





CONTENTS

Foreword	4	
Introduction	5	
<u>Overview of grant streams</u>	6	<div></div>
<u>Key findings</u>	8	<div></div>
<u>Process behind the results</u>	10	<div></div>
<u>Grass Roots Facilities Fund</u>	12	<div></div>
Season 2010–11 findings	12	
Seasonal comparison	14	
Support Day meetings	16	
Activity and Sustainability Advisors	18	
<u>Grow the Game</u>	20	<div></div>
<u>Barclays Spaces for Sports</u>	22	<div></div>
Local sites	22	
Flagship sites	23	
Activity and Sustainability Advisors	24	
<u>Mayor of London: Facility Fund</u>	25	<div></div>
<u>Extra Time</u>	26	<div></div>



FOREWORD

Our partnership with the Premier League, The FA and Sport England, through the Football Foundation, is one we are extremely proud of.

The Foundation has an excellent record of delivering first-class community sports facilities that increase access to sport for local people and improve the quality of their experience, making them more likely to participate and remain active.

The grants that the Foundation awards to clubs, schools and councils across the country are helping to create a lasting legacy of state-of-the-art facilities, which will be supporting local sports clubs and individual sportsmen and women well beyond the London 2012 Olympic and Paralympic Games.

It is vitally important that funding is spent sensibly in the areas where it has most impact in terms of encouraging more people to play sport. I am impressed with the detailed analysis that is contained in this Report, which demonstrates exactly what Football Foundation investment is achieving, including the excellent additional programmes it manages on behalf of the Mayor of London, Barclays and Comic Relief.

The way that the Foundation is able to keep track of how each facility it invests in is performing, is not only an important tool for their business, but may also be a good model for other grant giving organisations.

Hugh Robertson
Minister for Sport and the Olympics



INTRODUCTION

Welcome to the Football Foundation's first ever annual Monitoring and Evaluation Report.

The Foundation employs a three-tier model to ensure that we get the most from the facilities that we fund. We provide capital funding to improve and enhance current grass roots football and sports infrastructure or to build brand new facilities, thus improving the quality of the grass roots experience and the platform on which to coach and develop players. We also provide small 'Grow the Game' revenue grants to get activity going where it currently doesn't exist or to increase the number of teams and players where it does, and to ensure that these players receive qualified coaching. Finally, we 'sweat' the assets that we have already funded to ensure that they are all performing optimally in delivering expected outcomes.

This final element can only be achieved economically through the visibility and evidence provided by robust performance management systems and effective monitoring and evaluation and this document explains how the Foundation does this.

This Report is something I am very excited about. I believe it will set the standard for organisations seeking to demonstrate the impact they are having with the money that is entrusted to them, something that is critical to the Third Sector – especially in these economically straitened times. In a single document we have clearly set out how Foundation grants are increasing and sustaining participation in football and other sports.

This is without question the most detailed and insightful publication that the Foundation will produce. You will not find glossy photos and human interest stories here – although these can be found elsewhere on our website and in other Foundation literature. Instead, you will discover pure, hard data and analysis of what we have achieved with the money given to us by our funding partners the Premier League, The FA and the Government.

This Report also covers programmes we run on behalf of other partners, such as Barclays, the Mayor of London and Comic Relief.

As with everything the Foundation does, we will look to improve and build on the data in this Report each year. For example, next year's Report will include information on the 'social impact' that our facilities are having on their communities.

In the meantime, I hope that you find this Report interesting and enlightening, and that it goes some way towards demonstrating that there is much, much more to building a new community sports facility than simply snipping the ribbon on a shiny new changing pavilion or artificial pitch.

Best wishes,

Paul Thorogood
Chief Executive
The Football Foundation

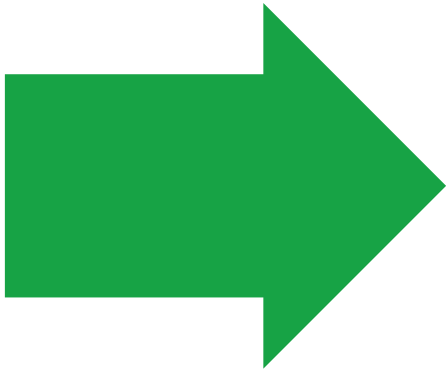
OVERVIEW OF GRANT STREAMS

THE FOOTBALL FOUNDATION

The Foundation is an independent charity that funds the development of grass roots sports facilities. It was established in 2000 by its funding partners, the Premier League, The FA, Sport England and Government, and is the largest sports charity in the UK.

The Foundation's mission statement is 'To support the long-term growth of football by enhancing the quality of the experience at the grass roots level, across all regions of the country and all sectors of society'.

Since its launch in 2000, the Foundation has committed £414m worth of grants to nearly 8,000 projects. An additional £541m has been leveraged through partnership funding, meaning total project costs of close to £1 billion has been invested through the Foundation.



Grass Roots Facilities Fund	<p>The Foundation Grass Roots Facilities Fund provides money to develop new or improve facilities for community benefit. The aim is to improve the quality of experience people have when playing sport at the funded site, which will lead to an increase in participation.</p> <p>See pages 12–19</p>
Grow the Game	<p>Grow the Game provides grants of up to £5,000 for projects that aim to increase participation by both players and volunteers in grass roots football. It achieves this by supporting the costs associated with providing new activity.</p> <p>See pages 20–21</p>
Premier League Community Facility Fund	<p>The Premier League Community Facility Fund is a new scheme which can be accessed by professional football clubs through their community organisations and is managed and administered by the Football Foundation. The overall aim is to provide facilities aligned to professional football club community-led inclusion schemes which will serve to increase sports participation and physical activity.</p> <p>New scheme so will be included in 2012 Report</p>
Barclays Spaces for Sports	<p>Barclays Spaces for Sports is a community sports programme which uses the positive power of sport to revitalise disadvantaged communities, as well as to tackle key social issues. The programme has delivered 200 multi-sports sites across the country, including 26 flagship sites in partnership with professional football clubs.</p> <p>See pages 22–24</p>
Mayor of London: Facility Fund	<p>The Mayor of London: Facility Fund is part of the Mayor's commitment to deliver a grass roots sporting legacy for London from the 2012 Olympic and Paralympic Games. The overall aim of the scheme is to raise participation levels in sport in each London Borough through the funding of sports facilities.</p> <p>See page 25</p>
Extra Time	<p>Extra Time uses the power of football to target older people age 55 plus, and delivers social inclusion and physical activity projects delivered by professional football clubs nationwide.</p> <p>See page 26–27</p>

KEY FINDINGS

This first annual Monitoring and Evaluation Report highlights the impact that Football Foundation investment has achieved during 2011. The Foundation works very hard to ensure that each facility it funds achieves its maximum potential. It does this firstly, by providing the capital funding required to either build brand new facilities or to improve and enhance current grass roots football and sports infrastructure. The result is an improvement in the quality of experience provided to players, which ultimately leads to an increase in participation. Secondly, the Foundation provides small ‘Grow the Game’ revenue grants. These revenue grants help to kick-start activity where it currently does not exist in terms of players, teams and coaches.

This Report focuses on the third element of the Foundation’s strategy: to ‘sweat’ the assets that are already in operation to get the very most from our investment. The sustained monitoring and evaluation that each project is subject to, once a facility is in operation, and the tailored support provided ensures that the original aims and objectives are realised – and if possible exceeded. The Foundation does this by exploiting IT and employing a three-stage monitoring model: see opposite.

GRASS ROOTS FACILITIES FUND

- over 700,000 people played sport at Foundation sites during season 2010–11
- over 500,000 of these participants played football
- overall participation increased by 10.1% during Season 2010–11
- the number of football players increased by 8%
- the percentage of Black and Minority Ethnic players was 3% higher than the national average
- 1,800 courses were delivered at Foundation sites, which led to 22,700 volunteers gaining qualifications
- each funded project is seen via a face-to-face Support Day meeting with the Foundation and the local County FA
- over 1,100 Support Days have taken place since 2006
- over 60% of projects seen in Support Days in 2011 scored highly
- a further 30% scored fair – meaning they had achieved the majority of their objectives.

GROW THE GAME (GtG)

- the actual number of new teams created through GtG projects was 13% higher than original targets
- over 2,600 teams will be created as a direct result of the 590 GtG projects awarded to date
- the actual number of new football players was 41% higher than original targets
- 56,000 new players will take part in football due to the 590 GtG projects awarded to date
- A new football player is produced for every £42 invested though the GtG scheme.

ACTIVITY AND SUSTAINABILITY ADVISORS (ASAs)

- ASAs were introduced to increase participation and activity within a funded facility whilst ensuring long-term sustainability
- to date 99 projects have benefited from their expertise
- ASA intervention at 13 targeted Foundation sites has increased participation by 42%, weekly hours in use by 33% and income generated by 31%
- ASA intervention at 9 targeted Barclays Spaces for Sports sites increased participation by 33% and the number of weekly sessions by 134%.

STAGE 1

Stage 1 ensures that every organisation that has been awarded a grant completes an online monitoring and evaluation form each year. The annual survey collects key quantitative and qualitative information about the activity which has taken place at each site – such as participation figures, coach development and financial data – via an easily accessible, easy to use online form. The full coverage feedback enables an in-depth analysis and year-on-year comparison of the Foundation’s portfolio of projects.

STAGE 2

Stage 2 is the support mechanism provided. Funded organisations are required to attend a Support Day each year after their site is open for use. The Support Day involves the grantee meeting face-to-face with relevant Foundation and County FA representatives to discuss the progress of the project throughout the year and agree on any actions required to rectify any problems identified. This process not only ensures that underperforming projects are given the necessary support to get them back on track, but also successful facilities are challenged to do even better.

STAGE 3

Stage 3 focuses on the best and worst projects in the Foundation’s portfolio of funded facilities, as identified at stages 1 and 2. Facilities that score poorly receive a tailored project plan to get them back on track, with direct assistance provided by specialist Foundation staff, the local County FA and – when required – external consultants. Stage 3 evaluation is carried out on facilities that score highly to identify reasons for success and best practice for further learning.

A recent development to the three-stage methodology has been the introduction of Activity and Sustainability Advisors (ASAs). ASAs use their knowledge and expertise to focus on increasing participation and sustainability at poorly performing sites, by providing sustained in-depth support to projects. In doing so, they provide a further resource to enable the Foundation to achieve the maximum return on investment.

