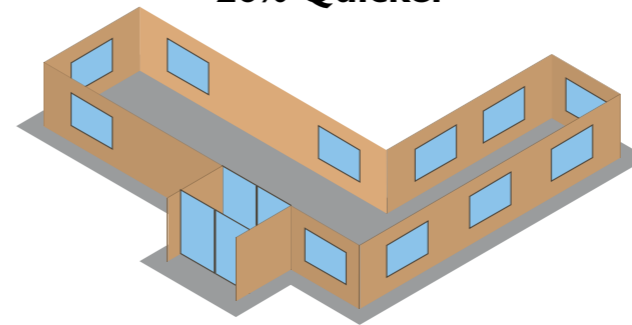
occur. This enables us to give more accurate forecasts to applicants and means that grassroots players can benefit from using the new facilities much faster.

1% Quicker



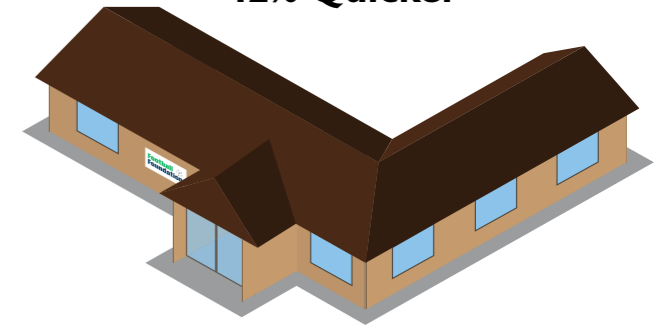
2008-09

26% Quicker



2009-10

42% Quicker



2010-11

2007-08

EFFICIENT

(reducing administration costs)

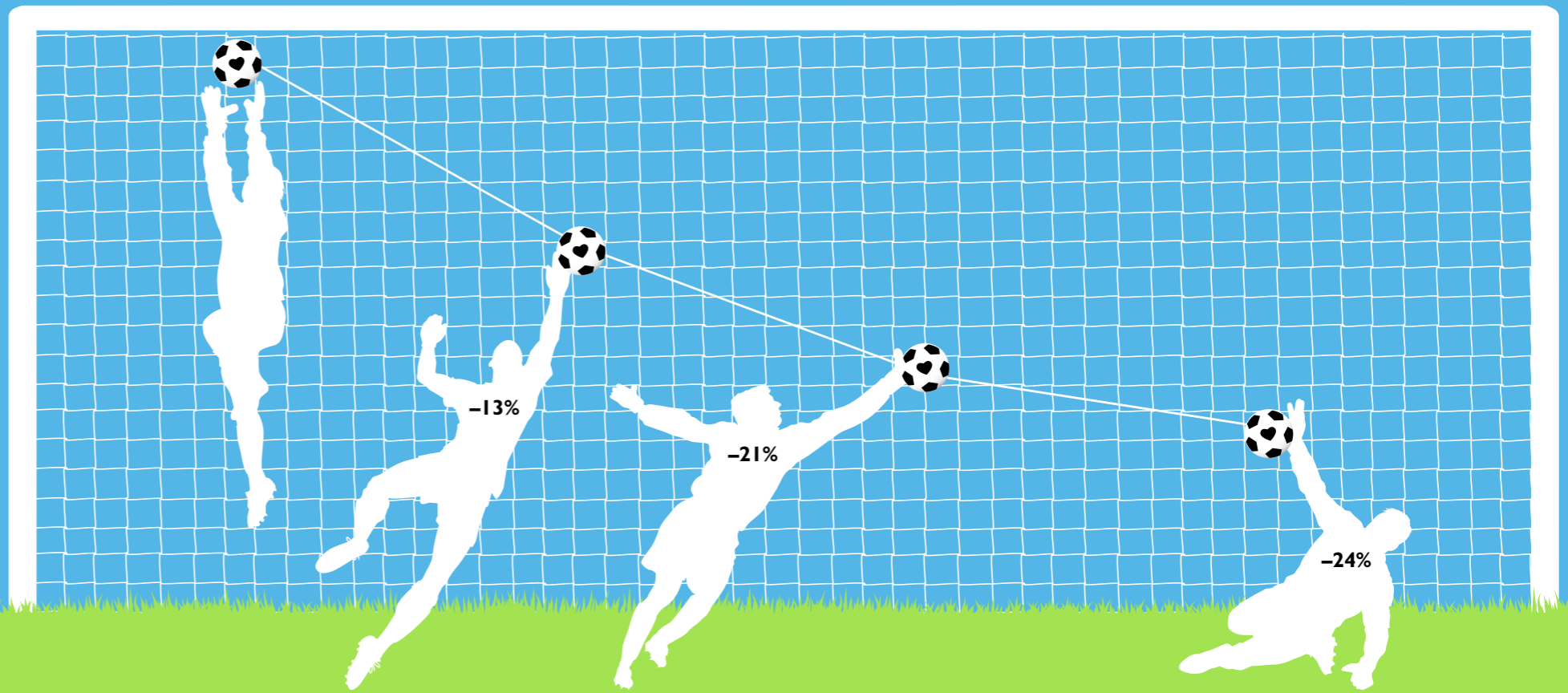
In real-terms (i.e. including inflation) our administration costs/overheads are reducing annually, whilst we are still managing to maintain the very high level of service we are proud of. The Foundation's administration budget for 2012-13 will be 24% lower than it was in 2009-10, which means we will become an even more efficient grant giving organisation.

