

THE FOOTBALL FOUNDATION

# FOCUS



## ABOUT THE FOOTBALL FOUNDATION

The Football Foundation is the UK's largest sports charity. It was established in 2000 after the Premier League, The FA and the Government joined forces to create an independent charitable vehicle to deliver their grassroots facilities investment.

Over the last 17 years we have delivered £1.4 billion of grassroots sports projects into local communities across the country. These have developed new or refurbished facilities, including sports pitches and changing pavilions. These are fully sustainable and are increasing long-term participation in football and a range of other sports.

They are also vibrant community hubs that act as platforms on which a range of benefits to wider society, beyond sport, can be developed. Many local people that participate each week at facilities funded by the Football Foundation are also improving their physical and mental health, gaining qualifications and career experience, and learning many other life skills.

### THE FOOTBALL FOUNDATION'S BOARD OF TRUSTEES

Our Board has seven Trustees appointed by our Funding Partners:

**Gary Hoffman** (Independent Chairman)  
**Roger Burden** (The FA)  
**Rt Hon Richard Caborn** (DCMS)  
**Rona Chester** (Sport England)  
**Martin Glenn** (The FA)  
**Peter McCormick OBE** (Premier League)  
**Richard Scudamore** (Premier League)

### FOOTBALL FOUNDATION CHIEF EXECUTIVE

Paul Thorogood

### FOOTBALL FOUNDATION PRESIDENT

Rt Hon Lord Pendry

### THE FOOTBALL FOUNDATION'S FACILITIES ASSESSMENT PANEL

This panel is made up of four independent volunteers, who are recruited nationally, and three representatives of the Funding Partners.

They review applications for funding once they have been assessed by the Grant Management team. Its role is to ensure that applications have been assessed in accordance with the Foundation's governance framework and that applications will fulfil our strategic objectives. The Panel has delegated financial authority to award grants of up to £500,000, with the ability to recommend projects seeking more than £500,000 to the Board. It is made up of the following members:

**Tarun Kapur CBE** (Independent Chairman)  
**Mick Dennis** (Independent Deputy Chairman)  
**John Denore** (Independent Member)  
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### AMBASSADORS

**Nigel Adkins**, former Manager of Southampton, Reading and Sheffield United FC.

**Peter Beardsley MBE**, former England striker and current Newcastle United FC Development Manager.

**James Beattie**, former England and Southampton FC striker and current Leeds United First Team Coach.

**Georgie Bingham**, talkSPORT's Weekend Sport Breakfast presenter.

**Dion Dublin**, former England, Manchester United FC and Coventry City FC striker, and BBC TV presenter.

**Russell Martin**, Scotland and Norwich City FC defender  
**Lawrie McMenemy MBE**, FA Cup-winning Southampton FC Manager.

**Hayley McQueen**, Anchor, Sky Sports News HQ.

**Gary Neville**, sports broadcaster and former Manchester United FC and England defender.

**Chris Powell**, former England and Charlton Athletic FC defender.

**Graeme Le Saux**, sports broadcaster and former Blackburn Rovers FC and Chelsea FC defender.

**John Scales**, former England, Wimbledon FC and Liverpool FC defender.

**Ben Shephard**, ITV's Good Morning Britain and Sky Sports' Goals on Sunday presenter.

**Gareth Southgate**, Manager of England Senior Men's Team.

**Dan Walker**, Football Focus and BBC Breakfast TV presenter.

**Duncan Watmore**, Striker, England Under-21s and Sunderland AFC.

**Faye White MBE**, former England Women's Seniors and Arsenal FC Captain.

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— FUNDING PARTNERS —

**Football Foundation**

**"THE PUPILS ARE SO GRATEFUL TO HAVE A STATE-OF-THE-ART, ALL-WEATHER PITCH THAT THEY CAN USE DURING PE LESSONS."**

GLORIA LOWE, HEADTEACHER, NORTHOLT HIGH SCHOOL



**SINCE 2000, THE FOOTBALL FOUNDATION HAS INVESTED IN £1.4 BN OF GRASSROOTS SPORTS PROJECTS.**



**676**  
ARTIFICIAL  
GRASS  
PITCHES

**957**  
CHANGING  
PAVILIONS  
BUILT

**2,415**  
NATURAL  
GRASS  
PITCHES

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Welcome to Football Foundation Focus – a review of the Foundation's activity and impact in the grassroots game. The Foundation receives funding from the Premier League, The FA and the Government (via Sport England) in three-year cycles through the Premier League & The FA Facilities Fund (PL/FA:FF).

In the last funding cycle (2013-16) we awarded 705 grants worth £87m into some of the most deprived areas of the country, and leveraged an additional £167m of partnership funding in the process.

This enabled us to develop 133 artificial grass pitches, 337 natural grass pitches and 144 new changing rooms. The difference our investment has made in terms of participation is colossal. 294,000 football players will use newly-upgraded facilities each week. A further 250,000 participants will be playing other sports at those same sites – 44% of them female.

We have also increased participation in football amongst the hardest to reach groups through the Grow the Game scheme, which you can read about on page 11. Additionally, we have helped to improve the environment in which grassroots football is played by awarding grants through the Respect programme, which you can read about on page 10.

Our through-life approach to funding means that these facilities are sustainable throughout their life-span, meaning local people have access to high quality facilities for decades to come.

What brings all this to life for me are the personal stories of those whose lives have changed for the better as a result of this investment. On page 16 you can read about how Adie overcame serious depression thanks to a programme the Middlesbrough FC Foundation delivers from an all-weather third

## CHAIRMAN'S INTRODUCTION

generation artificial pitch we funded. Whilst on page 20, we look at how Louis has turned his life around and is now giving something back as a community coach and mentor with the Liverpool FC Foundation, again at a facility we developed.

A community can be transformed by replacing a decaying old sports site with a brand new, modern facility. We know that increasing the quality and capacity of a facility encourages more people to improve their physical and mental health through regular sport. We know these venues, often with the help of local professional clubs, offer employment and education routes for young people and social opportunities for older people.

It is for these reasons that we do everything we can to distribute the precious funding provided by our Funding Partners as far as possible, and to ensure that the facilities we fund remain sustainable.

