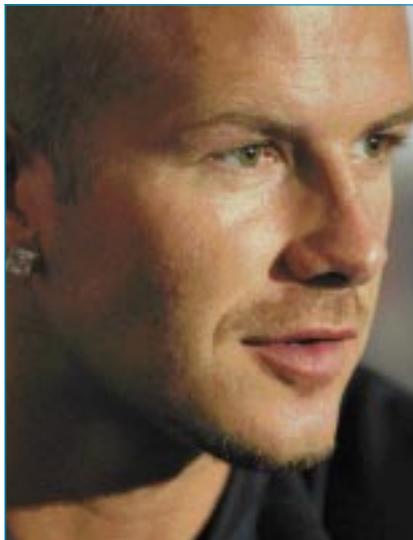


# Football Foundation

# NEWSLETTER

## BECKHAM WELCOMES THE NEW GENERATION



Beckham praised the Foundation

England captain David Beckham has paid tribute to the work of the Football Foundation. The Real Madrid Galactico welcomed the largest ever investment into the grass roots game.

*"The difference the Foundation has made to grass roots football is amazing. Kids today should not have to tolerate run down facilities and terrible pitches and the Foundation has already made great progress in this area. They are also funding hundreds of community projects that target some of the most vulnerable and hard to reach kids in the country. I wish the Foundation every success in the years to come."*

Following our fourth anniversary, the Foundation has funded nearly 1,000 projects. This means hundreds of thousands of players of all ages, abilities and backgrounds now have access to some of the best facilities the game has to offer. Over 400 community and education schemes are now offering coaching, learning and social inclusion initiatives, underlining football's commitment to put something back into the game.

## SOUTHGATE LAUNCHES FOUNDATION AMBASSADORS SCHEME



Foundation's first ambassador

On a gloriously sunny day in the North East, Middlesbrough captain and England legend, Gareth Southgate, became the first fully fledged member of the Football Foundation Ambassadors Scheme.

In addition to leading Boro's Premiership campaign, Gareth will be joining the Foundation to promote its work alongside the great community initiatives already undertaken by Middlesbrough Football Club.

Gareth launched the initiative at the Conyers School in Yarm, joining pupils and teachers to highlight some of the outstanding work going on in the game.

*"I am delighted to be asked to be an Ambassador for the Football Foundation, there's so much superb work being carried out by both the Foundation and Middlesbrough FC in and around Teesside," said the Carling Cup winner.*

Southgate opened the school's superb new floodlit artificial pitch last year following an award of £304,000 from the Foundation. One year on, he joined pupils for an extended kick about on their superb new pitch.



Southgate meets the kids

*"Projects such as the Conyers School underline football's determination to put something back into the game and I want to see more Teesside clubs, schools and community organisations contacting the Foundation to see how they can help. I believe it is essential that the players themselves throw their support behind the work being done in our communities. Football can achieve so much in reaching out to vulnerable people, cutting crime and promoting health and education."*

Already a number of other Premiership clubs have signed up to our Ambassadors Scheme and we hope to be announcing many more in the 2004-05 season. Watch this space....

**£53m**

Thanks to our partners



### NEW

The Football Foundation now has a free phone helpline for advice and queries.

Please call: **0800 0277766**

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**Education Out and about with the clubs Splashing the cash Kick off Social**

**inclusion REFF continues to revolutionise sport Meet the team Hot off the press**

# EDUCATION

It's not all about exercise and competition, football is helping in educating our nation – with outstanding results

## PLAYING FOR SUCCESS

Over 100 sports clubs have now signed up to the groundbreaking Playing for Success (PFS) scheme. Following its success in the Premier League and Football League Championship, the Foundation joined forces with the Department for Education and Skills (DfES) to extend the programme into the new first and second divisions.

Our Chairman, Dave Richards, joined teachers, PFS project leaders and academics to celebrate another successful season that has built on the results achieved over the previous seven years.

“Playing for Success is at the heart of football’s work in improving educational standards. Moreover, it highlights that football can be used as a motivational force to make a real difference in raising literacy, numeracy and ICT skills in this country” said Dave.

The latest national evaluation of Playing for Success results found that on average, primary pupils improve their numeracy scores by about 17 months and secondary pupils by about 24 months on the ten-week course.

## ROCHDALE PLAYING FOR SUCCESS

Foundation President, Lord Pendry, joined Education Minister, Ivan Lewis MP, to open the latest PFS scheme at Rochdale’s Spotland Study Centre. The Centre is a partnership between Rochdale AFC, Rochdale Hornets RLFC, DfES, the Football Foundation and Rochdale LEA. Situated in purpose-built accommodation under the Willbutts Lane Stand, the study centre houses state of the art computer equipment. Learning in an environment where their heroes play week-in, week-out has proved to have a huge motivational effect on participants. A view emphasised by Lord Pendry: “Using the pull and prestige of the game, we are delighted that the Playing for Success programme has now been expanded to the lower divisions.”

