



THE FA
FIVES

IN PARTNERSHIP WITH



SPORT
ENGLAND



EURO 2020 small grants

Legacy opportunity

Session overview

- Why lower socio economic groups?
- Recreational football insight
- THE FA FIVES
- EURO 2020 small grants
- Application process and timelines



Sport England Outcomes

Five **OUTCOMES** from
Sporting Future

Three **TARGETS**
agreed w/government

Outcome based projects must still deliver numbers

- 1 Physical wellbeing
- 2 Mental wellbeing
- 3 Individual development
- 4 Social and community development
- 5 Economic development

- 1 An increase of **500,000** in the number of people physically active overall
- 2 An increase of **250,000** in the number of women who are physically active
- 3 An increase of **100,000** in the number of people from LSEG groups more active

Pursuit of numbers must not neglect outcomes

Levels of activity

Inactive

Less than **30**
minutes a week

Fairly active

30-149
minutes a week

Active

150+
minutes a week

25.1%

12.3%

62.6%

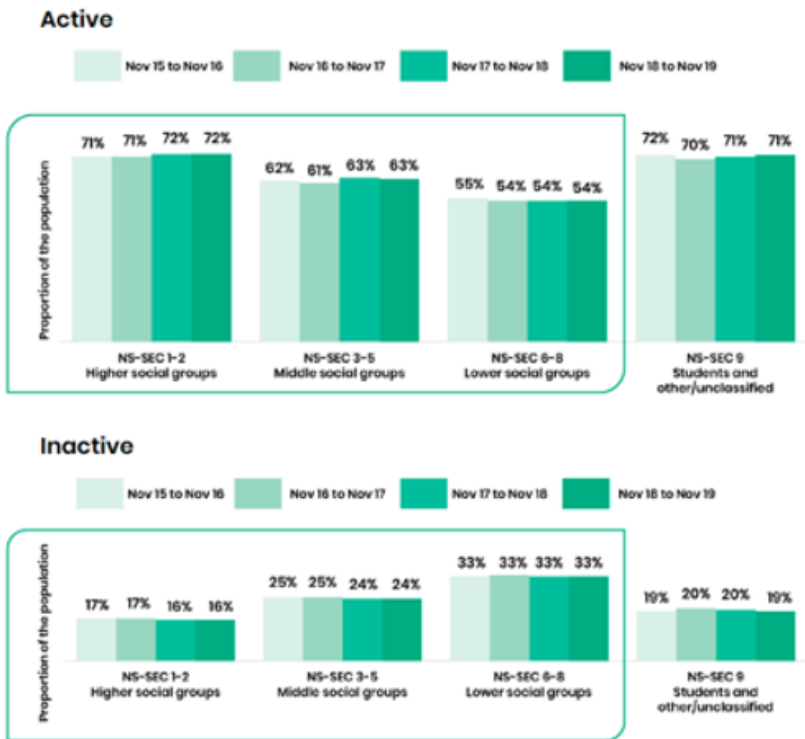
Of people (**11.3m**) did less
than 30 minutes a week

Of people (**5.5m**) were fairly
active but didn't reach 150
minutes a week

Of people (**28.2m**) did
150 minutes or more a week

Why target lower socio-economic groups?

There is a stubbornly persistent gap in levels of participation between individuals from higher and lower socio-economic groups –



Source: Active Lives, November 2018/19

NS-SEC

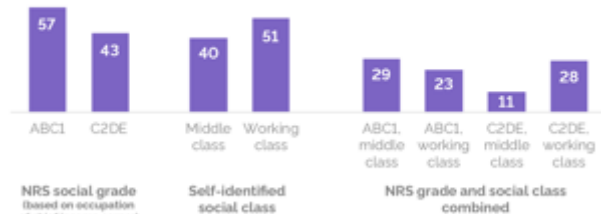
National Statistics Socio-economic Classification



NRS SEG – ABC1C2DE

NRS social grade, social class and combined as a proportion of the population

Figures shown are the size of each group as a % of the general population



YouGov

17-18 November 2019

IMD



OWFs (formerly JAMs)

"They are growing up in families that are below median incomes."