This Report provides a detailed breakdown of the results collected through this monitoring and evaluation process for each of the schemes that the Foundation manages. The evidence presents an overall positive picture of the performance of Foundation-funded projects during 2011. However, as part of our continuous improvement approach, we will continue to seek to build upon this success.

The points below summarise the important headline facts and figures from this Report. It provides a concise overview for each programme. For a more comprehensive and detailed analysis on performance, please see the relevant section within the Report itself.

BARCLAYS SPACES FOR SPORTS (BS4S)

- over 45,000 participants took part in sporting activity at Barclays funded sites during season 2010–11
- of these, just under 14,000 played football at the flagship sites
- more than 2,600 volunteers have helped deliver activity at BS4S sites
- 27 different sports were played at BS4S sites during season 2010–11.

MAYOR OF LONDON: FACILITY FUND (MoL:FF)

- it is predicted that over 52,000 participants will take part in multi-sport activity at MoL:FF projects
- this is an increase of over 26,000 new participants – or double the number of new players – as a result of MoL:FF funding
- 21 different sports delivered at MoL:FF sites
- for every £1 awarded though MoL:FF, an additional £6.50 has been invested though partnership funding.

EXTRA TIME

- in year three of the Extra Time programme, close to 1,000 older people took part in the project
- 37% of these participants were over the age of 75
- 24 professional football clubs delivered an Extra Time project
- 16% of participants stated that their use of health services decreased after taking part in Extra Time
- 82% of participants felt that they had more people looking out for them after taking part in Extra Time
- 60% of participants stated that their ability to perform activities had improved since taking part in Extra Time.

PROCESS BEHIND THE RESULTS

The Foundation has a unique and comprehensive continuous improvement approach to ensuring its facilities investment achieves maximum impact. This includes robust and highly effective performance management, monitoring and evaluation systems, which make sure that projects stay on track through the application, assessment, build and payment stages, through to ensuring that the built projects achieve their full potential throughout their life.

Our 'real-time' performance management system immediately identifies problems that occur with a project so that we can quickly focus attention on resolving the issues as they occur – thus maximising our small workforce – while our monitoring and evaluation systems identify problems and barriers that built facilities experience once they are in use. 'Learning' from this is fed back into improving our systems and processes to create a continuous improvement cycle.

- We want projects that we fund to be up and running as quickly as possible. Consequently, we actively monitor all projects as they progress from application through the various stages of assessment and construction, culminating in the facility being open for use. This prevents costly over runs, ensures effective use of our small workforce and provides maximum impact from our funding.

- We have developed a performance management system that allows us to monitor and measure all aspects of our business, providing real-time data to help identify areas in need of improvement. Among other things, this has led to faster decision times for applicants and facilities being open for use sooner.

- Once a facility is in operation, our monitoring and evaluation system kicks in. This is an essential part of the grant giving process, which allows data to be collected from all projects that the Foundation has ever funded (more than 1,000 sites). This is a comprehensive system which enables us to monitor and measure the effect of our funding.

- The data provided by our systems also feeds into our support process to ensure that the best use is made of the funded facility and that the original aims and outcomes of each project are achieved. All projects are closely monitored and supported. This support includes local football development expertise from the County FA and practical help and support from the Foundation's regional representatives, who will also provide advice on links to resources to benefit the project.

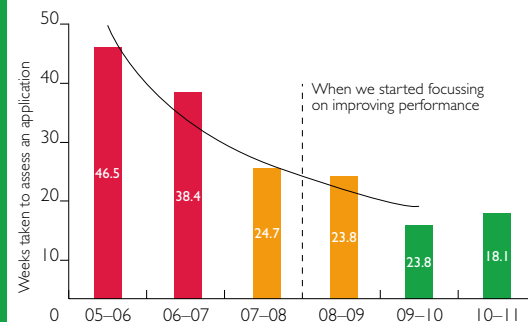
- By investigating projects that are experiencing difficulties, this offers us an opportunity to understand how to prevent other projects from facing similar challenges. Similarly, best practice projects are subjected to research to enable key success factors to be identified, understood and shared. These findings feed back into how future projects are developed and supported.

- In-depth research, on specific areas of investment means the Foundation can make evidence-based decisions. The research approach varies, but usually uses both quantitative and qualitative methods. These evaluations enable a deep understanding of issues and allow accurate, fact-based recommendations to be made, which again feeds back into shaping policy and improving processes.

These robust and rigorous systems provide complete visibility and access to information at project and strategic level at any time. Each step of the process contributes to a deeper understanding of the effect of our investment which enables us to continually improve the way we work.

1. Faster assessment of applications

Average time taken to offer a grant



WHAT? Clubs, schools and local authorities apply to us for grants to help build facilities that make their development projects a reality. The graph highlights how we now assess applications for Facilities grants over two and a half times faster than we did in 2005-06.

WHY? This is of huge benefit to applicants who need to secure partnership funding from other sources, obtain realistic costs, and programme in building works. It provides them with a faster response to their application and ensures that projects do not incur extra costs due to delays and project over runs and inflated building costs – money that is more profitably directed to other applicants.

PROCESS IMPROVEMENT

6. Learning from experience

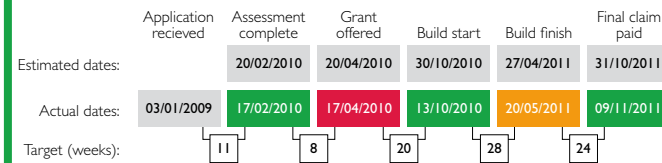
Projects which score at either end of the performance scale at an annual Support Day meeting are considered for evaluation.

Actions plans agreed at the meeting are often sufficient to ensure problems are resolved quickly. However, for projects that need further help, research is carried out and an evaluation report is produced with recommendations on how to improve the project and learn from the experience. Conversely, best practices from high scoring facilities are fed back into policy and application and assessment processes to improve future projects.

Evaluations are also carried out on schemes or themes of investment, such as volunteering, to inform future funding policy.

This evaluation means we can learn from our previous investments. We can then improve each project we fund, and maximise the impact of each grant that we give.

2. Increased visibility of project progress



WHAT? Our performance management system provides detailed visibility of an application at each step of the application, assessment, award and build phases of projects, alerting us to any problems as they occur.

This ensures that Foundation staff resources are able to focus on what matters, when it matters – effectively enabling the Foundation to manage significant sized portfolios of projects with minimal staff.

We are able to provide support to the identified grant recipients quickly to resolve any issues and keep the project moving forward.

Working with grant recipients to get facilities built more quickly means that development activity can take place sooner and our investment can start to take effect faster.

FOOTBALL FOUNDATION CONTINUOUS IMPROVEMENT CYCLE

3. Quick payment of claims

Average time taken to pay claims



WHAT? Once a project has been awarded funding, grant recipients submit a series of claims as the building work commences, against which the grant is paid. The diagram shows the robust processes that every claim has to go through before it can be paid, yet over 80% of claims received are paid on the next available payment date.

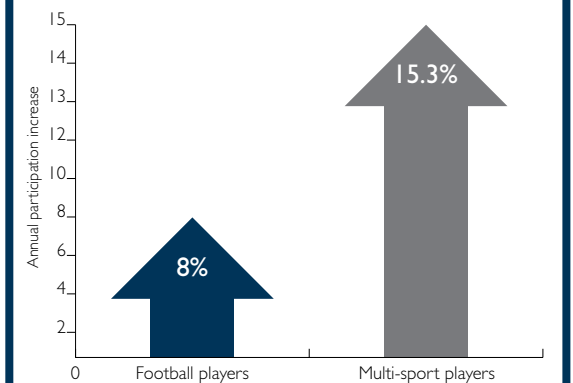
WHY? This is important for grant recipients, who are often small organisations and not cash rich. Failure to pay legitimate claims quickly could cause them cash flow problems and put projects in jeopardy.

Provides a more accurate prediction of our future monthly spend on grants, which, when combined with our budgets and income profile, enables tight control over Foundation cash flow and general finances.

FUNDED FACILITY OPENED

4. Comprehensive data collection

Increase in participation at Foundation sites: 2009/10 to 2010/11

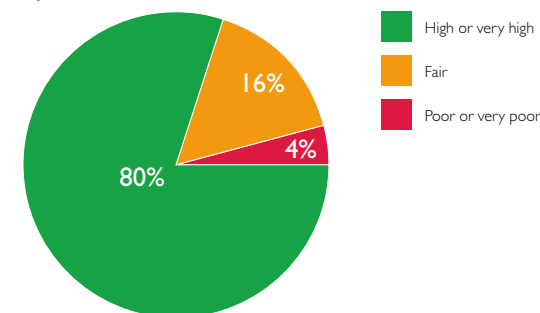


WHAT? All grant recipients complete an easily accessible annual online monitoring and evaluation form at the end of each season to provide detailed information about the facility and the project.

WHY? We closely analyse the returned data to inform us how each individual project is performing. This in turn contributes to a picture of how the Foundation investment as a whole is performing. The graph shows how participation has increased at Foundation sites.

5. Tailored project support

Project scores



WHAT? Grant recipients are invited to an annual Support Day meeting with their County FA and a Foundation representative to review the progress and performance of their facility.

So that all Foundation projects benefit from continuous improvement and support.

To ensure that every funded facility is delivering at least expected outcomes.

Each facility receives a score at the end of the Support Meeting based on its success at delivering expected outcomes.

The positive effect of the Support Day meetings is reflected in the pie chart which shows that the vast majority of projects are performing well.

GRASS ROOTS FACILITIES FUND

Season 2010–11 findings

The Foundation’s Grass Roots Facilities Fund (GRFF) was launched in 2000 and provides money to develop new or improved facilities for community benefit. These include changing rooms and/or clubhouses, grass or artificial pitches and multi-use games areas. To date, 1,569 projects have been funded through the GRFF to a value of £328m, with an additional £396m leveraged through partnership funding. Currently The FA and the Government each contribute £10m to the GRFF each year, of which £18.5m is allocated towards funding facility projects, whilst the remaining £1.5m is allocated to the Grow the Game scheme, which is covered later in this Report.

The GRFF awards grants for projects that:

- Improve facilities for football and other sport in local communities.
- Sustain or increase participation amongst children and adults, regardless of background, age or ability.
- Help children and adults to develop their physical, mental, social and moral capacities through regular participation in sport.

Improving the quality of experience people have when they play sport at the funded facility, coupled with qualified coaching (funded through the Grow the Game scheme), is a key driver towards sustaining and increasing participation at the grass roots level.

