

THE FOOTBALL FOUNDATION

ANNUAL REVIEW 2010



FUNDING PARTNERS

Football 
Foundation

10
YEARS
2000-2010



THE FOOTBALL FOUNDATION IS AN INDEPENDENT CHARITY THAT FUNDS THE DEVELOPMENT OF GRASS ROOTS SPORTS FACILITIES.

It was established in 2000 by its funding partners, the Premier League, The FA, Sport England and Government.

In that time £1bn worth of projects have been built, creating artificial grass pitches, changing pavilions and more for communities across the country, whilst driving up sports participation.

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CHAIRMAN'S INTRODUCTION



In the last year the Foundation continued to lead the way in providing vital support to this country's thriving grass roots game with investment provided by the Premier League, The FA and the Government, via Sport England.

Over the last twelve months alone Foundation funding has helped to deliver 147 community sports facilities, 140 improved goalposts and 2,340 free football kits and equipment for junior and disabled players. A total of 560 grass roots football clubs benefited from Foundation grants in the last year, not including 233 schools and 148 local authorities.

2010 also witnessed a fundamental refocusing of the Foundation's work to concentrate on our original core mission of transforming grass roots facility projects. To support this, the Foundation conducted a radical structural review, the result of which will be a significant reduction in overhead costs, whilst maintaining frontline support to our applicants.

We anticipated that the contribution from Government would be cut in the recent Comprehensive Spending Review. By recognising the realities of the economic climate early on, refocusing our strategy and reviewing our structure, we are more than capable of withstanding the effects of this reduction in a way that minimises the impact of the support we provide to grass roots community sport.

2010 has therefore been a year of change and refocus for the Foundation, but it has also, yet again, been another outstanding success in terms of replacing, renovating or providing new community grass roots sports facilities across the country. We are extremely pleased and proud that we continue to receive such huge support and encouragement from our funding partners. We were also delighted to be chosen by the Mayor of London to invest £6.8m in London sports facilities over the next three years. This appointment is testament to the efficiency and enthusiasm of the team in the Foundation.

We look forward to being able to return this unstinting support by continuing to have a dramatic transformational effect on the landscape of community sports infrastructure with an even

clearer sense of purpose and an operational capability that is more efficient and effective than ever.

It is appropriate to thank Paul Thorogood and his team for their efforts over the last year, in particular in seeing through the fundamental review and restructure of the organisation. The whole team is dedicated to the mission of improving grass roots facilities and is focused on providing excellence in serving both our funders and the recipients of our grants.

Clive Sherling
Chairman
The Football Foundation

CHIEF EXECUTIVE'S FOREWORD



This year the Foundation has been celebrating its tenth anniversary, which has given us a chance to reflect on the nearly £1 billion worth of grass roots projects that we have supported since we began in 2000.

We have made a huge impact on community sports facility provision, right across the country, over the past ten years. This is all down to the investment made by our funding partners, the Premier League, The FA and the Government, via Sport England, together with the Foundation's unique ability to turn critical investment into much, much more through efficient and effective

processes, and a capability to leverage further funding from other sources that is second to none.

Over the past ten years, the Foundation has managed to secure an additional £526m over and above the £407m direct investment made by our funding partners.

We know that we are having a significant impact. Our evidence suggests that participation increases on the sites that we fund by an average of 50% as soon as they open, and then by a further 25% over the following four years. I can confirm that, between 2009 and 2010 alone, football participation on Foundation-funded facilities increased, on average across all sites, by 10.5%, while multi-sport participation increased by 10.4%.

All this is assisting the development of the grass roots game and is also lending significant support to the

Government's aim of delivering a mass participation community sports legacy from the 2012 Olympic Games. We also know that this important investment is going to the areas with the greatest need. For example, 61% of our investment was directed into the 20% most deprived wards across the country last year.

As ever, we are not satisfied with simply building a facility and then walking away; we work extremely hard to ensure that each facility is located in areas with the greatest potential for community use, and we check every completed facility, every year, to ensure that it is delivering the planned outcomes – and ideally exceeding them. You can read about how we monitor and evaluate project outcomes on page 22, along with details on the sophisticated performance management system we have developed. These innovative

business operations tools and our philosophy of continuous improvement are integral to everything we do.

We look forward to 2011 with confidence and a renewed vigour to ensure that the strength and quality of the grass roots of our national game continues to grow and underpin the popularity and strength of the elite game. This responsibility is one that we take very seriously and which we will continue to work hard towards, in partnership with the Premier League, The FA, the Government, Sport England and the County FA's.

Paul Thorogood
Chief Executive
The Football Foundation



WE HAVE MADE A HUGE IMPACT ON COMMUNITY SPORTS FACILITY PROVISION, RIGHT ACROSS THE COUNTRY, WHICH IS ALL DOWN TO THE INVESTMENT MADE BY OUR FUNDING PARTNERS.



The Premier League and our member clubs have supported the excellent work of the Football Foundation since its creation in July 2000. Our continued financial support has been critical to funding a new generation of grass roots facilities.

Redistributing a substantial amount down through the game, to improve the quality and accessibility of football for all, remains something the Premier League fundamentally believes in.



Richard Scudamore
Chief Executive
The Premier League



It is vital that young children have facilities where they can be safe and enjoy fun, quality coaching.

For many youngsters, playing football can keep them healthy and teach them life skills like communication and teamwork. For a very talented few, facilities, such as the thousands funded by the Football Foundation, may also be where the next generation of players will develop their skills.

It is therefore very important that we encourage local authorities and junior clubs to improve football facilities and coaching at grass roots level. I regularly see with my own eyes how Football Foundation investment is helping to make that happen right across the country.



Sir Trevor Brooking
Director of Football Development
The FA





The Football Foundation is a perfect example of how grass roots sport should be developed and funded. It is transforming the landscape of football and creating a legacy for sport that is vital in the run up to 2012.



