

CARDINALS IN THE COMMUNITY – APPLICATION FOR FINANCIAL ASSISTANCE

Executive Summary

Cardinals in the Community (formerly Woking Football in the Community) was formally launched in 2004 to consolidate and grow the interface between Woking Football Club (WFC) and the local community. The Organisation was in receipt of funding of £20,000 from the Council’s service budgets in 2021/22 and has been asked to apply for a grant if it wished to apply to extend the funding into 2022/23.

Cardinals in the Community has submitted an application of £20,000 towards the continuation and ongoing development of community football and healthy living initiatives, to support the operation of the new 3G pitch and changing facilities at Woking College on behalf of the Borough Council and to maximise the community benefits from this new facility.

Its Academy, Youth Academy, schools and holiday schools activities are well established. Looking forward, its vision is to expand the activities in the wider community, in line with the objectives to provide opportunities for all sectors of the local population, especially those that are often excluded. There will also be an emphasis on community-based programmes which help to tackle obesity.

Some activities were necessarily paused during the pandemic in 2020-21 but have resumed and a full programme is expected in 2022-23, including walking football; visits to care homes for older residents, participation in the Surrey Community Football League for adults with mental health issues; sessions for those who have suffered cancer and those that have disabilities; support for young carers; and work experience for younger people.

New activities being introduced and planned include the Man v Fat programme for men over 60, girls’ football, participation in the Premier League Primary Stars programme to support schools with additional teacher support in PE, Maths and English; Social Action projects such as “Save the Ocean”; and annual football in the community open day which will be specifically aimed at encouraging under-represented groups to participate.

In light of the Council’s financial position, it is recommended that a grant of £10,000 should be awarded towards the community development work and healthy living initiatives for 2022/23. Cardinals have been in receipt of regular funding for many years to support the community football in the borough and have done an exceptional job. The Leisure Services Manager will work with the Cardinals to improve the profitability of the 3G pitch which may mean a smaller grant will be applied for in the future.

Recommendations

The Executive is requested to:

RESOLVE That, subject to the outcome of the Council’s budgetary process, a grant of £10,000 be awarded from service budgets towards the community development work and healthy living initiatives.

Reason for Decision

To enable the continuation of the community work undertaken by the Group.

Confirmation of funding

This award is provisionally made on the expectation that the Council’s budgets for revenue and capital projects remain at the same level

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| | <p>allocated for the current financial year. The Council's overall budget, including the sums allocated for community grants, will be determined by Council at its meeting on 10 February 2022. In the event the grant budgets are set at the anticipated levels, confirmation of the Council's support will be sent to successful applicants. Groups should not plan for the 2022/23 funding until this confirmation has been received.</p> |
| Conditions | <p>Accounts. The Organisation must submit accounts for the year in which the grant is awarded, including an income and expenditure account and balance sheet. Please note that accounts for other years may also be required.</p> <p>Monitoring Information. The Organisation must submit quarterly monitoring information as a measure of its achievements. Failure to provide details will jeopardise the award. E-mail requests will be sent to the applicant on a quarterly basis.</p> <p>Publicity. Where possible, the Organisation is required to publicise the support received from Woking Borough Council, including on websites and literature / leaflets produced.</p> <p>Payments. Unless exceptional circumstances exist all invoices must be received quarterly with monitoring information for the previous quarter.</p> <p>Payment Period. Final quarter claims must be made by the second week in April. Unclaimed awards will not be available at a later date unless exceptional circumstances can be demonstrated to the Council before the end of the award year.</p> <p>Joint Working. WBC expects the Organisation to engage positively on health and wellbeing multi-agency joint work affecting Woking. Groups which refuse may place their Council support at risk, e.g. grant, concessionary rent and other assistance.</p> <p>Homelessness Reduction Act 2017. Following the introduction of new legislation from April 2018, the Council expects the support of partner agencies in identifying people at risk of homelessness as early as possible to maximise the opportunities to prevent such. Partner agencies / organisations are expected to be engaged in joint working arrangements to assist in finding suitable housing and support solutions, and where appropriate to undertake and respond to the new 'duty to refer'. Groups which do not support this new legislation and way of working positively may put their Council support at risk.</p> <p>Venue Hire. Woking Borough Council has a duty to ensure that publicly-owned venues and resources do not provide a platform for extremists and are not used to disseminate extremist views. This duty extends to organisations that work with the local authority so this includes recipients of any grants from Woking Borough Council. If Groups hire out their venue(s) they should ensure good processes are in place for record keeping and checking if hirers are appropriate groups to be making the hire arrangements. The following are some areas which should be considered:</p> <ul style="list-style-type: none">• Basic details should be recorded to include speaker's address, mobile phone number and organisation details.• Has the identity of the speaker been confirmed and is their organisation bona fide? Are they known to the hirer?• Is the speaker from the area? Are they UK citizens or from |

