



Gemma Ryan
Sandwell Council
Sport & Leisure Team
Council House
Oldbury
B69 3DE

14/10/2021

Dear Gemma,

**Invitation to submit an expression of interest
Small Sided Spaces – Commonwealth Games Legacy Project**

Following on from our positive discussions regarding the development of Small-Sided Spaces linked to the Commonwealth Games Legacy Programme, I am pleased to invite you to submit an expression of interest (EOI) to the Football Foundation via return letter.

Small-Sided Spaces are safe and engaging facilities that provide opportunities for local communities to play recreational formats of football, as well as multiple other sports and physical activities.

Our research shows clearly that the projects that achieve the greatest impact are designed and delivered in partnership with the local community. Communities are more likely to take part in activities and use facilities if they've been included in the development, so engagement is key!

By building and activating a portfolio of Small-Sided Spaces in priority communities across Sandwell, we want to help tackle the stubborn inequalities that make key target audiences less physically active than others. These spaces can facilitate the engagement of a wide range of under-represented groups in a diverse range of community settings.

In your return letter, we would like you to set out the following:

1. Your commitment to working in partnership with the Football Foundation, Sport England, and local stakeholders to develop a portfolio of Small-Sided Spaces in Sandwell.
2. Who your priority target audiences / communities are locally, and in which places you see the greatest inequalities in opportunities to be active and access to safe, low cost, local facilities?
3. How Small-Sided Spaces could be used to provide opportunities and increase activity levels within your priority audiences?

4. What community engagement you, or other organisations locally have undertaken to date to help you learn more about your target audiences and the places they live. For example:

- What sports / activities are they interested in taking part in and when?
- What location and type of facility would they like to take part?
- How would a Small-Sided Space meet their needs
- Are any of the Local Football Facility Plan (LFFP) small-sided facility projects in the correct location for the audiences?
- Do we need to consider additional or alternative locations?
- Any there any barriers to developing Small-Sided Spaces in the suggested locations that need to be considered?
- What opportunities have been identified for activating Small-Sided Spaces?

5. You will need to undertake further community engagement to fill any gaps in your knowledge. Projects will need to ensure that they have community buy in and are developed and delivered in partnership with local communities.

The Football Foundation is open to providing a funding contribution to support the additional upfront community engagement as part of your EOI submission. Please identify what costs you would see associated to this engagement, and what contribution you / your partners are able to make.

6. A commitment to secure a capital partnership funding contribution towards the project(s) to contribute alongside Sport England and Football Foundation investments

To enable you to provide the information we have requested above, we would encourage you to bring together key local partners as a consortium to collectively agree your priorities and gather existing insight. We would encourage you to include Local Authority, Active Partnership, Professional Club Community Organisation and County FA representation. Please also consider which other sports need to be engaged through the process when opportunities are identified, and also what other organisations locally could have a role to play. Football Foundation officers are on hand to support those discussions.

Until your EOI has been reviewed and an offer of upfront fees has been awarded by the Football Foundation, and accepted by your Organisation, we would advise that you proceed with caution, and you should not:

- a) enter into any contract without the prior written consent of Football Foundation;
- b) make any purchase in respect of the projects without the prior written consent of Football Foundation;
- c) publicise the potential projects without prior permission from the Foundation.

- d) Furthermore, all applications for funding, whether solicited or received through an open application basis will be subject to the same assessment and decision-making process. There is, therefore, no guarantee that the Football Foundation will ultimately fund your projects. It is however, felt that through our discussions to date that there is the potential to successfully deliver the programme outcomes in Sandwell.

Should you have any queries about this letter, your first point of contact will be Jack Matthews. Jack will provide you with guidance and support on the future development of your projects and can be contacted on 07712 534621 or by email jack.matthews@footballfoundation.org.uk.

Yours sincerely



Mark Coulson

Director of Programmes

cc James Morris, Sport England

Jack Matthews, Football Foundation