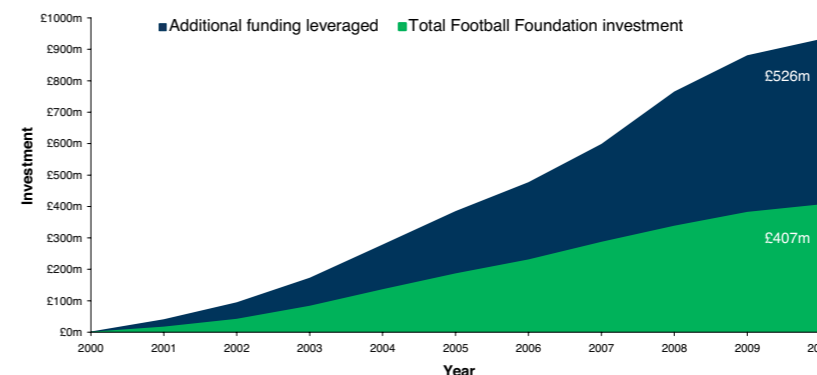
Hugh Robertson
Minister for Sport and the Olympics



CELEBRATING 10 YEARS

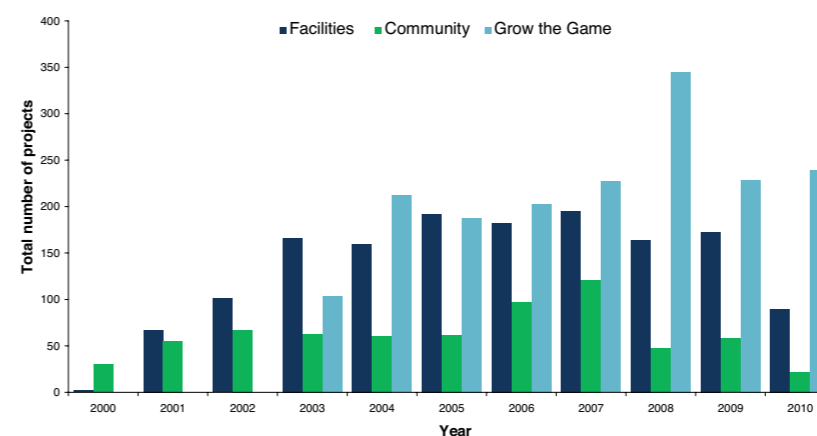
Project investment to date

Total number of projects: 7,656
Total project cost: £933m
Total Football Foundation investment: £407m
Total additional funding leveraged: £526m



From 2000 to 2010 the Foundation has invested in the following:	TOTAL
Facility projects	1,492
Changing pavilions	670
Artificial grass pitches	339
Improved grass pitches	2,194
Improved goalposts	5,600
Community projects	684
Grow the Game projects	1,747
Football kit and equipment vouchers	19,440
Football strips	291,600

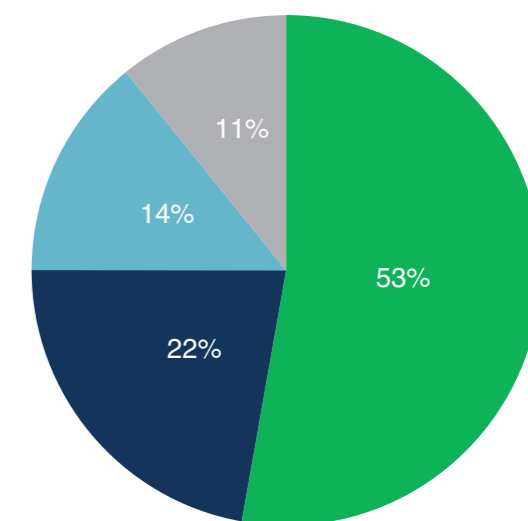
Total number of core projects funded to date



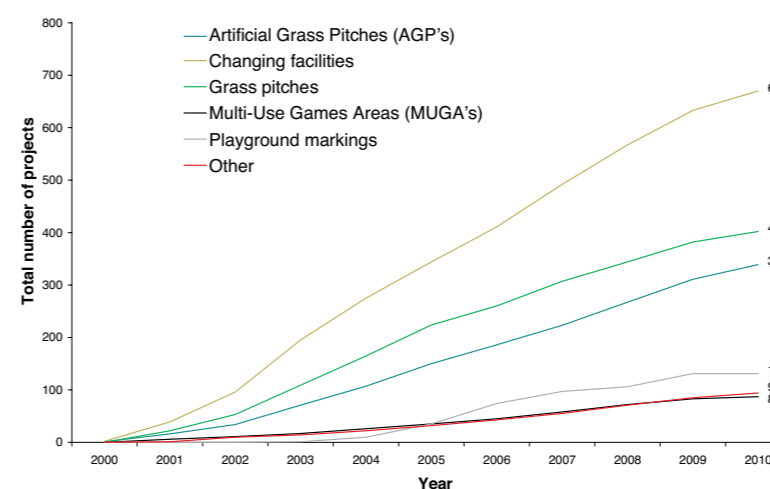
Organisations funded to date

Total organisations funded to date: 7,656
Clubs: 4,058
Schools: 1,685
Local Authorities: 1,053
Other: 860

■ Clubs ■ Schools ■ Local Authorities ■ Other/Miscellaneous



Type of facility projects funded to date



IMPROVING FACILITIES

Between 2009 and 2010 the Foundation has:

- invested in 147 facility projects, worth over £26.6m
- provided funding for 57 changing pavilions
- given grants for 42 artificial grass pitches
- handed out 150 grants towards improving grass pitches
- supplied 140 improved goalposts.

Participation at Foundation-funded facilities during the 2009-10 season	TOTAL
Male football players	567,331
Female football players	89,510
Male multi-sport players	153,025
Female multi-sport players	114,434
Players	924,351
Volunteer coaches	16,069

Between 2009 and 2010 the Foundation continued to rebuild facilities at the grass roots, enabling many more local people to get access to regular football and other sports, whilst also improving the quality of their experience.

Foundation partners' investment is not just improving the comfort and safety at community sport sites, it is also massively increasing capacity, enabling more people than ever before to play football and other sports regularly – driving up participation in the lead-up to 2012, whilst helping to improve our nation's health.

Worcester City Council – King George V Playing Fields

A £851,855 Foundation grant has enabled Worcester City Council to transform the sport facilities at King George V Playing Fields.

The site now boasts: six dual-gender changing rooms with showers; match officials' changing and medical rooms; a kitchen; multi-use/coach education and meeting rooms; five enhanced grass pitches; and a floodlit 3G artificial grass training area and Mini-Soccer pitch.

Football and other sports participation has rocketed, as has the number of coaches and referees who have qualified in the area. But perhaps the most amazing effect has been the reduction in crime and anti-social behaviour in the area. Ann Nicholls, from the local police

constabulary, said: "It has been an amazing turnaround within the area surrounding the park since the refurbishment. I have gone from spending every night either at the park or being called to the park, to not having to attend any incidents in the last year."