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| | <p>overseas and will they travel specifically for this event?</p> <ul style="list-style-type: none">• Consider checks on the internet to confirm the status of speakers to include website, YouTube or social media sites.• How many people are likely to attend (check previous or similar events either locally or online). |
| Performance Indicators | <p>Users. The Organisation to provide a breakdown of the users.</p> <p>Activities. The Organisation to provide details of activities and events held.</p> <p>Enquiries. The Organisation to provide a breakdown of the enquiries received.</p> <p>Publicity. The Organisation to advise how the Council's support has been publicised.</p> <p>Statement of Use. The Organisation to provide a statement stating the use to which the grant money has been put.</p> |
| Future Support | <p>The financial pressure on the Council's budgets is expected to continue in the coming years and accordingly the overall level of support available in future years may be reduced. The applicant is therefore to be advised that the award of funding for 2022/23 does not imply that a similar application in 2023/24 would be supported. In particular, it is emphasised that the Council is unlikely to be in a position to award any sums above the 2022/23 levels.</p> <p>In view of this, the applicant is to be advised to ensure that contingency plans for the Group's operations for 2023/24 have been drawn up in the event that the Council is unable to continue its support beyond April 2023. All applicants are strongly recommended to pursue alternative sources of funding and are encouraged to approach Woking Borough Council's Community Support Team for advice and support.</p> |

The Executive has authority to determine the above recommendations.

Background Papers:

2022/23 Application Form.

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| 1.0 Summary of Application | |
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| 1.1 Status and Aims | <p>Cardinals in the Community (formerly Woking Football in the Community) was formally launched in 2004 to consolidate and grow the interface between Woking Football Club (WFC) and the local community. In 2019 Cardinals in the Community (CITC) became an independent charitable organisation, separate from WFC in order to maximise opportunities for fundraising and to secure its presence in the community independent of the Football Club.</p> <p>There are two main strands to CITC’s activities:</p> <p><u>Woking Football Academy and Cardinals Youth Academy</u></p> <p>The Youth Academy is available for 17-23 year-olds and 8-16 year-olds respectively. Boys attending the Academy receive education (A-levels or BTEC) from an established provider (Woking College, SCL) coupled with quality football coaching and development. A small number may progress to higher level football, whilst for the vast majority the programme enables them to receive high quality education and be shaped positively during adolescence in a disciplined sporting environment. The Academy has seen considerable growth and approximately 120 boys are provided with high quality football training which will give them a love of sport, promote fitness and, for some, help them progress to a higher level. Its activities are largely self-funding.</p> <p><u>Community activities</u></p> <p>Community activities encompass a broad range of activities to bring football to the wider community in Woking:</p> <ul style="list-style-type: none"> • Work with local primary schools to provide PE tuition and afterschool clubs, as well as children’s football and multi-sport courses that are run independently during school holidays, encouraging children to have fun whilst increasing activity levels. These activities are largely self-funding. • Other community activities targeting under-represented groups within society that would benefit from increased activity levels with the benefits for both physical and mental health, as well as improving social engagement. In particular there are projects which target girls and women, ethnic minorities, those struggling with mental health issues, people with disabilities and older people, and those suffering financial hardship, amongst others. These are the activities which are not self-funding and for which funding support is sought. |
| 1.2 Employees | <p>17, comprising CEO, 3 x Development Managers, 3 x Football Coaches, Accounts Manager, 7 x Football Coaches, Kit Man and Facilities Assistant.</p> <p>The football coaches are all qualified via the Football Association coach education pathway.</p> |
| 1.3 Volunteers | <p>12, comprising 7 Trustees, Secretary to Trustees, Adviser to Trustees, 2 x Kit Men and Minibus Driver.</p> |
| 1.4 Clients/Users | <p>Cardinals in the Community has the following different types of users:</p> |