Monitoring and evaluation methodology:

Every organisation that has been awarded a GRFF grant is required to complete an online monitoring and evaluation (M&E) survey at the end of each season/academic year. This form collects site participation, coach development and financial data which provide an overview of how the projects are delivering against expected outcomes. It also gives the grantee the opportunity to provide qualitative information about key areas of the project in greater detail, such as coach development or maintenance plans. This form has been developed online to make it as easy as possible for grantees to provide this information.

The data provided by all the funded organisations is then collated and analysed to produce various reports or enable the identification of significant trends.

Out of the 955 M&E surveys which were due to be completed for the 2010–11 season, a very high percentage (92%) of these were returned. This means that there is a very large sample size of 882 funded sites, from which the following information presented in this section is based upon. It should be noted, that for the small proportion of projects which do not return the survey, there is an established system of escalation to determine, firstly, the reason why these have not been returned and secondly, an appropriate response by the Foundation to ensure they are returned in the future.

Annual M&E survey return rate

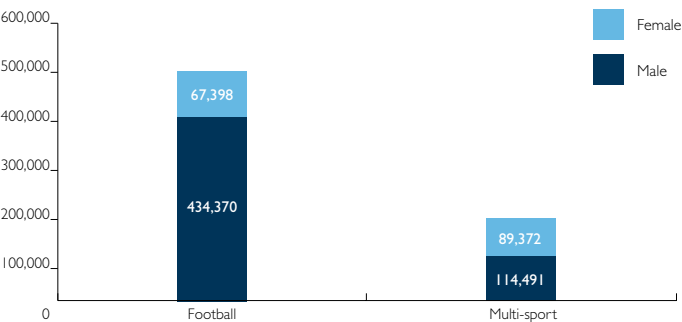
Total M&E surveys returned/outstanding for the past seven seasons



- The number of M&E surveys due to be completed has increased season by season, owing to the greater number of grants awarded by the Foundation.
- Impressively, even though the portfolio of projects has grown each year, the return rate has also increased over the previous seven seasons, with only a slight dip in 2008–09 due to the transition to an online version of the M&E survey.
- This increase, in both the number of M&E surveys sent out and the percentage of those returned, results in a larger sample size of site information to analyse. This, in turn, provides an even more reliable evidence of the impact that the Foundation investment is having at facility sites.

Participation

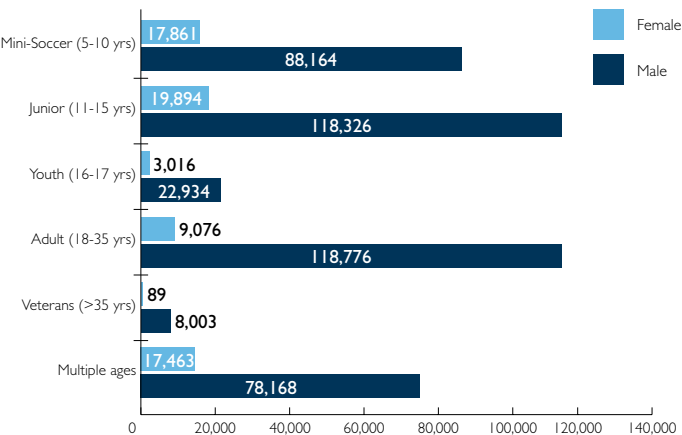
Number of players at Foundation sites during season 2010–11



- 705,631 people played sport at GRFF sites during the 2010–11 season, enjoying the benefits of playing at new and improved facilities.
- Of these participants, 501,768 played football.
- 203,863 participants took part in multi-sport activity.
- The majority of those playing football were male (87%), while the ratio was more evenly split for multi-sport activity with 43% of those taking part being female.

Football players

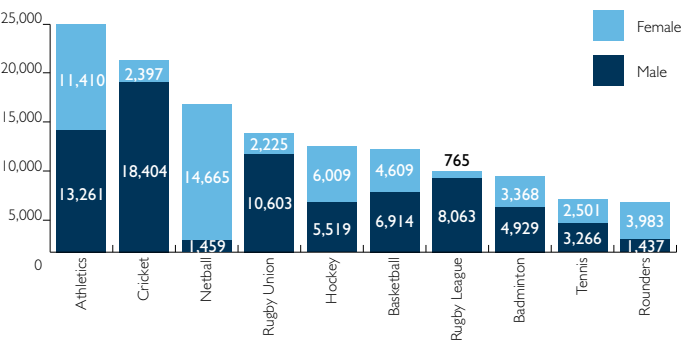
Breakdown of football players at Foundation sites during season 2010–11



- A broad cross section of age groups played football at GRFF sites during the latest season.
- The most prevalent age group is junior football (138,219 players), followed by adult football (127,852 players) and Mini-Soccer (106,025 players).
- The reduction in the percentage of players at youth football, whilst in part due to a smaller age range (16–17), also shows that there is clear drop off between junior and adult football.
- The ratio of male players aged over 16 to those aged under 16 is 1:1.4, whilst the same ratio is 1:3.1 for female players. This is most likely due to the recent growth in girls' football, but it will be interesting to see if this ratio reduces in future as the younger girls continue to play football after they reach the age of 16.

Multi-sport players

Top ten sports played at Foundation sites during season 2010–11, other than football



- A total of 83 different sports were listed as being played at GRFF funded sites.
- Of these sports, the ten most popular in terms of the number of people taking part in them, is shown in the graph.
- In contrast to football - where the majority of players are under 16 (60.1%) - the large majority of those playing other sports are aged over 16 years old (73.3%).
- The Foundation has an agreement with the Government that a third of GRFF sites funded from April 2006 onwards will be multi-sport environments (in which over 33% of the activity is non football). Based on the latest M&E data from season 2010–11, 37.5% of the sites meet this criteria.

KEY FINDINGS

Over 700,000 people played sport at Foundation funded sites in 2010–11

Over half a million of these participants played football

Over 200,000 took part in multi-sport activity

37.5% of funded sites have at least 33% of their participants taking part in multi-sport activity

There was a 92% return rate for the latest annual M&E survey

The percentage of Black and Minority Ethnic players at Foundation sites was 3% higher than the national average

GRASS ROOTS FACILITIES FUND

Seasonal comparison

Monitoring and evaluation methodology:

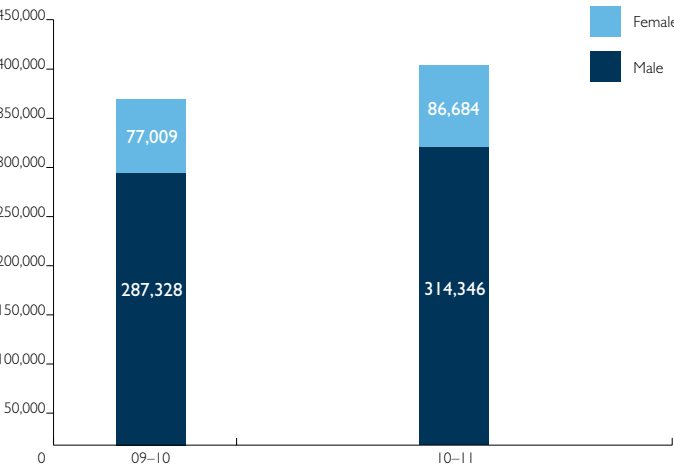
One of the Foundation's key targets set by Sport England is to increase participation at Grass Roots Facilities Fund (GRFF) sites by at least 5% every year. This is measured by comparing 'like for like' participation rates at Foundation funded facility sites between the 2009–10 and 2010–11 seasons. 'Like for like' describes projects which completed a valid and verified annual monitoring and evaluation survey in both of these seasons, which leads to a fair representation of the actual

increase in participation at each site, given that it compares changes in participation rates at exactly the same sites over a 12-month period. As such, newly funded sites are not included in the sample until they have been open and in use for two full seasons.

589 projects met the above criteria in the latest survey, providing details of all the teams playing at these sites for each season and it is this sample size which the information within this section is based upon.

Latest participation increase

Comparison of participation rates at facility sites between seasons 2009–10 and 2010–11

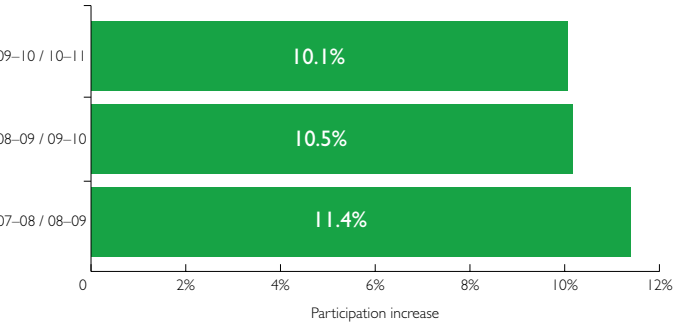


- There was a large increase in the level of participants taking part in sporting activity at GRFF sites, with an overall participation increase of 10.1% (36,693 players).
- 27,018 more male players (up 9.4%) and 9,675 female players (up 12.6%) played at GRFF facilities during season 2010–11.
- These figures provide strong evidence of the positive impact that Foundation investment has provided with regard to increasing participation.

	2009–10	2010–11	Change	% change
All players	364,337	401,030	36,693	10.1%
Male players	287,328	314,346	27,018	9.4%
Female players	77,009	86,684	9,675	12.6%

Historical participation increase

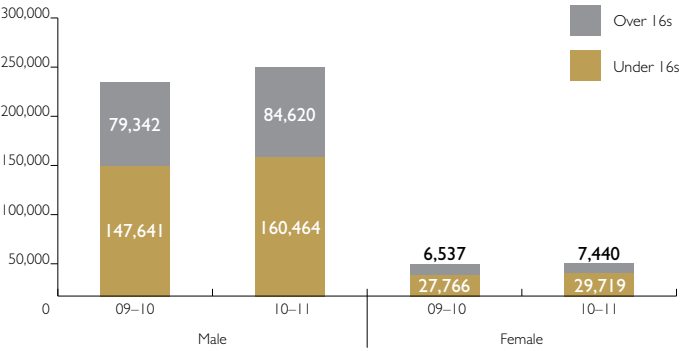
Participation increase at Foundation sites over the past three seasonal comparisons



- Participation has increased at GRFF sites well above the target figure of 5% in each of the last three seasonal comparisons.
- The slight decrease in the rate of participation within the most recent figures can in part be attributed to an ever growing portfolio of older projects within the sample size. This is because the biggest growth in participation at a facility occurs during the first five years.
- If facilities that have been opened for more than five years are removed from the latest comparison data, participation on the remaining, newer facilities – of which they are 376 sites – increases to 12.7%.