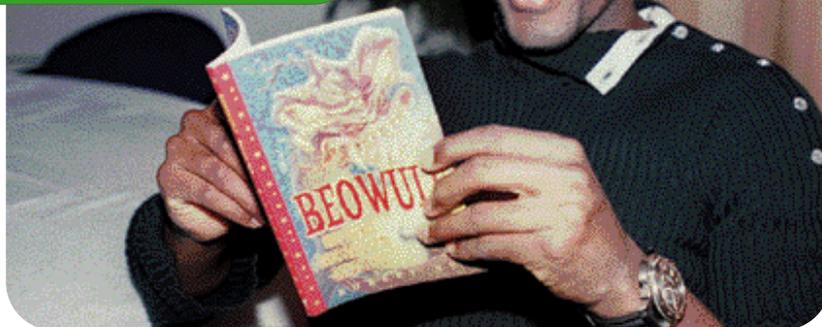
## READING STARS

Leading Premier League players have been recruited to a new national initiative aimed at encouraging families to read together.

Set in local libraries, Premier League Reading Stars will see top players such as Sol Campbell and David James, encourage football fans to read their favourite books.

The programme is a partnership between the Football Foundation, the National Literacy Trust and the Premier League, and is supported by Arts Council England.

Each Premier League Club has nominated a Reading Champion, who has selected his favourite book in order to create a reading list for families taking part in the project.



Sol Campbell gets booked

The Clubs have adopted nearly 40 local libraries. Reading groups, made up of children and adults, meet at the libraries on a regular basis to talk about their heroes’ recommendations.

All children taking part in the scheme will be able to select free books to keep and there are incentives provided by the clubs for participants, such as ground tours and match tickets.

Piloted in 2003, the scheme proved to be highly successful. 90% of the children taking part said the scheme had made them want to read more and 82% of adults on the project believed that the Reading Stars sessions had made their families talk more about reading.



Families learning together

Sol Campbell added: “I have spent many hours of my life, including when I was growing up as a kid, immersed in the special enjoyment which reading a good book can provide. It’s an honour for me to be Arsenal’s ‘Reading Champion’ and I hope it will encourage kids to pick up a book. If they do, I’m sure they will soon be hooked by the unique satisfaction reading can give.”

Dave Richards said: “Through schemes like Premier League Reading Stars, football is using the interest and passion generated by the game in order to raise educational standards. By encouraging people to read and go to their public libraries, footballers can show the positive role that they can play in society and strengthen the links that already exist through Premier League clubs and their communities.”

# OUT AND ABOUT WITH THE CLUBS

With the financial backing of the Foundation, football clubs are realising their potential to reach out to their communities. The Foundation has been out and about looking at the wide range of work undertaken by clubs around the country.

## WOLVERHAMPTON WANDERERS



Wolves on the pitch

The Wolverhampton Midnight League scheme is one of thousands of Foundation backed initiatives to be making a significant impact on the lives of hundreds of local kids.

The Foundation has provided funding of £126,817 to Wolverhampton Wanderers to expand their excellent Midnight League, a project designed to provide a free, safe, fun and friendly environment for the children and young people of Wolverhampton.

Simply by keeping a number of football facilities open late into the evening, the project is helping in the fight against a range of very serious issues, which are confronted by many children and young adults in Wolverhampton. The area has some of the UK's highest levels of anti-social behaviour, racially motivated and street crime.

In addition to providing professional coaching and competitive football, the coaching staff are training participants in life skills, games and offering workshops relating to drug awareness, anti-social behaviour, personal health and career advice.

Alex Rae came down to help launch the expanded scheme where he joined the older participants in team building exercises.

The launch was shown on the BBC Main News, with Mary Rhodes interviewing some of the kids.

## FULHAM

Fulham Football Club launched their new Disability Football Programme with the support and funding of the Football Foundation.

The club currently coach children with learning difficulties in four schools in Kingston, Hammersmith & Fulham and Lambeth and will now expand the number of boroughs in which the scheme is active and offer



Our own Simon Taylor joins Simon Morgan of Fulham on the pitch at Loftus Road

increased activity to more schools and community groups within existing boroughs. They have also increased the range of disability groups that receive coaching, including the visually impaired, wheelchair-users, amputees and those with cerebral palsy.

The launch saw children from three local special needs schools receive coaching at the training ground, where captain, Lee Clarke and the first team squad, joined the children for an impromptu coaching session.

## CHELSEA



Hands up if you support Chelsea

Lucky pupils from a Westminster school got the chance to meet their hero during a visit to the Chelsea training ground. England International, Scott Parker, took time out from training to join the kids to highlight the outstanding community work undertaken by the Premier League club.