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| | <ul style="list-style-type: none"> - Academy players – approx. 42 players, aged 17–23, all male, from around South-East area. - Youth Academy players – approx. 120 players, aged 8–16, all male, all from Woking and surrounding areas (95% estimated to be from Woking). - Primary schools in Woking – a cross-section of the 8 schools’ populations, working with 300 students per school on average across an academic year, often including additional services such as clubs etc. Gender is approximately 50/50 boys and girls. - Participants in children’s holiday schools – ages 4–14. - Mums’ football – all female. - Girls’ football – all female, age under 11. - Team training – existing local football clubs, age 8-14. - Ladies’ teams – all female, over 30 players, age 17-45. <p>The Group estimates that during 2020-21 over 2,500 young people per month have been worked with, despite Covid restrictions.</p> <p><u>Charges</u></p> <p>Academy players – are in full-time education, the Group receives payments for provision of football training from the scheme’s academic education provider.</p> <p>Youth Academy (formerly Centre of Excellence) players – the Group receives payment from boys’ parents for provision of football training.</p> <p>Primary schools – schools are charged on a pre-agreed basis for provision of PE and after school clubs.</p> <p>Holiday schools – individuals are charged at a daily or weekly rate at a rate comparable to other similar activities.</p> |
| 1.5 Members | N/A |
| 1.6 Sum Requested | £20,000 (Revenue) |
| 1.7 Project | <p>Cardinals in the Community intends to use the funds for the continuation and ongoing development of community football and healthy living initiatives, to support the operation of the new 3G pitch and changing facilities at Woking College on behalf of the Borough Council and to maximise the community benefits from this new facility.</p> <p>Its Academy, Youth Academy, schools and holiday schools activities are well established. Looking forward, its vision is to expand the activities in the wider community, in line with the objectives to provide opportunities for all sectors of the local population, especially those that are often excluded. There will also be an emphasis on community-based programmes which help to tackle obesity. These are the activities which are not self-funding and for which support has been requested.</p> <p>Some activities were necessarily paused during the pandemic in 2020-21 but have resumed and a full programme is expected in 2022-23, which includes:</p> <ul style="list-style-type: none"> • Walking football – training sessions for men over 50 (pre-Covid there were 17 regular participants) • Visits to care homes for older residents, some suffering from dementia – chair based exercises and games • The Surrey Community Football League for adults with mental |

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| | <p>health issues – monthly games in a central venue, with a league and a cup competition and end of season presentation</p> <ul style="list-style-type: none"> • Sessions for those living with and having recovered from cancer • Football for people with disabilities (pre-Covid an hour's training and 4 hours' match time took place each week) • Support for young carers • Work experience for younger people. <p>New activities being introduced and planned include:</p> <ul style="list-style-type: none"> • The Man v Fat programme for men over 60 – encouraging weight loss with increased activity levels and camaraderie in a team environment • Girls' football – it is intended to create a hub for girls football, with opportunities for girls to play • Premier League Primary Stars programme beginning to support schools with additional teacher support in PE, Maths and English • Social Action projects such as "Save the Ocean" • Annual football in the community open day which will be specifically aimed at encouraging under-represented groups to participate, including BAME populations and females • An event is envisaged in conjunction with the police and community safety with the aim of engaging high risk groups and reducing anti-social behaviour. | | | | | | | | |
| <p>1.8 Cost breakdown:</p> | <p>The most significant cost incurred in providing the Group's services in coaching and running football events is staff costs. However current requirements to pay for the hire of the 3G pitch which Cardinals manages on behalf of Woking Borough Council at Woking College mean that previously viable community programmes no longer break even. An estimated breakdown of costs is provided below.</p> <table border="0" style="width: 100%;"> <tr> <td style="padding-left: 20px;">Staff costs (qualified football coaches)</td> <td style="text-align: right;">£5,000</td> </tr> <tr> <td style="padding-left: 20px;">Hire of 3G pitches (additional cost)</td> <td style="text-align: right;">£14,000</td> </tr> <tr> <td style="padding-left: 20px;">Equipment</td> <td style="text-align: right;">£1,000</td> </tr> <tr> <td style="padding-left: 20px;">Total</td> <td style="text-align: right;">£20,000</td> </tr> </table> | Staff costs (qualified football coaches) | £5,000 | Hire of 3G pitches (additional cost) | £14,000 | Equipment | £1,000 | Total | £20,000 |
| Staff costs (qualified football coaches) | £5,000 | | | | | | | | |
| Hire of 3G pitches (additional cost) | £14,000 | | | | | | | | |
| Equipment | £1,000 | | | | | | | | |
| Total | £20,000 | | | | | | | | |
| <p>1.9 Community Benefit</p> | <p>The organisation estimates that it worked with around 2,500 young people per month during 2020-21, with a variety of football and multi-sport offerings, and aims to reach a wider demographic for the provision of further opportunities for activity and exercise, benefiting local people's physical and mental health.</p> <p>Exercise and activities in care homes provide a wealth of benefits for residents' wellbeing, including functional fitness, social engagement, mental stimulation, health management and fun. For people suffering with dementia, activities can help to achieve purpose and pleasure as well as paying a part in dealing with challenging behaviours.</p> <p>Walking football for the over 50's has social, physical and mental health benefits and can attract people who might otherwise give up on exercise in later on in life. Participants can socialise with other people and forge friendships, helping to reduce the risk of social isolation. The Group states that it is especially valuable for men, who have a higher mortality rate before retirement age than women.</p> <p>The Man v Fat programme, which is endorsed by the FA, is aimed at</p> | | | | | | | | |

