



Parklife Football Hubs - National Programme

Frequently Asked Questions

Process related questions

<p>1. Who are the funding partners?</p>	<p>The funding partners are the Football Association, Premier League and Sport England (backed by Government).</p> <p>The Football Foundation is the delivery partner and will make awards for individual hubs at Stage 3.</p> <p>In London the programme will be supported by additional funding from the Mayor's Office.</p>
<p>2. What is Parklife Football Hubs Funding?</p>	<p>The Parklife Football Hubs capital funding programme aims to provide new build floodlit 3G artificial grass pitches (AGPs) and supporting ancillary accommodation to organisations who can demonstrate a strong commitment to the key principles of the fund.</p>
<p>3. Who can apply?</p>	<p>Applications are invited from local authorities with a current population exceeding 200,000, based on the 2015 Population figures: 2015 ONS Mid Year Estimates. See Appendix 2 of prospectus.</p> <p>Local authorities with a population below the 200,000 threshold could consider a partnership approach with a neighbouring authority to get over the threshold.</p> <p>London boroughs can also apply.</p>

<p>4. What if we are not a local authority?</p>	<p>We think it is very unlikely that organisations other than local authorities would be able to demonstrate sufficient impact across a local authority area with a minimum population of 200,000. However, we will not rule out Expressions of Interest from other organisations with significant playing pitch provision (such as universities, and other public / charitable / voluntary organisations) which can also demonstrate they meet the key principles of the programme.</p> <p>If you think this might be you we strongly recommend you contact us first to discuss the situation ahead of submitting an Expression of Interest.</p> <p>Contact the Sport England funding line on 0345 8508508 or via email at funding@sportengland.org</p>
<p>5. Which areas would benefit from the Parklife model?</p>	<p>The FA Commission Report identified a number of interconnecting factors which have come together to make the provision of grassroots facilities an urgent priority. These included high levels of facilities in public ownership, poor quality stock, a public subsidy constraint and a growth in informal play and flexible access times.</p> <p>The learning from the pathfinder phase suggests that a multiple 3G pitch approach (minimum 2 full size) is required on all hub sites in order to develop a sustainable business case across a portfolio of sites within an area.</p> <p>A portfolio of hubs across a local authority area therefore needs to demonstrate sufficient latent demand for recreational and casual play within a catchment (20 mins travel time of each site) to supplement demand from affiliated teams. Consideration also needs to be given to the factors which will support a more commercially focussed offer to drive income generation and help make the model sustainable. For example, there may be demand for commercial leagues and recreational football, health & fitness and/or another income generating element.</p> <p>Based on the above rationale, we think that the model will be able to have the greatest impact in authorities with larger populations and greater population density. With demand likely to far exceed the available budget, we are inviting expressions of interest from authorities with a population of at least 200,000¹ - see Appendix 2 of the Prospectus for details.</p>
<p>6. What if the population in our area is under 200,000?</p>	<p>Local authorities with a population below the 200,000 threshold could consider a partnership approach with a neighbouring authority to get over the threshold.</p> <p>Implementation of the National Football Facilities Strategy may see an evolution of the hub model and possible future targeted investment to maximise the strategic outcomes.</p>

