



A THRIVING LOCAL GAME

# SUPPORT FOR SUFFOLK CLUBS

## Grants, Fundraising and Partnerships

July 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.

Find up to date information on Covid-19 via our dedicated website page [HERE](#)



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



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The background of the image features a stylized crest on the left side. The crest includes a rampant lion, a flag on a pole, and a castle tower. The entire image has a dark red background.

# Suffolk FA Support



# Suffolk FA Support Emergency Grants

Suffolk FA have committed an initial total pot of £40,000 which will be made available to clubs in immediate danger of ceasing because of financial reasons. Any club affiliated to Suffolk FA for the 2019-20 season is eligible to apply, so long as they meet the following funding criteria:

- Club must be in immediate danger of ceasing due to financial reasons
- Club does not have assets that could be used (e.g. financial reserves or expendable assets).
- Measures have been exhausted to reduce expenditure.
- All government and local authority assistance has been exhausted.
- Club has applied to the Sport England Community Emergency Fund (if applicable).
- Club has looked to increase income by other means (ref: Suffolk FA 'Support For Clubs' guidance).
- Club is prepared to action any governance or financial management advice offered by Suffolk FA.

We welcome applications for any amount but expect awards to be up to £4,000. The basis of assistance will be agreed on a case by case basis.



For more information, and to make an application contact Suffolk FA CEO  
[Richard.Neal@Suffolkfa.com](mailto:Richard.Neal@Suffolkfa.com)

# Suffolk FA Support

## ‘Back To Football’ Loans

Suffolk FA have committed an initial total pot of £30,000 which will be made available to clubs on a short-term, interest free loan basis, in order to support clubs in their efforts to restart as soon as possible. Full details of this fund will be communicated with clubs once the start of the new season becomes clearer. All details will be sent to club secretaries.

## 2020-21 Club Affiliation

Suffolk FA want to ensure that the new season can start as soon as possible, and the Board of Directors have agreed to support clubs through reduced affiliation fees for the 2020-21 season.

- Reaffiliation for all Charter Standard Clubs, or clubs who would have achieved Charter Standard if not for this period, will be **FREE**.
- Reaffiliation for all non-Charter Standard Clubs will be **£30**, a reduction of 50% from last season.
- Affiliation for any new clubs will be frozen at **£60**, as per 2019-20 prices.
- The per team registration fee will be frozen at **£2**, as per 2019-20 prices.
- Bluefin Sport will discount all premiums to reflect the period of inactivity, due to the Government measures, up to 31 May 2020.

The 2020-21 affiliation window is now open for clubs to affiliate.



For more information on Suffolk FA's specialist Covid-19 £84,000 investment to support local clubs, including National Game Insurance Scheme, visit the Suffolk FA website [HERE](#)



# Suffolk FA Support

## Safe Youth Eyewear Fund \*NEW

Suffolk FA are pleased to open the Safe Youth Eyewear Fund for the 2020-21 season. This fund is open until the £2,500 allocated funds have been exhausted.

The fund has been introduced to safeguard ≤18 year old players and help to reduce risk of injury to all participants. Applications will be assessed against the following criteria:

- Applications must be received from an affiliated Suffolk football club on behalf of a player ≤18 years old at time of application.
- Applications should be received prior to purchase.
- Applications must detail how the remainder of the purchase price will be met.
- Successful awards will be paid upon receipt of a purchase receipt.
- Awards will be made to support the purchase of safe sports eyewear only.
- Clubs submitting an application must have contributed to the Suffolk FA Benevolent Fund during the previous (2019/20) or current season (2020/21).
- Clubs may submit multiple applications over the course of a season. Each should be made separately.

The maximum award available to clubs is proportional to the amount the club has contributed to the Suffolk FA Benevolent Fund. Individual clubs will have a maximum total award value per club over the season.



For more information on Suffolk FA's Safe Youth Eyewear Fund, including the amount of funding available, visit the Suffolk FA website [HERE](#)

# Suffolk FA Support

## FA Charter Standard

The FA Charter Standard Programme is The FA's accreditation scheme for grassroots clubs and leagues. Its goal is to raise standards in grassroots football, support the development of clubs and leagues, recognising and rewarding them for their commitment and achievements. It is also an important tool in supporting clubs to become more sustainable.

