



A THRIVING LOCAL GAME

SUPPORT FOR SUFFOLK CLUBS

Grants, Fundraising and Partnerships

April 2020

“A challenging time...”

With the ramifications of COVID-19 impacting us all both personally and professionally, it certainly is an unprecedented time we find ourselves in. There's no doubt it's going to pose unique and significant challenges for the network of grassroots football clubs in Suffolk.

There's likely to be a series of direct and indirect effects that clubs will feel in the coming weeks, not to mention the players, club officials and spectators who take so much enjoyment from being part of the game on a regular basis.

The most obvious concern is the reduction in income and cash-flow as the use of club facilities reduces dramatically, which will not be reflected by reductions in outgoings. Clubs will be at risk of needing to use reserves or asking for extra help where available, reducing any contractual staffing numbers, exploring costly loans or banking measures, or entering in to significant and potentially terminal debts.

For our grassroots clubs, their forecasted income and expenditure for the season may face significant imbalances. This may include clubs who have paid for pitches upfront, were relying on match day income and the money saved in their upcoming away fixtures to balance out their costs for the season.

This makes it a very important time for the grassroots community, its members and all football organisations to come together to offer as much flexibility, collaboration and support as we can to safeguard the game and its members.



We hope this guide provides our clubs with some avenues available to support them during this challenging time.

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External Support



External Support

Government Business Aid

The Chancellor has set out a package of temporary and targeted measures to support public services, people and businesses through this period which may be suitable for some clubs including:

- a Coronavirus Job Retention Scheme
- deferring VAT and Income Tax payments
- a Self-employment Income Support Scheme
- a Statutory Sick Pay relief package for SMEs
- a 12-month business rates holiday for all retail, hospitality, leisure and nursery businesses in England
- small business grant funding of £10,000 for all business in receipt of small business rate relief or rural rate relief
- grant funding of £25,000 for retail, hospitality and leisure businesses with property with a rateable value between £15,000 and £51,000
- the Coronavirus Business Interruption Loan Scheme offering loans of up to £5 million for SMEs through the British Business Bank
- a new lending facility from the Bank of England to help support liquidity among larger firms, helping them bridge coronavirus disruption to their cash flows through loans
- the HMRC Time To Pay Scheme



For more up-to-date information, visit:
[Government Guidance Website](#)

External Support

Sport England Community Emergency Fund



This new fund aims to help community sport and physical activity organisations who are experiencing short-term financial hardship or the ceasing of operations due to the ongoing coronavirus crisis.

The SE Community Emergency Fund aims to deliver immediate funding to those most in need. It's specifically targeted at organisations, including those not currently supported by us, who have a role in supporting the nation to be active but who are experiencing short-term financial hardship or the ceasing of operations due to the ongoing crisis.

The types of organisations eligible include local sports clubs forced to close at short notice but who are facing ongoing costs around maintenance and utility bills, and voluntary and community sector organisations who deliver or enable sport and physical activity.

This £20 million fund is designed to complement other sources of funding from the government, such as funds targeted at small businesses.

For more information, including how to apply visit:

[Sport England Website](#)



External Support

Bluefin Sport

Following the recent measures introduced by the Government to restrict outdoor activities due to the COVID-19 pandemic, Bluefin Sport and our partner Insurer, AXA XL, have agreed the following approach in respect of Personal Accident insurance purchased via the National Game Insurance Scheme (NGIS), for the 2019/20 season :-

1. All Personal Accident policies to remain in force until the expiry date, 30 June 2020;
2. At the next renewal, all premiums will be discounted to reflect the period of inactivity, due to the Government measures, up to 31 May 2020.

By maintaining the Personal Accident insurance for the remainder of the policy period, this will ensure that cover is continuous for all Clubs/Teams, and hence, should the Government amend the restrictions in relation to outdoor activities, which means that some footballing activities can resume, prior to 30 June, the Personal Accident insurance will continue to cover the coaches, players and club officials, accordingly for friendlies, training, tournaments, coaches, whilst attending County FA organised Educational courses and club social events.

If there are any queries, please ask your Clubs/Teams to contact us on 0345 872 5060 or nationalgame@bluefinsport.co.uk.

Bluefin Sport



Fundraising Tools



Fundraising Tools

GiveToLocal

GiveToLocal aims to connect clubs with more sponsors and also help those sponsors find customers and encourage those customers to support clubs through small regular donations.

They offer a free service for all FA Charter Standard clubs. They provide clubs with a free “incentivised giving” platform which provides great benefits for all involved.

GiveToLocal provides clubs with an app which can be used to recruit and reward donations from the local community, helping them to receive a new and regular monthly income.

Local sponsors can support clubs from just £8 per month and then signpost specific offers into the club's members. Local Donors can also support clubs from £3 a month. These donors can see the impact their support has and also access offers from sponsors and partners.