¹ 2015 Population: ONS 2015 Mid Year Estimates. See Appendix 2

<p>7. What is meant by a portfolio approach to Parklife?</p>	<p>A portfolio approach is where Local Authorities develop proposals for multiple (i.e. a minimum of two) Parklife hub sites. The Parklife model is based on sufficient surplus revenue being generated from hub sites to re-invest in the grassroots game which would not be possible at single sites.</p> <p>At EOI stage this may mean identifying sites that are stated as priorities for development within your Playing Pitch Strategy (PPS). Alternatively if there is no up to date PPS local authorities would be expected to identify priority sites as PPS and Local Football Plan develops later in the application process.</p>
<p>8. How many times can we apply?</p>	<p>It is accepted that some of the partners, such as County FA's or Pro Club Foundations, may need to be a part of more than one Expression of Interest. However, local authorities (as the lead applicant organisation) can only apply once.</p>
<p>9. How much can we apply for?</p>	<p>There is no maximum grant per applicant however the normal range of award per hub site is expected to be between £500,000 and £3,000,000. The overall budget is up to £130m and we anticipate that there will be over demand.</p>
<p>10. Do we need partnership funding?</p>	<p>Yes. It is expected that applicants will provide a minimum of 40% of total capital project costs from their own or partner funding. This can be spread across several hub sites on a pro-rata basis to achieve the 40% criteria.</p>
<p>11. Can we dispose of existing playing field land and use the capital receipts as partnership funding?</p>	<p>Sport England has a statutory role in protecting existing playing field land. Sport England would not advocate the disposal of any playing field land to provide partnership funding for Parklife (or for any other purpose) unless an adopted Playing Pitch Strategy (PPS) has been undertaken in the past 3 years which clearly identifies the playing field as genuinely surplus to existing and future sporting need.</p> <p>If there is no PPS currently in place, one will need to be carried out before any funding award can be made. The preparation of a PPS can be twin tracked with a Parklife funding application. However, the PPS can <u>only</u> be twin tracked with a Parklife funding application in cases where partnership funding has been identified through other means i.e. not from playing field land disposal capital receipt.</p>
<p>12. What will be the typical facility mix of a Parklife Football Hub?</p>	<p>Individual hub sites will be based around new build (or modernised) floodlit rubber crumb AGPs. Hub sites will normally include a minimum of two AGPs per site and potentially include high-quality natural turf pitches alongside changing and social accommodation.</p> <p>Grant support will be considered towards income generating facilities (such as health and fitness provision) as part of an overall facility mix, where there is a clear strategic need and a business case for such provision in order to contribute to a positive revenue position.</p>

<p>13. What will not be funded?</p>	<p>Funding will not be given to:</p> <ul style="list-style-type: none"> • Any revenue projects • Projects intended primarily for private gain • Grants that contribute directly to a company's distributable profits • Endowments • Funds to build up a reserve or surplus • Retrospective funding (costs incurred prior to Fund launch) • Loan repayments • Activities that primarily promote religious belief • Purchase of leaseholds of less than 25 years • Minor works, repairs or maintenance (for example, replacing a leaking roof on an existing facility) • Floodlighting for natural turf pitches • Personal equipment / fixed or loose equipment that is not part of a wider capital build • Maintenance equipment, fixed or loose equipment or office equipment not essential to the equipping of the facility. <p>This list of examples is not exhaustive and applicants are encourage to seek guidance where they are unsure</p>
<p>14. Are sports other than football are eligible under Parklife Football Hubs?</p>	<p>Yes. Whilst recognising this is a football led programme, we would encourage applications that can demonstrate how other forms of sport and physical activity can be delivered at hub sites to get people more active and contribute to the overall revenue model locally. Further partner funding towards these elements may be required.</p>

<p>15. What are the minimum eligibility criteria?</p>	<p>Projects will need to meet the following minimum eligibility criteria in order to be considered for solicitation.</p> <p>The project must:</p> <ul style="list-style-type: none"> • Be from a local authority (or partnership of authorities) with a population exceeding 200,000 • Request a minimum grant of £500,000 • Require funding for the development of capital infrastructure, which can contribute to the costs of new build, modernisation or refurbishment and major fixed equipment where it is an integral part of a project. Ineligible capital infrastructure can found within the assessment criteria section of the website • Not include costs of non-fixed equipment (other than pitch maintenance equipment) or revenue, as this is not covered by the fund • Request funding for elements of a capital project which have not yet started on site • Be based on a site(s) where the local authority/lead organisation holds ownership or long-term (minimum 25-years) leasehold • Be focussed on recognised football activity (and other recognised sporting activity) http://www.sportengland.org/about_us/recognition_of_sports_and_ngbs.aspx • Identify confirmed and/or anticipated capital partnership funding of at least 40% of the total project costs from the local authority and other parties (public and/or private) • The funding partners reserve the right to invite applications from local authorities/other organisations deemed as strategically significant which do not meet all of the essential criteria.
<p>16. What are the typical resource requirements to go through the Parklife process?</p>	<p>Experience from pathfinder authorities suggest that applicants should nominate a Strategic Lead to act as Senior Responsible Officer (SRO) to co-ordinate all aspects of a Parklife Football Hubs bid. Applicants are also required to have dedicated resource(s) to drive work within and across the council (typically sport, parks, regeneration, health, legal, planning and education). The SRO should be supported by a director level post holder with the ability to make key decisions.</p> <p>A resource budget is required throughout the planning and delivery phase for applicants to commission independent advice such as financial business modelling. A minimum budget of £50,000 pa is recommended. Please provide details in the Expression of Interest.</p> <p>Commitment to use Memorandum and Articles of Association/ Constitution for both individual sites and area-wide trust.</p>