Thank you for your continued support to the work of the Foundation and to the grassroots of the game generally.

**Gary Hoffman**  
Chairman



## CHIEF EXECUTIVE'S FOREWORD

One of the most satisfying parts of my job is seeing at first hand a community sports facility that we have helped to transform using funding provided by our Funding Partners.

Often the site would have been one of many that can be found up and down the country that has fallen into disrepair through decades of under investment and neglect. The changing rooms left leaking, cold and uninviting – that is if there was any changing provision at all. The poorly-drained pitch would become a quagmire by late autumn and then freeze in the depths of winter, threatening twisted ankles and jarred bones; and by the spring and summer absent of any grass. A place then almost specifically designed to put people off playing sport at it, rather than one that draws people to it.

In this annual review you will see the remarkable effect that is achieved when we invest in these facilities, replacing the grim vision I outline above with a new generation of modern sports facilities that attract – almost compel – people to take up a sport, regularly and for the long-term. The feeling of walking onto a new third generation (3G) surface never changes for me. The fresh, slightly giving, completely flat surface makes me want to kick a football – even at my advancing years!

While we have a responsibility to provide the very best facilities at the grassroots level of the game, so that our young (and old) footballers have the very best experience of playing the game – and yes develop their talent so that they can be as good as they can be – it is doubly important that those who have perhaps decided to take up the sport for the first time, to get fit or to expand their social horizons, enjoy their initial experience so that they will

come back again. Encouraging people who do not 'do' sport to take part on a regular basis is the only true way of increasing participation levels; and quality facilities combined with good organisation and expert coaching at the right levels is central to this.

None of this would be possible without the significant contribution made by our Funding Partners, the Premier League, The FA and the Government (via Sport England). I would like to offer my wholehearted thanks to them and also to our many other partners who contribute to this very important work, including the County FAs, professional football clubs and their community foundations.

With your sustained support, we will be able to continue our mission to improve this country's community grassroots facilities and, thereby, help to improve the health and wellbeing of the nation generally and deprived communities in particular. It also means that I will be able to find an excuse to escape the office occasionally to kick a ball around on one of those perfect 3G surfaces! Thank you.

**Paul Thorogood**  
Chief Executive

# FOCUS ON THE DELIVERY: TARGETING INVESTMENT INTO THE MOST DEPRIVED AREAS

The Football Foundation targets 40% of its funding into the 20% most deprived areas of the country, as defined by the Index of Multiple Deprivation (IMD), which is the official measure of relative deprivation for small areas in England. It ranks every small area in England from 1 (most deprived area) to 32,844 (least deprived area) using the following criteria:

- 1 INCOME DEPRIVATION
- 2 EMPLOYMENT DEPRIVATION
- 3 EDUCATION, SKILLS AND TRAINING DEPRIVATION
- 4 HEALTH DEPRIVATION AND DISABILITY
- 5 CRIME
- 6 BARRIERS TO HOUSING AND SERVICES
- 7 LIVING ENVIRONMENT DEPRIVATION

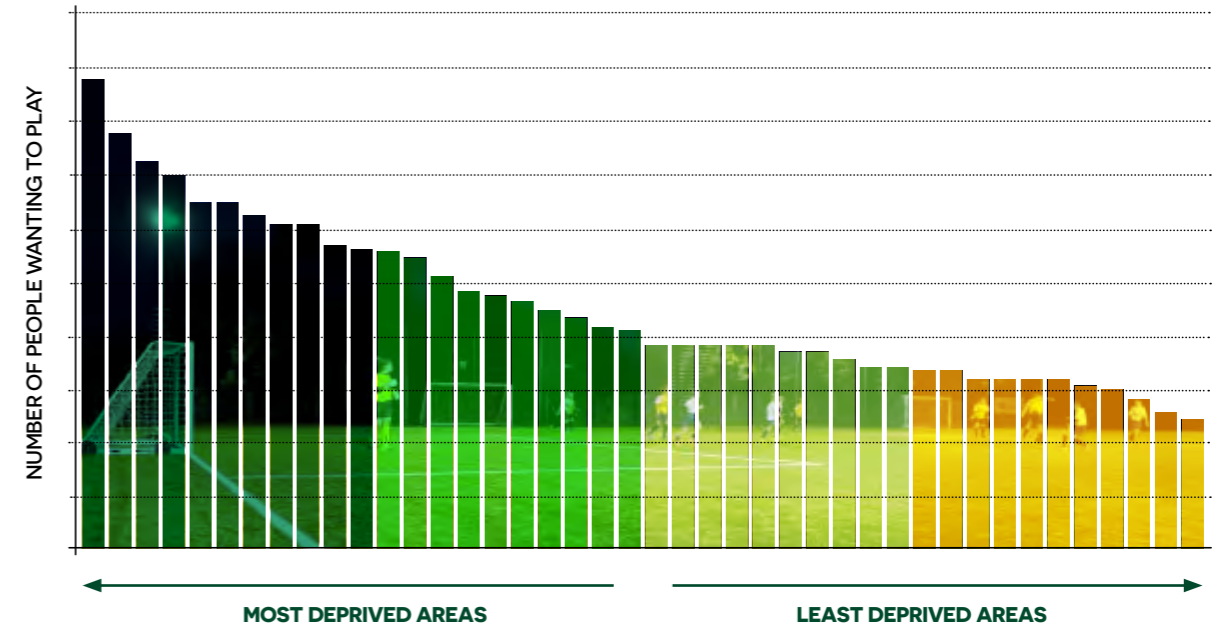
## DIRECTING INVESTMENT INTO THE AREAS THAT NEED IT MOST

The reason we focus investment into the most deprived communities is simple. They are the areas that have the worst provision of sports facilities and the fewest FA Charter Standard grassroots football teams, which means there are fewer opportunities to play.

They also have the highest unsatisfied latent demand for playing football and other sports and the highest level of health inequality.



## LATENT DEMAND FOR FOOTBALL (WANT TO PLAY BUT CAN'T)



PEOPLE IN THE TOP 30% MOST DEPRIVED AREAS HAVE THE HIGHEST DEMAND TO PLAY MORE FOOTBALL, BUT THE FEWEST OPPORTUNITIES TO DO SO.