GiveToLocal also runs incentives and competitions for users via their website. For more information visit:

[GiveToLocal Website](#)



Fundraising Tools

easyfundraising

We've teamed-up with easyfundraising, a free fundraising stream that can help your club or team raise free cashback donations, simply by shopping online.

Thousands of clubs and teams just like yours are using the website to top-up their funds and have already collected over £500,000 to date!

Raise free donations when staff, players and supporters use the easyfundraising website to shop online with over 3,600 big-brand retailers such as Amazon, eBay, Just Eat, Groupon, Booking.com Argos, Next, Halfords & Sports Direct.

Every time you, staff, players and supporters shop using the site – your club or team will receive free cashback. It doesn't cost anyone anything extra to shop this way, it's completely free.

Clubs and teams like yours are already seeing the benefits of shopping online – Leiston FC have successfully raised over £315 easyfundraising!

Take advantage of this fast and free fundraising opportunity for your club or team, register now via the below:

[easyfundraising Website](#)



Football Foundation Revenue Investment



Revenue Investment

Grow the Game

The Football Foundation's Grow the Game Scheme provides grants of up to £1,500 for the creation of new football teams and coaching qualifications, with money provided by The FA.

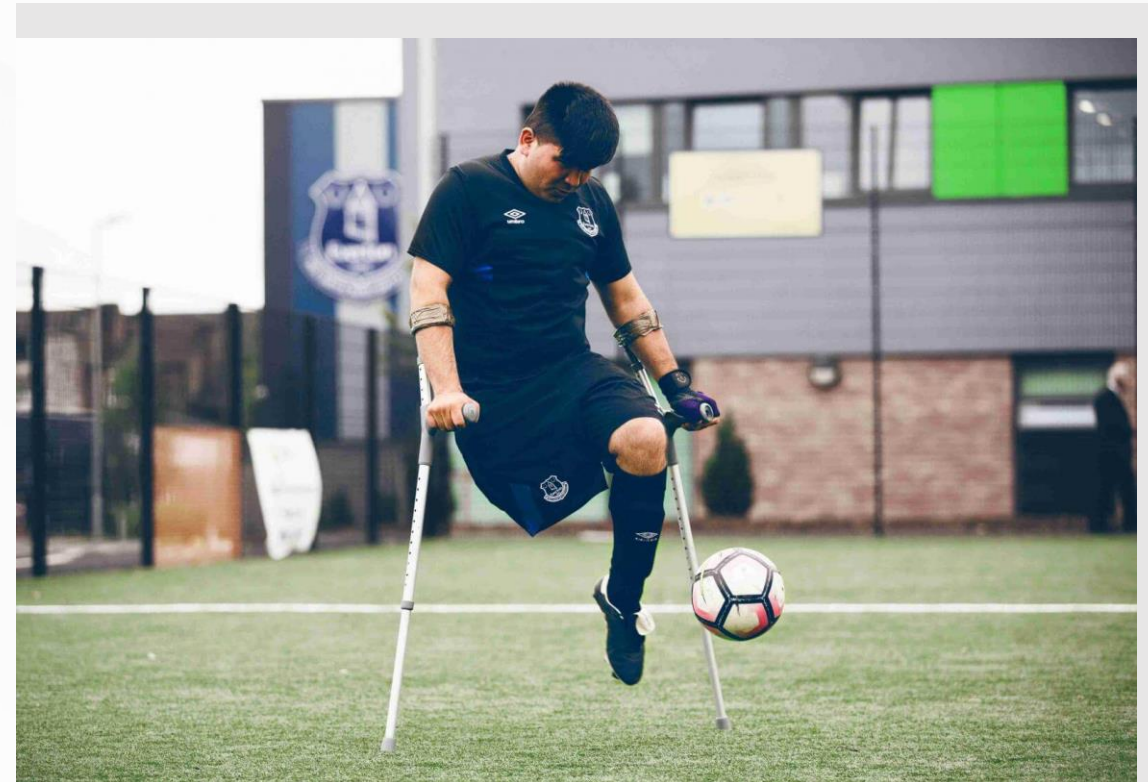
Projects are eligible that use football to increase participation by both players and volunteers.

New teams must be either **female teams** (under-7s to adult) or **disability teams**. All teams within the project must be affiliated for the upcoming season (2020/21).

The application window will be open from 26th February 2020 to 31st May 2020 and applications will be assessed on a first come, first serve basis.

If you are currently in delivery of a multi-year Grow the Game funded project, you will not be eligible to reapply this year.

For more information, including details on how to apply click the link below:
[Football Foundation Grow The Game Website](#)



Revenue Investment

Stay In The Game

The Football Association's Stay in the Game scheme, formerly known as Retain the Game, is aimed at supporting the ongoing participation of adult male teams.

