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Introduction

Merry Christmas and Happy New Year from the Football Foundation!

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2013 saw the launch of the Premier League & The FA Facilities Fund, a three-year £102m commitment to grassroots sport, and, as you can read in this issue of Top Corner, our Ambassador, Ben Shephard, has just announced that the £1.5m Grow the Game scheme will re-open in January.

Also in this issue, former England boss, Graham Taylor OBE, gives grassroots clubs the perfect revenue-generating idea for a New Year's resolution, promoting our free **Club Cashback initiative**.

Our regular feature, Before and After, demonstrates the powerful transformation at a facility in Islington after it had been enhanced with Foundation investment. We have also produced the below film that gives some of the Foundation's highlights throughout the year, which we hope you enjoy watching.

Finally, a huge thank you to all our Ambassadors, to all those who volunteer each week at the grassroots and to our funders: the Premier League, The FA, the Government/Sport England; as well as Barclays and the Mayor of London/Greater London Authority.

Wishing you all a very Merry Christmas and a Happy New Year.



News Stories

Ben announces £1.5m of funding

Apply for Grow the Game grants in Jan/Feb 2014

TV presenter and Football Foundation Ambassador, Ben Shephard, has announced that £1.5m of funding from the Premier League and The FA is available to help grassroots football clubs start new teams.



TV presenter and Football Foundation Ambassador, Ben Shephard, has announced that £1.5m of funding from the Premier League and The FA will be made available to aid the development of grassroots football clubs.

Clubs will be able to access grants through the **Grow the Game** scheme, which is designed to increase participation in our national game by helping clubs to meet the essential costs of starting new teams.

Ben explained: "This year we want to continue to increase participation across all age ranges, but particularly want to build on the success of last year by continuing to drive-up the numbers of people playing the game amongst under-represented groups, in particular the Under-15 age bracket and above, as well as women's, girls' and disability teams."

£1,500 of funding will be available for each new team that a club creates. The Grow the Game grants can go towards helping to cover the costs incurred for league entry, referees' fees, first aid kits, FA coaching courses and football strips.

"Grow the Game makes a real difference to grassroots clubs and their volunteers across the country, so this funding, provided by the Premier League and The FA, is excellent news for them", Ben added.

The window for Grow the Game applications will open on Monday 6 January 2014 and close on Monday 17 February 2014.

Clubs seeking more information on Grow the Game should contact their local County FA or visit www.footballfoundation.org.uk/apply/grow-the-game/.

Graham Taylor supports grassroots cashback initiative

Former England boss endorses revenue-generator

Graham Taylor has given his support to **Club Cashback**, our free tool that enables you to raise funds for your sports club through online shopping.



Former England Manager Graham Taylor has given his support to **Club Cashback**, our free portal which generates a cashback reward for your club every time a purchase is made online with selected retailers.

A partnership between the Football Foundation and **Club Website**, the not-for-profit scheme supports local clubs by helping them to raise much-needed funds, and ensure future sustainability within the grassroots game.

Graham said: "With Christmas upon us, the Football Foundation's Club Cashback is the perfect opportunity to turn some of your festive New Year purchases into a cashback reward for your club. All you need to do is sign up and encourage your players, volunteers and their families, to shop through your Cashback portal."

With over 2,000 retailers to choose from, including some of the biggest high street brands, every purchase made via the new Club Cashback platform will earn your club a cashback reward of between 1-15% of the total sales value — something former England Manager, Graham Taylor OBE, is encouraging grassroots clubs to take advantage of.

Graham explained that: "In these austere times every penny really does count, and Club Cashback gives between 1-15% of the total sales value of your purchase. So, what better way to start the New Year than with extra money to buy some new footballs or portable goals?"

Some examples of what your club could buy with funds raised through the Club Cashback, include:

- £30 pays for a qualified FA Level Three certified coach, to train a team for one hour.
- £50 pays for ten new match footballs.
- £100 pays for a new pair of full size football nets, or a qualified referee for three games (depending on your region).
- £250 pays for four new pairs of portable goals for junior football.
- £500 pays for a new full kit for your team (squad of 15, plus kitbag).
- £1,000 starts you on your way to securing Football Foundation partnership-funding.

The process to start generating rewards is easy. Once you have signed up online, simply find your team using the 'Club Search' feature. Next, browse the Club Cashback section for the retailer, these include: Tesco; Marks & Spencer; Play.com and B&Q, and click on their website link. Finally, shop online and complete your transaction as normal, knowing that you are boosting your club's coffers in the process.

"All the best initiatives are simple ones, and Club Cashback is just that – an easy-to-use scheme which helps secure the sustainability of grassroots clubs," Graham added.

For more information on Club Cashback and to sign up, visit: cashback.footballfoundation.org.uk

Foundation 3G: 'best pitch in UK'

Foundation-funded 3G pitch wins prestigious award

A Football Foundation-funded 3G pitch in St Ives, alongside it's Head Groundsman, Rob Bradshaw, has been awarded 'Best Maintained Artificial Pitch in the UK' at the Institute of Groundsmanship annual awards.



A Football Foundation-funded third generation (3G) artificial grass pitch (AGP) in St Ives, alongside it's Head Groundsman, Rob Bradshaw, has been awarded 'Best Maintained Artificial Pitch in the UK' at the Institute of Groundsmanship (IOG) annual Industry Groundsman Awards.

The surface, funded by a Foundation grant of £500,000, was in the company of elite venues such as

Wembley Stadium, Etihad Stadium, All England Lawn Tennis Club and York Racecourse.

Rob Bradshaw, Head Groundsman at One Leisure St Ives, said: “We are very proud and honoured to receive the award, we pride ourselves very highly at the centre and it’s great recognition for the work we do”.

The Institute of Groundsmanship (IOG) annual Industry Groundsman Awards is a prestigious national event, and is managed by the IOG (Institute of Groundsmanship) and recognise the expertise, dedication and passion of the country’s groundsmen.

Alan Poulain, County Development Manager, Huntingdonshire FA, said: “The standard of our playing surfaces is important to us. At this point in its life cycle, the surface might usually have begun to deteriorate but thanks to Rob’s hard work the pitch has remained at an excellent level for play.”

Football Foundation TV

Graham Taylor opens sports facilities in Lincolnshire

Footage from the official opening of Winterton Playing Field's new pavilion



Check out our footage from the official opening of Winterton Playing Field's new Foundation-funded pavilion with former England Manager and Foundation Ambassador, Graham Taylor.



Before and After

£103,363 grant helps transform sports site in Islington

How William Tyndale School have seen their dream pitch come true

Thanks to funding from the Foundation, Islington now has a state-of-the-art sports facility for the whole community to enjoy.



Thanks to funding from the Foundation, Islington now has a state-of-the-art sports facility for the whole community to enjoy.

William Tyndale Charitable Trust worked with the London FA to secure a grant of £103,363 from the Foundation to build a brand new third generation (3G) artificial grass pitch (AGP) at William Tyndale School.

The new surface provides pupils at the school, and the local community, with a sports area for sports such as football, hockey and cricket.



— ■ FUNDING PARTNERS ■ —

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