Football participation

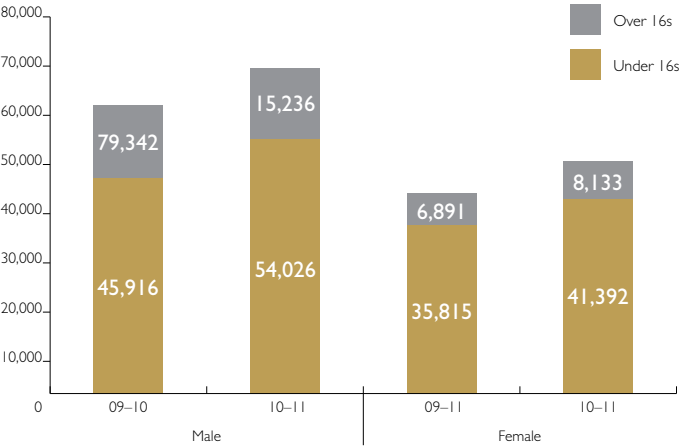
Comparison of football players at Foundation sites between seasons 2009–10 and 2010–11



- Overall the number of people playing football at GRFF sites increased by 20,957 (8.0%).
- This rate of participation increase was slightly higher for female participants (8.3%) in relation to male participants (7.9%).
- Overall there was a bigger increase in the number of under 16 year olds playing football (8.4%) as opposed to over 16 year olds (7.2%).
- However this finding is reversed when looking just at female players, whereby the participation rate increased by 13.8% for over 16 year olds in comparison to 7% for younger girls.

Multi-sport participation

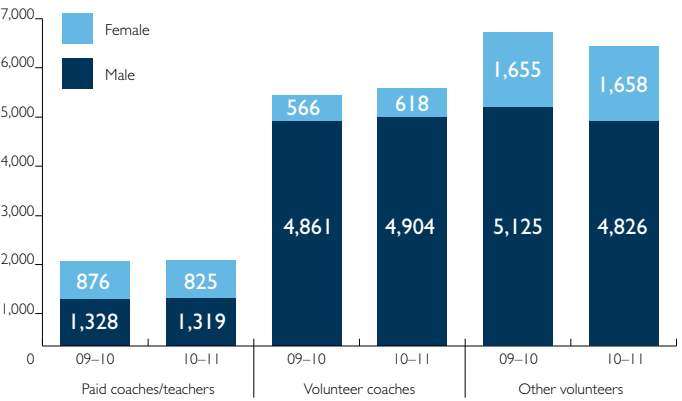
Comparison of multi-sport activity at Foundation sites between 2009–10 and 2010–11



- Overall the number of people taking part in multi-sport activity at GRFF sites increased by 15,736 (15.3%).
- This rate of participation increase was slightly higher for female participants (16%) in relation to male participants (14.8%).
- As seen with football participation, there was a bigger increase in the number of under 16 year olds taking part in multi-sport (16.7%) as opposed to over 16 year olds (9.6%).
- This ratio was especially apparent when concentrating on male participants, in which under 16 year olds increased by 17.7% in comparison to over 16 year olds which increased by 5.6%.
- The percentage of GRFF sites in which at least a third of the activity was multi-sport was 38.8% in 2009–10 and 37.5% in 2010–11, which exceeds the target set by Sport England of 33%.

Workforce

Comparison of workforce at Foundation sites between 2009–10 and 2010–11



- The size of the workforce at GRFF sites has seen an overall decrease of 1.8% (261 people) in a year-on-year comparison.
- Both paid coaches/teachers (-2.7%) and non coaching volunteers (-4.4%) have seen a reduction in numbers. Anecdotal evidence suggests this reduction is in part due to the current economic climate.
- However, the number of volunteer coaches increased by 1.8%. One key factor for this increase was the 1,769 courses delivered at GRFF sites during 2010–11 season, which were completed by 22,735 people.
- In addition to this, the female workforce increased slightly overall (0.1%), largely driven by a 9.2% increase in female volunteers.

KEY FINDINGS

Participation has increased by 10.1% during season 2010–11

The number of football players at Foundation sites has increased by 8%

The number of participants taking part in multi-sport activity has increased by 15.3%

The annual target set by Sport England of a 5% participation increase at Foundation sites has been more than doubled in each of the last three years seasonal comparison figures

Overall workforce at Foundation sites was down by 1.8% but volunteer coaches increased by 1.8%

Close to 1,800 courses were delivered at Foundation sites during season 2010–11, which were completed by over 22,700 volunteers

GRASS ROOTS FACILITIES FUND

Support Day meetings

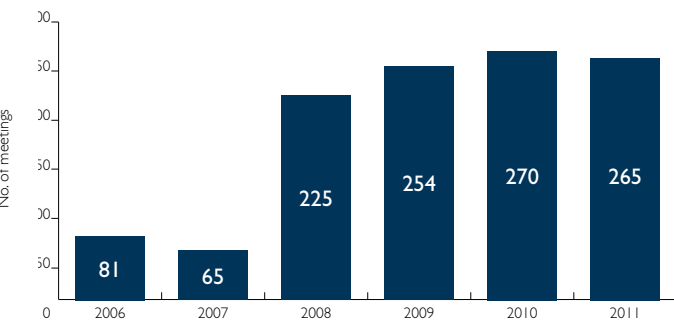
Monitoring and evaluation methodology:

All applicants awarded a Grass Roots Facilities Fund (GRFF) grant of more than £20,000 are required to attend an annual Support Day meeting once the funded site is open and in use. The Support Day involves the applicant meeting face-to-face with their County FA and a Foundation representative to review the football development plan

and provide an update on the project. This continuous improvement process not only ensures that underperforming facilities are given the necessary support to get them back on track, but also to pinpoint how successful projects can perform even better. This demonstrates the Foundation's commitment to monitor and support projects long after the funding has been awarded, in order to ensure maximum return on investment is delivered.

Support Day meetings

Number of Support Day meetings that have taken place in each year

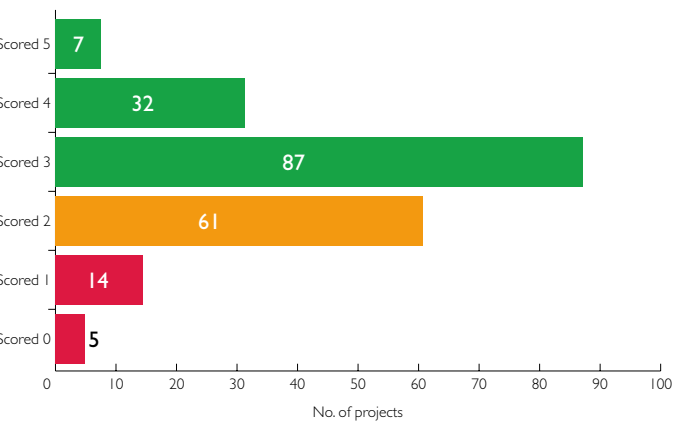


- A two-year validation pilot of Support Day meetings took place in 2006 and 2007 to ensure the process was fit for purpose.
- Following on from the successful pilot, the process was rolled out in 2008. Since then, there has been over 200 Support Day meetings each year.
- The whole Support Day process – including booking the meeting, generating the Support Day report, and feeding back the discussion points/actions – is managed through an online system, which means it is quick and efficient for all involved.

2011 Support Day scores

At the end of each Support Day meeting, the FA County Development Manager discusses the progress of the facility with the Foundation representative and, together, they score the project using a scale of 0 to 5. The score given is dependent on the project's success at delivering against the original Football Development Plan and other key objectives, and provides a measure which is used to evaluate the success of the facility.

Scale	Rating	Description
5	Excellent	Example of best practice
4	Very good	Exceeding expectations
3	Good	Meets expectations
2	Fair	Meeting some, but not all expectations – needs support in some areas
1	Unsatisfactory	Not meeting expectations – needs support
0	Unacceptable	Project is failing – requires immediate action



- Of those projects that received a Support Day score in 2011:
 - 126 projects scored high (3 or above) – 61.2%
 - 61 projects scored fair (2) – 29.6%
 - 19 projects scored poorly (1 or below) – 9.2%.
- These figures show that the majority of projects are delivering against their objectives.

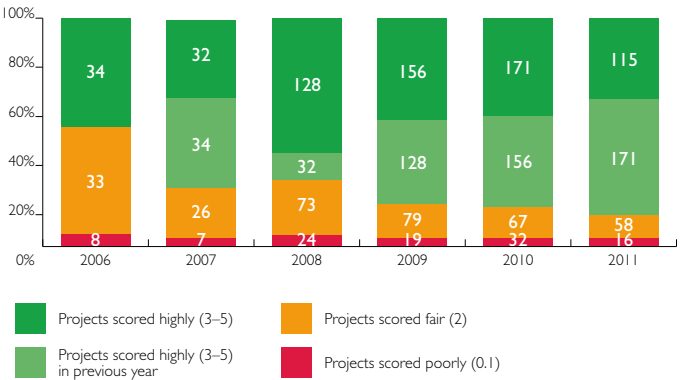
Monitoring and evaluation methodology:

Projects that score 3 or above are deemed to be successfully delivering all the funded outcomes of the project and as such are not required to be seen the following year. The grant management system automatically schedules a Support Day meeting for the year after that instead. Projects that score 2 or below are automatically required to attend a Support Day the following year to review what progress they have made.

Though an online system all attendees of the meeting are automatically emailed a copy of the online Support Day report which details the main discussion points, the score and any agreed actions. In 2012, the person responsible for each action – be that the grantee, County FA or Foundation representative – will be able to update their actions via an online form, meaning the Foundation has an even greater level of visibility of each project's progress.

Overview of Support Day Scores

Breakdown of Support Day scores over the previous six years



- This graph provides a clearer picture of the overall progress of funded projects each year; as it also includes those projects which, although not seen at a Support Day meeting that year, are still regarded as scoring highly due to the previous year's high score.
- For example, the 171 projects which scored 3 or above in 2010 are not required to be seen at a Support Day the subsequent year – owing to their high score – but continue to be recognised as achieving well against their objectives in 2011 until they are seen again the following year.
- The percentage of projects scoring highly through the Support Day process has increased over the last six years, which demonstrates that a greater proportion of projects are achieving their objectives.

Monitoring and evaluation methodology:

The projects that score poorly (0 or 1) or highly (4 or 5) advance to Stage 3 of the Support Day process, where they are evaluated to either solve problems with the project or to highlight and provide examples of best practice to help shape future policy.

