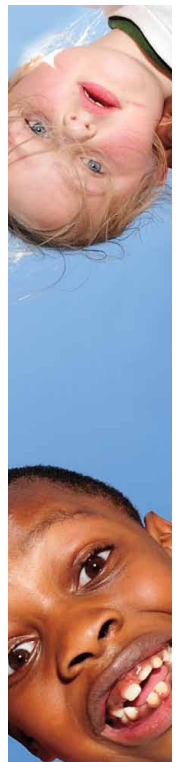
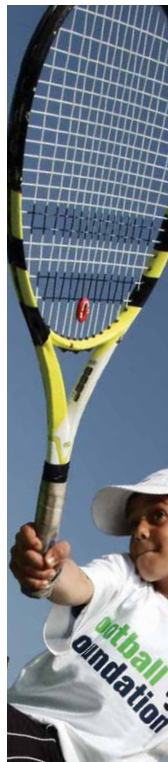


THE FOOTBALL FOUNDATION

ANNUAL REVIEW 2009



FUNDING PARTNERS



The Football Foundation is the country's largest sports charity.

Launched in July 2000, it is funded by the Premier League, The FA and Government and directs £40m every year into grass roots sport.

Foundation funding is transforming this country's community sports infrastructure. It is driving up participation in sport by building or refurbishing facilities whilst also targeting traditionally under served groups and communities.

The Foundation also funds community programmes that use the persuasive power of sport to address some of society's key challenges, in areas such as social inclusion, health, education and equalities, working in some of the most deprived areas of the country. The Foundation invests at least 40% of its funds into the 20% most deprived wards in the country.

The Foundation has effectively doubled its investment into the grass roots by leveraging additional partnership funding at both national and local levels. Since 2000, the Foundation has supported over 7,000 projects worth almost £900m, of which over half has been levered in from other sources.

The Foundation is a proven lean, effective and efficient delivery vehicle for the distribution of funding to where it is most needed in support of those who play football and sport simply for the love of doing so, or who use sport to create safer and more inclusive communities.

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CHAIRMAN'S INTRODUCTION

The Football Foundation has made a real difference to communities up and down the country.

I was honoured to be invited to become the first independent Chairman of the Foundation. I had followed its achievements since its creation and was delighted to have the opportunity to make my own contribution to its work.

I am impressed by the effectiveness of the organisation, not least in its ability to measure the impact of all the grants made. This reassures funding partners that their money is well spent and ensures that all recipients are regularly reviewed to ensure that they are meeting their side of the bargain.

As we enter the tenth year of the Football Foundation, we will be reviewing the achievements to date, the needs for the next ten years and any impact that may have on the organisation. I know that everyone involved will respond positively to the challenges we face to enable more communities to benefit from the investment in facilities and services which use sport to change lives.

Clive Sherling
Chairman
The Football Foundation



CHIEF EXECUTIVE'S FOREWORD



As we look forward to our tenth anniversary, everyone associated with the Foundation can look back with immense satisfaction at the considerable impact our efforts have had in support of grass roots sport and building safer and more cohesive communities. The amazing collection of photographs contained in this Review show what a busy and impactful year we have had.

As a 'performance' organisation, the Foundation is proud of its ability to distribute charitable funds, manage programmes and projects and provide evidence of impact. Many of our achievements are detailed by region in the following pages, and during the past year we have seen yet another considerable year-on-year increase in football and multi-sport participation on Foundation-funded facilities, whilst the community projects we have funded continue to make a huge difference to thousands and thousands of people's lives.

Our achievements against our strategic key performance indicators were: an overall 9.8% year-on-year increase in participation on the facilities we have funded; more than half our sites included sports activity other than football; and over half of our overall investment was made in the 20% most deprived areas in the country.

This year we launched the Foundation's first ever Diversity Strategy at an event in Parliament attended by Minister for Sport Gerry Sutcliffe, Shadow Minister for Sport Hugh Robertson, and Liberal Democrat Shadow Culture, Media and Sport Secretary Don Foster. This strategy now underpins all of our processes and helps to ensure our grant making process is transparent and equitable.

I am also proud to say we continue to manage some significant Corporate Social Responsibility programmes including the Premier League and PFA Community Fund which will invest some £12.9m into some truly innovative schemes over the three years 2007 to 2010.

I would like to thank our funding partners, the Premier League, The FA and the Government for their continued encouragement and support for everything we do, and of course for the vital funding they provide, without which none of the achievements that appear in this Review would be possible.

The Foundation will commemorate its tenth anniversary in July 2010, and the whole organisation looks forward to celebrating this with our partners and supporters. In the meantime, we will continue to approach everything we do with endeavour, creativity and clarity of purpose, and always with an eye to continuous improvement and value for money.