<p>17. What level of commitment is required from local authorities?</p>	<p>Further to the commitment to the key principles and the commitment of financial and human resources to drive work within and across the Council (typically sport, parks, property, legal, planning and education), the experience from the pilots suggests that local authorities will also require:</p> <ul style="list-style-type: none"> • Cross party elected member support • Officer support from CEO to groundsman • Nominated Strategic Lead to act as SRO and resource(s) • Fully-committed partners – the County Football Association is a key partner and must be fully-signed up to the process.
<p>18. What outcomes do the funding partners expect from the Parklife Investment?</p>	<p>Expected outcomes will be against three broad areas :</p> <ol style="list-style-type: none"> 1. Football development - You must record annual participant and throughput figures for each hub broken down across a number of categories and submit them to us for a minimum of five years 2. Financial sustainability – Financial sustainability will be monitored on an ongoing basis via reporting to the appointed football trust 3. Social outcomes – we want the investment to make a wider impact on people’s lives in terms of physical wellbeing, mental wellbeing, individual development, social & community development and economic development. Local authorities will be required to select appropriate, locally determined social outcome measures related to the Sport England Monitoring & Evaluation framework.
<p>19. How do we submit an EOI?</p>	<p>The lead partner should complete and submit an EOI form with covering/supporting letter(s) to Sport England by email at funding@sportengland.org by 4pm on Friday 27th January 2017.</p>
<p>20. How will our EOI be assessed?</p>	<p>All EOIs will be considered by the Project Investment Group and those applications that best meet the key principles of the programme will be invited to Stage 2.</p> <p>The funding partners will also use data and intelligence to prioritise the projects that are considered to have the most impact (including team generation numbers, AGP demand, population density and pro club community foundation delivery areas).</p>
<p>21. What is expected in the covering letter at EOI stage?</p>	<p>It should detail the financial and human resources available to the applicant organisation to deliver Football Hubs in the area including details of:</p> <ul style="list-style-type: none"> • Confirmed/identified capital partnership funding • Human resources including nominated senior responsible officer/ project management arrangements • Annual operating budget for football • Current level of revenue subsidy to football (for each local authority involved in the bid) • Current status of Playing Pitch Strategy • Current operator arrangements for sport/leisure facilities in the local authority(s) and length of contract(s).

22. When will we find out if we have been successful with our EOI?	It is anticipated that applicants will be informed of the outcome of the Expression of Interest process in April 2017.
23. What happens if we are successful at EOI stage?	Successful projects will be invited to develop a Local Plan for Football at Stage 2 for submission to the Funding Partners. At this point a dedicated officer from the FA will be assigned as a point of contact.
24. What happens if we are unsuccessful at EOI stage?	<p>There are two potential outcomes.</p> <p>If the funding partners feel that the project has potential to meet the key principles of the programme, the application may be deferred pending the submission of further information requested such as funding confirmation.</p> <p>Should the funding partners decide not to take forward the application, the applicant may be encouraged to explore alternative sources of funding (such as non-Parklife schemes) through the Football Foundation or Sport England.</p>
25. Can we still apply at the next stage if unsuccessful at EOI stage?	No. Parklife Football Hubs is a targeted programme. Applications are by invitation only.
26. Who do we apply to?	<p>Expressions of Interest should be submitted via email to Sport England at funding@sportengland.org</p> <p>Local Football Plan information should also be submitted to the allocated case officer at Sport England.</p> <p>Successful applications at the Local Football Plan stage will then be invited to submit individual site applications to the Football Foundation.</p>
27. What is the funding process?	<p>The funding process is set out in section 3 of the prospectus (page 12) and in the process flow chart in Appendix 1 (page 17). In summary;</p> <p>Stage 1 is submission of an Expression of Interest to Sport England</p> <p>Stage 2 is the submission of a Local Plan for Football to Sport England</p> <p>Stage 3 is the submission of individual hub applications to the Football Foundation.</p>
28. If successful with a hub application at Stage 3, how long will the funding agreement last, and what are the terms and conditions associated with the award?	<p>The length of the funding agreement will be for a minimum of 25 years.</p> <p>Key conditions will include:</p> <ul style="list-style-type: none"> • The provision to the Football Foundation of grant security • The provision of monitoring and evaluation returns to the Football Foundation. An outcome based M&E framework is currently under development. This will include as a minimum records of annual participant and throughput figures for each hub broken down across a number of categories and submit them to us for a minimum of five years