2009-10

2010-11

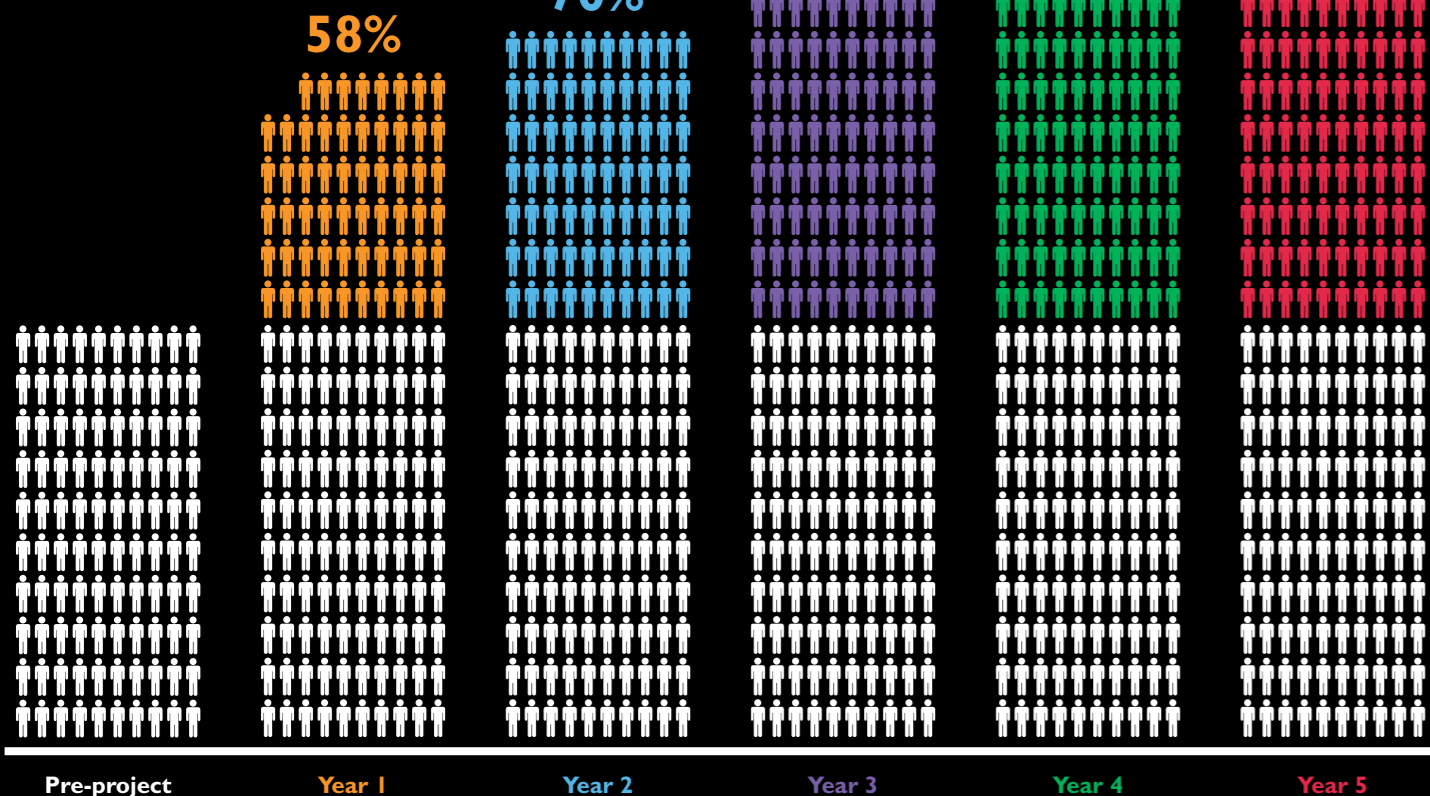
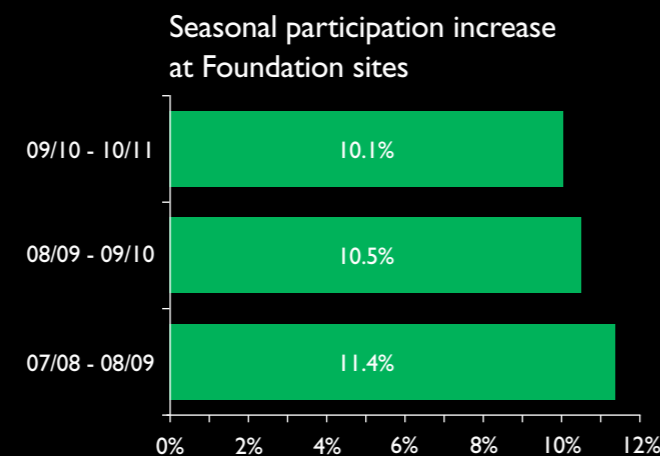
2011-12