Justine Greening
Secretary of State for Education



Great British Class Survey

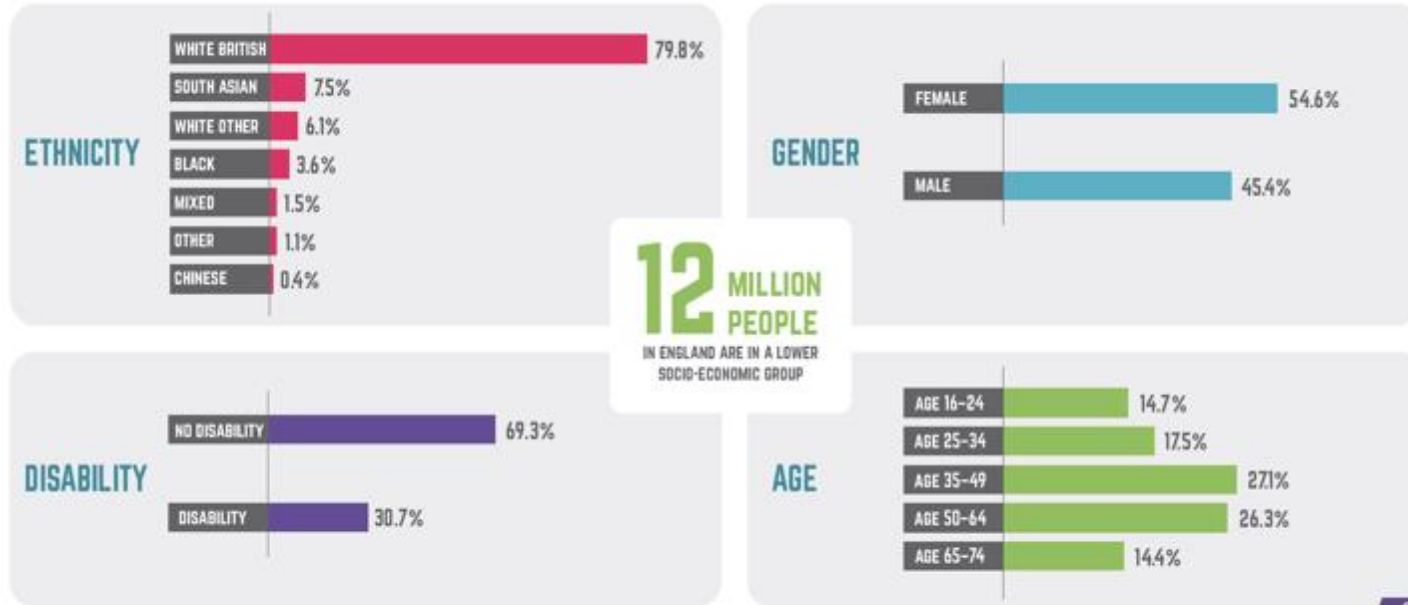


Aspirational/Salt of the Earth/Precariat

NEW WORKING CLASS
HOW TO WIN HEARTS, MINDS AND VOTES.
CLAIRE AINSLEY

Clearly we cannot think of such a large proportion of the population as a homogeneous group

While BAME and disabled people over-index on being in the LSEG, we should remember it is still predominantly comprised of White British and those with no disability. 59% are aged under 50



Covid-19 has disproportionately impacted those in LSEGs

They are more likely than average to be key workers – this was true before the crisis. As a result of the situations created by covid-19 those in LSEGs are more likely to:

Be exposed to
the virus

Higher
mortality rates
linked to the
virus

Be negatively
affected
financially

Lose their jobs

Access
foodbanks

Live in
overcrowded
housing

Struggle to
cope with their
daily lives

Negative
impact on
mental health

Experience
digital
exclusion



Recreational football insight

Key small sided football insights



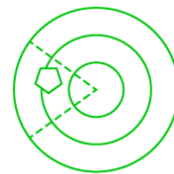
Barriers include – lack of time, self-consciousness (e.g. ability and kit), bad weather and public safety



