

Main Grants 2017-18 report

Name of organisation	London FA
Date of meeting	07/09/2016
Names and positions of attendees	David James - County Development Manager, London FA David Streetley - Recreational Football Development Officer, London FA James Lee - Head of Service - Cultural and Community Development Maya Onyett - Volunteering and Cultural Participation Manager

Group Name:	Total	Q1	Q2	Q3	Q4
Total funding received 2015-16	£18,750	N/A	£6,250	£6,250	£6,250
Total funding to be received 2016-17	£25,000	£6,250	£6,250	£6,250	
Outcomes	<ol style="list-style-type: none"> 1. LEWISHAM FOOTBALL COMMUNITY DAY - An annual football festival event for Lewisham residents to participate in football regardless of age, gender or ability. The festival will include male, female, walking football and disability football. Smaller festival days will follow this main day with specific target groups. 2. FUTSAL – This project will be targeting primary and secondary schools and includes an adult 16plus community programme. 3. SECONDARY SCHOOLS – We will be bridging a gap in provision for Year 7 & 8 for both boys and girls to compete at football at these transition years. 4. WALKING FOOTBALL - Encouraging adults mainly 50+ to be active in a mixed gender, low impact, non-contact sport to encourage healthy activity, increase fitness levels. This project is supported by the Lewisham Positive Ageing Council. 5. WOMEN & GIRLS – U12 Development Programme; We aim to create a pathway for girls to progress through the football pathway from grassroots through to Millwall Lionesses. 6. SCHOOLS & DISTRICT & LONDON YOUTH GAMES - In partnership with the Lewisham Schools Football League we will be supporting U11boys & girls District squads plus London Youth Games & Mini games team. 7. SENIOR FOOTBALL (16 PLUS) – A programme of weekly recreational football sessions with the aim of increasing fitness and participation in the adult game, including U18/U21's. 				

- 8. CLUB SUSTAINABILITY FUND** - A managed fund for Lewisham football clubs to access financial assistance, overseen by London FA.
- 9. COACH & VOLUNTEER EDUCATION** - Providing support and funding for football specific courses in the borough which we will be open and accessible. Signposting anyone ages 14-24 to the Football Futures Programme and providing mentoring support within the borough.
- 10. DISABILITY** – Providing support/part funding Lewisham SEN schools to participate in the South London Special League. This will ensure that Lewisham retains its representation.

Outputs:	2015-16 Target	2015-16 Q2	2015-16 Q3	2015-16 Q4	2015-16 Total	% Achieved	2016-17 Target	2016-17 Q1	2016-17 Q2	% Achieved TD
<i>Deliver Lewisham Football Community Day</i>	1	0	0	1	1	100%	1	0		0% planning Stage
<i>Deliver Primary schools coaching programme - 6 schools x 6 sessions</i>	6	0	0	6	6	100%	8	2		100%
<i>Deliver Two 9 v 9 secondary school cup competitions</i>	2	0	0	0	0**	0%	3	0		0% planning Stage
Deliver 2 venues x 20 weeks of Walking Football activity at each, linking in with the Positive Ageing Council and local GP	40	0	20	20	40	100%	60	12		80%
<i>Deliver Girls U12 Development Centre at Abbotshall Road in year 1 for 16 weeks</i>	16	0	2	14	16	100%	20	10		200%
<i>Deliver an annual selection process for all 4 squads. 3 x trial sessions per squad. Followed by coaching programme for a minimum of 6 sessions per squad.</i>	9	0	3	6	9	100%	12	0		0% planning Stage
<i>Work in partnership with Lewisham Charter Standard senior clubs and organisations to deliver 2 x 10 week blocks of activity for non-footballing participants aged 16+, including U18 and U21's.</i>	20	0	0	20	20	100%	25	0		0% planning Stage
<i>Offer a minimum of 8 Lewisham football clubs the opportunity to receive a</i>	8	0	11	0	11	138%	8	0		0% planning Stage

<i>maximum £500 towards participation projects and running costs</i>										
<i>Deliver 1 FA Coaching Level 1, FUTSAL Level 1 & FA Youth Module 1 coaching courses, to up skill local coaches and volunteers.</i>	3	0	1	2	3	100%	4	0		0% planning Stage
<i>Achieve a minimum of 100 hours of mentoring of young coaches via CS clubs & FA Skills programme.</i>	100	0	0	100	100	100%	125	0		0% planning Stage
<i>Locate a minimum 2 schools participating in the South London Special League throughout the season</i>	2	0	0	2	2	100%	3	0		0% planning Stage
Output 3 was delivered in June 2016**										

1. Remove funding from under-performing groups/those performing least well

Have you achieved at least 90% of the agreed reporting outputs and outcomes in all quarters since the start of the programme?