Evidence demonstrates that the most deprived areas according to IMD rating also have the highest instances of inactive local populations who would play sport were they given greater access and opportunities to do so.

Many of the challenges that combine to define an area as suffering from multiple deprivation also conspire to create barriers to participation in grassroots sports.

This may be a lack of available partnership funding, partly resulting from a lack of jobs, disposable income or well-off local businesses. It could be a lack of volunteers to run sports teams. It may be a shortage of relevant skills that help with funding bids, such as knowledge of the planning permission process or budgeting expertise. Where this is particularly acute, the Foundation can provide some small financial assistance towards consultant costs to help ensure deprivation does not act as a barrier to application.

These combined challenges often serve to create a perfect storm of problems in these poorest parts of the country:

- Very large unsatisfied demand to play sport
- A severe lack of available local sports facilities
- Skills shortages and other additional barriers
- The most acute health inequalities

However, this also means that the most deprived areas are the 'sweet spot' for achieving the greatest outcomes through targeted investment. This perfect storm also creates greater challenges when it comes to sourcing and developing the high quality applications that the Foundation requires of projects that we fund. Where it would be easy to focus on easier areas where these challenges did not exist, we specifically choose to place a strategic focus on these more demanding areas – indeed, even setting the 40% investment target and regularly measuring our performance against it.

By doing so, we not only ensure that local people in those areas benefit but also ensure that we achieve the greatest outcomes for our Funding Partners' investment – not just in terms of increasing sports participation, but also in areas like public health.

## FOCUS ON THE DELIVERY: STRENGTHENING THE LINK BETWEEN PROFESSIONAL CLUBS AND THE GRASSROOTS

The scale, breadth and sophistication of community schemes delivered by professional football clubs has developed dramatically over the last ten years. Clubs in this country are perhaps the most advanced in the field of development through sport anywhere in the world.

They use the power of their clubs' brands to engage people in their local communities and improve their physical health, their mental health, their educational attainment and their employability. They also provide opportunities for many of the most vulnerable and the most underprivileged in society.

A key part of the Foundation's strategy therefore is to harness the power of **football for social good** by creating links with local professional football clubs at facilities in which we invest.

It is not appropriate for every facility that we fund. But where there is capacity available we see if a professional club's community foundation is able to add value by delivering some of their life-changing work from that site.

Many facilities we invest in are venues for Premier League Kicks sessions. This is a highly effective social inclusion programme that was originally developed into a national scheme by the Football Foundation, in partnership with the Premier League and the Metropolitan Police, back in 2006. It engages young people in the most deprived areas of the country using the appeal of the club's brand, and offers them a variety of activities as positive alternatives to anti-social pressures they may be facing, such as gang culture. On page 20 you can read more about how the Liverpool FC Foundation is changing lives for the better delivering Premier League Kicks from a site we funded.

On page 16 we describe how the Middlesbrough FC Foundation is improving the

mental health of some of its community's most vulnerable people at another facility that we developed with our Funders' investment.

Some of our facilities have seen professional clubs' foundations helping local schools by actually delivering their PE lessons during curriculum time.

Further underpinning the Foundation's strategy of investing a large proportion of our funding into the areas of highest deprivation, professional clubs' catchment areas also happen to be located in the most deprived parts of the country.

An additional benefit of strengthening the link between the professional game and grassroots game is this also creates **talent pathways**,

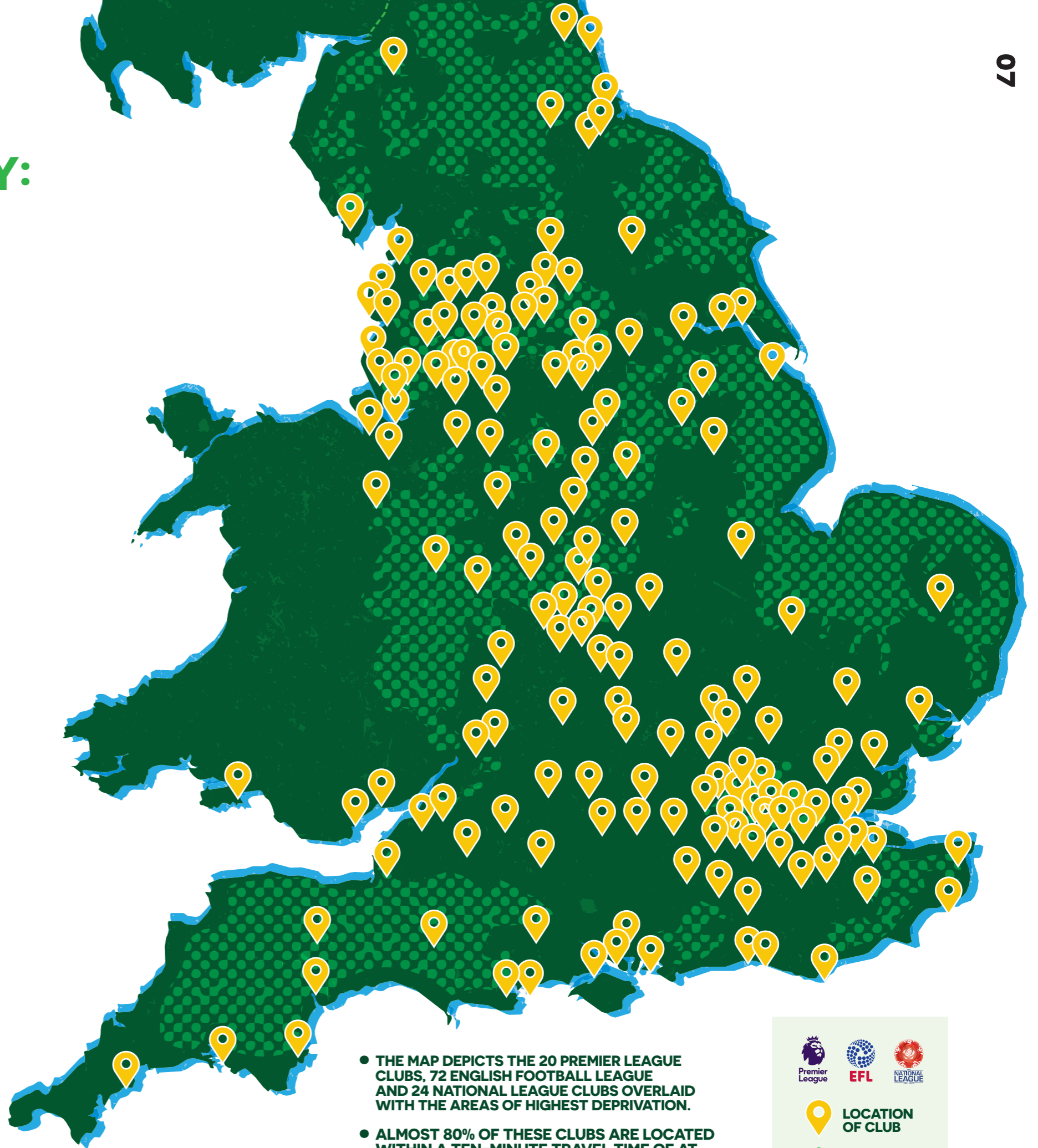
through which the most talented young sports people can progress to their highest level.

