



Parklife Football Hubs National Programme: Expression of Interest (EOI) Form

The Parklife Football Hubs national programme is seeking to implement a new sustainable model for grassroots football based on quality facilities that are more cost effective to operate. A Parklife Football Hub portfolio will normally contain a minimum of two sites, each site typically comprising a minimum of two AGPs, a changing facility and car parking. Whilst retaining some grass provision, the hub model looks to harness the flexibility and increased capacity of AGPs when compared to natural turf through transferring football within a local area on to artificial grass at strategically located sites.

Local authorities with a population exceeding 200,000 are invited to submit an Expression of interest. Authorities below this threshold can consider a partnership approach with a neighbouring authority.

The funding partners will assess EOIs against the key principles of the fund. The funding partners will also use data and intelligence to prioritise the projects that are considered to have the most impact. Please refer to the Parklife Football Hubs national programme prospectus and Frequently Asked Questions (FAQs) documents for further guidance.

Please complete the details below:

Lead Organisation Name	Sandwell Council
Local Authority	Sandwell Council
Project Title	Sandwell Football Hubs
Project Description <i>Please describe your Parklife Football Hubs proposal in up to 100 words</i>	<p>Sandwell Council and partner agencies will develop a programme which will secure the provision of football in Sandwell for the long term.</p> <p>Football is enjoyed by a broad spectrum of individuals across Sandwell at all ages and abilities. There is a huge demand for high quality, safe, and welcoming provision. Our programme will enable two strategically placed hubs to be created (one in the north and one in the south of the Borough) which will satisfy current and future needs. The subsequent re-investment in pitch maintenance across other sites will ensure the long term sustainability of football and encourage widespread participation. (100 words)</p>

Leisure Operator <i>Please provide details of your current leisure operator and remaining contract period (where applicable)</i>	Sandwell Leisure Trust 18 years contract period remaining Places for People Leisure 22 years contract period remaining
Lead Contact Details <i>Name</i> <i>Position</i> <i>Address</i> <i>Landline Telephone No.</i> <i>Email</i>	Chris Jones Manager - Sport & Leisure Strategy and Development Sandwell Council Sport and Leisure Team Council House Oldbury B69 3DE 0121 569 4735 Chris2_jones@sandwell.gov.uk

Note: Applicants should provide supporting evidence to demonstrate how they meet the key principles via covering letter signed by their council leader, CEO or equivalent. Letters of support from key partners are also encouraged. See [Frequently Asked Questions](#) document Q16 and Q17 respectively for guidance.

Parklife Football Hubs Key Principles

1. Commitment to **developing a portfolio approach** to Parklife whereby a minimum of two hub sites per local authority are developed in order to generate sufficient revenue and ensure long-term sustainability
2. **Evidence of strong relationships** with key local football partners and local organisations capable of driving positive changes in football participation and achieving wider social outcomes. As a minimum, the following agencies should be invited to provide written support to the EOI - county football association and community foundations of the local pro-clubs. Other partners which may also be interested in supporting your application include key local grassroots leagues and clubs, education providers, private sector partners and the charitable sector
3. **High-level political and officer-level support** (Council leader / CEO) and **identified resources** to deliver Parklife Football Hubs in the area
4. Commitment to work with football partners to develop **clear, validated local data and insight** regarding current and potential football participation trends
5. Commitment to raise **minimum partnership funding of 40%** of total capital costs per area (please note this can be aggregated across an area and multiple sites)
6. Demonstrate clearly how the proposal will **bring about wider social outcomes** such as health, education and social cohesion through a Local Plan for Football
7. Commitment to provide clear evidence of strategic need for proposed facilities including an **up-to-date Playing Pitch Strategy** (PPS), or a commitment to undertake one as part of the Parklife Football Hubs programme process. Also a commitment to undertake demand modelling based on the Parklife template model
8. Ability and willingness to **establish or be a part of a Special Purpose Vehicle (SPV) / Trust** structure to manage and maintain facilities where assets are offered across to the SPV on a long-term peppercorn lease. The revenue generated by the local partners shall be ring-fenced for reinvestment into grassroots football in the local area

9. Commitment to **maintain the required level of football revenue subsidy** to allow the Parklife Football Hubs programme sites to mature and demonstrate financial sustainability. Any longer-term reduction in subsidy should be agreed by the local partners and be in line with the outcomes of the modelling for the area based on a reduction in pitches being required to be marked for football
10. Ability and willingness to **procure a dedicated operator** and to take an innovative approach to the financial model at a local level, including considering the role that income generation through commercial sport and leisure facilities could play within Parklife Football Hubs
11. Willingness to **use new programme specific consultancy and construction frameworks** to achieve value and consistency of design across the country
12. Commitment to **progress area-wide plans at speed**. If allocated within the first tranche of organisations there may be a requirement for in year spend in 2017/18.

Please also provide a signature of a Senior Responsible Officer or equivalent demonstrating commitment to the above key principles.

I [print name] on behalf of [Applicant organisation] confirm our commitment to the above Parklife Football Hubs programme principles should our application be successful at the EOI stage.

Signed Senior Responsible Officer *Director level or equivalent*.

Once completed, please e-mail your Expression of Interest Form, covering letter and any letters of support to Sport England at: funding@sportengland.org who will then advise you on the next steps.

Closing date: 4pm on Friday 27th January 2017

For further information please contact Sport England's funding line on 03458 508508 or via email at funding@sportengland.org

Please also read the [Frequently Asked Questions](#) document.