

ENGAGING WITH COMMUNITIES TO FIND THEIR FOOTBALL

Understanding Your Place Fact Sheet



Understanding your place

Linking into local strategic outcomes can help you establish your aims, outcomes, target groups and communities.

- At the Football Foundation we call this a place-based approach
- You can have a much wider positive impact on your local community if you link into local needs and priorities. This may also bring you additional benefits through collaboration and shared resources
- Perhaps you can provide something that is missing from your area – or avoid duplicating or competing with other providers?

Research the key strategic local documents including:

- Local Football Facilities Plan
- Sport and Physical Activity Strategy
- Joint Strategic Needs Assessment
- Health and Wellbeing Strategy
- Playing Pitch Strategy
- County FA Development Plan
- Sport England's Active Lives Survey
- Public Health England Local Health Profiles

These documents can help you identify the main priorities in your area around football, sport, physical activity and health helping you to decide how your organisation can make a contribution.

Building an understanding of your place

Local partners can help provide support and guidance for your project and help you link into local agendas, rather than working in isolation.

- Identify who could help you engage with your target audience.
- Think about the organisations and groups that work in your target area. They may be a local charity or food bank, they could be a faith group, a disability group or youth engagement project.
- Not only will these organisations have a really good understanding of your target audience, but will have a high level of trust and can help you to engage.
- A good way to do this is to map the area in which you want to develop your project and identify organisations, groups and influencers that already work with, have contact with or influence your target group.

Here are some ideas of partners to get you started...

- Active Partnership
- Local Authority Health and Wellbeing Board
- Local Authority Sport and Leisure and Parks Services
- Community and Voluntary Service, CVS
- University (HE) and Colleges (FE)
- Schools
- Housing Associations
- Local businesses
- Faith groups and organisations
- BAME groups and organisations
- Community based organisations and charities
- Friends of the Park groups
- County FA Inclusion Advisory Group