In addition to providing school and community coaching sessions, the club also run a disability football initiative in partnership with the Limbless Association.

The Association has been awarded grants totalling £179,447 by the Foundation to develop their Football+ Initiative, which seeks to enable children and young people with disabilities to play football. Disabled teams, using the specialist coaches supplied by Chelsea are now provided with regular football opportunities throughout South London.

## CREWE ALEXANDRA

Crewe Alexandra and the Football Foundation have joined forces to bring the beautiful game to some of the town's most vulnerable groups, tackling crime, prejudice, sexism and social deprivation.

A £83,910 Foundation grant has enabled the Crewe Alexandra Football in the Community Scheme to establish their groundbreaking Football for All project. This will provide coaching schemes for a number of groups, including young people with learning difficulties, people in areas of deprivation, young offenders and those most at risk of offending. Additional footballing opportunities will also be offered to ethnic minority children in Crewe and to local primary schools.

By increasing access to sport, the club hope to break down some of the barriers that have left many of the groups marginalized on the outskirts of the game. Indeed, by utilising the expertise of local groups and organisations, including the police, youth offending teams and community groups, it is hoped the project will increase community awareness, cut offending and promote understanding between often disparate groups.

# SPLASHING THE CASH

## Deputy PM kicks off grass roots football in Hull



**The Deputy Prime Minister and Member of Parliament for Hull East, John Prescott, kicked off a local football scheme in Longhill as he officially launched the largest grass roots project in the region.**

Mr Prescott joined our President, Lord Pendry and junior players at the Eastmount Community Recreation Centre to hand over a £558,455 Football Foundation grant to the Longhill Ward Community Association. The cash boost will allow the community group to revamp the Eastmount Recreation Centre, amalgamating two playing fields to provide additional junior and mini soccer pitches as well as a floodlit multi-use games area.



Funding has also been awarded by the Foundation to provide a Community Football Development Officer to co-ordinate football activities and training opportunities for the Longhill area. Work has already commenced in developing football within local schools and clubs, with particular emphasis placed on creating more opportunities for junior and female players.

Mr Prescott welcomed the latest addition to grass roots football in Hull: "This vital contribution from the Foundation will provide hundreds of young people in Longhill with outstanding new facilities. It's great news for sport and the health of our nation that this unique partnership between Government and football is investing unprecedented sums into communities throughout the country."

### HINDLEY LEAD THE WAY

Lancashire club, Hindley Juniors, have netted their part of a £9.4m windfall for the country's leading junior football clubs, thanks to the Football Foundation, the Football Association and Sport England.

Hindley scored £425,830 as their share of the Community Club Development Programme, a Government funded scheme, being managed by Sport England. It was specifically earmarked to develop links between the country's leading junior clubs and their local communities, providing quality coaching and safe environments for young people to enjoy our national game.

The team were formally presented with their award as they took part in a junior football tournament at the Reebok Stadium, home of Bolton Wanderers FC. Leigh MP, Andy Burnham, joined young players and officials to hand over the massive cash boost.



The award will allow the club to revamp and extend their clubhouse at the Leyland Playing Fields, to incorporate four additional changing rooms for their boys and girls teams and to start construction on a new full sized pitch. The existing six pitches will also have a modern drainage system installed, allowing more football to be played all year long – whatever the weather.

### REVAMP FOR BLACKWELL

Bolsover MP, Dennis Skinner, met members of Blackwell Parish to present them with a Football Foundation cheque for £103,527.

Blackwell Parish Council were awarded the money by the Foundation, to start construction on a brand new pavilion at the Scanderlands Playing Fields. This will enable the Council to replace an old steel container that had no electricity or running water, that players had been forced to tolerate for years.

The money will also allow the Council to build a new junior pitch and install a modern drainage system for the ground's existing pitches.



## LANCASHIRE FOOTBALL ON THE UP AND UP

Footballers in the Lancashire village of Eccleston celebrated as Chorley MP, Lyndsay Hoyle, awarded the parish council £195,640 on behalf of the Foundation.

The funding will allow the parish council to start construction on some of the best football facilities in the area, providing a new pavilion and installing a pitch drainage system.

The current facilities at the Eccleston Village Recreation Ground have become outdated and unable to cope with the increasing demand and the changing nature of the game. The changing block has limited the development of female football and matches have increasingly been cancelled due to constant waterlogging.

modern pitch drainage system for the village's football pitches, which have suffered from constant waterlogging.



## FOUNDATION ROCKS IN KNEBWORTH

One of the best grass roots projects in Hertfordshire was given the green light as Barbara Follett, MP for Stevenage, presented junior footballers and officials of Knebworth Parish Council with a Football Foundation grant for £234,838 for their new pavilion.