Professional footballers Raheem Sterling, Wilfried Zaha and Marcus Rashford to name but a few were all talent-spotted at Premier League Kicks sessions by their community coaches.

Equally, clubs' multi-sport sessions enable talent outside of football to be nurtured and scouted – football clubs deliver anything from netball and basketball, to cricket and high-board diving.

Clubs' outreach schemes even enable local people to reach their highest level of skill and ability in areas like musical technology, street dance or other artistic performance disciplines. We have even seen examples of a person's talent as a school teacher or social worker identified at a facility we have built and those individuals move directly into employment as a result.

By engaging professional clubs' foundations – from the Premier League, right down to the upper divisions of the National League – the Football Foundation is developing far more than just sports facilities. We are creating community hubs which deliver wide-ranging benefit to individuals and society.



● THE MAP DEPICTS THE 20 PREMIER LEAGUE CLUBS, 72 ENGLISH FOOTBALL LEAGUE AND 24 NATIONAL LEAGUE CLUBS OVERLAID WITH THE AREAS OF HIGHEST DEPRIVATION.

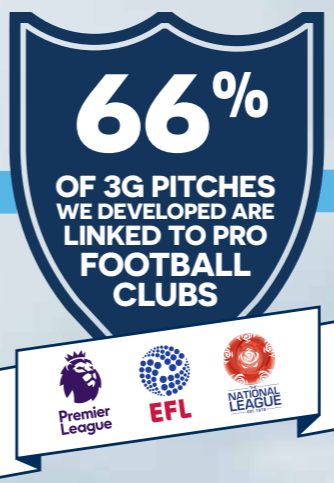
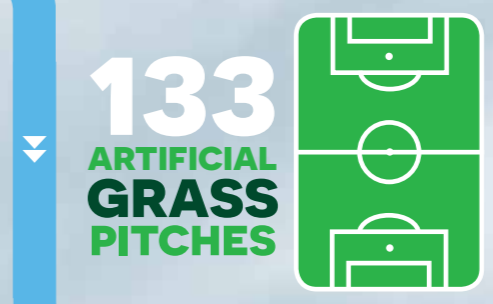
● ALMOST 80% OF THESE CLUBS ARE LOCATED WITHIN A TEN-MINUTE TRAVEL TIME OF AT LEAST TWO AREAS THAT ARE WITHIN THE 30% MOST DEPRIVED AREAS OF THE COUNTRY.



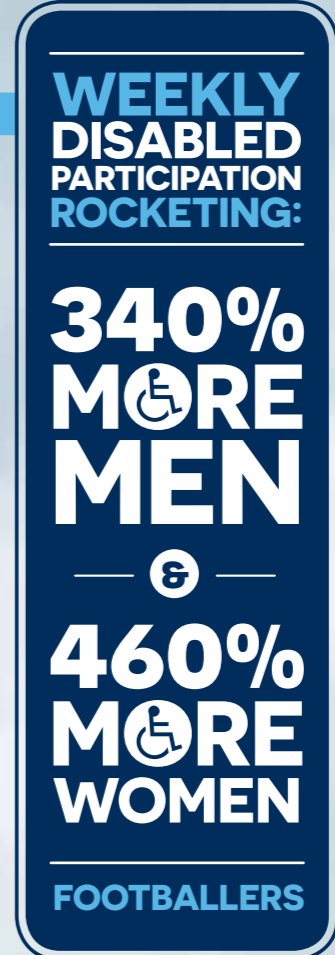
# FOCUS ON THE DELIVERY: PREMIER LEAGUE & THE FA FACILITIES FUND 2013-2016



USING IT TO LEVERAGE AN ADDITIONAL **£167M** OF PARTNERSHIP FUNDING



SMASHING OUR TARGET OF **50%**



WEEKLY PARTICIPATION AT THESE SITES IS ROCKETING FOLLOWING OUR INVESTMENT:



IMD TARGETING OF PL/FA:FF INVESTMENT



Between 1 June 2013 until 31 May 2016, the Football Foundation was charged with delivering the Premier League & The FA Facilities Fund (PL/FA:FF).

This saw us develop a new generation of grassroots sites in the communities that were most in need of improved facility provision and that had the highest demand for access to sport.

There was a greater emphasis placed on developing third generation (3G) artificial grass pitches than in the Foundation's previous funding cycles. Approximately half of the three-year budget was directed into creating new 3Gs.

It was also the first time that the Foundation was formerly tasked with encouraging links between the grassroots facilities it developed

and local professional football clubs – as outlined on page seven.

Our through-life approach to funding means that we ensure each facility continues to deliver the high levels of usage in terms of participation, and outcomes in terms of coaching and club development. These are set out in plans agreed with the applicant when we award the grant. We also develop bespoke business plans in partnership with each project to minimise the risk of sites that we fund requiring financial subsidies.

Across these two pages we highlight the scale and the impact of our delivery of the PL/FA:FF. Again, none of this would have been achieved without the financial contributions provided by our Funding Partners – the Premier League, The FA and the Government, via Sport England.



## FOCUS ON THE DELIVERY: RESPECT

Solely funded by The FA and delivered by the Foundation, the Respect Equipment Scheme was set up in 2008 to encourage good behaviour in grassroots football from players and spectators alike through the award of 'Respect packs.'

