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Introduction

Liverpool icon opens 3G pitch in Hereford

Massive boost for school and community sport in West Midlands

Football icon Ian Rush officially opens a new football facility in Hereford, jointly funded by the Football Foundation and Partnerships for Schools.



Anfield legend, Ian Rush, has officially opened a new football facility in Hereford, funded by the Football Foundation and Partnerships for Schools.

The new state-of-the-art third generation (3G) artificial grass pitch will allow The Hereford Academy to promote and develop standards of football in the school and surrounding community.

The facility will increase the opportunities available for training and match play, therefore enabling Hinton Football Club, The Hereford Academy and other partners to deliver against the FA National Game Strategy. The project will also support plans to create 45 new football teams within local clubs in Herefordshire.

The Academy worked in partnership with Herefordshire Council and Herefordshire FA to secure a £50,000 grant from the Football Foundation.

John Sheppard, Principal of The Hereford Academy, said: "The Hereford Academy was fortunate to have received a grant in February 2012 towards a 3G AGP. This project has been a culmination of an effective partnership with the Football Foundation and the Herefordshire FA, resulting in the final completion of an excellent facility for Herefordshire.

"The Hereford Academy is committed to ensuring that as many people as possible enjoy the benefits and to actively promote and develop football both at The Academy and surrounding community. We are thrilled that this is the only full size pitch of its kind in the County, and we are thankful to our funding partners."

News Stories

Great news for clubs needing stadia work

FSIF increases percentage of project costs it funds

The Football Stadia Improvement Fund (FSIF) has announced a change in eligibility criteria, meaning clubs can apply for a higher percentage of financial support over a wider range of projects.



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Funded with £6m each year from the Premier League, the FSIF is the country's largest provider of grants towards projects that help improve the comfort and safety of lower league football grounds in both the professional and amateur game. These improvements range from new football stands and turnstiles to floodlighting and improved provision for disabled supporters.

The key changes at Non-League level that will impact clubs down to Step 7 include:

- The Step 2 ceiling has been increased from £150,000 to £250,000.
- Clubs can now apply for financial support of up to 50% of the total project cost for Steps 1 to 5 and 70% for Steps 6 and 7. Previously percentages varied, starting at 20%, and the change will be of particular benefit to the higher levels of the Non-League Pyramid.
- Hospitality areas have been made eligible throughout the Pyramid covering all types of food and drink outlets, from simple tea-bars to function suites, in order to provide greater revenue generation opportunities.
- Grants are now available for several items such as players' and officials' protected walkways, press seating, team dug-outs, pitch maintenance equipment and ball stop netting, which were all previously ineligible.

Richard Scudamore, Chief Executive of the Premier League, said: "We want to make it easier for lower-league football to access stadium funding. We're always revising the criteria, continuously looking at the funding, examining how much we've got and where the applications for funding are coming from. The Executive were aware that in these straitened times it was becoming more problematic for clubs to generate funds, so they put proposals together which the Board was happy to support.

"These changes are for the long-term good of football. It will be easier for clubs to get hold of funding. What that will hopefully mean is that more facilities will improve and more players will want to play and, just as important, more people will be able watch and generate valuable resources for their clubs. There is £6m there annually for people to access and we want as many to benefit from it as possible.

"Grassroots is fundamental to football because the wider the base, the better it will be at the top. The English pyramid is the envy of the world and programmes like the FSIF will ensure that this continues to be the case."

Since it was launched in 2000 the FSIF has awarded around £100m worth of grants towards stadia improvement projects.

Click [here](#) to visit the FSIF page to find out further information.

Click [here](#) to download the FSIF eligibility criteria poster designed by the **Non League Paper**.

Locals jubilant as Queen launches site

After 15 years of work new £30m complex replaces ex-landfill site

The Queen and Duke of Edinburgh unveil a unique community sports facility in Warrington at the start of her Diamond Jubilee celebrations.



Her Majesty The Queen accompanied by His Royal Highness The Duke of Edinburgh officially opened a unique community facility in Warrington, at the start of her Diamond Jubilee celebrations.

