

# IMPROVING YOUR FOOTBALL FACILITIES

**CLUB WEBSITE'S  
GUIDE TO FUNDING**



[clubwebsite.co.uk](http://clubwebsite.co.uk)

# INTRODUCTION

Anyone who plays or coaches football wants a nice pitch to play on and decent changing facilities to use before and after the game. Unfortunately this isn't the case for a lot of clubs.

A Club Website survey (July 2009) found that 50 percent of footballers regard the facilities they use on a regular basis as 'poor' or 'terrible', which means a lot of people out there putting up with sub-standard conditions.

What's more, facilities don't come cheap and raising funds to build a new set of changing rooms or carry out much-needed renovation work can seem beyond the reach of many clubs, particularly on the limited budgets that exist at grassroots level.



## HELP IS AT HAND

If your club is in need of new or improved facilities you don't need to tackle this issue on your own. There's a whole range of funding out there to help with projects to renovate existing football facilities or build new ones.

We found out that many people involved in the game at grassroots level don't know where to look to gain access to this funding, so we've put together this guide to help point you in the right direction.

We've outlined a number of charities and organisations that may be able to help fund projects both big and small - anything from installing a new boiler to building a new 3G astroturf pitch and changing rooms - and may even be able to help with purchasing new kit or equipment for your team.

There's also a list of handy hints for helping with your application and a few ideas for how you can improve your chances of success.



# WHERE TO LOOK?

There are a number of funding sources that your football team or community group may be able to tap into for financial assistance. We've outlined a few of them here:

## football! foundation

The UK's largest sports charity - funded jointly by the Football Association, Premier League and Government - has helped fund over £875m worth of projects since it launched in July 2000, investing £375m worth of grants directly into grassroots football.

With a range of grants available from £100 to £1m, the Foundation can help with facilities and community projects large and small, from new kit to goalposts to new changing rooms.

Through the **football! stadia improvement fund**, the Foundation also awards grants to clubs in the National League System for work on their ground. Clubs at Step 7 or below can apply for grants of up to £20,000 over three years (more funding available for clubs at higher level).

For more information on any Football Foundation funding visit [www.football!foundation.org.uk](http://www.football!foundation.org.uk) or call 0845 345 4555. Available to clubs in England only.



## national lottery funding



Since the National Lottery began in 1994, 28p in every pound spent on the lottery has been invested in good causes across the UK, including a large number of sporting projects.

A great first port of call is the Lottery Funding website - [lotteryfunding.org.uk](http://lotteryfunding.org.uk). Use their 'Funding search' to enter details of the help you require and the website will help identify the most relevant Lottery funding programme for you.

## awards for all

A Lottery-funded small grants scheme that provides grants of £300 - £10,000 to small community-based projects across the UK.

Visit [awardsforall.org.uk](http://awardsforall.org.uk) and click on your country or call 0845 4 10 20 30.



## big lottery fund

'BIG' are responsible for giving out half the money raised by the National Lottery for good causes. Their money goes to community groups and to projects that improve health, education and the environment.

For more information visit [biglotteryfund.org.uk](http://biglotteryfund.org.uk) or call 0845 4 10 20 30.



## sport england



Formerly known as the English Sports Council, Sport England invests directly in football via the Football Foundation and the Football Association, but also provides a range of grants to individual projects that will grow and sustain participation in grassroots sport via its small grants scheme, sustainable facilities scheme and Sportsmatch scheme.

For more information visit [sportengland.org](http://sportengland.org) or call 0845 8508 508. Their 'practical guide for sports clubs' should help with any application you wish to make.

## sportscotland

**sportscotland**

widening opportunities • developing potential • achieving excellence

The national agency for sport in Scotland, **sportscotland** invests National Lottery and Scottish Government funding where it counts at the heart of Scottish sport.

Their 'Help for clubs' website provides a great first port of call for specialist advice and expertise and more details on any funding available to Scottish clubs.

To find out more visit [helpforclubs.org.uk](http://helpforclubs.org.uk) or call 0141 534 6500.

