



A THRIVING LOCAL GAME

SUPPORT FOR SUFFOLK CLUBS

Grants, Fundraising and Partnerships

May 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.

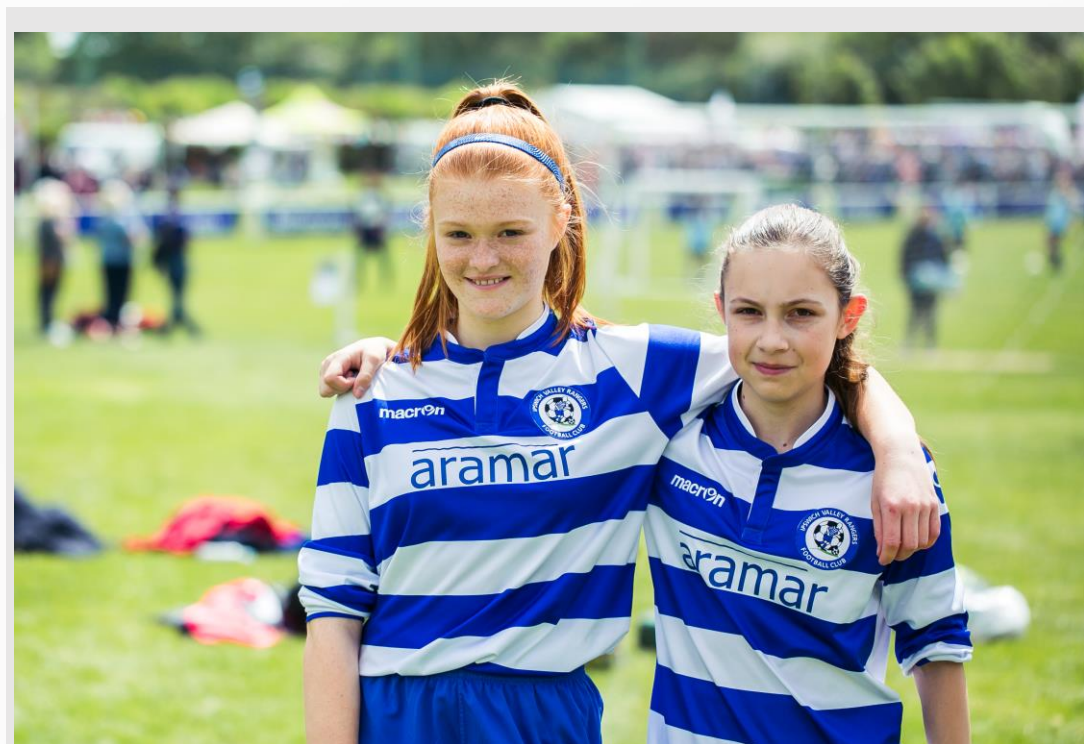
There's likely to be a series of direct and indirect effects that clubs will feel in the coming weeks, not to mention the players, club officials and spectators who take so much enjoyment from being part of the game on a regular basis.

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 features stylized, semi-transparent graphics in shades of purple and blue. On the left, there is a rampant lion. In the center, a flag flies from a pole. Below the flag is a castle tower with a domed roof. The bottom of the image shows a crenelated battlement.

Suffolk FA Support

Suffolk FA Support

Emergency Grants *NEW

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

Suffolk FA Support

'Back To Football' Loans *NEW

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.

2020-21 Affiliation *NEW

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.

Sports Safety Goggles *NEW

From July 1st 2020, Suffolk FA will launch a fund to support the purchase of sports goggles for Youth players only. Applications will be invited from clubs and they must have made a contribution to the Suffolk FA Benevolent Fund.



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

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.
- 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 you club needs to do to apply to become accredited, please contact 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 ***NEW**
- External Support Government Business Aid – a [discretionary fund](#) to accommodate small business' not covered by the previous schemes ***NEW**



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

[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



External Support

Muckle LLP Legal Support *NEW

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

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 run 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](#)



The background features a dark red gradient with stylized, lighter red graphics. On the left, there is a silhouette of a lion rampant, a common heraldic symbol. To its right is a stylized castle tower with a crenellated top and a flag flying from a pole. The overall aesthetic is clean and modern.

Football Foundation Revenue Investment

Revenue Investment

Pitch Preparation Fund *NEW

The Premier League, FA and Sport England have come together through the Football Foundation to launch a new 'Pitch Preparation Fund' to support the maintenance of football pitches through the summer. The fund is open until 9pm, Monday 25th May.

- Clubs need a minimum of 12 months' security of tenure over the pitches they wish to improve by freehold, leasehold or licence, and have the responsibility for maintaining them.
- Grassroots Clubs will be able to apply for a maximum of £5,000 to go towards pitch preparation works (1 pitch = <£1,500, 2-3 pitches = <£2,500, 4+ pitches <£5,000). This covers both grass and 3G pitches on site.
- FA National League System clubs will be able to apply for a maximum of £1,500 to support maintenance and preparation works towards their stadium pitch.
- FA National League System clubs that also manage the maintenance of additional grass pitches for grassroots teams, will be able to apply for up to a total maximum grant of £5,000.
- Clubs and organisations that play on a 3G Stadium pitch for fixtures are eligible to apply for a maximum of £1,500 to support maintenance costs and pitch testing.
- Any work that has been completed since The FA suspended football on the 16th March 2020 is eligible to be funded retrospectively.
- Clubs that have already applied to the Sport England Community Emergency Fund for funding for pitch maintenance works or have recently received an 'Enhanced Grass Pitch Maintenance Grant' from the Football Foundation will be ineligible to apply.
- Educational Establishments, Local Authorities, Parish Councils and Leisure Trusts with turnover of over 500k are also ineligible for the scheme.



For more information, including details on how to apply please visit the Football Foundation 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

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



A stylized, monochromatic illustration in shades of purple and pink. It features a castle with a crenelated wall in the foreground. Behind the wall, a lion rampant is depicted on the left, and a flag on a pole is on the right. The background is a solid, dark purple color.

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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