Centre Manager Wayne Telford echoed this: "I used to be Park Warden here and had instances of vandalism every day, as people had no respect for the area. But since having money invested, the locals have really connected with the new facilities.

"There have only been a couple of instances of vandalism in the park and these were reported by local youths who gave details of those responsible. Previously no-one would have given any information, this is how proud people are of their new facilities."

A Saturday Soccer School and a Street Soccer scheme operate from the site. The Saturday School runs as a stepping stone between school sport and club training, leading to a new Under-10 club being created and joining the local Mercian League. Members of the local community have been trained as volunteer coaches, all completing their FA Level 1 coaching qualification.

Street Football is run in conjunction with the local police Community Support Officer team and runs for all ages between 6 and 19. It has helped build up a rapport between the local policing team and the youths, which did not exist previously. Many children from the scheme have also been signposted to local Charter Standard Clubs to play regular competitive football.



I am very happy to be able to play football here and the ability to be able to join in has made me a better footballer. I now play with Worcester Allstars Disability team.

Joe, who suffers from a learning disability and now plays for the Worcester Allstars, a disability team that has benefited from newly-upgraded facilities.



Grafham Grange Special Educational Trust

One of the 1,492 facilities that has been developed thanks to a Foundation grant is the brand new 3G pitch at Grafham Grange Special Educational Trust (GGSET), a Surrey based school for children with a range of special needs.

The new pitch has made an immense difference to the school's ability to provide appropriate sport and exercise opportunities for its pupils, as well as the wider local community out of school hours.

But it has also had a profound effect on the children's academic studies and therefore their chances in life. As Susan Tresman, Grafham Grange's Chief Executive, explains: **"The Foundation's investment in GGSET has made a very significant difference to the skills and experiences achieved by our students and others in the local community facing the challenge of disability/disadvantage."**

She added: **"The support of the Foundation has transformed the opportunities we can offer to these vulnerable young people and has led to increases in academic and sporting attainment and critical enhancement in levels of their self esteem and self belief."**



The new pitch at Grafham has made so much difference to the school; not only has it increased the amount of football we are playing, it has greatly improved our ability. The pitch is used about 2-3 hours during the evenings and is also used heavily throughout the day.

It has meant we can focus more on things like slide tackling, diving without having to worry about grass burns. The pitch can be used no matter what the weather, and it's completely flat. This suits the kind of football we play at Grafham Grange School.

Lewis, a year 10 student at Grafham Grange.

West Wrattling Parish Council – West Wrattling Recreation Ground Pavilion

The Cambridgeshire-based West Wrattling Recreation Ground now boasts a new changing pavilion thanks to a Foundation grant of £119,195 secured by the parish council and the Cambridgeshire FA.

The council credits this project with saving its community's sport provision, which had enjoyed 100 years of history in the area but whose future was threatened by the desperately inadequate facilities.

Instead the enhanced site has enabled football to grow massively in the community and has encouraged the development of many youth teams. In addition, 13 FA Level 1 and 2 coaches qualified from the new facility in the first year of its opening.



The West Wrattling Parish Council and Football Club are proud and very grateful to have received the Foundation's support and investment towards our state of the art pavilion. This support has enabled our venue to expand its sporting activities, as well as allowing hundreds of people from all backgrounds, ethnicities and ages to make excellent use of our facility before, during and after participating in our favourite national game.

Kevin Ager
Chairman
West Wrattling Youth Football Club



CREATING OPPORTUNITIES (GROW THE GAME)

Between 2009 and 2010 the Foundation has invested in 93 Grow the Game projects, worth over £440,000.

Outcomes from Foundation-funded Grow the Game projects during the 2009-10 season	TOTAL
New players	21,121
New male players	14,538
New female players	6,599
New teams	1,419
New male teams	868
New female teams	426
New mixed teams	125
New qualified coaches	1,670
New male qualified coaches	1,420
New female qualified coaches	251

One of the Foundation's core objectives is getting more people playing more football. Our Grow the Game scheme provides small grants, which support new football activity amongst grass roots clubs and schools, such as developing new junior, girls or disabled teams.

Grow the Game grants help pay for essential costs, such as facility hire, hire of qualified coaches and referees, affiliation fees, league entry, first aid kits, promotion and publicity, and coaching courses.

Don Valley School

Don Valley School, based in South Yorkshire, were awarded a £8,065 Foundation grant to encourage the growth of junior football in the area, including helping to start new girls football and futsal teams.

Since then, the school has established Charter Standard clubs, including six boys' teams, three girls'

teams and seven mixed Mini-Soccer teams. They have 150 male and 60 female pupils playing competitive league football regularly.

In addition, 20 volunteers have achieved FA Level 1 coaching qualifications as a result of the funding, giving a further significant boost to football development in the area.

Hampton and Richmond Borough Juniors FC

Hampton and Richmond Borough Juniors FC were awarded a Grow the Game grant to help them start a new Under-14s team.

This has helped them to recruit hard-to-reach youngsters who have been isolated due to socio-economic factors, location, lack of parental support, or other cultural and personality traits.

The club has been able to pull together players from different backgrounds, many of whom would not ordinarily have mixed if it were not for this football project.

“ ”

If we had not been given a grant from the Foundation, I would not be playing for Sheffield United Girls Centre of Excellence because I would not have been sent for trials.

Bethany, a participant in girls futsal.

“ ”

I moved away from the London area last year and had a choice to play basketball in my new area or stay with Hampton and Richmond. I decided to stay here because the mix of the boys was what I missed with my new home. I really enjoy training and playing with my team mates because of the different backgrounds of all the boys.

Drew, age 13 and a player at Hampton and Richmond Borough Juniors FC Under 14s.

Participants in girls futsal at Don Valley School



Players at Hampton and Richmond Borough Juniors FC



BUILDING COMMUNITIES

Between 2009 and 2010 the Foundation has invested in 42 community projects, worth over £4.4m.

Outcomes from Foundation-funded Grow the Game projects during the 2009-10 season	TOTAL
Players	75,162
New coaches qualifications	4,268
Accredited courses	4,268
Football exit routes	2,844
Employment exit routes	705
Volunteer coaches	2,016
Paid coaches	2,054
Other volunteers	1,490

Over the last year the Foundation awarded grants worth £4.4m towards 42 community projects with a total project cost of £9.7m.

These projects were designed not only to increase participation in sport, but also to use the power of football as a tool to tackle issues from obesity to anti-social behaviour.