Cost is a leading barrier – a large proportion want to play for free



More likely to want to play small-sided football in a local park, 3G pitches also a key setting



Require a convenient location – must be close to home



Get the pitch basics right – a flat, clean surface with proper goals



Facilities must be safe, well-lit and provide a welcoming / friendly environment

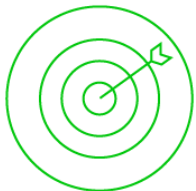


Activation required at key times – particularly important for women



Opportunities to socialise

How to plan and deliver your project



Target

Target a specific local area and research needs and opportunities



Include

Do it “with” the community rather than “to” them. Community engagement at the core. Use a trusted delivery partner to ensure the ‘how’ it’s delivered is as important as the ‘what’ is delivered



Design

Consider what you have heard and work with the community to develop an offer around their needs



Sustain

Create a business plan for the long-term and embed a sustainable strategy upfront, considering cost and ownership.

For more detailed insight on lower socio-economic groups and recreational football please visit the Football Foundations website:

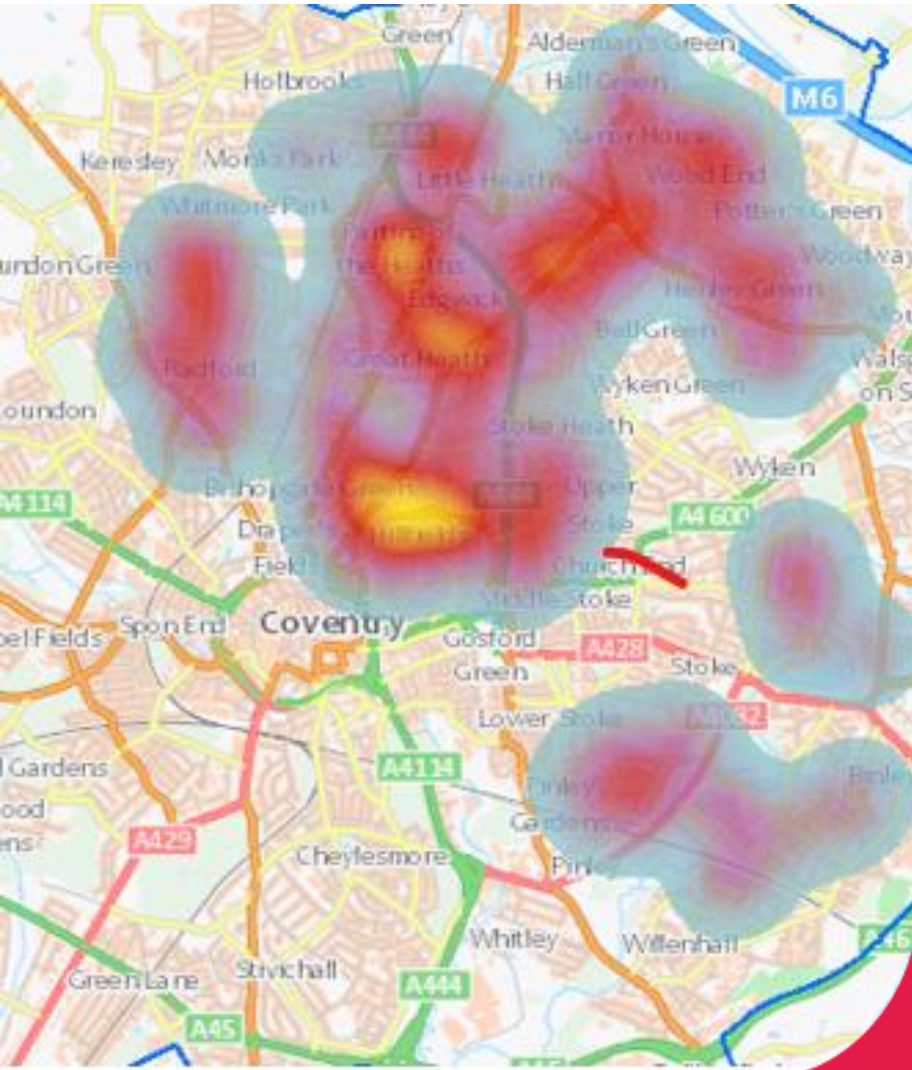
<https://footballfoundation.org.uk/active-through-football/Insight>