The packs are made up of captains' armbands and marshals' bibs, which serve as a visual reminder to onlookers not to negatively impact the game that they are watching. Signage and touchline barriers also help to create a designated area for spectators to stand behind to prevent encroachment on officials.

### DISCIPLINE BEING UPHOLD BY THETFORD BULLDOGS FC FOLLOWING RESPECT GRANT

#### CASE STUDY

During the 2015/16 season, the Foundation awarded 301 Respect packs to grassroots football leagues and clubs, including Norfolk-based Thetford Bulldogs FC who received a pack worth £144. Even before the Respect scheme had been introduced the Bulldogs were at the forefront of maintaining discipline.

Club Secretary Kirsty Turner made clear: "We have always insisted that all players and parents sign a behavioural charter, and we take a dim view of anyone who anyone who does not respect the rules."

The club trains on Wednesday evenings at Euston Hall football pitches in Thetford and

their games, which are played on a weekend, are well attended by parents and guardians. Karia Dale, who joined the club a year ago as a left-back for the Under-13 team, has noticed a positive change in the behaviour of onlookers especially when she is running along the touchline during games.

"The Respect barriers have definitely helped because the ref and players are not too close to the spectators," says Karia. "All the girls and our manager just want to focus on the game, so the barriers act as a reminder to everyone to respect the rules and enjoy the match."



## FOCUS ON THE DELIVERY: GROW THE GAME

Funded by The FA, the Grow the Game scheme helps clubs to meet the essential costs of starting new teams, especially amongst underrepresented groups. Namely:

- Women and girls;
- Male teams of Under-14s-and-upwards;
- Disabled teams.

Grants of £1,500 per team, which are delivered by the Foundation, can be redeemed against buying new kit, FA coaching courses and referees fees, as well as other costs associated with starting a new grassroots team.

603 grants were awarded in 2015/16 worth £1.81m, creating 1,212 new teams and 14,749 new footballers in the process.

### DISABILITY IS NO BARRIER THANKS TO FOUR NEW POWERCHAIR TEAMS IN ESSEX

#### CASE STUDY

Brentwood Soccability FC is a side for wheelchair users who compete in the Essex Powerchair Football League. With specialist equipment and venue hire costing thousands, the Grow the Game grant that they received was critical to helping them provide opportunities for disabled footballers.

The club's Chairman Roger Davinson, explained: "This funding was a lifeline. We introduced the most popular sport in the world to those who would not have otherwise had the opportunity."

The funding paved the way for Brentwood Soccability FC to introduce four new

pan-disability teams, including adult men, adult women, adult mixed, and Powerchair Football for all ages. It also enabled them to train eight volunteers as newly-qualified coaches.

15-year old Ollie Cripps suffers with Duchenne Muscular Dystrophy. He described the difference that the programme has made to his life: "The new team has opened up my social circle, which has improved my self-confidence and is also helping to improve my football skills."

"Before we got Grow the Game funding I really wanted to play football but couldn't. That has all changed now and I love attending training and matches."

# FOCUS ON THE OUTCOMES: THE WIDER IMPACT OF OUR PROJECTS

The Foundation's core mission is to give more people the opportunity to play sport purely for the love of it. We do this by increasing the capacity and improving the quality of local sport facilities.

Over many years we have evidenced the substantial increases in participation that our targeting of our Funders' investment has achieved in football and other sports. New players are drawn to regular sport at our sites, whilst existing players are retained rather than lost, as they are no longer happy to put up with the decaying state of a changing room or playing surface.

However the wider impact to society of our investment goes way beyond sport. By enjoying regular exercise at our facilities, hundreds of thousands of people of all ages are improving their physical and mental health.

**"THE WIDER IMPACT TO SOCIETY OF OUR INVESTMENT GOES WAY BEYOND SPORT."**

The accumulative effect of this taking place across our 2,500 facilities is easing the burden on the NHS and making those participants more likely to stay part of a fit, healthy national workforce.

Similarly, participants at our sites develop crucial life skills, such as communication, and the value of preparation. Many experience bespoke sessions delivered by professional clubs' foundations or local authorities that provide CV writing workshops and other vocational support including hands-on work experience.

This is an area that we at the Foundation understand only too well, having pioneered the sport for social good agenda by funding leading edge projects under our old Community Schemes which ran from 2000 to 2010.

Since then, we have used our expertise in this field to work with local delivery organisations – especially professional football clubs – to harness the power of sport at our facilities.

Across the following five case studies, we feature stories that illustrate how projects we supported have helped improve communities and the lives of local people. They focus on: **physical wellbeing, mental wellbeing, individual development, and social & community development.** The final case study outlines how our investment into the local sport infrastructure across the country is also supporting the **local and national economies** through creating jobs across a variety of sectors.



**SUPPORTING THE HEALTH OF THE NATION – ITS PEOPLE, COMMUNITIES & ECONOMY**





## FOCUS ON THE OUTCOMES: BENEFITS TO PHYSICAL WELLBEING

Football facilities developed by the Foundation are helping to create a more active population. Our all-weather pitches, for example, allow more people to play sport regularly and enjoy the physical benefits that come with regular exercise.

### CASE STUDY

#### PUPILS AT NORTH EAST SCHOOL ARE FITTER THANKS TO 3G SURFACE

Castle View Enterprise Academy's 3G pitch in North Sunderland is used for more than ninety hours every week by 1,381 grassroots footballers. It was made possible thanks to a £346,235 grant from the Premier League & The FA Facilities Fund.

14-year old Castle View pupil Thomas Green has benefitted enormously from the surface. The young left-footer signed-up to the school's football academy initially just to hone his skills but found himself becoming fitter and healthier in the process. "The school's pitch gave me something to help improve as a footballer and because I play on it so often I know it has made me healthier," said Thomas.

The youngster's new-found energy attracted the interest of scouts who watched the gifted young man get fitter and develop his skills – it wasn't long before Newcastle United's Academy signed him.

"I couldn't believe it," remembers Thomas.

"I have a lot to thank the school for and also the pitch. If it wasn't for all those hours spent playing on it and getting fitter, I probably wouldn't have been signed-up."