Paul Thorogood
Chief Executive
The Football Foundation

WHY THE FOOTBALL FOUNDATION

We have taken...

Investment

The £373m that has been provided by the Premier League, The FA and the Government since 2000, and £57m provided by corporate partners such as Barclays, and then more than doubled this investment through matched funding from local and national partners.

Unmet demand

Almost 1.4m adults would like to start playing (or play more) football. (Active People Survey 2, 2007).

An estimated one million children who want to play football but can't (FA participation survey).

Expertise

An experienced in-house team with industry-leading expertise in:

- Using football and sport for community benefit
- Facility design and delivery
- Environmental sustainability
- Business and project performance management.

And turned it into...

Sports facilities

Facilities, which almost 600,000 people use week-in week-out.

- 310 artificial grass pitches, all with floodlights
- 374 grass pitch projects
- 624 changing rooms.

Approximately 40% of this investment has been in the 20% most deprived communities.

Activities

Over 600 Community projects for over 330,000 people, predominantly young people; approximately 70% live in the most deprived communities in the country.

Football development grants to create new teams for 59,000 people to play football through the Grow the Game scheme.

Kit

Free football kits for over 250,000 young boys and girls, or people with a disability.

MEANS BUSINESS...

Which in turn delivers...

Healthier people

Sport can:

- Increase physical activity, which is widely proven to reduce obesity rates, and the associated risk of coronary heart disease, diabetes, stroke, high blood pressure, some cancers, as well as mental health issues.
- Help to reduce current and future NHS cost, with an estimated cost of physical inactivity of least £1bn per year (Oxford University, 2007), which is likely to rise significantly in line with obesity rates.

The Foundation has:

- Funded projects for over 900,000 people carrying out regular physical activity through our Facilities and Community projects, over half of whom live in the most health-deprived areas of the country.
- Funded many projects that aim specifically at improving people's health through both education and increased physical activity, delivered directly to targeted high-risk groups.

Case study: The London and Quadrant Housing Trust was awarded £110,259 by the Foundation to increase physical activity, improve diet and change the behaviour of overweight and obese children and their families. It is envisaged that over 100 children will adopt a long-term healthy lifestyle as a consequence of the scheme, as well as reduce their waist size by an average of 2cm.

Safer communities

Sport can:

- Contribute towards reducing the re-offending rate, which is currently over two thirds of offenders within two years of release from prison.
- Contribute towards reducing crime and the associated cost of crime, with custody alone costing over £35,000 per person, per year.

The Foundation has:

- Engaged over 330,000 people in positive activities through Community projects; around 230,000 of whom have been from the most socially deprived areas in the country.
- Funded many projects, such as Kickz and the Second Chance Programme, which actively seek to reduce incidences of crime and anti-social behaviour.

Case study: The Second Chance Programme was awarded £153,500 by the Foundation to work with young offenders housed in Portland Young Offenders Institute (YOI). Nationally, two-thirds of young offenders re-offend within two years of release; in the pilot programme, based at YOI Ashfield, only 4% of participants re-offended.

People with a brighter future

Sport can:

- Enhance self esteem and help to improve social skills.
- Help boost employment; approximately 1.8% of the country's employment is in the sports industry.

The Foundation has:

- Funded projects that have allowed over 70,000 people to take part in personal development through accredited coaching courses, resulting in 41,500 new qualified sports coaches.
- Funded projects that help people acquire the skills to gain employment. Over 10,000 people have gained employment following participation in a Foundation scheme.

Case study: The Foundation provided a grant of £249,500 towards a National Workforce Development project, to provide participants with accredited and vocationally recognised training. By the end of 2010 it is envisaged that the programme will have delivered over 5,000 qualifications that will in turn provide a community sport workforce with the skills needed to engage communities, effectively deliver programmes safely and have an impact on a range of social issues.

And numerous other positive effects, including a safer, more integrated society and improved educational attainment.

NORTH EAST & YORKSHIRE

- A total of £61.4m invested in 1,079 projects
- 114 new changing pavilions
- 48 new floodlit artificial grass pitches and 82 grass pitch projects
- £8.6m invested in 87 community projects
- 45,120 youngsters kitted out through the Junior Kit Scheme
- 521 grants worth £352,000 towards safe new goalposts.