The new complex will replace a dilapidated 1920's building, which has been subject to repeated vandalism and had suffered considerable damage in a recent arson attack. The facilities are set to become a new home for local teams Knebworth Youth FC, Knebworth Old Boy's FC and Knebworth FC, as well as a base for coaching schemes in the village and surrounding communities.

For the first time, women and girls will also be offered opportunities to play the national game and disabled players will also use the site.

## HUNTS COUNCIL NET AWARD

Huntingdon MP, Jonathan Djanogly, handed over an award of £180,507 to Brampton Parish Council to construct a modern pavilion at the Brampton Memorial Playing Field, giving a much-needed boost for the provision of community sport in the area.



The new clubhouse will house six changing rooms for male and female players, alongside social areas and community rooms. It is expected that over 200 players from juniors to adults will become regular users of the site.

## ALL CHANGE AT CRAWLEY

Crawley Green Sports and Social Club welcomed local MP, Margaret Moran, as she handed over a cash boost of £286,315 to the Luton club.

The award will allow the club to start construction on a state of the art pavilion. Their Crawley Green Road site will soon house six new changing rooms for male and female players and two for match officials, alongside social areas and fully inclusive spectator facilities.



The funding will establish Crawley's place as one of the leading junior clubs in the area, providing regular football for hundreds of players. An emphasis will be placed on creating more opportunities for new players and they expect membership to increase by over 100. Links will also be formed with the nearby Ashcroft High School, who were also recipients of a £354,950 grant from the Foundation to fund a new artificial pitch and install pitch drainage at their site. Club members and pupils will share both facilities, ensuring maximum usage both during and after school hours.

## DERBYSHIRE SCORES AGAIN



The Football Foundation formally kicked off the Tansley Juniors Football Project when it invited West Derbyshire MP, Patrick McLoughlin, to present a cheque to Tansley Parish Council for £167,880. The Parish Council has recently purchased a three-acre field and is due to start work on a fine new pavilion during the summer.

The football club already runs eight teams for children of all ages and abilities and it is anticipated that these new facilities will lead to a further boost in membership. This will also enable the creation of two more boys' teams and additional facilities for girls. Youngsters with disabilities will also be encouraged to use the site and links are being forged with a local special school to arrange coaching facilities.

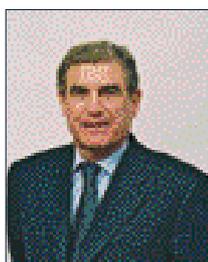
## FOUNDATION PITCHING IN FOR NORFOLK

Norfolk MP, Henry Bellingham, visited junior footballers at Clenchwarton to formally kick off the latest Football Foundation project in the county.

Mr Bellingham handed over a Football Foundation grant for £21,000 to allow Clenchwarton Parish Council to install a

# KICK OFF

**Hundreds of Football Foundation projects are now opening their doors. The Foundation has been hard at work ensuring the next generation of grass roots facilities and community schemes are making a real and long lasting impact in their localities.**



Firstly, congratulations go to Foundation Trustee and FA Director of Football Development, Trevor Brooking, on his well-deserved Knighthood for services to football. Sir Trevor is an outstanding ambassador for the game and plays an integral part in the work of the Foundation.

Sir Trevor joined players, pupils, teachers and coaches at the openings of Hereford's Westfields FC and the Thomas Parmiter School in Hertfordshire to open their new Foundation funded facilities.

The Foundation provided funding of £166,011 for the new purpose built site at Westfields, which now boasts a changing pavilion, a clubroom and a floodlit pitch, together with a floodlit training area and mini soccer pitch for players of all ages. Pupils at Hereford Sixth Form College, who will be sharing the facilities, also got the chance to meet the former West Ham and England star at the launch.

A few days later Sir Trevor was in Watford to open the new Thomas Parmiter sports complex, funded with a massive £800,000 grant from the Foundation as part of our £30m commitment to school football facilities, in partnership with the Big Lottery Fund.

The new community sports complex which includes a new full size floodlit synthetic turf pitch, a new changing room block for up to ten teams, as well as sports equipment and ground maintenance machinery.

Sir Trevor welcomed the opportunity to visit the projects: "It's fantastic news that money from the top of the game is now helping to develop the next generation of players and facilities. The Football Foundation and their partnership with the Big Lottery Fund is radically altering the footballing landscape in schools throughout the country. Allied to the vital football development work being carried out by The FA and the County FA's, the future of the grass roots game is looking increasingly bright."

## BIG SPLASH FOR PUDDLETOWN SPORT



Recently retired Premier League referee, Paul Durkin, unveiled one of Dorset's best grass roots football grounds when he joined young players, members of Puddletown's sports clubs and the Parish Council to open their revamped site.