Community Action North Devon

A Football Foundation grant of £206,693 gave a boost to community sport in Barnstaple, in the South West of England.

The funding enabled Community Action North Devon to kick-off a five-year programme in the

Forches area of town, which is engaging youngsters through sport and improving their health and personal development.

The programme also delivers targeted youth work aimed at young people deemed to be the most at risk of future offending. It uses football coaching and other opportunities to reduce crime and anti-social behaviour, whilst increasing participation in football in the area.

Getting Manchester Moving

has helped Manchester City in The Community (CITC) deliver the ambitious and ground-breaking programme since 2007.

CITC work in partnership with Manchester City Council and Manchester Public Health Development Service, with funding from the Foundation.

Getting Manchester Moving is a city-wide initiative to help people of Manchester make physical activity a part of everyday life, providing support and information about healthy eating and weight management. Foundation funding of £205,080

“ ”

The Foundation project in Barnstaple has led to a significant increase in activity for young people. We have also seen a dramatic drop in vandalism on local facilities, such as the school, which has made a positive difference to all that live in the community.

Paul Wiskin
Head Teacher
Forches Primary School

“ ”

Me and my family really enjoy the Getting Manchester Moving football sessions – we come here to learn good skills and it is also good to keep me and my family active and fit. The coaches make the sessions really fun and enjoyable.

Amein, who attends weekly family football sessions alongside his wife and his three children.

Youngsters enjoy the benefits of sport in Devon



Family fun day at City of Manchester Stadium



PARTNERSHIPS



Barclays Spaces for Sports

Barclays Spaces for Sports (BS4S) is the multi-award-winning community sports programme managed by the Foundation, which has delivered 200 facilities across the UK.

The partnership between Barclays and the Foundation has generated over £67m worth of investment to date, making it by far the biggest sports corporate responsibility project by any UK company.

Brighton Flagship Site – Brighton and Hove Albion Football Club delivers a Kickz Project at the site managed by the Crew Club. The project runs three evenings a week and since it started in September 2008 it has seen over 300 young people participate. There has been a 40.4% reduction in crime in the local area, according to the case

study for the site – and although not solely due to Kickz, the project has **“...without doubt made a positive contribution to this figure”** said Ricky Pumphrey, Sports Development Worker at the Crew Club.

Arsenal Flagship Site – based in Islington, North London, the facility was funded with £600,000 from the Foundation and Barclays, with a further £748,000 sourced and invested by Islington Council both during and since the initial investment. Further developments have transformed the park from a run-down area used as a battleground by rival gangs and inhabited by drunks and drug-users, to a thriving safe community space now used by families.

2011 will see the programme implement a new strategy that will work to ensure all 200 sites are assisted in helping them to achieve sustainable sports facilities.

Key Statistics:

- 37 different sports are taking place on BS4S sites, with nearly 4,000 volunteers in attendance per week.
- An estimated 70,000 participants per week across all BS4S sites; 22% of these are female; 62% are under 18; and 38% over 18, highlighting that the programme has not just engaged young people but adults as well.
- An estimated 1,500 disabled people attend each week.
- 55% of BS4S site managers believe the site has increased its social impact, with 18% of these sites strongly believing they have increased their social impact.



PlaySport London: Facilities Fund – Mayor’s 2012 Legacy

In 2010, Mayor of London Boris Johnson chose the Foundation to manage the facilities element of his 2012 Olympic and Paralympic legacy for the capital.

The PlaySport London: Facilities Fund will provide each London borough with new or redeveloped sports facilities, creating a tangible and sustainable legacy that will benefit communities for years to come.

Speaking about the new initiative, the Mayor’s Commissioner for Sport, Kate Hoey MP, said: **“The PlaySport London: Facilities Fund is central to the Mayor’s commitment to ensuring that every Londoner will benefit from a long-lasting community legacy following the 2012 Olympic and Paralympic Games.**

“We are delighted with the enormous response that we have had to the Fund already. It has been a great start to an exciting partnership between the Mayor and the Foundation that will make a real difference to our city’s sporting infrastructure.”

This programme will see all 32 London boroughs, plus the City, benefit from enhanced community sports facilities.



Extra Time

Extra Time entered its third season this September, creating opportunities for over-55s to participate in football and many other sporting activities, from bowls and badminton, to armchair aerobics and making use of the Nintendo Wii.

The Foundation joined forces with Sport Relief in 2008 to create the Extra Time programme, jointly providing £500,000 to fund its initial pilot. It has proved to be extremely successful over its first two years of operation, engaging older people, both male and female; improving their health and increasing their social networks.

Between 2009 and 2010, there were 20 clubs across the country delivering individual Extra Time projects, engaging 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 that they found everyday tasks such as climbing stairs easier, and 75% making new friends. Participants experienced physical benefits which in turn reduced their need for health services or medication; 21% reported using health services less.

Bristol Rovers’ Extra Time project was even chosen by the Department of Work and Pensions to launch National Older Person’s Day; the Minister for Pensions Steve Webb dropped in to referee a football match for over-60s at the Rovers’ stadium.

The Foundation and Sport Relief are re-funding the programme from 2010-2012, each providing £250,000 towards the programme. The 2011/12 season will see the programme grow further, with at least 30 clubs delivering Extra Time schemes.



1 - 3 PlaySport London: Facilities Fund Programme



4 ExtraTime Programme



insideright

Football Foundation

Inside Right

This year the Foundation unveiled an exciting new pilot programme that harnesses the power of our national game to support our young ex-servicemen and women.

Inside Right is a mental health and wellbeing programme which is being delivered by five professional football clubs: Chelsea, Everton, Colchester United, Portsmouth and Lincoln City.

The Programme is being managed centrally by the Foundation. It is funded by the Football Foundation, the Royal British Legion, Comic Relief, the Ministry of Defence, ABF The Soldiers' Charity, the RAF Benevolent Fund. The Mental Health Foundation and Combat Stress are also key stakeholders, who, along with Everton in the Community, join the Foundation on Inside Right's central steering group.

The programme is giving young ex-servicemen and women the opportunity to work with professional clubs and as part of

a team. There will be access to qualifications and volunteering at the club. It is also creating opportunities for those individuals who might not otherwise engage or be aware of welfare and mental health services available to them.

The young veterans will be aged between 20-50 years and will most likely have served in Afghanistan, Iraq, Northern Ireland, the Falklands, Bosnia or Kosovo.