(includes the Mind the Gap webinar)

Mapping tool

Can be used to identify:

- Areas within top 20% IMD
- Concentrations of inactive people
- Concentrations of people in NS-SEC 6-8
- Concentrations of people living less than a 10-minute walk from a park
- Location of 3G facilities



Community engagement

Key to engaging with priority groups

Help you understand the demand for recreational football sessions

Identify the groups you want to talk to, have conversations, listen and develop activities alongside them to meet their needs

Build upon existing knowledge that already exists

Use our Toolkit to support the process







THE FA FIVES

2021 delivery

THE FA FIVES in 2021

Sign-up Window
3 March – 22 April



Round One
7–9 May 2021



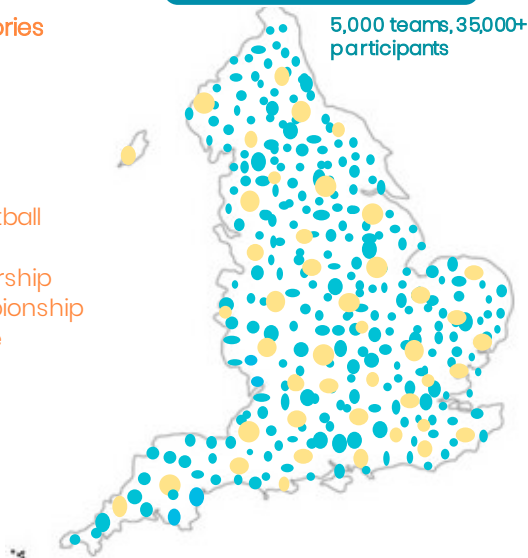
Regional Finals
5 & 6 June 2021



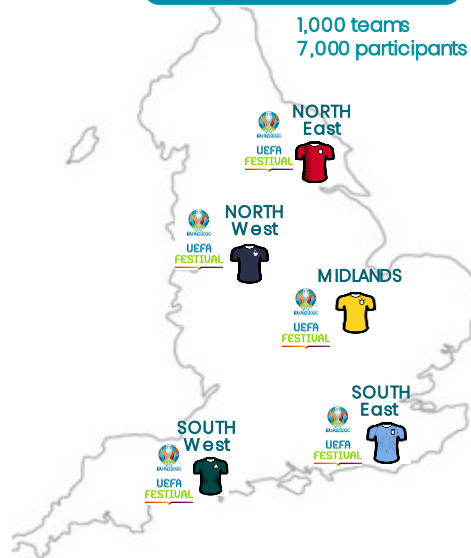
National Finals
from 11 June, *dates tbc*

15 Participant Categories

Adult male
Adult female
Veteran male
Veteran female
Mixed walking football
Women's walking football
Female disability
Male disability Premiership
Male disability Championship
Male disability League
Youth disability
Under 16 male
Under 16 female
Under 14 male
Under 14 female



Aim is for 1 flagship event in each County – offering 9–15 categories. Additional events nationwide hosting minimum 3 categories each. Winning team in each category and local event qualifies for Regional Finals



Five large-scale Regional Final events with one or more smaller events against the backdrop of iconic landmarks in England. Winning team in each category represents their Region at the National Finals



Unique experience staged on a pop-up pitch against the backdrop of an iconic London landmark. Played over multiple weekends (minimum 5 categories per w/e). Winning teams crowned FA FIVES National Champions

THE FA FIVES Round One in 2021



Targets

- Minimum 5,000 teams (35,000+ participants)
- 30% female participants
- 30% new audiences (non FAPC participants)
- 100% of participants fully registered on FA Events Platform (mandatory to support track and trace)

Key deliverables

- Maintain all 15 participant categories in 2021
- Maintain or grow existing provision (capacity) for teams / participants across the country in 2021
- All FA FIVES events to adhere to The FA's Covid-19 guidance plus relevant local and national Government requirements
- More flexibility for Event Hosts to stage events within a week of 7, 8 & 9 May 2021 to support capacity limits if required