	<ul style="list-style-type: none"> The provision of financial returns to demonstrate sustainability including details of non-discretionary spend to football.
<p>29. What are the possible decisions at Stage 3 that our application(s) can receive?</p>	<p>Award An award will be offered to projects that are fully developed and that satisfactorily meet the key criteria of the Parklife Football Hubs Programme. Specific conditions will be attached to any award being offered to a project and this will be managed through a Funding Agreement which will be in place for a 25-year period. Applicants offered an award will continue to receive support from the funding partners and Football Foundation teams through the project’s further development and construction.</p> <p>Deferral A funding decision on an application may be deferred if there are significant project issues that need resolving before an award can be considered. Applicants will be offered further support to a project in this situation prior to the application being reconsidered.</p> <p>Rejection If an application is rejected, the local authority/lead organisation will receive formal notification of this decision, together with an explanation of why the project did not receive support. It should be noted that the solicitation of an application does not guarantee an offer of funding from the Football Hubs Programme.</p>
<p>30. Can we apply for funding for work that has already started?</p>	<p>No. Applicants cannot apply for funding for work that has already begun. This includes binding commitments such as contracts or purchase orders. Work should only start after an award has been received and accepted or where written consent has been received from Sport England beforehand. This written permission from Sport England may only be sought once your Expression of Interest has received support.</p>
<p>31. If we receive an award, when will the funding need to be spent by?</p>	<p>Awards from the Football Hubs programme includes funding directly from the Exchequer which must be spent within the financial year (by 31st March) it is awarded.</p>
<p>32. Can 3rd sector organisations / social enterprises run a Parklife Football Hubs hub site?</p>	<p>Yes. As per other forms of leisure operator procurement these would be acceptable operator types.</p>
<p>33. Can grassroots clubs and leagues apply for this funding?</p>	<p>No. They will be stakeholders in hub sites and should be directed to other funding streams if they require direct funding support.</p>

34. Will there be further opportunities to submit an expression of interest?	We expect demand to be high. There may be other opportunities over the duration of the programme but currently nothing is planned.
35. What other partnership funding will be considered?	<p>Capital funding from local councils, their partners or other grant giving organisations. Prudential borrowing and planning gain such as Section 106 and Community Infrastructure Levy will also be considered.</p> <p>Please note that Football Foundation and other Sport England funds will not be considered eligible partner funding for the Parklife Football Hubs programme.</p> <p>In-kind funding will be considered on a case by case basis.</p>
36. Can London boroughs apply in this funding round?	London boroughs are permitted to apply or reapply.
37. What is the Mayor of London's role?	The Mayor of London is supporting the programme in London with additional investment.
38. Who are Fields in Trust?	Fields in Trust is a national charity, founded in 1925 by King George V. The trust works to protect community playing fields parks, children's playground and other outdoor facilities across the UK, with more than 2,600 valued green spaces now protected from non-recreational development, forever.
39. How does Fields in Trust's protection work?	Fields in Trust works in partnership with landowners to protect land, either freehold or long-term leasehold, via a legal contract called a deed of dedication. The deed is a straightforward document, signed by both parties, which protects a piece of land for the local community, in perpetuity. Once the deed is signed, consent from Fields in Trust is not required for ancillary development of facilities or changing the recreational mix, only for non-recreational development and disposals such as long-term leases. The process for obtaining consent, for which a cost-covering charge is made, takes around four weeks and 97% of requests are approved.
40. What is a Local Plan for Football?	A Local Plan for Football should set out the potential location, facility mix and outline cost of the proposed hub sites and describe the overall participation and intended social outcomes, business case viability and strategic planning evidence that underpins the proposal.

Playing Pitch Strategy related questions

41. Do we need an adopted up-to-date Playing Pitch Strategy (PPS) to apply for Football Hubs?	<p>Applicants are not required to have a PPS fully adopted at the point of applying. However, a PPS will need to be undertaken in line with Sport England methodology.</p> <p>The PPS can be developed concurrently with the bid, but only in cases where partnership funding does not rely on playing field land disposals. The PPS will need to be fully adopted before the release of funding. If commitment is not shown to developing a robust PPS in line with Sport England's methodology then the application will not be supported.</p>
42. If we develop a PPS concurrently with our funding bid, how long will this take?	<p>A timescale of around 12 months to completion of the PPS should be allowed where an LA does not have a current study in place.</p> <p>Where an LA does already has a PPS in place, it is estimated that it will take 3-6 months to add football hub scenarios (with the input of FA demand modelling) into the existing PPS. Early consultation with other pitch sport NGBs (Rugby League, Cricket, Hockey, and Tennis) is essential where football hub proposals might affect these sports.</p> <p>Successful applicants at the EOI stage will be supported by FA, Sport England and Premier League officers to scope out the work required to produce a robust evidence base to support submission of an area-wide plan for football. Once football hub sites have been delivered, an adopted Playing Pitch Strategy then becomes the key piece of evidence in order to aid decisions on the future use of any surplus sites created.</p> <p>Guidance on undertaking a Playing Pitch Strategy can be found at: https://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/</p>