Inside Right is also supported by Phil Packer MBE. Phil is a former Major in the Army, who sustained a serious spinal injury in Iraq in 2008 but who nevertheless went on to, not only walk again, but complete the London Marathon, scale the Three Peaks and row the English Channel.

Phil said: **"I am delighted to support the Inside Right programme. I understand and can identify with the mental anguish faced by others and it is a positive step forward for the country's football community to help ex-military men and women adjust to civilian life after serving in the forces."**

"The Inside Right programmes at Colchester United, Everton, Chelsea, Portsmouth and Lincoln

City will make a real difference to the ex-military men and women in those communities and provide additional support at a critical time in their lives."



Ahead of the Game

Ahead of the Game was a 12-month programme that used football to raise awareness and increase knowledge of the signs, symptoms and risk factors of bowel, lung and prostate cancer amongst older men (55 years and above).

Funded by the Foundation and the Department of Health (DH), the Ahead of the Game steering group included representatives from the DH, the Men's Health Forum, the Premier League and the Football League Trust.

The five Community Club schemes that delivered the programme were: Blackburn Rovers Community Trust; Brighton and Hove Albion in the Community; Norwich City FC FITC; Pompey Sports and Education Foundation, and Scunthorpe United FC Trust.

Blackburn Rovers Community Trust focused some of their project on engaging with their Black, Asian and Minority Ethnic (BAME) community, which accounts for 23% of the local population (compared to 8% across England), and is concentrated in those wards which exhibit the highest levels of deprivation. The project secured the support of local Imams to run events at their mosques, offering health checks and information stands around the busiest Friday prayer times.

Brighton and Hove Albion in the Community targeted a range of social groups and venues including the homeless, commuters, cricket fans, and men in pubs, social clubs, community centres and barbers' shops. Norwich City FC Football in the Community employed a Health Trainer to deliver Health 'MOTs' at almost every home game. Pompey Sports and Education Foundation focused their project around match-day health checks delivered by nurses.

Scunthorpe United FC Trust launched its bowel cancer awareness campaign with a competition in the match-day programme to win two season tickets; it proved very effective.

Brighton and Hove Albion in the Community and Scunthorpe United FC Trust have built on the partnerships developed as a result of Ahead of the Game to leverage partnership funding, thus enabling them to continue to deliver cancer awareness-raising projects.



Premier League Professional Footballers' Association Community Fund

The Premier League Professional Footballers' Association (PLPFA) Community Fund continued to provide grants to top flight clubs' community schemes, enabling them to carry out good work in their local catchment areas.

Launched in 2007, to date £12.9m has been invested in 52 projects at the community schemes of 25 clubs, using football and other activities to tackle issues in the areas of education, social inclusion, health and inequalities.

The Foundation was charged with overseeing the management of funding and monitoring and evaluation of the projects. Everton in the Community's PLPFA Community Fund project Imagine Your Goals, which addresses mental health, even scooped the Community Programme category at the Sport Industry Awards, where they were presented with the trophy by former Olympians Sally Gunnell and Colin Jackson.

Over the last three years the projects awarded grant aid by the PLPFA Community Fund have recorded over 135,000 attendances, of which half were female participants. They have also enabled nearly 1,700 accreditations to be achieved and 249 new jobs created.



Kickz

Kickz, the social inclusion programme, is run with 42 professional football clubs operating over 100 projects, each delivering a minimum of three nights per week in some of the most deprived estates across the country.

In total over 40,000 young people have been engaged, opening up life-changing opportunities to them and providing routes away from some of the negative paths in modern society, such as knife crime and gangs, or drug and alcohol abuse.

The Foundation helped to develop Kickz from a three-club pilot that was set up following discussions between the Premier League and the Metropolitan Police. It has become a model of best practice, winning awards along the way.



Premier League Reading Stars

For the seventh year running Premier League Reading Stars (PLRS) engaged thousands of youngsters and their parents, encouraging them to get into reading using the appeal of top flight footballers. PLRS is a partnership between the Premier League, the National Literacy Trust, the Arts Council and the Foundation.

PLRS 2010 produced 450 single sessions – more in one season than ever before. This involved reading clubs at libraries, as well as visits by each of the 20 nominated Premier League stars, who discussed their favourite books.

87% of children read two or more books during the seven-week PLRS period, with one child managing to complete 27 books! 85% of parents said the scheme gave them an opportunity to bond with their child.

1 - 2 Inside Right Programme



3 - 4 Ahead of the Game Programme



5 - 6 Premier League Professional Footballers' Association Community Fund Programme



7 - 8 Kickz Programme



9 Premier League Reading Stars Programme



BEHIND THE SCENES

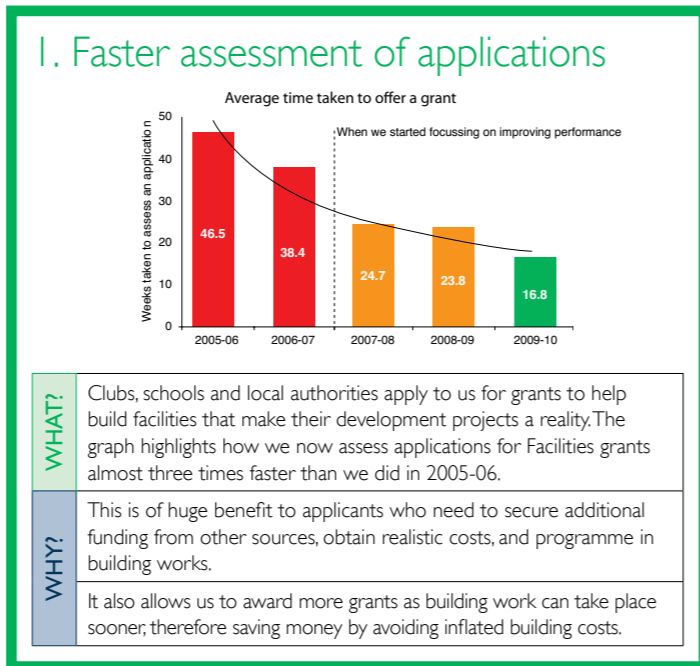
The Foundation has a unique and comprehensive continuous improvement approach to ensure the success of its facilities investment. These systems make sure the projects stay on track from the assessment, build and payment stages, through to ensuring the projects achieve their potential. We learn from the projects' challenges and successes. This then feeds back into improving our systems and processes.