2012-13



EFFECTIVE (increasing participation)

Our monitoring systems show us that in its first season of operation, participation at an average Foundation-funded facility will increase by over 50%. The participation will then grow each season thereafter as the project implements its five year Football Development Plan - meaning that participation will double at the new facility over the first five years of operation. This demonstrates just how effective the Foundation is at raising participation levels.



FINANCIAL SUMMARY

Summary financial statements for the year ended 31 May 2011

Summary Trustees' Report

These summarised financial statements do not contain sufficient information to allow for a full understanding of the financial affairs of the Football Foundation. For further information the full annual financial statements, the Auditors' report on those financial statements and the report of the Trustees' should be consulted. Copies of these are available on the Football Foundation's website www.footballfoundation.org.uk.

The Football Foundation's objects are to promote all purposes recognised as charitable under the law of England and Wales in particular through an association with sport. During the year grants were awarded to organisations and bodies to improve or create new pitches and changing facilities in parks and schools. Grants were also awarded to assist in the development of communities and the people who share them, including encouraging physical activity, drug awareness courses, anti-racism activities and the development of numeracy and literacy schemes. The Football Foundation intends to maintain its current grant making activity over these categories. No trustee received any remuneration from the Football Foundation during the year.

The full annual financial statements, from which these summary financial statements are derived and on which the auditor's gave an unqualified opinion and have been delivered to the Registrar of Companies.

On behalf of the Board of Trustees

Roger Burden
Director
16 December 2011

Notes:

(a) The maintenance and integrity of the Football Foundation's website is the responsibility of the Trustees; the work carried out by the Auditors does not involve consideration of these matters and, accordingly, the Auditors accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

(b) Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditors' statement to the members of the Football Foundation

We have examined the summary financial statements of the Football Foundation which comprise the Summary Consolidated Statement of Financial Activities and Summary Group and Charity Balance Sheets.

Respective responsibilities of trustees and auditors

The trustees, who are also directors of the company for the purpose of company law, are responsible for preparing the annual review in accordance with applicable United Kingdom law and the Statement of Recommended Practice: Accounting and Reporting for Charities (revised 2005).

The trustees, who are also directors of the company for the purpose of company law, are responsible for preparing the annual review in accordance with applicable United Kingdom law and the Statement of Recommended Practice: Accounting and Reporting for Charities (revised 2005).

Our responsibility is to report to you our opinion on the consistency of the summary financial statements within the annual review with the full annual financial statements and the Report of the Trustees, and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We also read the other information contained in the annual review and consider the implications for our statement if we become aware of any apparent misstatements or material inconsistencies with the summary financial statements. The other information comprises only the Report of the Trustees.

This statement, including the opinion, has been prepared for and only for the company's members as a body in accordance with section 427 of the Companies Act 2006 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this statement is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the company's full annual financial statements describes the basis of our audit opinion on those financial statements and the Report of the Trustees.

Opinion

In our opinion the financial statements give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 May 2011, and of the group's incoming resources and application of resources, including its income and expenditure and group's cash flows, for the year then ended and have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 1993.

PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
London
1 December 2011

Summary Balance Sheet for the year ended 31 May 2011

	Group 2111 £'000	Group 2010 £'000	Charity 2111 £'000	Charity 2010 £'000
Total Assets	56,491	74,562	56,877	74,790
Total Liabilities	(44,279)	(75,840)	(44,218)	(75,624)
Net Assets/(Liabilities)	12,212	(1,278)	12,659	(834)
Total Capital and Reserves	12,212	(1,278)	12,659	(834)

Summary Consolidated Statement of Financial Activities for the year ended 31 May 2011

	Restricted Funds 2111 £'000	Unrestricted Funds 2011 £'000	Total Funds 2111 £'000	Total Funds 2010 £'000
Total Income	5,521	30,272	35,793	46,907
Total Resources Expended	(5,521)	(16,750)	(22,271)	(41,236)
Unrealised Gains and Losses	-	(32)	(32)	349
Net Movement Funds	-	13,490	13,490	6,020
Fund Balances Brought Forward	-	(1,278)	(1,278)	(7,298)
Fund Balances Carried Forward	-	(12,212)	(12,212)	(1,278)

A full set of the annual accounts is available via www.footballfoundation.org.uk or from the company secretary at the registered office.