The Charter Standard Programme recognises clubs who strive to provide safe and inclusive environments for their players. The benefits involve getting an FA qualified first aider and qualified coach (youth) with each team which has a clear impact on the protection of players. In addition to this, clubs will receive:

- Both new clubs, and those completing their Annual Health Check, will receive Nike Strike balls each season.
- Qualifying adult teams will receive a £100 Kit Voucher to be redeemed at [www.faadultkitscheme.com](http://www.faadultkitscheme.com).
- Suffolk FA will also be providing 100% bursaries for FA Level 1 Emergency First Aid in Football for any adult club wishing to become Charter Standard.
- Charter Standard clubs will receive FREE affiliation for the 2020-21 season.
- Most leagues offer a reduced affiliation rate for Charter Standard Clubs.
- Charter Standard clubs are eligible for 30 minutes of free legal advice.
- A Welcome Pack containing covering letter, stickers, framed certificate, and further promotional resources.



For more information on the FA Charter Standard framework and what your club needs to do to apply to become accredited, please contact [charterstandard@suffolkfa.com](mailto:charterstandard@suffolkfa.com)



# 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 some 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
- Bounce Back Loan Scheme
- External Support Government Business Aid – a [discretionary fund](#) to accommodate small business' not covered by the previous schemes



For more up-to-date information, visit the government guidance website via the link below:

[Government Guidance Website](#)



# External Support

## Club Matters Resources \*NEW

Clubs and organisations all over the country are experiencing lots of challenges due to the coronavirus pandemic. Sport England's Club Matters are looking to help sports organisations by giving tips, tools and ideas to help ensure club's are able to function and work with their members and customers.

As some measures are being relaxed and the country is getting back to activity Club Matters have prepared a new suite of resources to give clubs tips and guidance on how to do this safely.

The Sport England Club Matters Re-Opening Toolkit includes:

- Social Distancing Guidance
- Risk Register Template
- Creating a Risk Assessment Guide
- Understanding Your People Guide
- Reimagining Your Offer (coming soon)

For more information, including how to access these resources visit:

[Sport England Club Matters Website](#)



# External Support

## Muckle LLP Legal Support

Muckle LLP are the FA's chosen legal support for The Football Association and its County FAs and Chartered Standard Clubs across England and Wales.

All Charter Standard clubs are entitled to 30 minutes of **FREE** legal advice through Muckle. They have also released a handy Q&A for clubs to support them to navigate through the challenges of Covid-19. Please access these via the website links at the bottom of this page.

If you are an FA Charter Standard club and require further help they have two dedicated helplines to get in touch:

Call 0191 211 7799;  
or email them at [CSLegalHelp@TheFA.com](mailto:CSLegalHelp@TheFA.com)

You'll find we can offer advice covering a full range of legal areas, such as contracts, organisational structures, landlord and tenant, property construction projects, employment, health & safety, freedom of information and resolving disputes via their website.

A link to the FA section of their website can be found [HERE](#).





# 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

## Club Preparation Fund \*NEW

The NEW Club Preparation Fund is a £2.19m extension to the Pitch Preparation Fund, in which the Football Foundation distributed FA money to provide £7m to 2,902 clubs and organisations.

The Club Preparation Fund investment will help football clubs and organisations to make their facilities a safer environment for when football restarts. The fund will offer grants of £500 to help clubs purchase items, such as hand sanitiser dispensers, carry out modifications, such as screening and signage, or to carry out essential maintenance work, such as being able to provide hot running water.

It's open to grassroots football clubs and organisations, FA National League System Clubs (Step 1-6), Welsh Premier League clubs & clubs in the FA Women's pyramid (Tiers 1-5).

To be eligible for the Club Preparation Fund you must manage the building and have a minimum 12 months security of tenure to do so. Successful applicants will need to spend Club Preparation funding on the three key areas:

- Keeping your clubhouse and equipment clean
- Maintaining social distancing and avoiding congestion
- Promoting good hygiene.

The application window closes on Sunday 19 July 2020.



For more information, FAQs and details on how to apply, please visit the Football Foundation's website [HERE](#)

# 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](mailto: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\*

\*Clubs must be part of the FA Pitch Improvement Programme to be eligible. 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](http://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](http://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](mailto: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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