Not only is the 3G pitch home to the Russell Foster Youth League, which caters for more than 700 affiliated Mini-Soccer and junior teams across the North East, it is also a base for the Durham FA's Coach Education Programme. The pitch spawned a football academy too, which is run by the school as an outlet for students to stay active with a view to gaining formal football qualifications.

Castle View also has a partnership with the Foundation of Light, Sunderland AFC's charitable arm, which is helping the school's students to get active during break times. The 'Lunch Time Sports Club' sees two community outreach coaches from the club visit the school daily to help encourage students to maintain an active, rather than a sedentary lifestyle.





## FOCUS ON THE OUTCOMES: **BENEFITS TO MENTAL WELLBEING**

The link between playing sport and improved mental health is well established. From the release of endorphins to the self-esteem boost, regular exercise also opens up new social networks for those who otherwise might have found themselves isolated.

CASE STUDY

### MIDDLESBROUGH FC FOUNDATION HELP TACKLE MENTAL HEALTH ISSUES AND INTEGRATE REFUGEES THROUGH SPECIALIST FOOTBALL TEAM

Every Tuesday, 40 men and women play football at the Herlingshaw Centre's 3G pitch in Middlesbrough's South Bank region. It is a facility made possible thanks to £450,000 from the Premier League & The FA Facilities Fund.

The group are of different levels of fitness and ability but share a commitment to supporting each other through various mental issues, including depression, anxiety and bipolar disorder. More recently the programme has been expanded to help refugees, asylum seekers and their families settle in the area.

The 'Think with your feet,' initiative is overseen by the Middlesbrough FC Foundation's Social Inclusion Coordinator, Claire Streeter. "Football has the power to improve people's mental wellbeing. That can be helping individuals with longstanding medical issues, or helping those new to the community to settle," she says. "Without our 3G pitch, neither of those things would have been possible."

"This programme saved my life," says Adie who has attended the programme for several months. The sessions have helped Adie manage serious bouts of clinical depression, which had previously culminated in a suicide attempt. He says: "I see the other players on the team as my family and the 3G pitch is our home. We play football together, which really helps to improve our support networks."

Ibrahim, 28, is another attendee. He fled Syria in early 2016 and moved to Middlesbrough as part of the Government's resettlement programme. For him, the sessions represent an opportunity to reclaim some normality.

"When the war started my wife, two children and I had no choice but to leave – it was very scary. Previously everything was very uncertain but it's better now. That is partly thanks to being able to meet new people on the football team who have been through similar experiences to me," he explained.

## FOCUS ON THE OUTCOMES: INDIVIDUAL DEVELOPMENT

A 3G pitch can give life-changing opportunities. It is somewhere a young person can receive mentoring, gain work experience and study for qualifications. With thousands of these facilities across the country, the Foundation has already created crucial environments at which tens of thousands of youngsters have developed a purpose and direction in life.

### FORMERLY “SHY AND RETIRING” STUDENT SECURES JOB THANKS TO 3G PITCH

#### CASE STUDY

“I think Adam would be the first to admit that he wasn't the best footballer when he was a pupil here,” says Penryn College's PE teacher, Mr Ash. He is talking fondly of Adam Newcombe, a former pupil, who, despite not being blessed with natural footballing ability, made up for it in sheer determination.

“Adam was shy and retiring but he never gave up. He was always prepared to try – and that isn't something dictated by your ability.”

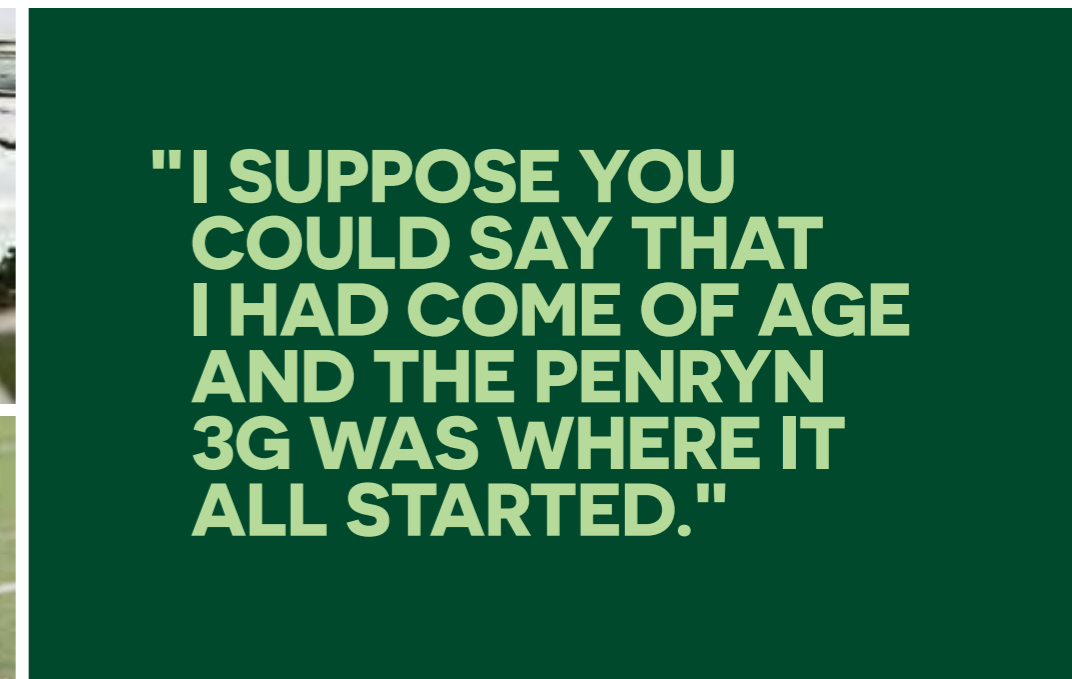
Adam left the Cornish college, beneficiaries of a £343,277 grant in 2007 for a new 3G AGP, at 16 not knowing exactly what he wanted to do but felt that a sports coaching course might hold the answer. The quiet youngster grew in confidence amidst his studies, staying in touch with Mr Ash and coming back to help him with coaching sessions.