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| | <p>overweight men with a BMI over 27.5, and helps to fill a gap that arises with most slimming clubs being aimed at and attended by women. In a 14-week pilot scheme in Solihull the men lost 22 lbs on average, in a supportive and inspiring environment, bringing with it a range of physical and mental health benefits, as well as the fun social benefits of belonging to a team.</p> <p>It is envisaged that the grant would provide additional programmes of activity including those listed below, with the final blend of offerings will be determined by the Group's Community team in response to demand at the time:</p> <p>After Schools Clubs for 3 hours/week; 15 children/session x 30 weeks (45 children)</p> <p>Community Outreach sessions for health and well-being for 2 hours per week; 40 individuals x 30 weeks (80 individuals)</p> <p>Walking Football for over 50's for 3 hours/week; 15 participants x 30 weeks (45 individuals)</p> <p>Women's Recreational Sessions for 3 hours/week; 15 participants x 30 weeks (45 individuals)</p> |
| 1.10 Covid-19 Impact | <p>The work of the Charity was largely stopped during the first lockdown in early 2020, with all the charity's staff placed on furlough. Over the following months staff were taken off furlough as and when work became available for them. There was little disruption to the Academy and the Group was able to run holiday courses in the 2020 summer holidays at West Byfleet Junior School. Since the start of the autumn term 2020, the Academy and Schools' work has continued without interruption. The Youth Academy restarted in September 2020 and only paused during the second period of lockdown. All community activities were impacted to some extent. Overall, the Covid-19 pandemic to date has not significantly adversely affected the charity financially.</p> <p>The pandemic has inevitably impacted the people supported and those who are targeted to provide more support to in future. Sport England has reported findings indicating that, whilst physically active adults largely maintained activity levels during the pandemic, certain groups and demographics have been more negatively impacted. These are typically the groups that were less active pre-pandemic and people with long-term health conditions, along with those from BAME backgrounds.</p> |

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| <h3>2.0 Financial Background</h3> | |
| 2.1 Budget | <p>At the time of the application, the Group held £160,000 in the bank. The sum of £21,800 is reserved for funds to be paid to the Council relating to net income from the running of the 3G pitch facility at Woking College.</p> <p>The Group has submitted a budget for 2022/23 which shows an anticipated income of £335,000 against an anticipated expenditure of £333,000, resulting in an anticipated surplus of £2,000. The budget includes the £20,000 applied for from the Council.</p> |

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| 2.2 Accounts | The Group has submitted accounts for 2020/21 which show an income of £331,513 (£348,014 in 2019/20) against expenditure of £283,518 (£274,674 in 2019/20), resulting in a surplus of £47,995 (a surplus of £73,340 in 2019/20). The sum of £121,335 was carried forward at the end of the 2020/21 year. |
| 2.3 Support over the past five years | New application. |

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| 3.0 Assessment of Application | | |
| 3.1 Key Information | <ul style="list-style-type: none"> ○ Constitution ○ Registered Charity ○ VAT Registered ○ Equal Opportunities Policy ○ Safeguarding Policy ○ Reserves Policy ○ Quality Mark ○ Other funding sources pursued ○ Other support by the Council ○ Fundraising ○ Two quotes ○ Regular monitoring provided previously <p>* During 2021/22 funding of £20,000 was received from service budgets. The Group manages the 3G football pitch facility at Woking College, with the Group using part of the Community Pavilion as its office and paying £5,000 per annum. The Group receives a 50% discount on the headline hire charges for block bookings of the 3G pitches.</p> | <p>Yes</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>Yes *</p> <p>Yes</p> <p>N/A</p> <p>N/A</p> |
| 3.2 Assessment | <p>In light of the Council's financial position, it is recommended that a grant of £10,000 should be awarded for 2022/23. Cardinals have been in receipt of regular funding for many years to support the community football in the borough and have done an exceptional job. The Leisure Services Manager will work with the Cardinals to improve the profitability of the 3G pitch which may mean a smaller grant will be applied for in the future.</p> | |

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