A £72,000 grant from the Football Foundation allowed the council to replace the old clubhouse, built in 1964, with a new state of the art sports pavilion, housing two changing rooms, match officials facilities, a clubroom and spectator accommodation.

The new pavilion will complement the existing football and cricket pitches, ensuring the long term future of the game in the area. Thanks to the Foundation cash, Puddletown will soon become a focal point for mini soccer and junior football. The village will also, for the first time, be able to host girls' and women's football and disabled games. Puddletown cricket club will also be looking to expand their activities in the area. In addition, local schools will be using the superb new facilities for games lessons and after school coaching.

## REVAMP FOR THE HOME OF THE GREATS NEW LOOK FOR CHANGING ROOMS IN MILLWALL PARK



Facilities at Millwall Park, which has given rise to some of England's football greats such as Sol Campbell, Ashley Cole, Jermaine Defoe and Ray Wilkins, have been dramatically improved by Tower Hamlets Council, thanks to a grant from the Football Foundation.

The project, to which the Foundation provided £302,000, was officially opened by Football Foundation President, Lord Pendry.

Replacing run down shipping containers, the Foundation money has allowed the council to create six modern changing rooms, and three referees' rooms.

The new facility will offer a much needed boost to sport in Tower Hamlets, with the formation of a new Isle of Dogs football league for youth clubs and estates and will be used as a site for a new inter-schools league. As well as being home to Millwall Albion football club, the new facilities will benefit the wider sporting community that uses Millwall Park, including rugby, cricket and the local George Green School.



The transformation of Millwall Park

# TIBSHELF

A new community football centre is now up and running in the Derbyshire village of Tibshelf, thanks to a £279,453 grant from the Football Foundation and the Big Lottery Fund.

The cash boost awarded to the Tibshelf Community School, has funded a brand new and fully inclusive changing pavilion alongside a modern, floodlit artificial pitch. It's not just footballers that are set to benefit from the Foundation investment, the facilities will also be used by the school's hockey and tennis players, as well as young cricketers.



In addition to providing the school's 777 pupils with some of the best facilities around, members of the local community also have the opportunity to use the revamped site. Over 20 teams now have access from local clubs, youth organisations and community groups. A particular emphasis will be placed on developing the game amongst local girls who are now offered specialist coaching and increased playing opportunities, particularly at junior levels.

Disabled players are also welcomed at the school and links have been established with the County Disability Centre at Notts County, Derby County and special schools in the area.

Supported by



## KIRTONS FOR BAD FACILITIES IN SUFFOLK

Ipswich manager, Joe Royle, opened the latest Football Foundation funded grass roots initiative in Suffolk when he joined players of Kirton Kestrels FC and members of the Kirton & Falkenham Recreation Ground Committee for the launch of their superb new sports pavilion.



A £146,570 Football Foundation grant has contributed to the provision of a modern pavilion for the Suffolk club, incorporating four changing rooms, two referees' changing areas and a social area. In keeping with Foundation policy, all facilities are fully accessible for disabled players and fans.

The club's previous changing block consisted of dilapidated timber building with a leaking roof. With their modern complex, the committee will boast footballing opportunities for footballers of all ages and abilities. The ground now hosts regular mini soccer five a side competitions and coaching sessions, boosting participation rates, particularly amongst local girls.

## NO MORE HUMDRUM FOR FOOTBALL IN BRUM

A £176,762 Foundation cash bonanza has allowed Birmingham City Council to construct a new pavilion at the Flaxley Road Playing Fields, in the Glebe Farm area of the city.

The new complex, housing four team changing rooms, two officials' changing rooms and a community room, is set to benefit hundreds of players, particularly the nine boys teams and two girls teams of Glebe Farm Colts FC, the main users of the site. With the new facilities, the club hope to expand opportunities, by providing an additional four boys clubs, two girls teams as well as two new adult teams.

The new site is also home to school coaching sessions, mini soccer, which will be developed for under ten year olds, girls only coaching and will host fun weeks and holiday courses.



## ENGLAND STAR OPENS WILTS FOOTBALL PROJECT

One of the largest grass roots football projects in Wiltshire was formally opened as Swindon and England Under 21 International, Rhys Evans, joined Foundation Chief Executive, Peter Lee, players and officials of Highworth Junior Football Club and representatives from Wiltshire County FA to open the club's new pavilion.

The new complex, funded with a £477,631 Football Foundation grant, now houses four team changing rooms, two referees' changing rooms, along with spectator facilities.

Previously, there had been no changing facilities for the club's six mini soccer teams and five junior teams. With their new pavilion the club hope to boost participation levels, particularly amongst girls. Links have already been established with local schools to increase opportunities for budding players and over the next couple of years the club will have started at least five new teams.