The unique Orford Park Project has been 15 years in the making, and transforms a former landfill site into a £30million state-of-the-art community facility providing a wide range of leisure, health and cultural services all under one roof. Warrington Borough Council worked in partnership with the Liverpool County FA to secure a huge £1m grant from the Football Foundation.

Orford Park is widely regarded as an example of best practice in promoting joint service delivery and economic regeneration in one of Warrington's most deprived areas.

Over 20 national, regional and local organisations are actively involved in the delivery of the project, which provides first-class community facilities including: a library and ICT suites; community activity and meeting rooms; learning centre for 14-19 year olds; café; swimming pools; health and fitness suite; dance studios;

squash courts; sports hall; crèche; three GP practices and a pharmacy.

The outdoor areas house a network of walking and cycling paths around the new grass sports pitches; skateboarding and BMX cycle park; upgraded children's play area; floodlit bowling greens and a new pavilion.

Jack kicks off £1.3m project at old club

Premier League star digs in at new sports site

West Ham United midfielder Jack Collison operated a digger to kick off construction work at the new facility for Bedfordshire-based Shefford Saints FC, the club he started his footballing career as a child.



West Ham and Welsh international star, Jack Collison, kicked off the work on Shefford Saints FC's new sports development that is being funded with grants from the Football Foundation and the Football Stadia Improvement Fund (FSIF), and with assistance from the Bedfordshire County FA.

The new ground will include: a full size pitch, four Mini-Soccer pitches, a training area, four dual-gender changing rooms, two officials' changing rooms and a clubhouse bar.

Jack, who won the Shefford Saints Player's Player trophy at Under-9 level, got very involved at the start-of-works ceremony, even having a go on one of the diggers on site!

Shefford football teams have been without their own pitches since Shefford Town FC folded in 1994. Since then, the town's junior football club, Shefford Saints, has grown to become one of the most respected junior clubs in the County, with in excess of 325 playing members, from Shefford and the surrounding villages.

Graham Earl, Shefford Saints FC Club Chairman, said: "This is an incredibly exciting new phase in the club's evolution. We are delighted the ground works are now starting and that the process of creating a major new outstanding home ground and training facility should be complete by the start of 2013."

The club worked in partnership with the Bedfordshire FA to secure a £165,146 grant from the Football Foundation towards the development.

The club secured an additional £50,000 from the FSIF, a partner organisation to the Foundation, which provides money from the Premier League to lower-level football ground projects.

Launch of Football Business Awards

New awards launched to recognise excellence in football

The new Football Business Awards recognise the role business plays in football, the positive impact of football on the community and the role played by businesses that serve the game.



A brand new set of awards have been established to recognise excellence and effectiveness in the business of football. The Football Business Awards will be held at Chelsea FC's Stamford Bridge in November this year and are designed to recognise the essential role that business plays in football, the positive impact of football on the community and the vital role played by the businesses which serve the game. The awards are open to clubs and to any business connected with football.

The high-profile panel of judges comes from a wide range of football, business and media environments and includes Chelsea FC Chairman Bruce Buck, Vauxhall Head of Sponsorship Chris Hornbuckle, Sky Sports' Vicky Gommersall and our very own Chief Executive, Paul Thorogood.

The award categories cover a broad range of football business and commercial issues, from Commercial Team of the Year to Best Community Scheme, Best Professional Business Serving Football to Most Innovative Use of Technology. Retail operations, stadium development and catering are also featured.

The awards are now open for entry. Find out more and get your entry in at www.footballbusinessawards.com.

Barclays hitting aces around the country

Wimbledon fever once again gripping the country

Barclays Spaces for Sports is helping more young people enjoy tennis season with its backing for a new community tennis project in Plymouth and other initiatives across the country.



Friends of Devonport Park community group have secured £10,010 from Barclays Spaces for Sports (BS4S) to deliver free tennis sessions for players of all ages and abilities at the Devonport Park Tennis Courts, which BS4S refurbished back in 2005.