The small number of projects that score poorly are subjected to the following process to help ensure that they get back on track:

- Actions are agreed at the Support Day meeting by all parties to rectify issues highlighted.
- The Foundation Facilities Programme Manager (FPM) visits the project again within two months of the Support Day to check progress. If the main cause of the poor score is due to lack of participants at the site, then the project may be allocated a Foundation Activity and Sustainability Advisor to provide tailored support.

- If sufficient progress has been made, the FPM will continue to monitor the project to ensure actions are completed and the project will be reviewed at a Support Day the following year. If progress has not been made and no valid reason given, then the project is flagged up as a continued failure and further steps – including the possibility of external consultants and ultimately, the claw-back of the grant – are sought.

Those projects which score highly are reviewed to see if they demonstrate examples of best practice which could be of benefit to other similar projects funded by the Foundation. If so, further evaluation takes place to document how and why the projects are so successful in certain areas, and this in turn influences future policy and investment decisions taken by the Foundation.

KEY FINDINGS

Each funded project is seen via a face-to-face Support Day meeting with the Foundation and the local County FA

265 Support Day meetings took place in 2011

Over 60% of projects seen in 2011 were scored highly, whilst another 30% scored fair (meaning that they had achieved the majority of their objectives)

There has been a steady increase in the number of projects scoring highly in each of the last six years

A robust system of follow up meetings and intervention is in place for the small percentage of projects that score poorly

GRASS ROOTS FACILITIES FUND

Activity and Sustainability Advisors

The Foundation introduced a team of Activity and Sustainability Advisors (ASAs) in September 2010 to support Foundation-funded facilities. The ASAs develop opportunities to increase participation and activity within a facility whilst ensuring long-term sustainability. ASAs are the third element of the Foundation’s strategy to increase participation – ‘sweating’ the assets that we have already funded. ASAs focus on increasing participation and activity at underperforming facilities and/or those with the greatest potential for enhanced delivery. An integral element of the ASA work is to engage proactively with key stakeholders and external partners, with the aim of increasing the scope for participation at the facilities being supported. Partnerships include The FA’s Just Play scheme, County FA’s, the Premier League and Football League clubs, Sport England, sported. and others. These relationships are helping to engage a wide range of participants as well as raising the profile of sites and awareness of their latent spare capacity. The core objective of the ASAs is to increase football participation opportunities, but they also focus on developing the general usage of a facility. This could include multi sport, non sport and community based elements/activities.

Since their introduction at the end of 2010, ASAs have offered additional support to 47 Grass Roots Facilities Fund (GRFF) projects.

Monitoring and evaluation methodology:

GRFF projects which may require additional support are ranked using a risk matrix, which draws upon data supplied through the online annual survey, Support Day process and original assessment report. ASAs then carry out further investigation into those projects ranked poorly to determine which projects are most in need of their support. Once selected, ASAs meet with these projects and employ a specifically designed toolkit to identify any barriers that are limiting participation and sustainability at the site. As a result of research, consultation and visits undertaken by the ASAs, the following list has been indentified as being the most common barriers and issues facing projects:

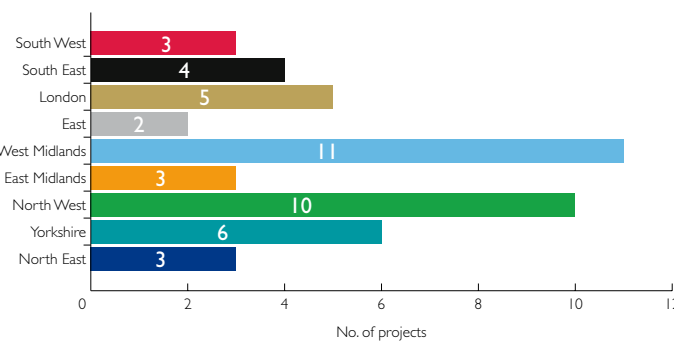
- Inadequate partnerships, links and pathways to local sports and/or wider community networks.
- Limited PR expertise, lack of targeted or strategic marketing.
- Lack of experience in order to help maximise revenue opportunities.
- Failure to develop and sustain an appropriate site workforce: managers, coaches and volunteers.

- Weak planning and development in terms of executing and maintaining both Football Development and Business Plans.
- Lack of community ownership coupled with a poor understanding of need in the local area.
- Limited or inadequate monitoring and evaluation systems and processes.
- Insufficient management and planning structures, resulting in poor project management and governance.
- Insufficient plan to embed sustainability.
- Local competition from other Artificial Grass Pitch (AGP) facilities including commercial providers.
- Lack of knowledge around funding opportunities and expertise in developing bids.

Following on from the initial meeting, agreed actions are carried out to rectify the barriers identified and ASAs continue to provide in-depth support and guidance to projects. Whilst this process is ongoing, projects are required to collect detailed participation figures which are provided to the Foundation on a quarterly basis so that the impact of the ASA intervention can be measured.

Portfolio of projects

Regional breakdown of Foundation projects within the ASA portfolio

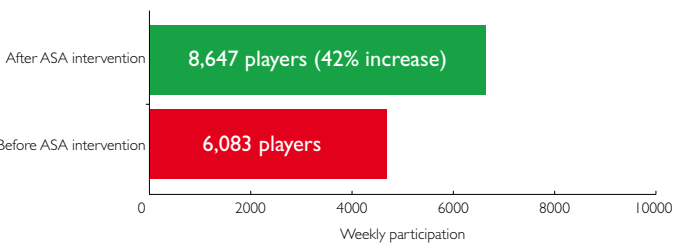


- Following on from the introduction of three ASAs by the Foundation in 2010, Barclays also saw the potential of the role in respect to the 200 Barclays Spaces for Sport sites and decided to contribute to the cost of a further three posts early in 2011.
- Following on from this, each ASA has a split remit, with 50% of their time focussed on Foundation projects, while 50% is committed to the Barclays Spaces for Sports sites.
- Each of the six ASAs covers a different regional area of the country, which ensures that all projects have access to their support regardless of where they are located.
- The ASAs currently have a total portfolio of 47 Foundation-funded projects.

Impact at Foundation-funded sites

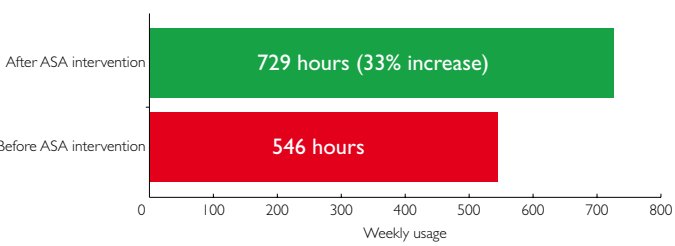
At time of publication, ASAs had completed work on 13 Foundation-funded projects to the point where sufficient detailed monitoring reports have been received to assess the impact of their intervention, and the following three graphs are based upon this sample.

Participation increase as a result of ASA intervention



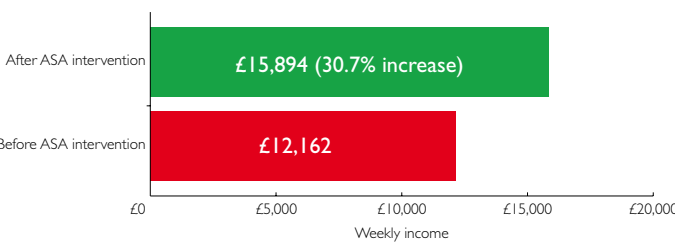
- 2,564 more participants were playing at the 13 sites as a result of ASA intervention, demonstrating a 42.1% increase.
- This means that the average number of weekly users per site has increased from 468 to 665 per week.
- This presents a strong argument that the ASAs are meeting their core objective of raising participation at GRFF sites.

Weekly usage increase as a result of ASA intervention



- As a result of the work that ASAs have carried out with the 13 projects, 183 extra hours of usage is taking place each week.
- This means that the average number of weekly usage at each site has increased from 42 hours to 56 hours..
- Key to the participation increase demonstrated above, is the ability to fill latent capacity at each site by forming partnerships with local clubs and organisations and proactively market these time slots.

Weekly income increase as a result of ASA intervention



- Across the 13 projects, the total weekly income generated has increased by £3,732, demonstrating a 30.7% increase.
- The average weekly income per site has increased from £1,014 to £1,325.
- This extra money is generated as a result of the increased revenue brought in by additional players paying to play at the facilities.

Monitoring and evaluation methodology:

Sustainability research

The Football Foundation commissioned independent research by the University of Brighton in April 2011. The key objective was to gain an independent understanding, and clarify notions, of sustainability in relation to Foundation and Barclays Spaces for Sports facility projects. As a direct result of the research, the ASA, and monitoring and

evaluation teams, have started developing a Sustainability Matrix, which will be used to evaluate a project’s sustainability through its lifetime. The Sustainability Matrix will measure a range of criteria from governance and finance, to partnerships and community ownership, to provide a detailed, objective analysis of a project. The ASA and Foundation Investment team will be piloting the Matrix in April 2012 to test it within the ASA intervention process and the Facilities application stages. The aim is to embed the findings of the sustainability research across all the Foundation’s processes, as appropriate, by early 2013.

KEY FINDINGS

Activity and Sustainability Advisors were introduced to increase participation and activity within ‘lower performing’ facilities whilst ensuring long-term sustainability

To date, 47 Foundation projects have benefited from their expertise

ASA intervention at 13 targeted Foundation sites has increased targeted participation by 42%

Weekly usage has increased by 33% and income increased by 31% as a result of ASAs

GROW THE GAME

The Football Foundation Grow the Game (GtG) scheme is designed to fund new football activity where it currently doesn't exist or increase participation where it does and, critically, ensure that this new activity is sustained into the future. GtG has an annual budget of £1.5m, which is allocated from the Foundation's Grass Roots Facilities Fund, which is funded by The FA and the Government. The scheme is closely aligned with The FA National Game Strategy and aims to increase grass roots football participation across England. This is achieved by offering grants of up to £5,000 over a maximum of three years to support the new activity needed to provide opportunities for new players. This includes training volunteers to complete coaching qualifications to support new teams, funding facility hire costs to enable new players to train and providing costs towards publicity in order to promote the new football activity. In short, funding for most things needed to get activity going. Since the scheme was launched in 2010, 580 projects have been funded, for a total project cost of £2.8m.

