

WE ARE FAMILY: SUPPORTING COMMUNITY WORK ACROSS DIVISIONS



The Premier League and PFA contribute almost £2.7m every year to support community initiatives across the Football League's 72 clubs. Twenty-four Football League clubs also receive funding to deliver Kickz projects. Less well known is that £800,000 of Premier League payments also support community projects run by clubs in the three Football Conference leagues.

Jane Spong is Woking's Community Coordinator and readily acknowledges that Premier League payments have helped the club to broaden its community work. "Premier League support helps us to respond to the needs of the wider community. For us 'community' means everyone. We work in disadvantaged areas with people with mental health problems, children with learning and behavioural difficulties and we have projects for the elderly. We spend a lot of time in schools delivering football sessions but we also help spark children's interest in core subjects such as maths."

Woking was named Conference South Community Club of the Year for 2012. "We won

because of our local impact and the diversity and scale of our community work," says Jane. "We aren't afraid to push the boundaries. Community work is not just football. We learn and try new things but we only add initiatives if we know we can sustain them. Without Premier League funding our community work would be much more limited."

Plymouth Argyle in the npower League 2 received almost £50,000 in Premier League funding in 2012 to support its community work and deliver a Kickz project. Mark Lovell is Head of the Club's Community Trust. "Premier League funding enables us to do a lot. If we didn't have it, about half of our current community work wouldn't exist," he said.

"People have a lot of faith in the club. The funding is important because it helps us to show what football can achieve. The other side is that people often support a Premier League side and follow their local team. So the funding also shows that the Premier League supports the entire football community, not just people who live next door to a top-flight side."

Mark believes that being a part of a well-known programme like Kickz is important to the club and the young people it works with. "That Kickz is a Premier League initiative is a big deal to our young people and a real incentive for them to get involved. A one-night-a-week project with no outcomes or opportunities wouldn't bring them in or hold their interest but Kickz does and it enables us to reach hundreds of young people. It proves that football is leading the way in lots of areas: we are engaging kids in sport we guide them into education and training; the project is tackling anti-social behaviour and breaking down barriers between the police and young people.

"Kickz enables us to learn a lot from other clubs. We are a bit isolated geographically, so being part of a major programme, and receiving other Premier League support gives us a real sense of belonging to a bigger football family."

THE MAGIC NUMBER

£3.5m

The annual Premier League and PFA contribution to community initiatives in the Football League and Football Conference



Joy divisions: Premier League good cause money has a big impact in the six divisions below the top flight.