## sport wales



sports council wales  
cyngor chwaraeon cymru

The national organisation responsible for developing and promoting sport and active lifestyles, Sport Wales is responsible for distributing funds from the National Lottery to sport in Wales.

With a range of grants available - including 'Community Chest' grants of under £1,000 and development grants of up to £50,000 - Sport Wales can offer expert advice and support on project funding available to Welsh clubs.

To find out more visit [www.sports-council-wales.org.uk](http://www.sports-council-wales.org.uk) or call 0845 045 0904.

## sport northern ireland

Formerly the Sports Council for Northern Ireland, Sport NI are responsible for developing sport in Northern Ireland and for distributing Lottery Sports Fund awards.

**sport**  
Northern Ireland

With a number of grants available - including the small grants scheme 'Awards for Sport' with grants ranging from £1,000 to £10,000 available online - Sport NI can offer specialist advice and expertise on funding available to clubs in Northern Ireland.

To find out more visit [sportni.net](http://sportni.net) or call 028 90 381222.

## your local council!

Your local council is likely to have **small grants schemes** that you may be able to apply for to gain funding support. At the very least they will be able to offer specific local advice on any funding that is available in your area.

To find your local council visit [mycouncil.direct.gov.uk](http://mycouncil.direct.gov.uk).

# OUR HANDY HINTS

We know that applying for funding can take up a lot of your time and can be frustrating, particularly if your application is unsuccessful (which many are!).

However, there are a few simple things you can do to improve your chances of success:

- The organisations listed in this document will be able to help with any enquiries you have about your funding requirements, as will your Football Association (or County FA in England) and other voluntary support organisations. Use these contacts to give yourself the best chance of success.
- It might sound daft, but make sure that you're applying for the right grant. You don't want to waste time applying for something you're not eligible for!
- Read the guidance notes for the grant you're applying for and make sure you include everything that is required in your application.
- If you're applying in writing, give it a trial run or two before you submit your final draft. Also make sure you take a copy for your records.
- If you're not successful first time around, don't give up! Ask for feedback from the organisation you applied to, take that on board and try again.

## WHAT ELSE CAN YOU DO?

If your facilities are no good and you haven't had any success with funding applications, there are always other avenues that could be explored. Here are a few suggestions:

- Approach other local clubs and ask if you can rent a pitch from them. You never know, you might get decent pitch/changing rooms at a decent price.
- If other clubs in your area are in need of better facilities and you feel your application for funding lacked a little weight, why not combine forces with them to make a joint application?
- Involve other potential partners in your area in your plans for the project. Local businesses might be willing to invest (which, in turn, could be doubled by a match-funding grant) while local schools, community or religious groups could also benefit from the project. Your application should carry more weight when it is seen to benefit more people or groups.
- If a football club doesn't fit the criteria of the grant you are applying for, consider forming a community group, perhaps with other clubs/organisations in your area. Get advice from the funding organisation on this but, if it improves your chances of a grant, it may be worth the extra effort.
- If your facilities need renovating but are council-owned, contact your local council to get something done about them. Councils themselves can apply for grants from most of the organisations listed above, so lobby your council to make sure they are doing this on your behalf.
- If your council won't listen to you, get others to lobby them (more power in numbers!)... and, if that doesn't work, a letter to your local MP won't do any harm!

# SOME SUCCESS STORIES

In case you're thinking that this sort of funding isn't going to come your way, here are a couple of examples of Club Website teams like yours who have benefitted from recent funding. So give it a go and hang on in there... it could be you!

## Lions can roar thanks to £5,000 funding boost



Club Website users Sittingbourne Lions JFC celebrated a £5,000 grant awarded by the Football Foundation earlier this year. The cash bonanza – awarded in January 2010 – will enable the club from Swale, Kent to provide an Under 7s team over the next two years.

The Lions are currently embarking on their 15th year as a local junior football club providing the opportunity for Under 8s to progress through to adult football. Under the new project they are looking to attract children aged five to seven years old, enabling the club to form 12 teams. The new members will meet once weekly for training and skills development.