Visit THE FA FIVES Hub at www.TheFA.com/FAFIVESEventHosts for further information or email EventHost@THEFAFIVES.co.uk



EURO 2020

Legacy opportunity



EURO 2020 legacy grant overview



Revenue grants from £300 to £10,000 to deliver football activities

Targeting inactive people from lower socio-economic groups

Activities delivered pre or post FA FIVES Round One events

Eligible cost items include coaching/activation costs, venue hire, promotion/publicity (including community engagement), equipment, transport/travel costs

Up to 10% of the grant can be put towards the costs of hosting an FA FIVES Round One event (including equipment)

The FA's Events Platform will be used for monitoring and evaluation of all sessions

EURO 2020 Legacy opportunity



- ❑ Use the heightened interest in football beyond EURO 2020 by linking THE FA FIVES to Sport England's Small Grants programme
- ❑ Two application windows between November 2019 and February 2020. 29 applications were approved totalling £253,542 of revenue investment
- ❑ Two further application windows for County FAs and FA FIVES Event Hosts:
 - ❑ Opening 16th November 2020 and February 2021
 - ❑ Just under £250k available budget available
- ❑ The FA is keen to see projects that also form part of UEFA Women's EURO 2022 host city legacy plans (female participation)
- ❑ Target for legacy funding to deliver at least 30% female participation
- ❑ Requirement to use the FA Events Platform to register sessions and participants – training and support available

What does good look like?

Demonstrate real potential to deliver to LSEG audiences

Knowledge of audience

Projects that reflect the needs of the participants

Strong outcomes - not necessarily the best written applications.

Long-term benefits of investment





What your application needs to tell us

Why your project is needed

Evidence gathered to support the need/demand for your activities

The impact of your project, particularly on LSEG audience

How your project will be delivered

How you plan to sustain the benefits of your project beyond the grant period



Application Windows

To help Sport England manage demand, applications for funding will be open during the following windows:

Window 3 will open on 16 November 2020 with a closing deadline of 21 December 2020

Sport England will inform applicants of decisions by mid February 2021.

Window 4 will open 19 January 2021 with a closing deadline of 15 February 2021

Sport England will inform applicants of decisions by the end of March 2021.

All applications to be made through the Sport England Small Grants portal at

<https://myapplications.sportengland.org/applicationportal/login/applicationlogin.aspx>

All applications to be titled “EURO 2020 Legacy project”

Summary timeline

28 October
Sport England
Legacy Webinar

Application Window 3
16 Nov – 21 Dec
Sport England
Legacy Grants

Application Window 4
19 Jan – 15 Feb
Sport England
Legacy Grants

October 2020

November 2020

December 2020

January 2021

February 2021

March 2021

21 Oct
FA FIVES
KO Webinar

26 Oct – 23 Nov
FA FIVES Hub & Venue
registration window
(Round One)
www.THEFA.com/THEFAFIVESEventHosts

1 Dec
FA FIVES event
applications
confirmed

18 Dec
Final date for
amends to FA FIVES
event sessions
dates/times

3 March – 22 April
FA FIVES
Participant Sign-up
(launches on 100 Days to
Go to UEFA EURO 2020)

Useful links



Insight

<https://footballfoundation.org.uk/active-through-football/Insight>

Community Engagement Toolkit

<https://footballfoundation.org.uk/application-support-documents>

Mapping tool

<https://sportengland.maps.arcgis.com/apps/webappviewer/index.html?id=9a6e642d612045e48d926879680773b2>

THE FA FIVES Hub

www.TheFA.com/THEFAFIVESEventHosts

Legacy Grants page on THE FA FIVES Hub

<https://www.thefa.com/competitions/the-fa-fives/event-hosts/sport-england-uefa-euro-2020-legacy-small-grants-programme>

Useful contacts



Sport England EURO 2020 Legacy Grants:

Small Grants Team

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THE FA FIVES

Hosting an FA FIVES Event

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Thank you