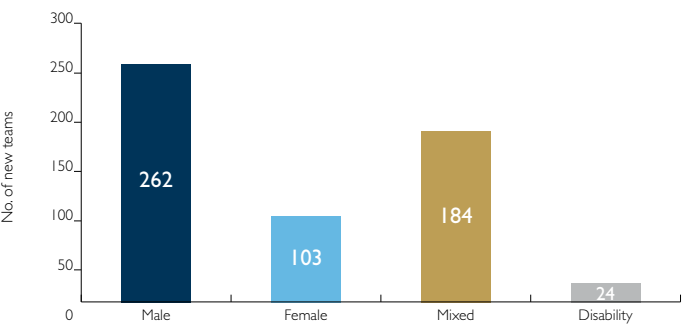
Monitoring and evaluation methodology:

GtG funding is normally awarded over three years, but projects must demonstrate achievement of key objectives each year before funding is released for the following year. At the end of each year, funded organisations are required to return an online monitoring and evaluation (M&E) survey. This form provides the Foundation with details of all the outcomes achieved, as a direct result of the element of the grant awarded during that year. These details are checked by the Foundation Programme Manager against the original expected outcomes, and only if these have been achieved, is funding for the next year released.

As the M&E survey is only completed at the end of each year, only those organisations awarded in 2010 have so far returned M&E data, as those funded in 2011 will not complete the first year of the project until the end of the 2011-12 football season. As such, the following information contained within this section, is based upon the returns provided by 255 projects who had completed their first year during 2011. It should also be noted that GtG targets are based upon outcomes of each individual project – as agreed when funding was awarded – to which the actual outcomes achieved – as detailed in the M&E survey – are measured against each year. As such, there is no overall year-on-year participation increase target to be met.

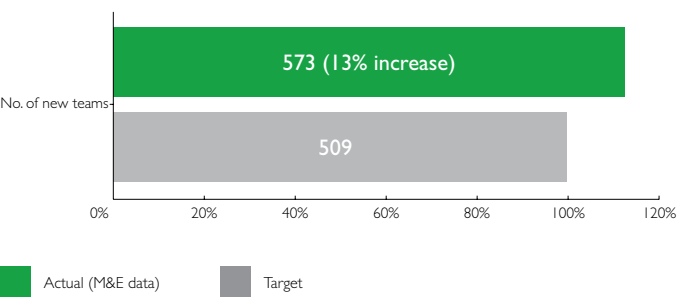
New teams

Type of new teams created as a result of the first year of GtG projects



- In total 572 new teams were created in the first year of the project. This works out as an average of 2.2 new teams per grant awarded.
- This works out as great value for money, as it costs only £740 to develop and sustain each new team through the GtG scheme.
- Half of those teams created were either female teams or mixed teams, which highlights the increased provision of women and girls' football as a result of GtG projects.

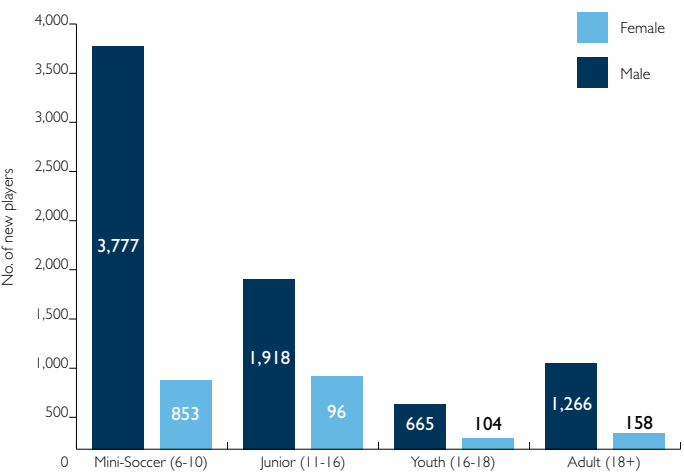
Number of actual new teams created in comparison to target figures for year one of GtG



- The number of new teams which were created in the first year exceeded the targets set when the funding was awarded.
- This means that 64 (13%) more teams were established in the first year of the project than expected.
- Extrapolating this first year performance, it is predicted that 2,652 teams will be established over the full three-year lifecycle of the 580 GtG grants awarded to date. This would produce 236 more teams than was originally expected.

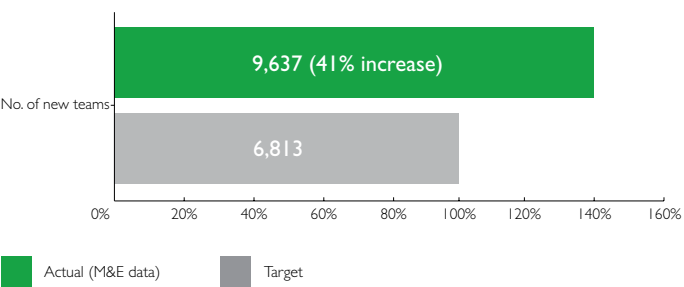
New players

Number of new players in year one of GtG, broken down by age range



- In total, 9,637 new players played football as a result of the first year of GtG funding. This works out as an average of 38 new players per grant awarded.
- A significant proportion of the new players are young children who will benefit from playing in new teams which have the support of qualified coaches, which will help them develop better as players in the long term.
- This works out as great value for money, as every £42 invested through the GtG scheme produces a new football player with the benefit of qualified coaching.

Number of actual new players in comparison to target figures for year one of GtG



- The number of new players due to GtG projects in the first year is significantly higher than the targets set when the funding was awarded.
- This means that there are 2,824 (41%) more players playing organised football in the first year of the project, than was expected. This equates to an extra 11 players per grant.
- By extrapolating these figures, it is predicted that 55,743 new players will play football over the three years of the grants as a result of the 580 GtG grants awarded to date. This is 16,335 more players than originally expected.

New qualified volunteers

Number of courses completed by volunteers as a result of the first year of GtG projects

Course	male	female	all
FA coaching level 1	492	79	571
FA coaching level 2	63	6	69
FA coaching level 3	10	1	11
FA coaching disabled footballers level 1	14	1	15
FA teaching certificate (Key Stage 2)	3	1	4
Goalkeeping	16	0	16
Junior football organisers	21	4	25
Other	419	83	502
Total	1,038	175	1,213

- Key to the sustainability of GtG grants is the money spent on enabling volunteers to become qualified by completing training courses. Once qualified, these volunteers gain the skills and expertise required to run the new teams effectively, not just during the length of the funded project, but for many years afterwards.
- Over 1,200 courses were completed by volunteers in the first year of the project, with over 700 of these being FA qualified coaching courses as listed in the table opposite.
- Those 502 courses listed as 'other' include a range of referee, safeguarding children and first aid courses, which are just as important to the successful delivery of a new team.
- However, the number of coaches in the first year is down by 42% on the predicted target of 1,084. This is due mainly to an overestimation on the number of courses due to be completed in the first year; as it is now expected that the majority of these will be completed in the second year instead.

KEY FINDINGS

The number of new teams created through GtG projects is 13% higher than expected

It is expected that over 2,600 teams will be created as a direct result of the 590 GtG projects awarded to date

There are 41% more people playing football compared to the original targets expected for the first year of delivery

It is expected that close to 56,000 new players will take part in football due to the GtG projects awarded to date

A new player is produced for every £42 invested into a GtG project and there is a likelihood that this player will be retained and their standard improved over time due to the coaching provided

1,200 courses were completed by volunteers in the first year of the GtG projects

BARCLAYS SPACES FOR SPORTS

Barclays Spaces for Sports (BS4S) is a community sports programme which uses the positive power of sport to revitalise disadvantaged communities as well as to tackle key social issues. Using sport as the platform, BS4S engages communities to deliver an important range of life skills. The programme is part of Barclays Global Community Investment strategy and has made significant investments both in the UK and internationally. Barclays and the Foundation have invested over £67m in the programme, with Barclays’ contribution of £37m representing the single biggest investment in community sport by a private company in the UK. In partnership with the Football Foundation, the BS4S programme has delivered 200 multi-sports sites across many disadvantaged areas, including 26 flagship sites in partnership with professional football clubs. Moreover, 175 local sites have also been delivered. The sites offer a range of sports including football, basketball, netball and tennis, through to skateboard and BMX.

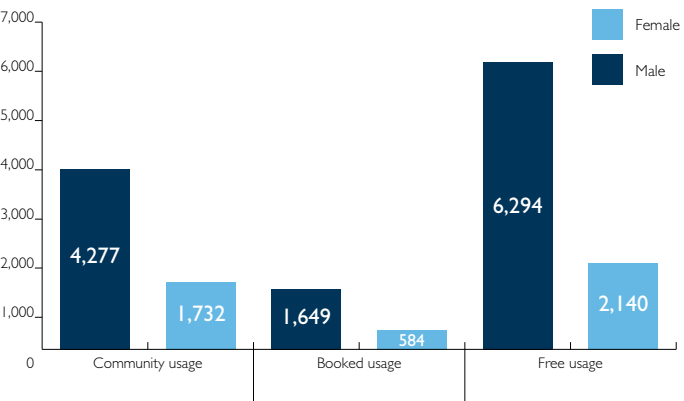
This year has seen the introduction of a ‘sustainability strategy’ managed by the Foundation on behalf of BS4S. The strategy provides non financial and financial assistance to help sites become sustainable. The non financial assistance is offered by regional Sustainability and Activity Advisers who provide advice and support to sites nationwide. In addition, Barclays has provided a sustainability fund which allows sites to apply for additional funding to help protect their future and ensure a long-term legacy, which has resulted in grants worth just over £92,000 being awarded in 2011. The money is helping many sites improve their facilities, some being able to hire a member of staff, others increasing the range of sports sessions offered on site.

BS4S local sites Monitoring and evaluation methodology:

The smaller BS4S local sites are required to complete a Monitoring & Evaluation (M&E) survey every six months. The M&E survey is an online form which is designed to gather quantitative information about users of the site and also provides a ‘health check’ on the sustainability of the site.

