

BIRMINGHAM COUNTY FA LAUNCHES CLUB INNOVATION FUND

New funding initiative launched by Birmingham County FA to enable affiliated grassroots clubs grow or develop off-field initiatives and provisions

Birmingham County FA is delighted to reveal details of its brand-new Club Innovation Fund, which is aimed at supporting the growth and development of affiliated clubs across the Midlands.

The Club Innovation Fund has been established to enable clubs to utilise funding to improve their football environment and communities. In turn, the Club Innovation Fund allows clubs to inform Birmingham County FA of their activities, which could also provide an opportunity for the County FA to signpost clubs to external funding streams.

As one of the leading County FAs in England, Birmingham County FA has become renowned as one that provides support to enable clubs to develop their traditional on-field activities.

However, in recent years, Birmingham County FA has been approached by a number of affiliated clubs keen to improve in other areas, in a bid to drive club-specific agendas such as sustainability and health and safety, in addition to being innovative in their approach to other areas and the community they serve.

A maximum grant of £500 per club per two years is available, which includes all sites and playing sections within a club. It is not intended to enable clubs to purchase new or replacement kit, balls, cones, bibs or match/training equipment.

Birmingham County FA CEO, Kevin Shoemake, said: "Football clubs are so much more than a place for people to go and play football. The impact that clubs have on their communities is incredible and it's something that clubs embrace to ensure that they do their part to make their community better. Birmingham County FA wants to help in that venture and the Club Innovation Fund provides an opportunity that traditional funding streams don't; the ability to develop areas of a club that can leave a positive lasting impression on its locality."

Below is an example of just some of the areas that the Club Innovation Fund would be happy to support, in addition to the grant available for that specific area.

However, there is no restriction to the type of project that can apply for funding. Birmingham County FA is keen to learn about what clubs are doing and what support is required to enable clubs to kickstart their own initiatives.

- Defibrillators; up to £250
- Water fountain installation; up to £250
- Solar panel installation; up to £500
- Recycle bins; up to £100

A full list of suggested initiatives, in addition to full terms and conditions, can be found at www.birminghamfa.com

To apply for funding through the Club Innovation Fund, please (ADD CALL TO ACTION).

ENDS

Editor's Notes

Photo: Former Aston Villa player Dennis Mortimer and attendees at Birmingham County FA's Dementia Café.

Please [click here](#) to watch Terry Bryan's story, as mentioned within the release.

For any further information, please contact:

John Reeves

PR & Promotions Officer
Birmingham County FA
T: 07538 792795
E: john.reeves@birminghamfa.com

Chris Mortley

Communications Manager
Oporto Sports Management
T: 0116 253 3414
E: chris@oportosports.com

About Birmingham County Football Association

The Birmingham County Football Association (BCFA) is responsible for governing and developing local grassroots football. For more information on the BCFA please see the contact details below:

Website: www.birminghamfa.com **Telephone:** 0121 357 4278
Facebook: www.facebook.com/birminghamcfa **Twitter:** @BirminghamFA

Key Facts – How the Birmingham County FA supports Grassroots Football

1,200 football clubs
4,600 teams playing all formats
48,000 matches played each season
60 football competitions sanctioned
14 County Cups
30,000 volunteers
320 courses delivered annually
1,500 registered referees
£1.2m invested in facilities
£520m positive social & economic impact