- We want projects that we fund to be up and running as quickly as possible. To get to this stage, projects have to progress through various stages, starting with receipt of an application and culminating in the facility being open for use.
- We developed a performance management system that allows us to measure all aspects of the business, providing real-time data to help identify areas in need of improvement. This has led to faster decision times for applicants and facilities being open for use sooner.
- Once a facility is up and running, our monitoring and evaluation system kicks in. This is an essential part of the grant giving process which allows data to be collected from all projects at over 1,000 sites. This is a comprehensive system which enables us to measure the effect of the funding.
- This information also feeds into our support process to ensure that the best use is made of the funded facility and that the project's original aims are achieved. All projects are closely monitored and in turn receive support and local football development

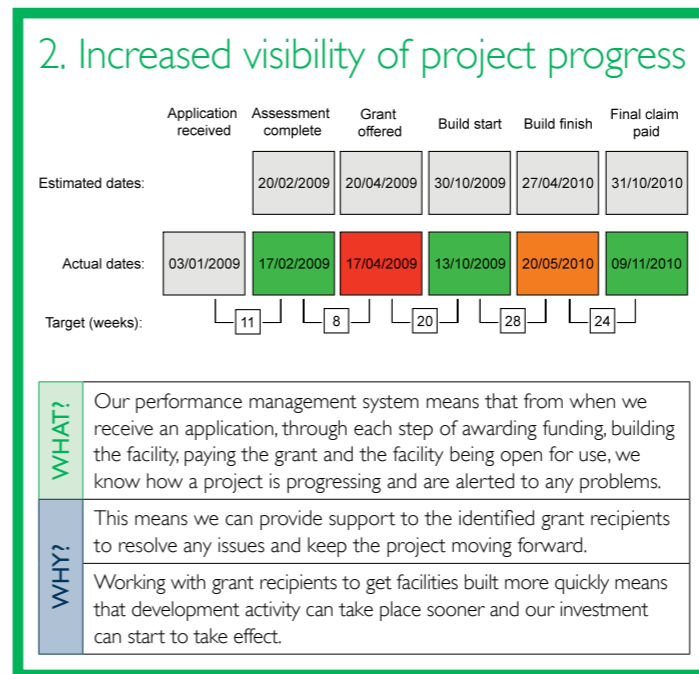
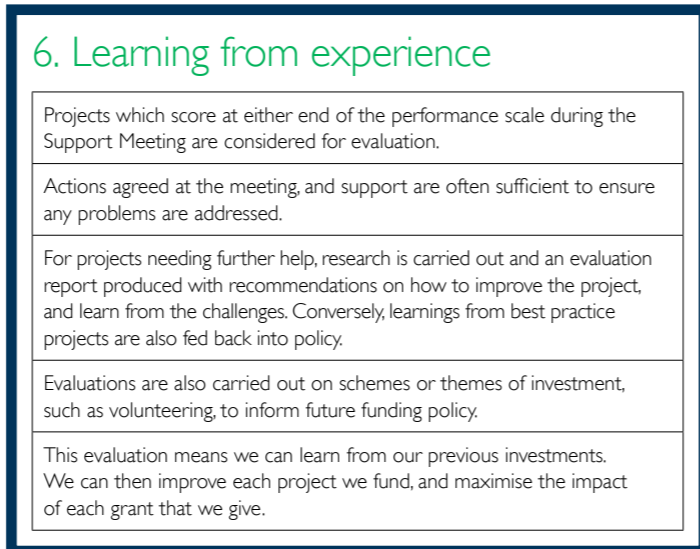
expertise from the County FA and the Foundation as well as advice on links to resources to benefit the project.

- Investigating projects experiencing difficulties offers an opportunity to understand how to prevent other projects facing similar challenges. Similarly, best practice projects undergo research to enable key success factors to be identified and understood. These findings feed back into how future projects are developed and supported.
- In-depth research, on specific areas of investment means the Foundation can make decisions based on evidence. The research approach varies, but usually uses both quantitative and qualitative methods. These evaluations enable a deep understanding of issues, and accurate recommendations to be made which feeds back into shaping policy and improving processes.

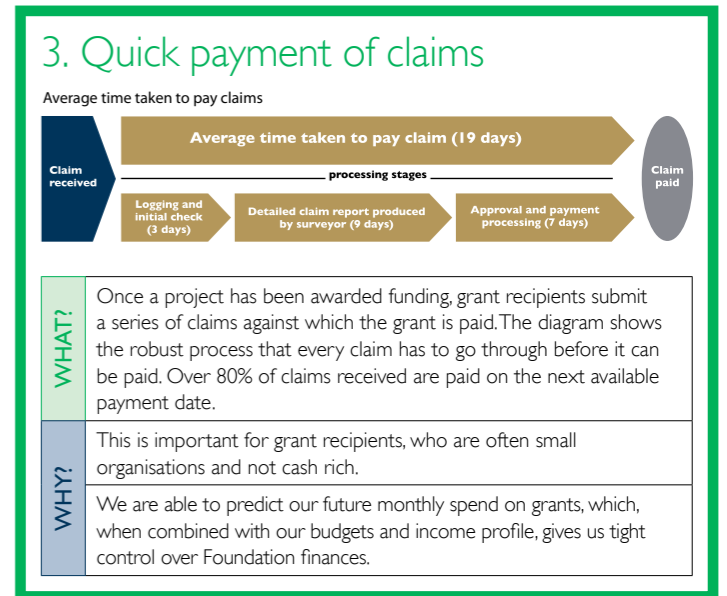
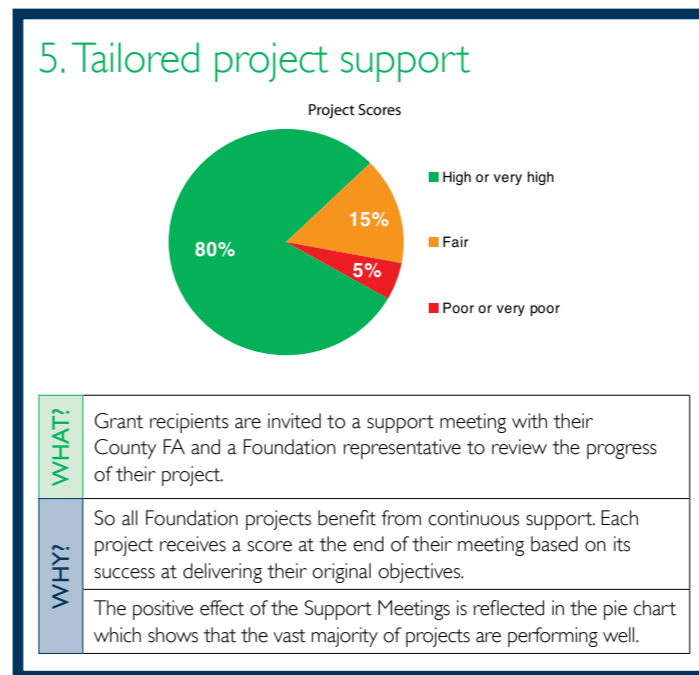
These robust and rigorous systems mean we have complete visibility and access to information at project and strategic level at any time. Each step of the process contributes to a deeper understanding of the effect of our investment which enables us to continually improve the way we work.