The London FA has delivered well against its outputs, exceeding in one and gaining 100% in 8 others. Output 3 was delivered in June 2016.

Have you achieved all of the wider outcomes outlined in the initial grant application?

Funding supports a collaborative approach between the London FA and local football clubs in Lewisham. There is now a wide range of footballing activity taking place in Lewisham. In recent years football had become fragmented in the borough but it is now highly organised using the football partnership meetings as way to keep clubs and organisations updated and linking into to coaching opportunities

Lewisham Football Community day has provided an excellent focal point for the work and is due to become an annual event. The project has also developed very successful Walking Football programme attracting high attendance from the 50+ community and supported by the Lewisham Positive Ageing Council.

If no to either of the above:

- what are the mitigating factors?
- what plans are in place for improving performance?
- what progress has been made against actions agreed with your Development Officer?

NA

What local support/evidence of need can you identify for the work you are undertaking?

Football is the most popular sport amongst young people in the borough and the Council receives many enquiries around what football opportunities are available within Lewisham.

The project makes an important contribution to public health goals of increasing engagement in physical activity for both children and young people and over 50s. It also contributes to the objective of reducing obesity.

2. Negotiate reductions and seek alternative funding streams

Are there any proposals that you can put forward that will deliver significant saving against current expenditure? This can include capital investment to change your delivery/business model.

The FA is proactive and open to investigating new and existing funding streams to deliver football activities. Currently they do not have any proposals that could deliver significant savings against the current expenditure.

What alternative funding streams are you already pursuing?

The organisation has been very proactive in accessing additional funding to enhance the Lewisham grant:

From July 2015 – March 2016 the London FA were successful in gaining the following funding:

- London FA - Charter Standard Growth Fund - £750
 - London FA - Coach Education Bursaries - £2,830
 - London FA - Recreation Funding (Equipment)- £300
 - London FA - Additional Club Sustainability Fund -£500
 - London Sport - 16plus Recreational Funding -£4,950
 - FA - Mash Up - £3,500
 - The FA - Support Funding for Community Day- £834.90
 - Lewisham Football Partnership Funds- £3,800
- Total £17,464.90

It is important to note that this funding does not replace Council funding but has provided the opportunity expand the programme of activities.

Are there any other funding streams that you can identify that the council can support you to access?

The organisation will continue to source funding opportunities and advise the council where support is required.

3. Work with groups to consider mergers or asset sharing

Are there any organisations doing similar work to you in the borough who you may consider sharing resources or merging with? Who have you considered/approached?

The project already represents a strong collaborative approach between the London FA and local football clubs in Lewisham.

There are no other organisations doing similar work in the borough. The London FA is one of 50 County FAs (Football Associations) that are businesses in their own right. London FA is 50% subsidised by the FA and the county FA's manage grass roots services.

Are there other groups in the local area that you could share resources with even if they are delivering a different type of service? Again, who have you considered/approached?

There are other football clubs and pockets of football sessions across Lewisham, but no one else is delivering an umbrella approach like this covering key areas around football delivery.

What support might you need to move these suggestions forward?

No support is required currently but Council officers will continue to work with the organisation to explore this kind of opportunity.

4. Pro-rata reductions across all groups

What would a 25% cut in your grants look like in service delivery terms? What are the wider impacts?

The London FA would need to reduce some services but would aim to gain further funding to continue. The possibility of introducing low cost fees (as it attract a low income audience) to the walking football which is currently free, to help sustain these activities.

Have you modelled this cut and developed an action plan for its implementation?

The organisation is currently working on developing an action plan.

Conclusion

Any other comments / areas discussed

The organisation has covered an array of football activities. The highlights of the successful Football Festival/ Community day can be seen in a short film.

Conclusion and recommendation

It is recommended that the London FA receive a pro-rata cut. The organisation has delivered strongly against its targets and there is now a well-co-ordinated approach to delivery of football in Lewisham. The project already represents a coalition and so there are no opportunities for achieving efficiencies through partnership or mergers. Active fundraising is taking place but this will not replace Council funding.

Equalities groups disproportionately impacted by recommendations

Ethnicity:		Pregnancy / Maternity:	
Gender:		Marriage & Civil Partnerships:	
Age:	X	Sexual orientation:	
Disability:		Gender reassignment:	
Religion / Belief:			

Commentary and potential mitigations:

The organisation delivers services primarily to young people and this group will be disproportionately impacted by the cuts. The organisation has stated that it will seek

Equalities groups disproportionately impacted by recommendations

alternative funding to mitigate against this impact and officers will provide support to this end