Peter Lee said: "Millions have now been invested by the Foundation throughout Wiltshire and the South West and I congratulate Highworth JFC for their hard work and ambition in bringing some of the best facilities in the area to their town."

# KENTFORD OPEN THEIR DOORS TO THE COMMUNITY

Following a £35,000 windfall from the Football Foundation, Kentford & Kennett Village Hall & Maclaren Playing Field Association opened their new pavilion, housing two player's changing rooms, officials' changing areas and a social area. The project also includes a new grass football pitch.

Previously, the playing fields were home to just two senior men's teams. For the first time the revamped ground will host youth teams, mini soccer clubs and girls' and women's teams. 'Taster sessions' are to be offered to boys and girls and local schools will also be offered access. Overall it is expected that almost 100 new players will become regular users of the ground.



## POPPLETON PROJECT OPENED BY YORK CITY STARS



A revamped ten acre site in North Yorkshire opened its doors to the community as Poppleton Junior Football Club and York City players launched their new Football Foundation funded project.

A Foundation grant has allowed the construction of five new pitches, giving a much needed boost to sports provision in the area.

The club currently has a membership of 290 young people aged from 6 to 17. With their brand new pitches, the club hope to expand membership particularly amongst girls and players aged under ten years old. The site will host boys-only and girls-only football festivals and links will be developed with local primary schools to provide extra curricular playing opportunities for players of all abilities. In addition, holiday courses and tournaments will also be established. It signifies the start of a new era for the club in providing quality training opportunities for local footballers.

## BIG DAY FOR FOOTBALL IN SWAY

Former Saints legend, Lawrie McMenemy, was in the Hampshire village of Sway to unveil the Jubilee Field project.

A Foundation cash boost of £140,532 has helped the Council to provide a new full sized pitch alongside a modern pavilion housing four new changing rooms, two officials' changing rooms, a kitchen, and a clubroom.

As well as providing existing players at the Jubilee Ground with superb new facilities, the venue will also offer new opportunities for budding players. The Council have already established mini soccer and junior teams, some of whom are now playing with the senior side. A particular emphasis will also be placed on encouraging more girls to take up the game.

## ALL CHANGE FOR FOOTBALL IN WADDINGTON

Footballers in the Lincolnshire village of Waddington now have some of the most modern sports facilities in the area, thanks to a £219,234 grant from the Football Foundation.

The money, netted by Waddington Lowlands Football Club & Waddington Playing Fields Association, has provided a brand new pavilion, housing 11 changing rooms for teams and officials, a first aid room and a social area for players and spectators.

Previously, teams using the five pitches and training area have had to use a block of two rooms built in 1965 and four temporary metal containers with no running water or electricity. The new pavilion will allow the development of the game at all levels. A particular emphasis will be placed on the development of boys and girls mini soccer. On top of this, an under 15 girls' team and senior women and men's teams will be formed.

In addition, summer five-a-side festivals will be held for local kids, who will also participate in school competitions, after-school club activities and regular Saturday coaching sessions.

# ACTIVE SPORTS

To stimulate and sustain the growth in the female game, the Active Sports Programme has received over £600,000 from the Football Foundation for projects throughout the country. The latest programme, Worcestershire All Sports Partnership, received £40,000 of Foundation funding, providing hundreds of girls throughout the county with opportunities to play the game.

# KICKING DRUGS

The Foundation's message that sport can tackle many aspects of the social agenda has been spreading throughout the world. In July, 60,000 primary and secondary school pupils from around the world, gathered in Split for the World Youth Games 2004 under the banner "Lets Live Our Lives Without Drugs Because Drugs Take Lives."

Organisers say the event serves to promote a way of life based on friendship, solidarity and fair play, as an alternative to the negative factors in today's life, which threaten children and youths.

We applaud their commitment to making communities a better place to live.



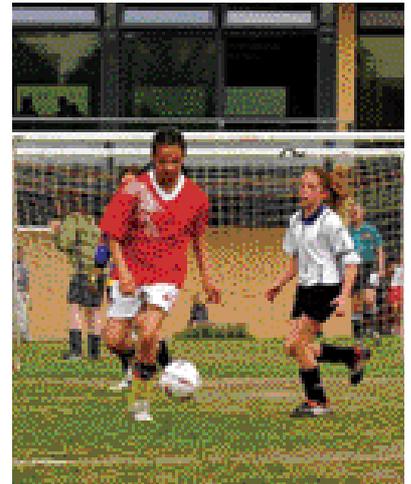
Dave Richards and Richard Caborn meet organisers Igor Košta and Zdravko Marić

# SOCIAL INCLUSION

For football to truly be called our national game it must reflect the make up of our society. The game needs to reach out to marginalised groups and welcome them into the football family. Here are some recent examples of how the Foundation is harnessing the power of football to break down barriers.