Between 2008 and 2009

Activity at Foundation-funded facilities in 2008-9	Male	Female	Total
Football players	52,579	9,876	62,455
Multi-sport players	16,689	9,949	26,638
Disabled footballers			1,044
Number of teams			2,934
Black and Minority Ethnic (BAME) %			7.6%
Volunteer coaches	2,614	335	2,949
Other volunteers	1,895	774	2,669
% of projects scoring good and above			100%

Since 2000

Outcomes from Foundation-funded Community projects since 2000	Total
People engaged	47,976
Accredited courses completed	9,144
Football exit routes	6,279
Employment exit routes	1,557
New coaches/volunteers due to project	2,875

Grow the Game scheme	Male	Female	Total
New players	5,727	3,222	8,949
New teams			684
New coaching qualifications			741





NORTH WEST

- A total of £46.5m invested in 1,018 projects
- 79 new changing pavilions
- 30 new floodlit artificial grass pitches and 71 grass pitch projects
- £8.9m invested in 99 community projects
- 38,535 youngsters kitted out through the Junior Kit Scheme
- 576 grants worth £386,000 towards safe new goalposts.

Between 2008 and 2009

Activity at Foundation-funded facilities in 2008-9	Male	Female	Total
Football players	43,946	5,309	49,255
Multi-sport players	9,610	6,510	16,120
Disabled footballers			424
Number of teams			2,110
BAME %			11.8%
Volunteer coaches	875	84	959
Other volunteers	860	286	1,146
% of projects scoring good and above			97.3%

Since 2000

Outcomes from Foundation-funded Community projects since 2000	Total
People engaged	54,593
Accredited courses completed	10,754
Football exit routes	7,385
Employment exit routes	1,831
New coaches/volunteers due to project	3,381

Grow the Game scheme	Male	Female	Total
New players	3,868	2,176	6,044
New teams			462
New coaching qualifications			501





WEST MIDLANDS

- A total of £31.8m invested in 658 projects
- 40 new changing pavilions
- 30 new floodlit artificial grass pitches and 28 grass pitch projects
- £4.7m invested in 59 community projects
- 34,290 youngsters kitted out through the Junior Kit Scheme
- 310 grants worth £207,000 towards safe new goalposts.

Between 2008 and 2009

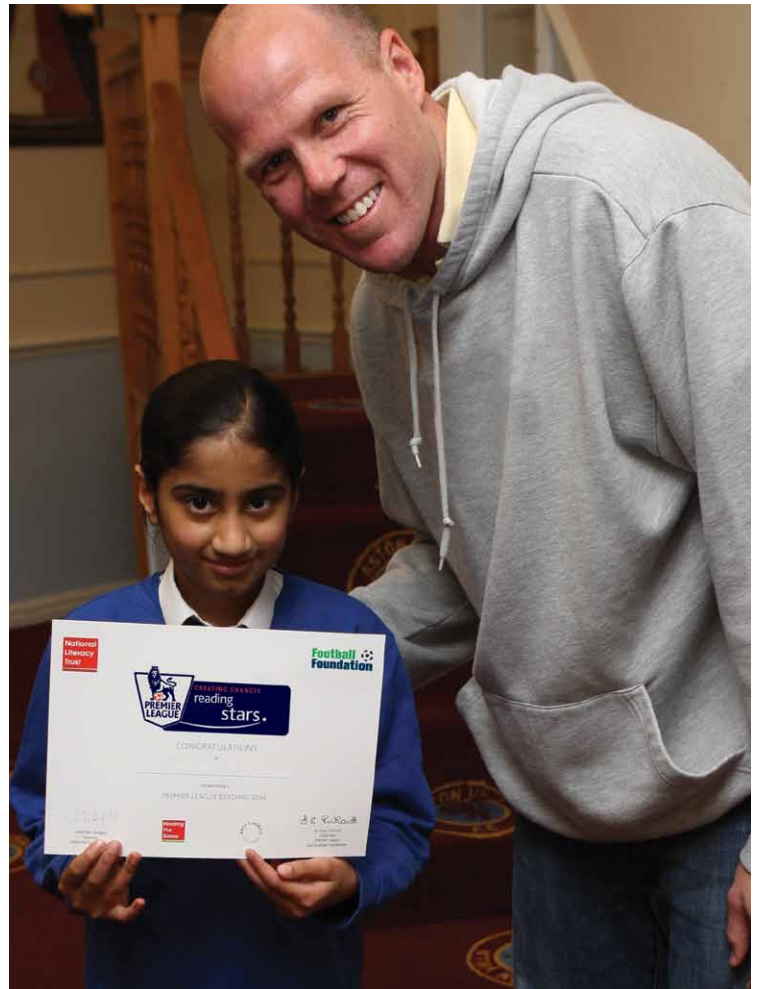
Activity at Foundation-funded facilities in 2008-9	Male	Female	Total
Football players	72,870	17,041	89,911
Multi-sport players	28,113	32,425	60,538
Disabled footballers			1,550
Number of teams			1,309
BAME %			9.7%
Volunteer coaches	508	76	584
Other volunteers	335	125	460
% of projects scoring good and above			94.1%