When Adam needed help to fund his FA Level 1 coaching qualification his old college

obliged, which gave Adam the platform to complete his FA Level 2 certificate independently. “I suppose you could say that I had come of age and the Penryn 3G was where it all started for me,” reflects Adam.

The 3G at Penryn was never far from Adam's thoughts, which is why he called Mr Ash after he graduated from college as a qualified sports coach. Only too delighted to have someone of Adam's willingness to learn, Mr Ash found room for him to help coach a Mini Soccer team. Adam recalls: “I took the opportunity without hesitation, which is when I realised how far I had come – that was in large part thanks to the 3G pitch.”

Once unsure of his standing, Adam has gone on to become Head Coach for Penryn College's Mini Soccer team, where his work impressed a neighbouring primary school so much that they have made him a full-time Teaching Assistant.



**"I AM DETERMINED TO PASS ON WHAT I HAVE LEARNED TO OTHER LOCAL YOUNGSTERS."**



## **FOCUS ON THE OUTCOMES: SOCIAL AND COMMUNITY DEVELOPMENT**

Facilities developed by the Foundation are not just fantastic places to play sport. They are valuable hubs for the communities they serve from the very first day that they open. They provide local people and organisations, such as professional football clubs, with a platform from which they can play their part in creating more cohesive communities.

### **CASE STUDY**

#### **LIVERPOOL YOUNGSTER GIVES BACK TO THE COMMUNITY THROUGH COACHING AND MENTORING**

Anfield Sports & Community Centre re-opened in December 2015 following a £2.3m refurbishment, including crucial investment from the Premier League & The FA Facilities Fund. The improved facility afforded Louis Smyth the chance to, in his own words, "give something back."

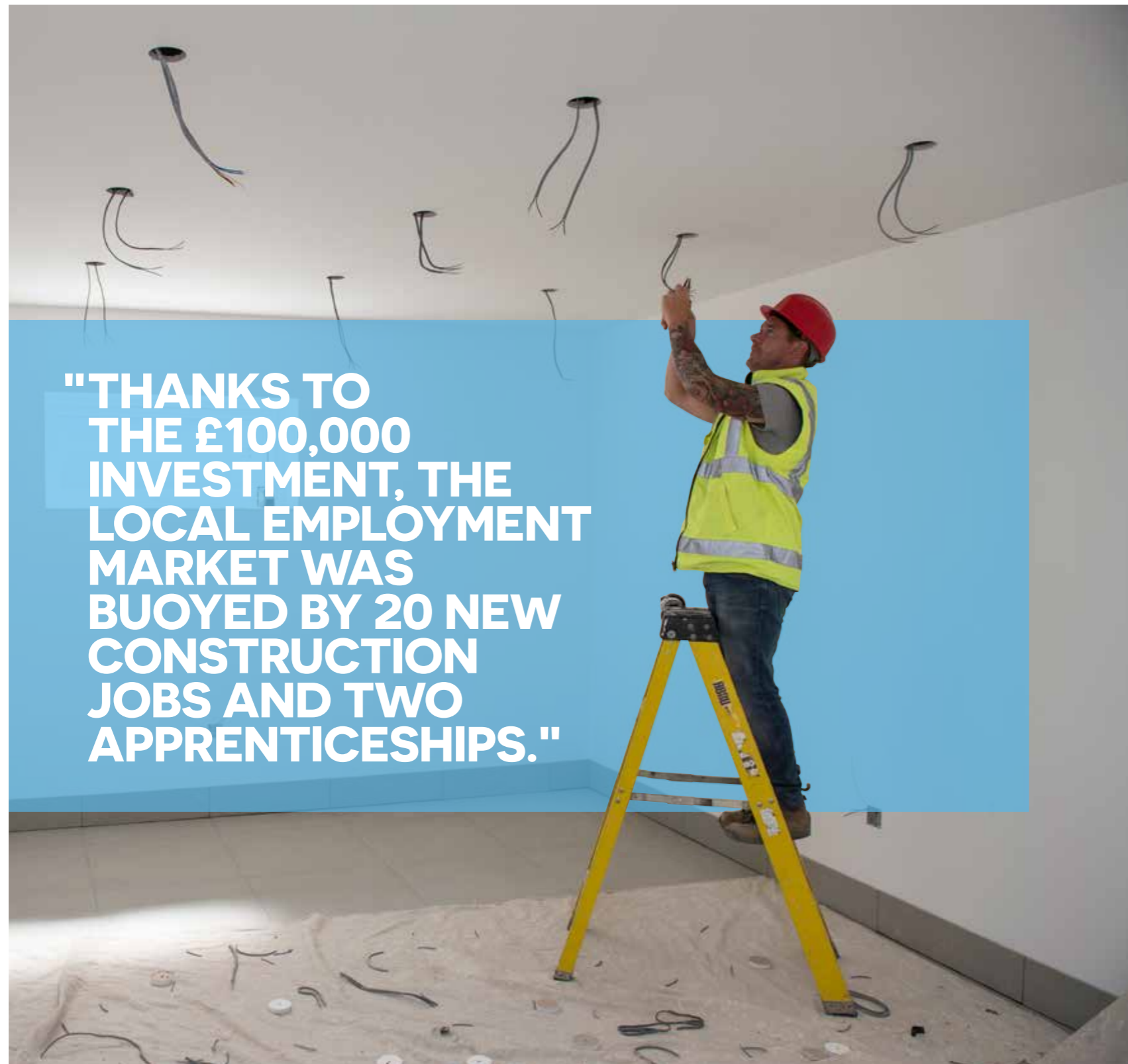
Louis joined Liverpool FC Foundation's Premier League Kicks project, which was based at the site's new 3G pitch, in late 2015. It was evident early on that he was a talented footballer and it was not long before he secured a place in the Kicks Under-17 development squad.

Premier League Kicks uses the power of football and sport to inspire young people in some of the most disadvantaged areas of the country. It did for Louis whose application in the development squad was rewarded. The Liverpool FC Foundation College invited him to join them with a view to qualifying as a community coach.

Louis' outlook is inspiring: "I was one of the lucky ones because I got a great opportunity – others don't and I want to try and help them. I know I can make a difference through mentoring and coaching."

