

## Press Release

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26 May 2016

### Grow the Game funding for Salisbury Rovers FC welcomed by TV's Hayley McQueen

Sky Sports News presenter, Hayley McQueen, has congratulated Salisbury Rovers FC after they received a £4,500 Grow the Game grant from the Football Foundation, the country's largest sports charity.

The grant, which will provide a boost to grassroots football in Salisbury, has paved the way for Salisbury Rovers FC to build three new girls' teams over the next two years in the under 8 and under 13 age groups. The project will also enable coaches to be trained and coaching sessions to be held targeted at growing the girls' game.

The Grow the Game scheme is designed to increase participation in our national game amongst under-represented groups by helping clubs to meet the essential costs of starting new teams. It is funded by the Premier League and The FA and delivered by the Football Foundation.

Grow the Game goes beyond providing temporary activity sessions, which are more susceptible to drops in participation, but instead creates a solid infrastructure of newly-trained coaches and grassroots teams that play in FA-affiliated leagues for the long term. This means that the participation increases elicited by Grow the Game are sustainable and long-term rather than transient.

Grow the Game grants enable clubs to provide regular football for three specific sections of society where there is a demand but also a lack of opportunities. These sections are: women and girls; disabled players; and boys and mens' teams from the Under-15 age group and above. This demographic has been targeted specifically to address the decline in participation in male football that occurs as boys progress through school to the more crucial exam years and eventually leave school and college altogether.

**Debbie Sayers, Club Secretary, said: "we are absolutely delighted with the success of our application to the Football Foundation. We are determined to use this funding to develop the girls' game in Salisbury and place it on an equal footing to the boys'."**

A Football Foundation Ambassador and one of the UK's best-known female sports journalists, Hayley McQueen, said: **"Very well done to Salisbury Rovers FC for working with the Football Foundation and Wiltshire County FA to secure this Grow the Game grant. This investment, which is provided by the Premier League and The FA, has created an opportunity for more people to play football, which will not only keep them fit and healthy but also develop their life-skills."**

**“Grants like this one make a real difference to grassroots football. They help clubs meet the costs associated with starting a new team – like getting volunteer coaches qualified with FA coaching badges – and so help to drive up participation levels in the sport, especially amongst under-represented groups.”**

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## Notes to editors

### About Grow the Game

During the 2014/15 season the Football Foundation through its Grow the Game scheme created:

- **1,239** new teams.
- **17,957** new football players per £1.5m invested.
- **6,504** new female footballers.
- **1,309** disabled footballers.
- **6,332** new coaching qualifications.

### About the Football Foundation

The Football Foundation was launched in 2000. Since then, using money from its Funding Partners – the Premier League, The FA and the Government via Sport England, the Foundation has awarded around 14,200 grants worth more than £560m towards improving grassroots sport, which it has used to attract additional partnership funding of over £787m – over £1.3bn of investment into the grassroots game.

For more information about the Football Foundation visit [www.footballfoundation.org.uk](http://www.footballfoundation.org.uk) or follow us on Twitter @FootballFoundtn.



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