Participation

Weekly participants by type at Barclays local sites



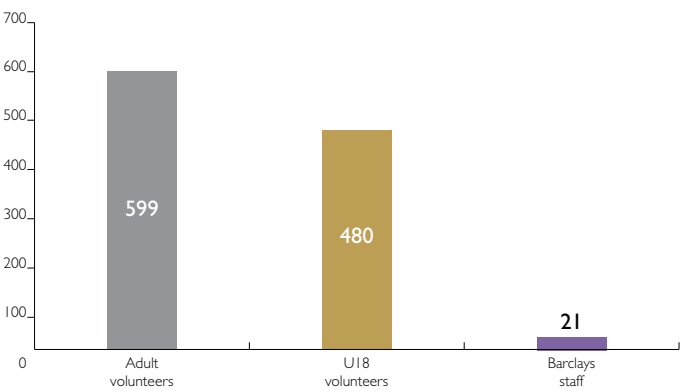
The majority of BS4S local sites are open-access sites. As such, projects are required to record usage information for people participating at the sites within three different categories:

- Community usage, consists of structured activities with registers, of which 6,009 participants took part at local sites per week. This works out as 55 players on average per week at each site.
- Booked usage, is defined as weekly ‘pay n play’ users, of which there were 2,243 participants per week.
- Free usage, as the name implies, is a measure of informal usage at the site, of which there was estimated to be 8,434 participants per week.

Of the 92 BS4S local sites who are still required to complete the latest M&E survey, 90 were returned (98%). Of the remaining 82 projects who are no longer required to return the form – as they have already provided this data for the allotted time period as specified within their terms and conditions – a further 18 surveys were also completed voluntarily. This makes up the total sample size of 108 projects, from which the information presented on this page is based upon.

Volunteers

Average number of volunteers per week at Barclays local sites



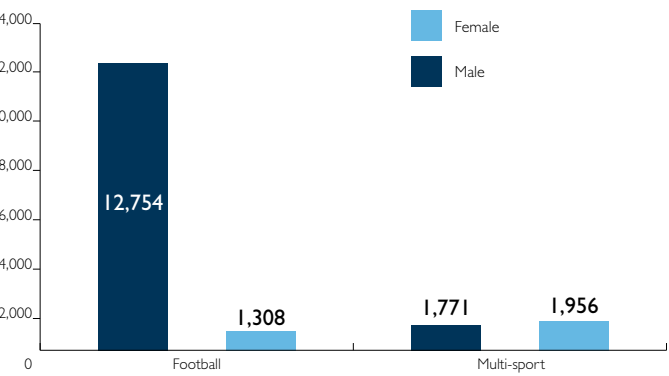
- Key to the success of the local sites is input from volunteers to deliver activity at the facilities.
- 1,080 people were recorded as volunteering at the sites each week, with 44% of these under 18 years old.
- In addition to this, 21 Barclays employees help out at local sites each week.

BS4S flagship sites Monitoring and evaluation methodology:

The 26 BS4S flagship sites are in the main much larger than the local sites and, as such, it was decided that as of the season 2010–11 they would be required to complete an online monitoring and evaluation (M&E) survey at the end of each season/academic year. This new online M&E form asks more detailed questions about the sites participation, coach development and financial data in comparison to the ‘healthcheck’ form previously completed by all BS4S projects, and brings it in line with the Foundation’s Grass Roots Facilities Fund monitoring process. As the latest season was the first time the projects had to complete this form, it is not possible to provide accurate ‘like-for-like’ comparisons, but this is something that will be detailed in this Report for 2012. In addition to this, in 2012 a series of Support Day meetings will be established to provide face-to-face support to BS4S flagship sites each year to provide the same level of support currently enjoyed by Foundation-funded sites, and again details of this will be published in next year’s Report. Of the 26 Barclays flagship sites that were required to complete the online M&E survey for the 2010–11 season, 25 returned the form (96%) and it is the information relating to these projects which is highlighted on this page.

Participation

Participation at Barclays flagship sites during season 2010–11



- 17,789 participants per week played sport at BS4S flagship sites during the 2010–11 season, benefiting from the chance of playing at new and improved facilities. This works out as an average of 711 players at each site per week.
- Of these, 14,062 participants played football at the sites each week.
- 3,727 participants took part in multi-sport activity.
- The majority of those playing football were male (91%), in contrast to multi-sport activity where 53% of those taking part were female.

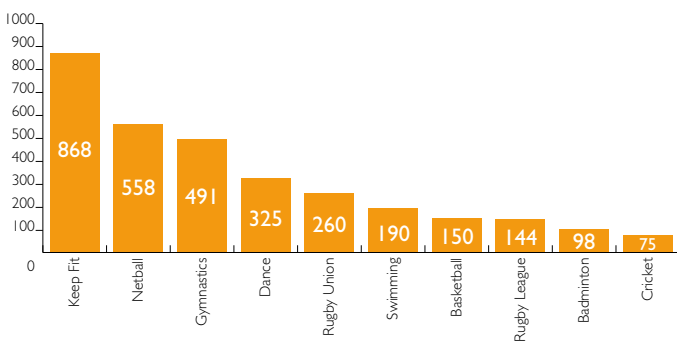
KEY FINDINGS

Close to 18,000 people took part in sporting activity at Barclays flagship sites per week, of which over 14,000 played football

An additional 16,500 participants are active at Barclays local sites during 2010–11, based on 108 M&E returns

Multi-sport

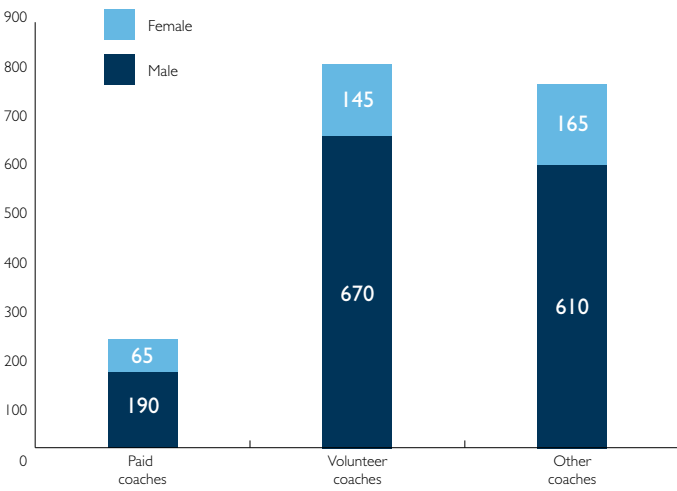
Top ten sports played at Barclays flagship sites during season 2010–11



- 27 different sports were listed as being played at BS4S flagship sites.
- Of these sports, the ten most popular in terms of the number of people taking part in them, is shown in the graph above.
- This demonstrates the range of sporting activity, asides from football, which is delivered at BS4S flagship sites.

Workforce

Breakdown of coaches and volunteers at Barclays flagship sites during season 2010–11



- Key to sustaining high levels of participation at BS4S flagship sites is the time and energy provided by a skilled workforce at each site.
- 1,853 people work at BS4S flagship sites, with 80% of these male and 20% female.
- Of these, 1,590 are volunteers, which accounts for 85% of the workforce.

Extrapolating these figures, it is predicted that over 45,000 participants took part in sporting activity across all BS4S projects during 2010–11

More than 2,600 volunteers have helped deliver activity at BS4S sites each week during 2010–11

BARCLAYS SPACES FOR SPORTS

Activity and Sustainability Advisors

Following on from the successful introduction of three Activity and Sustainability Advisors (ASAs) by the Foundation in 2010, Barclays funded a further three ASA posts in March 2011 to provide a similar level of in-depth support to the existing portfolio of Barclays Spaces for Sports (BS4S) projects. The focus of the ASA remit for their work with BS4S sites is centred around ensuring the long-term sustainability of these projects, although the work undertaken to achieve this, often results in an increase in participation as well. More details on the process that the ASAs currently undertake to achieve this, together with plans around introducing a Sustainability Matrix can be found on page 18 of this Report.

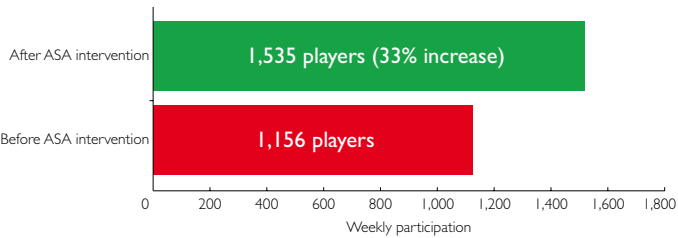
Monitoring and evaluation methodology:

BS4S projects which may require additional support are highlighted using the data supplied through the online M&E survey, together with recommendations suggested by the BS4S Programme Manager. Once selected, ASAs meet with these projects and go through a specifically designed toolkit to ascertain the barriers in place which are limiting participation and sustainability at the site. Following on from the initial

meeting, agreed actions are carried out in order to rectify the specific barriers identified and ASAs continue to provide in-depth support and guidance to projects. Whilst this process is ongoing, projects are required to collect detailed participation figures, which are provided to the Foundation on a quarterly basis, in order to measure the impact the ASA intervention is making. In addition to this, relevant qualitative information is also recorded by the ASAs in order to measure progress towards becoming a sustainable project.

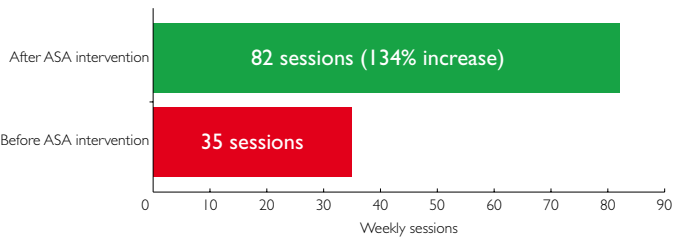
Impact at BS4S sites

Weekly participation increase as a result of ASA intervention



- At the time of publication, ASAs had completed work on nine BS4S projects to the point where sufficient detailed monitoring reports have been received to assess the impact of their intervention.
- Within this sample, ASA intervention has resulted in 379 more players taking part in sporting activity at BS4S sites, an increase of 32.8%.
- This means that the average number of users per project has risen from 128 to 170 per week, an increase of 42 players.

Increase in weekly sessions as a result of ASA intervention



- 47 extra sessions were delivered at nine BS4S projects as a result of intervention by ASAs.
- This means that on average the number of sessions run at each site has increased from 5.2 to 9.1 per week, demonstrating a 134.2% increase.

KEY FINDINGS

ASAs were funded by Barclays to ensure long-term sustainability at BS4S projects

ASA intervention at 9 targeted Barclays sites has increased participation by 33%

Weekly sessions delivered at BS4S sites have increased by 134% as a result of ASAs

To date, 52 BS4S projects have benefited from ASA expertise

MAYOR OF LONDON: FACILITY FUND

The Mayor of London: Facility Fund (MoL:FF) was launched in 2010 and is part of the Mayor's commitment to deliver a sporting legacy for London from the 2012 Olympic and Paralympic Games. The Foundation won the contract to manage the MoL:FF, which was allocated a budget of just under £7m spread across three years. The overall aim of the Fund is to raise participation levels in sport in each London Borough through the funding of sports facilities. The MoL:FF, will help to provide affordable, good quality local facilities within local London communities.