Trevor Smith, Chairman of Sittingbourne Lions JFC, said: “Everyone at Sittingbourne Lions is fully committed in providing high levels of coaching for children at grassroots level.

“With the fantastic news of gaining this Football Foundation ‘Grow the Game’ grant we can now sustain the foundations of the club for the next two years. In doing so, we will be helping young children and adult volunteers to improve their skills in a safe and enjoyable environment.”

Paul Thorogood, Chief Executive of the Football Foundation said: “We warmly congratulate Sittingbourne Lions JFC on securing this award. Sport is playing a central role in helping people to stay fit, strengthen communities and promote responsibility amongst young people. This new project in Sittingbourne is but one example of thousands across the country that the Football Foundation is supporting with money provided by our funding partners – the Premier League, The FA and Government.”

To visit the Sittingbourne Lions website go to [sittingbournelionsfc.com](http://sittingbournelionsfc.com).

# SOME SUCCESS STORIES

## junior football club in devon lands £192k to build new 3g pitch



Club Website users Bideford Blues & Appledore JFC were celebrating in January of this year, following a £192,248 grant awarded by the Football Foundation. The funding boost will allow the Devon club to completely refurbish its ten-year-old Astroturf facility giving it new floodlights, new fencing and the most up-to-date third generation artificial grass playing surface, with an increased playing surface area.

The club have also been awarded grants worth £400 for new football strips and equipment - through the Foundation's Junior Kit Scheme - and £1,250 towards new goalposts, through its Goalpost Safety Scheme.

Bob Lovelace, Chairman of Bideford Blues & Appledore JFC, said: "After many months of focused effort by those volunteers involved with the club we are delighted to have been made this award by the Football Foundation.

"On behalf of the membership of Bideford Blues & Appledore JFC and further on behalf of the wider community I convey a deep message of thanks to all who have supported us. We now look forward to a new updated facility and to delivering on our exciting new initiatives and development plans going forward."

Paul Thorogood, Chief Executive of the Football Foundation said: "We warmly congratulate Bideford Blues & Appledore JFC and the Devon County FA for their hard work and dedication in securing this award. This new project in Bideford is but one example of thousands across the country that the Football Foundation is supporting with money provided by our funding partners - the Premier League, The FA and Government."

To visit the Bideford Blues & Appledore JFC website go to [clubwebsite.co.uk/bidefordappledorejuniorfc](http://clubwebsite.co.uk/bidefordappledorejuniorfc).

# HOW ELSE WE CAN HELP

Helping you out with a search for funding isn't the only way Club Website can help your football club.

Our club website service - as used by over 38,000 teams across the country - provides every tool you'll need to create a spanking new home for your club online... and all for free!

We give you a blank canvas and in no time you'll have the undivided attention of players, parents and spectators. Add images, match reports, fixtures & results, even adverts for your sponsors! Latest news, email updates, text alerts, maps and directions - it's all been thought of and it's only just a click away.

What's more, we'll even help you bring in some much-needed extra cash into your club using your club website.

Our members also tell us that it's much easier to sign up local sponsors if you give them an advert on your website so we've given you space to do just that, while your 'Club Shop' lets you advertise and sell your very own club merchandise online - a great way to raise additional revenue for your club.

What's more, we've also arranged for your club to get cash back for anyone who does their everyday online shopping via your club website. Our clubs have received cash straight into their pocket for doing nothing more than a couple of clicks. Easy peasy!

Getting your football club in on this action couldn't be easier - visit [clubwebsite.co.uk](http://clubwebsite.co.uk) to sign up to our club website service. Registration takes just a couple of minutes, meaning you'll have your very own professional website in no time at all!

## and finally...

If you run a football league and you want the best league management platform going, why not join the 300+ leagues already using Club Website week in, week out.

With a brand new website design that is sleek, smart and functional and contains every tool you'll need to run your league online, we're sure you'll love the service that we offer. What's more, like everything else at Club Website, it's all for free! Visit [clubwebsite.co.uk](http://clubwebsite.co.uk) to sign up today.