<p>43. We are not a local authority. Do we still need to complete a PPS?</p>	<p>As stated above, it is expected that local authorities will be the primary applicants to the Parklife Football Hubs programme. However, Expressions of Interest will not be ruled out from organisations with significant playing pitch provision (such as universities, and other public / charitable / voluntary organisations) if they can demonstrate impact across an area and address the key principles of the programme.</p> <p>Non local authority applicants can apply to Parklife, but will need to work alongside the local authority to ensure the relevant PPS is in place.</p>
<p>44. How long will the flexible approach to a PPS take to complete?</p>	<p>A timescale of around 12 months to the completion of the PPS should be allowed where a LA does not have a current study in place. Where an LA does have a PPS already in place, it is estimated that it will take 3-6 months to add football hub scenarios (with the input of FA demand modelling) into the existing PPS.</p> <p>Once football hub sites have been delivered, an adopted PPS then becomes the key piece of evidence in order to aid decisions on the future use of any surplus sites created.</p> <p>Early consultation with other pitch sport NGB's (rugby, cricket, hockey, tennis) is essential where football hub proposals might affect these sports.</p> <p>Successful applicants at the EOI stage will be supported by FA, Sport England and Premier League offices to scope out the work required to produce a robust evidence base to support submission of an area-wide plan for football.</p> <p>Guidance on undertaking a Playing Pitch Strategy can be found at: https://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/</p>

Special Purpose Vehicle (SPV) related questions

<p>45. What is meant by the term 'Special Purpose Vehicle'?</p>	<p>A Special Purpose Vehicle (SPV) is a charitable organisation or alternative delivery mechanism independent of the LA that allows the surplus revenue generated by football hubs to be reinvested into football facilities. The SPV will hold property and be the mechanism for operator license fees to be reinvested back into football locally.</p>
<p>46. Who will operate the hubs?</p>	<p>The local trust/special purpose vehicle will procure an operator to run the hubs.</p>

47. Who makes up/sits on the trust/SPV?	The trust/SPV will be made up of the local authority, FA, CFA, pro club community foundation(s) and local independent representatives. Local authorities will hold no more than 20% representation on the trust in order to satisfy Section 69 of the Local Government and Housing Act 1989, whereby the maximum voting power of any Nominated Trustee appointed by a local authority must be below 20%.
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Framework / project development questions

48. Who has the final sign off on facility design and specification?	The funding partners will need to review and sign off facility design and specification. Information on agreed design layouts and specification will be placed on the funding partners websites in due course.
49. What are Project Development Costs and how do we access funding for them?	<p>Successful organisations at EOI stage are able to access funding for Project Development Costs such as Architect, QS and ground investigation fees. Applicants are required to submit a schedule of estimated costs and can access up to a maximum of 50% of total eligible project development costs from the funding partners.</p> <p>FA/SE officers will advise on how and when to apply.</p>
50. Do we have to use your Frameworks?	Applicants will be required, as a condition of funding, to use the multi-disciplinary consultancy framework, FA/FF artificial grass pitch framework and the modular buildings framework (where applicable).

51. What are the framework procurement requirements?

The Football Hubs Programme requires the adoption of a framework approach to procurement in order that replicable models of high-quality construction can be achieved. Accordingly, bespoke OJEU frameworks have been let by the funding partners to support the delivery of :

1. Modular changing room facilities (design, supply, installation)
2. Full multi-disciplinary design and project management services (mandatory for all applicants)
3. Artificial grass pitches (AGPs).

The Football Foundation, as managing agent of the frameworks will be able to offer advice and technical assistance to applicants throughout the procurement process.

These frameworks have been developed to provide benefits in terms of:

- An OJEU compliant framework that satisfies all public procurement rules and negates the need to undertake separate procurement;
- A quality driven approach that is based on best practice and the requirements of the sport;
- A competitive mini-tender approach for every project;
- A comprehensive fully-managed delivery process from inception to completion.