## GIRLS FOOTBALL

Following a £508,000 grant, the London Playing Fields Society is leading the development of the girls' game in the capital. Over 700 girls aged 6 to 16, met up at the revamped Marathon Playing Fields for the first annual schools football challenge. The formally derelict site already hosts over 1,000 school children from South East London every week and hopes to improve access to coaching, training and competitive games, in a professional and relaxed environment.



More girls welcomed into the national game.

The tournament was an undoubted success and is set to become a key fixture in London's football calendar.

# PREVENTING OFFENDING

Vulnerable young people in Slough will be taking part in their own unique football scheme, providing health awareness, anti-drugs education and targeting anti-social behaviour in the town.

A £146,269 grant from the Football Foundation will fund a partnership between Slough Borough Council, Positive Futures and Connexions, to establish an activities programme for young people at risk of offending.

By providing regular opportunities for coaching and competitive games running alongside education programmes, the project aims to reduce the number of young people involved with drug misuse and offending, as well as providing the social awareness and health benefits that sport can provide.

The scheme will target 50 individuals in the town deemed most at risk of offending, providing sports as a medium to develop life skills, integrate people back into society and to cut offending and drug abuse. In addition, an organised programme of sport will be delivered in four of the most deprived areas with a particular emphasis placed on targeting drug users and those most at risk of offending.

# SHEEPMOUNT

Work has started on the re-development of Carlisle Sheepmount Complex.

The project involves the complete redevelopment of the Sheepmount, to create the region's primary county football and athletics centre. Plans include: new changing facilities, toilets, showers, referees' accommodation, disabled access and facilities, fitness and exercise areas, clubroom and a training and education room. In addition, the athletics track will be upgraded to an eight-lane facility, complying to national standards and the football pitches will be re-configured and drainage improved.

The Sheepmount currently hosts a variety of sports organisations, including 17 football clubs, athletics, other pitch sports and indoor rifle shooting and also plays host to a variety of major events and school activities. The new facilities are set to give a huge boost for sporting opportunities in the area.

A £807,326 Foundation grant, the largest in the county, will pay for the development of the football facilities.

Leader of the Council, Cllr Mike Mitchelson said:

**“The re-development will allow the city to host national athletic events and will provide top class facilities and equipment for all sports. It'll be great to see it up and running.”**



Work gets under way



Visual of the new centre

# REFF CONTINUES TO REVOLUTIONISE SPORT



Our Register of English Football Facilities (REFF) is proving invaluable in prioritising Foundation funding into areas of sporting deprivation. Essential to the process, has been the help of the County FA's in identifying sites in their areas not listed on the REFF website ([www.reff.org.uk](http://www.reff.org.uk)). The addition of these sites will enhance our strategic approach to investment.

The development of the FA's County Administration System (CAS) now means the footballing public, not only have access to information on football grounds in their area, but also to information about the teams playing on them. This new feature will allow us to analyse supply and demand on the pitches and enable members of the public to search for their nearest club, as well as their local sites.

By linking the REFF and CAS databases together, we now have the most detailed breakdown of football in the history of the game.

REFF continues to be the blueprint database for sport. Using data developed during the formation of the REFF project, Sport England have produced their Active Places website ([www.activeplaces.com](http://www.activeplaces.com)), listing community sports facilities across the country. This partnership will enable sharing of information, allowing communities to gain access to their local sports facilities.

# MEET THE COMMUNITY AND EDUCATION TEAM

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## **Mandy Ayres**

### **Director of Community Development**

Mandy is Director of Community Development at the Football Foundation. She is responsible for developing the strategic direction of the community and education work and developing partnerships with external organisations to ensure that football is used in positive ways, not only through playing the game, but also using it as an educational tool. With the support of her team, Mandy is responsible for the assessment of all applications made to the Foundation for revenue support.

[mandy.ayres@footballfoundation.org.uk](mailto:mandy.ayres@footballfoundation.org.uk)



## **Paul Charles**

### **Junior Kit Scheme Administrator**

Paul, the new member of the Kit Team, is responsible for assessing all Junior Kit Scheme applications, and logging all the relevant data. With an average of 50+ applications received each week, he is kept very busy.

[paul.charles@footballfoundation.org.uk](mailto:paul.charles@footballfoundation.org.uk)



## **Emma Burke & Phil Greenland**

### **Project Assessors for Community and Education**

Emma and Phil are responsible for developing, assessing and managing projects that meet the Community and Education agenda. This developmental role involves working and negotiating with a range of internal and external agencies to generate projects that deliver football opportunities across deprived areas of the country.

Emma has a specific responsibility for Education. Her remit includes leading and managing the Playing For Success Programme at the Foundation, in conjunction with the DfES.