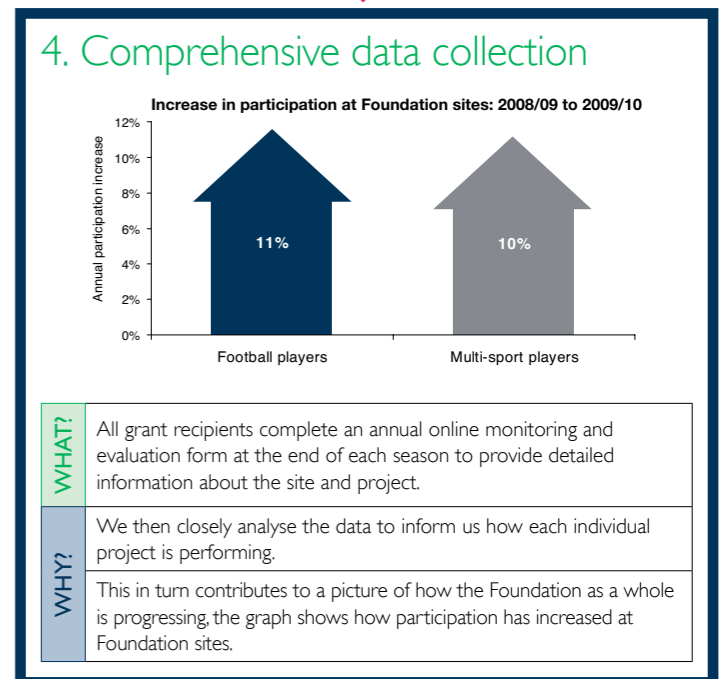
PROCESS IMPROVEMENT



Football Foundation Continuous Improvement Cycle



FUNDED FACILITY OPENED



THE FOOTBALL FOUNDATION'S PRESIDENT



The Rt Hon Lord Pendry PC was elected Chairman of the Football Foundation in July 2000 and became President in 2003. He was Labour Member of Parliament for Stalybridge and Hyde from 1970 to 2001. His parliamentary responsibilities have included Opposition Spokesman on Sport and Tourism 1992-1997, Shadow Minister for Sport and Tourism 1990-1997, Parliamentary Under Secretary of State Northern Ireland 1978-1979, and Former Lord Commissioner of the Treasury 1974.

He is a founder member and Chairman of the All Party Football Group 1980-1992. Since 1998 he has been Chairman of the All Party Sports Group and was previously Chairman of the Football Trust. His recreations include football, cricket and boxing. He played football for Kent schoolboys, boxed for the Royal Air Force team during national service and won a colonial middleweight title and also boxed for Oxford University. He was elected to the Privy Council in 2001.

THE FOOTBALL FOUNDATION'S BOARD

The Foundation's Board of Trustees is made up of two representatives from each of the three funding partners (the Premier League; The FA; Government/Sport England) and an independent Chairman.

Chairman



Clive Sherling was appointed as Non-executive Chairman of the Foundation in July 2009. He has a wide experience of football and other sports. He is a past Chairman of the Football Licensing Authority and the Sports Aid Foundation Charitable Trust. He was involved with the new Wembley project for ten years and was Vice Chairman of Wembley National Stadium Limited for a number of years.

Clive retired from business life in 2004 having been Chief Operating Officer of global private equity firm Apax Partners and previously a partner at Arthur Andersen. He now acts as a business angel. Away from sport, Clive is a Trustee of the National Theatre. He studied economics at the London School of Economics and is a Fellow of the Institute of Chartered Accountants.

Trustees



Richard Scudamore has been a Trustee of the Foundation since its very beginning. He was appointed as Chief Executive of the Premier League in November 1999 and is responsible for negotiating the League's broadcast and commercial contracts, as well as leading in any regulatory, legal or political matters.

Before taking up his roles at the Premier League and Foundation, Richard spent two years as Chief Executive of the Football League.

Previously, Richard was a Senior Vice President of the Thomson Corporation, based in New York, responsible for their US newspaper publishing division. He also managed all advertising, sales and marketing activities for the entire company.



Roger Burden is a Director of The FA, and Chairman of The FA's National Game Board, which oversees the development and governance of football below the professional game.

He sits on many of The FA's committees, including the Judiciary Panel, Board Finance Committee, Protocol Committee and the Remuneration Committee. Roger is also Chairman of the Gloucestershire Football Association and has represented his County for the past 12 years on The FA Council. He is also Chairman of the Cheltenham Sunday League and President of the Cheltenham Youth League.

Away from football, Roger is a Director of the Yorkshire Building Society. He is a former Chief Executive and Chairman of Cheltenham & Gloucester plc. He is a Fellow of the Chartered Institute of Bankers and a Member of the British Computer Society.



The Rt Hon Richard Caborn is President of the UK School Games, President of the English Amateur Boxing Association, and President of the Youth Hostel Association, as well as being the Government representative on the Foundation Board.

Richard is a keen amateur sportsman, playing golf, football and cricket – and in 2005 successfully completed the London Marathon.

He was elected to the House of Commons at the 1983 General Election, and was the Member of the European Parliament for Sheffield 1979-1984. He served as the longest continuous Sports Minister from 2001-2007 at the Department for Culture, Media and Sport.



Phil Smith was appointed Director of Sport by Sport England in September 2008, with responsibility for the funding of sports National Governing Bodies and other national partners as they work towards 'Grow, Sustain and Excel'. He also manages Sport England's investment in coaching and innovation in community sport and the recently-announced Olympic and Paralympic legacy programme 'Places People Play'.

Phil joined Sport England from The FA, where his professional career started in 1996 as the General Secretary of the County FA in Manchester, before moving through various roles in the administration of grass roots football. In later years he became The FA's Head of Public Affairs, responsible for FA policy for English football in relation to Government in both the UK and EU.