Since 2000

Outcomes from Foundation-funded Community projects since 2000	Total
People engaged	32,535
Accredited courses completed	5,772
Football exit routes	3,964
Employment exit routes	983
New coaches/volunteers due to project	1,815

Grow the Game scheme	Male	Female	Total
New players	5,275	2,967	8,242
New teams			630
New coaching qualifications			683





EAST MIDLANDS

- A total of £46m invested in 768 projects
- 94 new changing pavilions
- 41 new floodlit artificial grass pitches and 46 grass pitch projects
- £4.9m invested in 52 community projects
- 24,735 youngsters kitted out through the Junior Kit Scheme
- 395 grants worth £235,000 towards safe new goalposts.

Between 2008 and 2009

Activity at Foundation-funded facilities in 2008-9	Male	Female	Total
Football players	39,855	7,113	46,968
Multi-sport players	8,455	5,730	14,185
Disabled footballers			871
Number of teams			1,983
BAME %			10.4%
Volunteer coaches	1,130	134	1,264
Other volunteers	1,090	393	1,483
% of facilities scoring 'good and above'			100%

Since 2000

Outcomes from Foundation-funded Community projects since 2000	Total
People engaged	28,675
Accredited courses completed	5,347
Football exit routes	3,672
Employment exit routes	910
New coaches/volunteers due to project	1,681

Grow the Game scheme	Male	Female	Total
New players	3,135	1,763	4,898
New teams			374
New coaching qualifications			406





EAST & SOUTH EAST

- A total of £80m invested in 2,028 projects
- 169 new changing pavilions
- 86 new floodlit artificial grass pitches and 93 grass pitch projects
- £12.4m invested in 122 community projects
- 70,440 youngsters kitted out through the Junior Kit Scheme
- 1,246 grants worth £807,000 towards safe new goalposts.

Between 2008 and 2009

Activity at Foundation-funded facilities in 2008-9	Male	Female	Total
Football players	81,235	12,294	93,529
Multi-sport players	20,990	13,723	34,713
Disabled footballers			1,224
Number of teams			3,723
BAME %			11%
Volunteer coaches	2,510	281	2,791
Other volunteers	2,214	805	3,019
% of facilities scoring 'good and above'			94.6%

Since 2000

Outcomes from Foundation-funded Community projects since 2000	Total
People engaged	67,277
Accredited courses completed	13,033
Football exit routes	8,950
Employment exit routes	2,219
New coaches/volunteers due to project	4,098

Grow the Game scheme	Male	Female	Total
New players	7,194	4,046	11,240
New teams			859
New coaching qualifications			931





Football Foundation

The Meridian School

*improving facilities
creating opportunities
building communities*

www.footballfoundation.org.uk

FUNDING PARTNERS

SPORT ENGLAND
LOTTERY FUNDED

LONDON

- A total of £56.6m invested in 690 projects
- 47 new changing pavilions
- 43 new floodlit artificial grass pitches and 25 grass pitch projects
- £16.7m invested in 135 community projects
- 21,855 youngsters kitted out through the Junior Kit Scheme
- 121 grants worth £104,000 towards safe new goalposts.

Between 2008 and 2009

Activity at Foundation-funded facilities in 2008-9	Male	Female	Total
Football players	22,325	3,709	26,034
Multi-sport players	10,058	6,461	16,519
Disabled footballers			260
Number of teams			1,038
BAME %			55.7%
Volunteer coaches	271	43	314
Other volunteers	301	100	401
% of projects scoring good and above			95.2%

Since 2000

Outcomes from Foundation-funded Community projects since 2000	Total
People engaged	74,446
Accredited courses completed	13,488
Football exit routes	9,263
Employment exit routes	2,297
New coaches/volunteers due to project	4,241

Grow the Game scheme	Male	Female	Total
New players	9,164	5,154	14,318
New teams			1,094
New coaching qualifications			1,186





SOUTH WEST

- A total of £36.8m invested in 979 projects
- 81 new changing pavilions
- 32 new floodlit artificial grass pitches and 29 grass pitch projects
- £4.3m invested in 51 community projects
- 27,465 youngsters kitted out through the Junior Kit Scheme
- 614 grants worth £325,000 towards new safe goalposts.