Phil has a specific responsibility for Disability and is the lead on all equity work.

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[phil.greenland@footballfoundation.org.uk](mailto:phil.greenland@footballfoundation.org.uk)



## **Zeba Khan**

### **Premier League Reading Stars Project Co-ordinator**

Zeba is the national co-ordinator for the Premier League Reading Stars Project. Zeba organizes and oversees the scheme, in which every Premier League team adopts one or more local libraries and selects one of their leading players to recommend their favourite book, which form the basis of a family reading group.

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## **Clair Robinson**

### **Community Scheme Co-ordinator**

### **Angela Loveday**

### **Community Scheme Assessor**

Clair is responsible for co-ordinating the Small Grants Scheme. Along with Angela, the applications to the Small Grants Scheme are assessed and shared with appropriate networks, including the County Football Associations, to ensure that grants of £9,000 and less are made to a wide variety of organisations, to provide new opportunities to play and be involved in football.

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[angela.loveday@footballfoundation.org.uk](mailto:angela.loveday@footballfoundation.org.uk)



## **Gary Stannett**

### **National Strategy Manager, Positive Futures**

Gary has been seconded to the Foundation for two years to oversee the development of the Positive Futures forward strategy. His role is to manage and co-ordinate operational and development work for both existing and potential Positive Futures projects. As well as providing support and advice through visits, workshops and seminars, Gary will also address issues of local monitoring and evaluation of projects and devise and deliver training for front line staff. Gary also works with the Positive Futures team at the Home Office to inform national strategies for sports led social inclusion work.

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## TACKLING RACISM

### FOOTBALL FAMILY COME TOGETHER FOR LONDON'S REFUGEES

The London Communities League, a pioneering football project that provides competitive playing opportunities for football teams from marginalized communities from across London, celebrated its first successful season.

To mark the inaugural season, the ten league teams held a five-a-side tournament at the Douglas Eyre Sports Centre, Walthamstow. Director of Community and Education, Mandy Ayres, joined local MP, Neil Gerrard, for the presentation of the League trophy, winners and runners up medals, referee and fairplay awards.

The scheme, supported by a £102,000 grant from the Football Foundation, provides tournaments and education courses for teams involving refugees, asylum seekers and minority ethnic communities, who have often been excluded from mainstream sport provision. The ten FA affiliated teams from diverse communities including Albanians, Kosovans, Somalians, Chinese and Ethiopians are now provided with professional training and education courses, as well as their annual league.

"The success of the League is a testament to the commitment made by a range of partners, community agencies and volunteers (including the London Playing Fields Society, Leyton Orient Community Sports Programme, the Football Foundation, Association of London Government, the Refugee Council and London Football Association), but above all the teams and players who have shown commitment week in, week out," said Grant Cornwell, Chair of the London Communities League.



Kicking racism into touch

# HOT OFF THE PRESS

## TIBSHELF SCHOOL CELEBRATE IN STYLE

As well as opening their new Multi Use Games Area (MUGA), pupils at the Tibshelf school showed a touch of the Eminems, as well as the Rooney's about them. The MUGA rap, written to celebrate the opening, was performed by the pupils for Foundation Director, Sue O'Brien and assembled guests.

It's never going to be a Number 1 but it made us laugh.

A real big welcome to all of you  
From Tibshelfs schools' new  
rapping crew  
Our MUGA's new, it's big and green  
A new sporting surface on the scene

Thanks to the gang at the  
Football Foundation  
Our MUGA's new,  
it's third generation  
But what a strange name  
to call it a MUGA  
Was it Mr Andrews,  
cos he's a cheeky \*\*\*\*\*

It's for everyone to use as  
a sports facility  
Coaching and training for  
the whole community  
Come and have a go,  
there's really no excuse  
But treat it with respect and  
show it no abuse  
It's safe for the user,  
this pitch is class  
It don't cut or bruise  
and it doesn't graze your \*\*\*\*  
Keepers should be buried,  
in the nearest hole

It really is amazing that  
Woodhouse scores a goal  
Youth teams love it,  
coaching is such fun  
Soft landings guaranteed,  
it's full of rubber crumb  
So come and have a go,  
I'm sure you will agree  
Safety is important,  
it's our main priority

On Wednesday, at lunchtimes,  
the girls start to train  
They're full of determination  
and ready to inflict pain  
These ladies show no mercy,  
they're full of fear and hate  
So watch out Mr Wallace,  
you're past your sell by date

So with an M a U a G and an A  
Thanks for the MUGA,  
we know it's OK  
Now bring on the boys  
It's match of the day

**Should you have any queries regarding this Newsletter, or anything on the wider work of the Foundation, please do not hesitate to contact us:**

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