Trustees



Peter McCormick OBE is one of the leading sports lawyers in the UK and is the Senior Partner of McCormicks Solicitors of Harrogate. He has been a member of the Legal Advisory Group of the Premier League since 1996 and was made its Chairman in November 2008.

Peter has conducted legal matters on behalf of Leagues, Clubs and individuals at all the major sporting Tribunals including UEFA, FIFA and the Court of Arbitration for Sport in Switzerland. He is a Chairman of Sport Resolutions (UK), a national organisation offering arbitration and mediation services on sporting issues.

Peter has extensive experience in the not-for-profit sector. He is Chairman and Patron of the Yorkshire Young Achievers Awards (supporting the charity, The Yorkshire Young Achievers Foundation, of which he is Chairman of the Trustees); a Trustee of the National Media Museum, War Memorials Trust and Helen Feather Memorial Trust; a Vice President of the Outward Bound Trust; Honorary Solicitor to the Duke of Edinburgh's Award; a member of the Fundraising Support Group of the Royal Horticultural Society; and solicitor to the Harrogate International Festival.

Peter was awarded the OBE in 2000 for his services to charity. In the same year he became the Inaugural Yorkshire Lawyer of the Year and also General/Niche Practice Lawyer of the Year at the Yorkshire Lawyer of the Year Awards. In 2008 he received the Lifetime Achievement Award in Business at the Ackrill Media Group Business Awards.



Jonathan Hall is a member of the senior Executive Team at The FA. Until recently Jonathan was Director of Governance at The FA overseeing football administration and regulatory/disciplinary matters. The role of Director of Football Services was established in line with The FA Vision 2008-2012 published on 6 May 2008. In his new role, he oversees all professional game and national game football administration matters, working closely with the Chairs of the Professional Game Board and National Game Board. The work includes overseeing the implementation of The FA's National Game Strategy and International Relations including coordination of UEFA and FIFA relations and the international development programme.

In his role, Jonathan also represents The FA on the Football League Trust, is one of The FA nominees on the Foundation and is one of The FA representatives on the PFNCC (Professional Football Negotiating and Consultative Committee). Previously Jonathan worked as Secretary and Legal Officer at the Rugby Football Union (RFU) for almost five years under the direction of the RFU Chief Executive, working closely with the RFU Management Board.

Prior to that Jonathan worked for almost five years as a commercial lawyer for International Management Group, a well known sports marketing and management agency. Jonathan has a law degree from Cambridge University and is a qualified solicitor.

FINANCIAL SUMMARY

Summary financial statements for the year ended 31 May 2010

Independent auditors' statement to the members of the Football Foundation

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. From next year, the Football Foundation intends to refocus its grant making activity towards the facility development part of its work. 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 22 September 2010, and have been delivered to the Charity Commission and to the Registrar of Companies.

On behalf of the Board of Trustees

Roger Burden
Trustee
10 December 2010

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.

We have examined the summarised financial statements of the Football Foundation which comprise the Summary Consolidated Statement of Financial Activities, Summary Group and Charity Balance Sheets and Summary Trustees' Report.

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 summarised 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 summarised financial statements. The other information comprises the other items listed on the contents page.

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 summarised 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 2010 and complies with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements; 10 December 2010 and the date of this statement.

PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
London
10 December 2010



Summary consolidated statement of financial activities for the year ended 31 May 2010 (including an income and expenditure account)

	Restricted funds 2010 £'000	Unrestricted funds 2010 £'000	Total funds 2010 £'000	Total funds 2009 £'000
Incoming resources from generated funds				
Voluntary income:				
Grants and donations	6,562	39,513	46,075	51,630
Activities for generating funds:				
Trading income	-	128	128	235
Investment income	-	638	638	1,468
Other incoming resources	-	66	66	60
Total incoming resources	6,562	40,345	46,907	53,393
Resources expended				
Costs of generating funds:				
Trading costs in subsidiary company	-	(199)	(199)	(300)
Charitable activities:				
Grants payable	(6,562)	(33,910)	(40,472)	(54,762)
Governance costs	-	(565)	(565)	(550)
Total resources expended	(6,562)	(34,674)	(41,236)	(55,612)
Net income/(expenditure) before other recognised gains and losses/net resources expended	-	5,671	5,671	(2,219)
Gain on revaluation and disposal of investment assets	-	349	349	651
Net movement in funds	-	6,020	6,020	(1,568)
Reconciliation of funds:				
Fund balances brought forward	-	(7,298)	(7,298)	(5,730)
Fund balances carried forward	-	(1,278)	(1,278)	(7,298)

All incoming resources and resources expended are derived from continuing activities. The Company had no gains or losses other than those included in the net movement in funds above, therefore no separate statement of total recognised gains and losses has been presented. There is no difference between the net movement in funds and its historical cost equivalent.

Summary balance sheets as at 31 May 2010

	Group		Charity	
	2010 £'000	2009 £'000	2010 £'000	2009 £'000
Fixed assets				
Tangible fixed assets	923	703	789	504
	923	703	789	504
Current assets				
Investments	41,338	59,289	41,338	59,289
Debtors - Due within one year	22,774	16,520	23,137	16,896
Debtors - Due in more than one year	7,583	15,214	7,583	15,214
Cash on deposit	1,944	167	1,943	46
Cash at bank	-	12	-	10
	73,639	91,202	74,001	91,455
Creditors: amounts falling due within one year	(64,831)	(82,764)	(64,615)	(82,445)
Net current assets	8,808	8,438	9,386	9,010
Total assets less current liabilities	9,731	9,141	10,175	9,514
Creditors: amounts falling due after one year	(11,009)	(16,439)	(11,009)	(16,439)
Net liabilities	(1,278)	(7,298)	(834)	(6,925)
Capital and reserves:				
Restricted income funds	-	-	-	-
Unrestricted income funds:				
Unrestricted income funds	(6,676)	(12,353)	(6,676)	(12,353)
Funds retained within a non-charitable subsidiary	(444)	(373)	-	-
Revaluation reserve	5,842	5,428	5,842	5,428
Total unrestricted funds	(1,278)	(7,298)	(834)	(6,925)
Total funds	(1,278)	(7,298)	(834)	(6,925)

www.footballfoundation.org.uk



— ■ FUNDING PARTNERS ■ —

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improving facilities • creating opportunities • building communities