The following age groups and club categories are eligible for support:

Clubs that operate with two or more male teams (u18s, u19s, u21s, u23s Open Age and Vets) and

- Hold the FA's Charter Standard Award (Adult, Youth, Development or Community)
- Adult Clubs that commit to becoming FA Charter Standard within the 2019/20 season.

Only one application can be submitted per club.

Applications for Stay in the Game are currently closed but due to open again in the next few months.

For more information, including details on how to apply click the link below:
[Football Foundation Stay In The Game Website](#)



Revenue Investment

The Grass Pitch Revolution

The Football Foundation has earmarked new funding from the FA to improve grass pitches. The funding scheme is linked to the FA Pitch Improvement Programme (PIP) which costs clubs £100 to enter.

For more information on the support and benefits of the PIP scheme [click here](#).

Sites which have been identified as 'poor' or 'basic' against the IOG's Pitch Quality Standards grading during their PIP report may be eligible to apply for grants to cover three kinds of pitch improvement works:

- Pitch maintenance contractor – Contractor to carry out enhanced maintenance e.g. slitting; fertilising; selective herbicide; scarification; aeration; over seeding.
- Pitch improvement materials – Grass seed, fertiliser and storage containers.
- Pitch improvement machinery – Machinery and storage containers.

Please note that if you are not the freeholder, and do not have a ten-year lease, you will need written permission from the landowner to make an application.

Pitches used by teams NLS Step 6+ will not be eligible. Step 7 pitches will only be eligible if their pitch is predominantly used for grassroots football.



For more information, including details on how to apply please contact Jodie.Allard@Suffolkfa.com

Football Foundation Capital Investment



Capital Investment

Football Foundation Grassroots Funding

Clubs with grassroots teams (non NLS) are eligible to access financial support through the Football Foundation's single fund.

As part of the new Football Foundation funding matrix clubs can now apply for up to £25,000 for smaller projects, which is funded up to a 75% basis from the Foundation. Clubs can now go back to this pot as often as they wish, which was previously restricted to every two years. The projects you are automatically eligible for are:

- Storage Containers
- Portable Floodlights
- New or replacement goalposts
- Fencing
- Clubhouse Refurbishment Works
- Pitch Maintenance Equipment

Any large scale capital investment would require further discussion with Suffolk FA and our Football Foundation Engagement Manager.

Clubs can complete an application via the Football Foundation's new website: <https://footballfoundation.org.uk/>



Capital Investment

Football Stadia Improvement Fund (FSIF)

Clubs with a teams who play within the National League System (Step 7 and above), may be eligible for financial support through the Football Foundation's Football Stadia Improvement Fund (FSIF).

The maximum grant available depends on the level the team plays within and clubs are eligible for a maximum grant of 70% of the total project cost.

- Step 3-4 = £150,000
- Step 5-6 = £100,000
- Step 7 = £20,000 (up to £50,000 for changing room projects)

The purpose of the FSIF fund is to support clubs across the three following areas:

- To meet the FA ground grading criteria of their league
- To ensure the club complies with health and safety requirements
- To promote club sustainability

For more information on FSIF, including what your club may be eligible for, please visit:

www.footballfoundation.org.uk/grant/football-stadia-improvement-fund





Local Partnerships

Local Partnerships

For Suffolk clubs

MH Goals Ltd

20% off all pairs of aluminium and steel goals, 10% off all nets and accessories, 20% off all transfer wheel line markers. See Suffolk FA Affiliation Pack 2019-20 for additional discount codes.

[MH Goals Ltd](#)

Days Sports

25% off RRP from all orders for those clubs spending £50 or more from the online brochure at dayssports.co.uk plus annual cups and shields engraved for just £4 each (normally £6 minimum)

[Days Sports](#)

HomeStore Self Storage

Preferential storage rates for Suffolk FA affiliated clubs at their stores in Bury St Edmunds and Ipswich.

[HomeStore Self Storage](#)

Koolpak

Discounted first aid supplies for Suffolk FA affiliated clubs.

[Koolpak](#)



Local Partnerships

For Suffolk clubs



Parkers Pitches

Discounted prices for clubs who sign up to our Pitch Improvement Programme sponsored by Parkers Pitches

[Parkers Pitches](#)

Ransomes Jacobsen Ltd

Discounted offers for Suffolk FA affiliated clubs on various mowers. Contact Eddie Jack at Ernest Doe & Sons Ltd on 07831 497703 or via email

eddiejack@ernestdoe.com

Total Football

Discounted prices available for Suffolk FA affiliated clubs on teamwear kit orders, Suffolk FA referee clothing, training equipment and training footballs. 25% discount on all teamwear kit orders and all Suffolk FA Referee clothing. Bulk discounts on all training equipment with free embroidery. Up to 50% discount on training footballs

[Total Football](#)





CONTACT US For bespoke club advice

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#AThrivingLocalGame