Between 2008 and 2009

Activity at Foundation-funded facilities in 2008-9	Male	Female	Total
Football players	30,274	4,474	34,748
Multi-sport players	9,680	7,520	17,200
Disabled footballers			305
Number of teams			1,511
BAME %			6%
Volunteer coaches	748	103	850
Other volunteers	779	290	1,069
% of projects scoring good and above			97.2%

Since 2000

Outcomes from Foundation-funded Community projects since 2000	Total
People engaged	28,124
Accredited courses completed	5,013
Football exit routes	3,442
Employment exit routes	853
New coaches/volunteers due to project	1,576

Grow the Game scheme	Male	Female	Total
New players	3,105	1,746	4,851
New teams			371
New coaching qualifications			402





FINANCIAL SUMMARY

Summary financial statements for the year ended 31 May 2009

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 Auditors gave an unqualified opinion, were approved by the Trustees on 17 September 2009, and have been delivered to the Charity Commission and to the Registrar of Companies.

On behalf of the Board of Trustees



Roger Burden
Trustee
17 September 2009

Notes:

- (a) The maintenance and integrity of the Football Foundation website is the responsibility of the directors; 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 full annual financial statements or the summary 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).

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 summary financial statements are consistent with the full annual financial statements and the Report of the Trustees of the Football Foundation for the year ended 31 May 2009 and complies with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder.

PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
London
17 September 2009

Summary consolidated statement of financial activities

for the year ended 31 May 2009 (including an income and expenditure account)

	Restricted funds 2009 £'000	Unrestricted funds 2009 £'000	Total funds 2009 £'000	Restated Total funds 2008 £'000
Incoming resources from generated funds				
Voluntary income:				
Grants and donations	6,548	45,142	51,690	66,021
Activities for generating funds:				
Trading income	-	235	235	247
Investment income				
Interest and dividends	-	1,468	1,468	1,438
Other incoming resources	-	-	-	-
Total incoming resources	6,548	46,845	53,393	67,706
Resources expended				
Costs of generating funds:				
Trading costs in subsidiary company	-	(300)	(300)	(296)
Charitable activities:				
Grants payable	(6,548)	(48,214)	(54,762)	(82,133)
Governance costs	-	(550)	(550)	(488)
Total resources expended	(6,548)	(49,064)	(55,612)	(82,917)
Net expenditure before other recognised gains and losses/net resources expended	-	(2,219)	(2,219)	(15,211)
Gain/(loss) on revaluation and disposal of investment assets	-	651	651	(1,488)
Net movement in funds	-	(1,568)	(1,568)	(16,699)
Reconciliation of funds:				
Fund balances brought forward	-	(5,730)	(5,730)	10,969
Fund balances carried forward	-	(7,298)	(7,298)	(5,730)

Summary balance sheets as at 31 May 2009

	Group		Charity	
	2009	Restated 2008	2009	Restated 2008
	£'000	£'000	£'000	£'000
Fixed assets				
Tangible fixed assets	703	1,051	504	532
	<u>703</u>	<u>1,051</u>	<u>504</u>	<u>532</u>
Current assets				
Investments	59,289	68,269	59,289	68,269
Debtors	31,734	32,803	32,110	33,142
Cash on deposit	167	5,689	46	5,531
Cash at bank	12	-	10	-
	<u>91,202</u>	<u>106,761</u>	<u>91,455</u>	<u>106,942</u>
Creditors: amounts falling due within one year	<u>(82,764)</u>	<u>(93,531)</u>	<u>(82,445)</u>	<u>(93,048)</u>
Net current assets	<u>8,438</u>	<u>13,230</u>	<u>9,010</u>	<u>13,894</u>
Total assets less current liabilities	<u>9,141</u>	<u>14,281</u>	<u>9,514</u>	<u>14,426</u>
Creditors: amounts falling due after one year	<u>(16,439)</u>	<u>(20,011)</u>	<u>(16,439)</u>	<u>(19,848)</u>
Net liabilities	<u>(7,298)</u>	<u>(5,730)</u>	<u>(6,925)</u>	<u>(5,422)</u>
Capital and reserves:				
Funds retained within a non-charitable subsidiary	(373)	(308)	-	-
Restricted income funds	-	-	-	-
Unrestricted income funds:				
Unrestricted income funds	(12,353)	(10,199)	(12,353)	(10,199)
Revaluation reserve	5,428	4,777	5,428	4,777
Total unrestricted funds	<u>(6,925)</u>	<u>(5,422)</u>	<u>(6,925)</u>	<u>(5,422)</u>
Total funds	<u>(7,298)</u>	<u>(5,730)</u>	<u>(6,925)</u>	<u>(5,422)</u>



www.footballfoundation.org.uk



FUNDING PARTNERS

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improving facilities • creating opportunities • building communities