To date, £4.9m has been awarded to 61 MoL:FF projects, with an additional £31.9m leveraged through partnership funding (87% of the total project cost of £36.8m). This means that for every £1 awarded through MoL:FF, an additional £6.50 has been invested through partnership funding.

Monitoring and evaluation methodology:

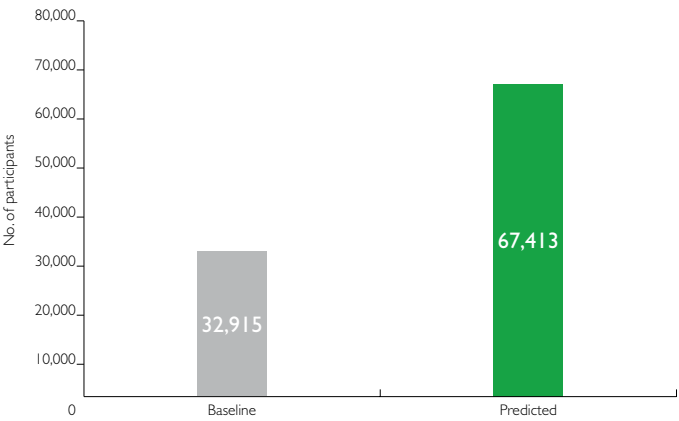
MoL:FF sites are required to complete an annual M&E survey every six months after the site is open for use. This survey collects site participation, coach development and financial data and provides an overview of how the projects are delivering against expected outcomes. This easy to complete on-line form also gives the grantee the opportunity to provide qualitative information about key areas of

the project in greater detail. In addition to this, in 2012 a Support Day meeting process will be established to provide face-to-face post-award support to MoL:FF projects, details of which will be published in this Report next year.

The focus within this year's Report is on projected figures, as at the time of publication only three M&E forms have been returned as the majority of projects funded have not yet been opened, and in use, for six months or more.

Participation

Projected number of new players at MoL:FF sites



- Based upon the predicted participation figures agreed when funding was awarded, it is expected that there will be a significant increase of sports participation in London as a result of the MoL:FF.
- The number of participants is predicted to increase by 34,498 which is an increase of 105% compared to the user figures prior to funding at the sites.
- This increase will see an average of 1,105 participants taking part in a multi-sport activity at each funded site per week.
- Based on the three annual M&E forms returned so far, the average number of players at these sites has increased to 1,201. Although based on a small sample, this would suggest that the Fund is set to meet its predicted targets of participation increase.

KEY FINDINGS

Participation is expected to more than double at MoL:FF sites

It is predicted that once built, funded projects will see over 52,000 participants taking part in multi-sport activity, an increase of 26,000 from the baseline figures

21 different sports will be the main activity delivered at funded facilities

The MoL:FF has leveraged £31.9m of partnership funding, which accounts for 87% of the total project cost

EXTRA TIME

Extra Time was launched in 2008 by the Foundation and Sport Relief, who have each invested £500k into the programme over the last four years. Extra Time is supported by Age UK, the Premier League and the Football League Trust. The programme tackles three important issues for older people – physical health, emotional wellbeing and social isolation. It does this by using the power of football to target people aged 55 plus to attend projects nationwide, delivered through Premier League and Football League Club Community Schemes.

The Extra Time programme is now in its fourth year, and each year has seen an increase in the number of football clubs delivering the projects (15 in year one, 20 in year two, 24 in year three and 30 in year four). The programme is in the final year of the current arrangement.

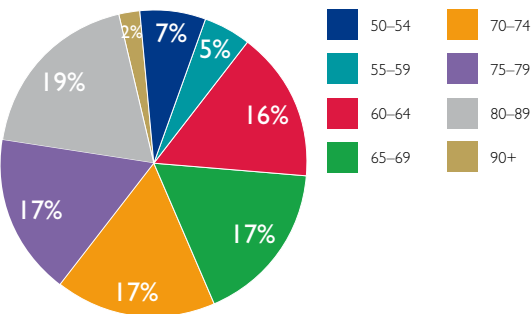
Monitoring and evaluation methodology:

Participants who take part in the Extra Time programme are required to complete an entry survey which collects information about their current physical health, social isolation and mental wellbeing. On completion of the programme, each participant is asked to

complete an exit survey, which mirrors the registration survey and allows any changes to be measured. The information in this Report is based upon year three of the Extra Time programme – which ended in 2011 – during which 998 participants completed the starting survey. Of these, 675 participants returned both the starting and exit surveys, and provide the sample size for the results shown in this section.

Participants

Age range of year three Extra Time participants



- 998 participants registered onto the Extra Time programme in the third year. Of these, 52% had previously taken part in Extra Time.
- 31% of participants had a long term illness and 13% were registered disabled.
- A broad cross section of participants took part from all age categories, with 37% over the age of 75.
- 41% of the participants were male and 59% were female.

Football clubs

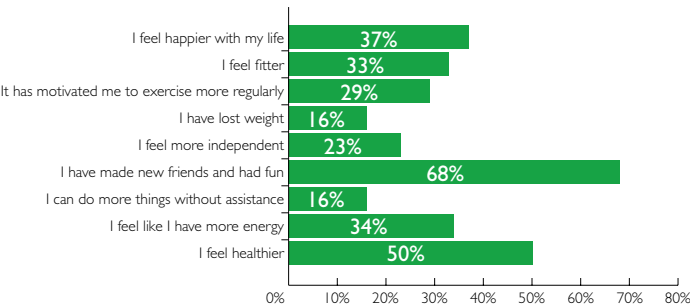
Football clubs delivering Extra Time in year three

New	Brighton and Hove Albion
New	Chesterfield
New	Fulham
New	Leyton Orient
New	Notts County
2nd year	Blackburn Rovers
2nd year	Bristol Rovers
2nd year	Liverpool
2nd year	MK Dons
2nd year	Morecambe
2nd year	Portsmouth
2nd year	QPR
3rd year	Bradford City
3rd year	Charlton Athletic
3rd year	Colchester United
3rd year	Norwich City
3rd year	Nottingham Forest
3rd year	Plymouth Argyle
3rd year	Rotherham United
3rd year	Scunthorpe United
3rd year	Swindon Town
3rd year	Everton
3rd year	Tottenham Hotspur
3rd year	Watford

- In year three 24 Clubs delivered an Extra Time programme. This has increased from 15 in year one and 20 in Year two.
- When asked if 'the connection with a professional football club made Extra Time more appealing to you' 78% of the participants said yes. Likewise when asked if the 'football club connection increased your enjoyment of Extra Time' 77% stated yes.
- This connection with the football club was one of the reasons why Extra Time was so successful at attracting participants, especially from older men who are typically hard to engage.

Benefits

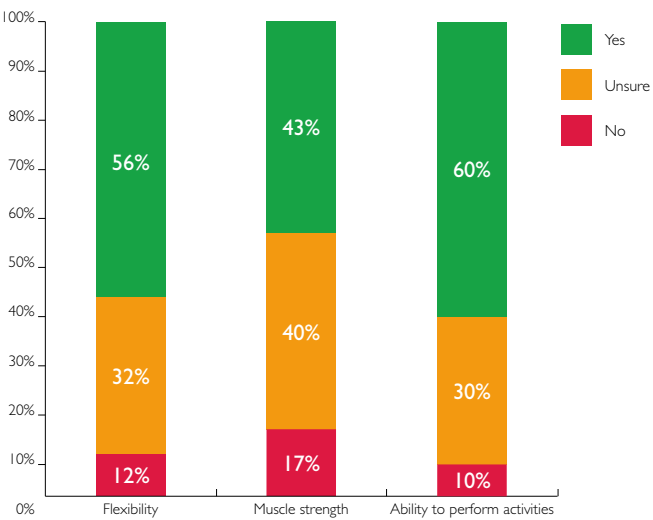
% of participants experiencing specific benefits through the programme



- Participants experienced a number of benefits from taking part in the Extra Time programme.
- The biggest benefit people experienced was 'making new friends and having fun', which was recorded by 68% of the participants.
- Other key benefits participants experienced whilst participating in Extra Time was feeling healthier, happier and fitter.

Physical wellbeing

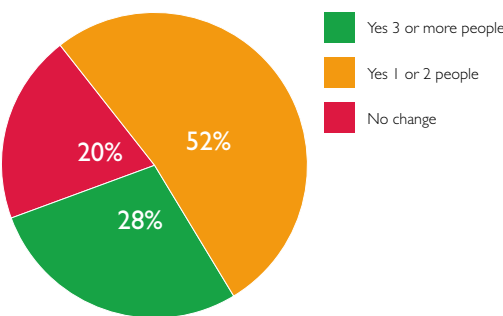
% of participants who felt they had improved their physical wellbeing since the start of the programme



- A significant number of participants felt that their physical wellbeing had improved as a result of Extra Time.
- 56.1% of participants felt that their flexibility had improved.
- 43% of participants felt that their muscle strength had improved.
- 60.4% of participants felt that their ability to perform activities – such as climbing the stairs, washing their hair, lifting shopping – had improved.
- When asked if their use of health services had changed as a result of Extra Time, 15.7% of the participants said they had used health services less. This was mostly as a result of fewer reasons to visit the GP; some no longer needed medical attention for injuries, some no longer needed smoking cessation treatments.
- 70.8% of the participants said they would take part in other moderate exercise, recreational activities or sports that they had been signposted to.

Social isolation

% of participants who felt that they had more people to call on if they needed help or support after Extra Time



- 80% of participants felt that after taking part in Extra Time they had extra people they could turn to when they needed support.
- Of these, 52% felt that they had three or more people to gain support from as a result of Extra Time.
- In addition to this, 82% of people felt they had more people looking out for them due to Extra Time.
- This reduction in social isolation was one of the key outcomes of Extra Time, and helped improve participants emotional wellbeing.

KEY FINDINGS

Nearly 1,000 older people took part in year three of the Extra Time programme, with 37% of these participants aged over 75

24 professional football clubs delivered an Extra Time project in year three of the programme, and 78% of participants agreed that the connection with the club made Extra Time more appealing

60% of participants stated that their ability to perform activities had improved since taking part in Extra Time

16% of participants stated that their use of health services decreased after taking part in Extra Time

82% of participants felt that they had more people looking out for them after taking part in Extra Time



— ■ FUNDING PARTNERS ■ —

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