Plymouth City Council and the Lawn Tennis Association (LTA) are also backing the project which will encourage more young people in the community to pick up a racket as we enter the summer season.

The funding will also offer the opportunity for local people to become qualified tennis coaches and be the next generation of project leaders to help ensure the community tennis hub's long-term future.

BS4S supports tennis projects around the UK, from the 'Raw Tennis' programme based at a local BS4S site in Durham, to the innovative 'Tennis Wall' that Barclays and the Football Foundation funded at the Lilian Baylis multi-sport site in South London.

A tennis club BS4S support in Oswestry are getting into the spirit of things by holding a 'World Tennis Event' taking place in July. The event is part of Oswestry's Olympic celebrations, being called 'The Olympics'.

Since receiving £20,000 funding from BS4S back in 2006 to build facilities, Oswestry Team Tennis have gone on to become one of the most recognised clubs in Shropshire.

Football Foundation TV

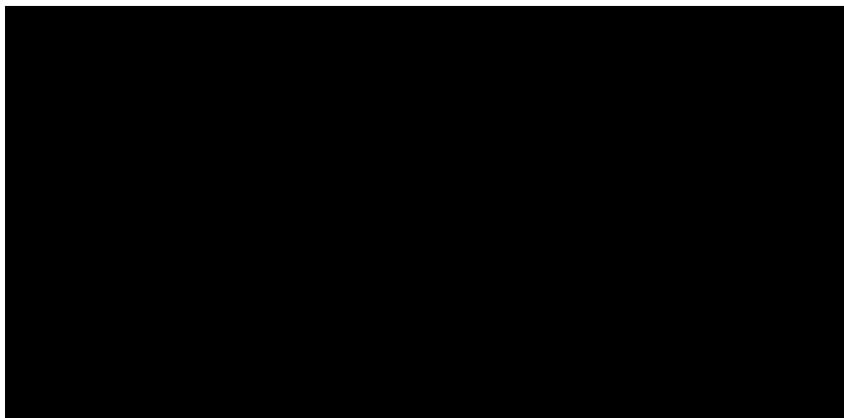
Launch of new 3G pitch at Telford College

Watch our mini-film of the official opening

Former Wolves goalkeeper and current Sky Sports presenter Matt Murray was on hand to open a new state-of-the-art third generation (3G) artificial grass pitch at Telford College, funded with a Football Foundation grant.



Former Wolves keeper and Sky Sports pundit, Matt Murray, gave a training session for youngsters on the new 3G artificial pitch at Telford College. The College worked in partnership with the Shropshire FA to secure a £200,000 grant from the Foundation. Watch our short film of the event below.





Side Articles

Marketing and PR Toolkit

Download our free guide to getting your message out via PR, social media and other means.



Download our free guide to getting your message out via PR, social media and other means. It's aimed at promoting facilities but the techniques can be used for any organisation - whether a charity, sports club, school, council or business.

This user-friendly guide introduces some simple marketing techniques but makes them relevant for people who run community sports facilities. We have also cut out the jargon and translated the marketing methods into layman's terms. But best of all it's completely free!

Read our Marketing and PR Toolkit to learn some tips on how to publicise your facility and spread the word to potential customers about opportunities to hire it. Or adapt the methods and techniques outlined in the guide to whatever your organisation's objectives and messages are.

Whether it is producing posters, press releases, arranging events, using Twitter, learning more about marketing, or even developing a website, our toolkit covers it.

Read more and download it [here](#).

Before and After

Stunning new facility for Yorkshire club

Project build from start to finish

Take a look at the amazing transformation from run down cricket clubhouse to a state-of-the-art two-story multi-sport pavillion for Northowram Junior Football Club.



Northowram Junior Football Club worked in partnership with the West Riding County FA to secure a £18,000 grant from the Football Foundation towards developing this stunning new community pavillion, with bar and changing facilities.

Click on the right arrow next to the picture below to scroll through a gallery of images illustrating the project's progress from start to finish to see how the dilapidated old changing block was replaced with a modern community pavilion. Foundation grants are enabling this to happen in towns across the country every week.

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