He is backing this vision up by volunteering at the Anfield Sports and Community Centre through the Liverpool FC Foundation. He is already delivering football sessions for 8-11-year-olds on the same 3G pitch where it all began for him: "When I think about it, I owe this 3G pitch everything. It is humbling in that respect. I am determined to pass on what I have learned to other local youngsters."

Head of Liverpool FC Foundation, Andrea Cooper, put it best: "Louis has grown in confidence as a footballer, a coach and a young individual. We are in no doubt that he has the potential to be a great coach and we have high hopes that he will achieve great things in the future."



**"THANKS TO THE £100,000 INVESTMENT, THE LOCAL EMPLOYMENT MARKET WAS BUOYED BY 20 NEW CONSTRUCTION JOBS AND TWO APPRENTICESHIPS."**

## FOCUS ON THE OUTCOMES: ECONOMIC BENEFITS

Sports facilities developed by the Foundation stimulate local economies through the creation of jobs. The Foundation has hundreds of projects under construction right across the country at any one point. From new 3G pitches to changing room pavilions, the construction cycle employs hundreds of local people. Whilst many more jobs and volunteers are created long-term, once the facility has opened its doors to the public.



### JOBS BOOST FOR MIDLANDS ECONOMY AFTER RUGBY TOWN FC GETS NEW CHANGING PAVILION AND FUNCTION ROOM

When Premier League goalkeeper Brad Guzan arrived at Rugby Town JFC's Kilsby Lane home to open their new changing pavilion and function room, made possible thanks to a £100,000 grant from the Premier League & The FA Facilities Fund, it marked the end of much hard work.

The American shot-stopper hailed the upgraded facility, which also now boasts improved grass pitches, floodlighting and car parking, as "stunning." What is as impressive is the positive impact the construction had on the surrounding economy.

Thanks to the £100,000 investment, the local employment market was buoyed by 20 new construction jobs and two apprenticeships. In total, six firms were involved directly with the project, including four construction workers from Rugby-based Allan Board Builders Ltd. who helped to remodel and refurbish the clubhouse.

Nine specialists from S & C Slatter and Woodward Turf Care laid the new pitches

and reconfigured the car park, following input from two experts at sports surface consultants, TGMS Ltd. Daventry firm George Browns Ltd. provided some of the industrial machinery, and Floodlighting Ltd. sent four of their professionals and two apprentices to install new lighting.

The site is now open seven days-a-week, including for coach education programmes which spawned two teaching jobs. The subsequent day-to-day management of the improved site generated a further 15 paid jobs including bar, café, facility and ground staff. The regular efforts of another 126 volunteers cement the facility as a centre of local employment.

These long-term economic benefits of Football Foundation grants are in addition to the benefits we achieve by encouraging a healthier, active population that is less of a burden on the NHS and can continue to contribute as a member of the nation's tax-paying workforce.

# FINANCIAL SUMMARY FOR THE YEAR ENDED 31 MAY 2016

## TRUSTEES' STATEMENT

The summarised financial information is not the full Annual Report and Financial Statements but a summary of information derived from the group's and parent charitable company's statement of financial activities for the year ended 31 May 2016 and the group's balance sheet as at 31 May 2016. The summarised financial information does not contain additional information derived from the Annual Report.

The full Annual Report and Financial Statements, from which the summarised financial information is derived, were approved by the Trustees on 19 September 2016 and copies have been filed with the Charity Commission and with the Registrar of Companies.

The Independent Auditors have issued an unmodified report on the full financial statements. The statement in the independent auditors' report, under section 496 of the Companies Act 2006, was unqualified. The full independent auditors' report contained no statement under sections 498(2) (a) and (b) or 498(3) of the Companies Act 2006.

On behalf of the Board of Trustees



**Gary Hoffman**

Chairman  
6 March 2017

## INDEPENDENT AUDITORS' STATEMENT TO THE MEMBERS OF THE FOOTBALL FOUNDATION

We have examined the supplementary summary financial information included within Football Foundation Focus, which comprises the summary group and parent charitable company balance sheet as at 31 May 2016 and the summary consolidated statement of financial activities for the year then ended.

## RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND THE AUDITORS

The Trustees are responsible for preparing The Football Foundation Focus in accordance with applicable United Kingdom law and the Statement of Recommended Practice: Accounting and Reporting by Charities (revised 2005), which includes information extracted from the full annual financial statements of The Football Foundation for the year ended 31 May 2016.

Our responsibility is to report to you our opinion on the consistency of the summary financial information, included within The Football Foundation Focus, with the full annual financial statements for the year ended 31 May 2016.

This statement, including the opinion, has been prepared for and only for the charitable company's members as a body 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.

## BASIS OF OPINION

Our examination involved agreeing the balances disclosed in the summary financial information to full annual financial statements. Our audit report on the charitable company's full annual financial statements describes the basis of our opinion on those financial statements.

## OPINION

In our opinion the supplementary financial information is consistent with the full annual financial statements of the Football Foundation for the year ended 31 May 2016.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (19 September 2016) and the date of this statement.

## PricewaterhouseCoopers LLP

Chartered Accountants and Statutory Auditors  
London  
6 March 2017

## SUMMARY BALANCE SHEET AT 31 MAY 2016

	Group		Charity	
	2016	2015	2016	2015
	£'000	£'000	£'000	£'000
Total assets	<b>60,193</b>	58,187	<b>59,956</b>	58,568
Total liabilities	<b>(60,020)</b>	(44,701)	<b>(59,816)</b>	(44,530)
Net assets	<b>173</b>	13,486	<b>140</b>	14,038
Total funds	<b>173</b>	13,486	<b>140</b>	14,038

## SUMMARY STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MAY 2016

	Restricted funds	Unrestricted funds	Total funds	Total funds
	2016	2016	2016	2015
	£'000	£'000	£'000	£'000
Total income	624	30,857	<b>31,481</b>	31,832
Total expenditure	(624)	(44,363)	<b>(44,987)</b>	(32,631)
Net gain on investments	-	193	<b>193</b>	39
Net movement in funds	-	(13,313)	<b>(13,313)</b>	(760)
Fund balances brought forward	-	13,486	<b>13,486</b>	14,246
Fund balances carried forward	-	173	<b>173</b>	13,486

