

*** PRESS RELEASE ***

FOUNDATION FOOTBALL WIN COMMUNITY AWARD AT LONDON BUSINESS AWARDS

FOUNDATION FOOTBALL ARE THE PROUD WINNERS OF THE COMMUNITY AWARD AT THE 12TH ANNUAL ARCHANT THAMES GATEWAY LONDON BUSINESS AWARDS.

This Community Award was open to businesses that have made an active contribution to support their local community, schools and colleges. Entrants for this award were measured on their social impact and not purely financial support.

The judges commented that they had so many good entries in this category and it was a close competition at the top. Foundation Football were chosen for their unique approach to widening the participation of young people from all backgrounds and abilities in sporting activity; thereby increasing wellbeing and a sense of aspiration and achievement so necessary for these children.

As well as the prize from Archant Foundation Football were also presented with £1000 to donate to a charity of their choice courtesy of Canary Wharf Group.

About Foundation Football

Foundation Football provides children with the opportunity to access sport during the school day and also evenings, weekends and school holidays. We also provide Local Education Authorities with delivery of sessions, tournaments and competitions.

Our enthusiastic coaches deliver sports coaching sessions in primary and secondary schools. We provide fun and informative sessions with fresh ideas. Our qualified coaches are always positive, show encouragement and provide examples of fair play.

Further Information

Foundation Football, through our dedicated high calibre services offered to an abundant number of schools, are proud to receive the community award. Of the many services we offer to these schools, one that stands out for recommendation is the interaction Foundation Football has with the School Sports Partnership (SSP) scheme. Delivering coaching to every school in Redbridge, free of charge for all children in attendance, we deliver breakfast, lunchtime, curricular and after school activities.

To generalise, with a pool of over 40 strong qualified coaches; we operate in over 100 schools across the regions. Our quality of coaching and attention to detail has resulted in Foundation Football being chosen to work with 'Schools Sports Programmes' in Enfield, Lea Valley, Redbridge and Mayfield to name but a few, enabling children everywhere to obtain a reliable, entertaining and educational training scheme in sports coaching.

Establishing ourselves in Redbridge over the past six years, the past 12 months has seen us excelling at providing a vital sporting service for the community and feedback from Teachers and Parents alike has been overwhelming.

As well as providing schools with sports coaching; and players with coaching sessions at weekends and school holidays, we have identified a gap in the borough, and possibly the whole of the country due to our unique approach.

After liaising with many of our schools last year; it came to light that the Primary School Football League could be further enhanced with the utilisation of Foundation Footballs experience. Unfortunately the primary schools football league has deteriorated over the years as it is nobody's responsibility to provide such a service anymore.

We are responsible for liaising with all 64 primary schools in Redbridge and co-ordinating each and every fixture using our tried and tested methods. We create glossy wall charts to go to every school we constructed a system on our company website where every single player, parent and teacher can check their team's progress. They can view their current league tables, their results and forthcoming fixtures. This has proved enormously successful with some schools even including it within their ICT lessons and creates a terrific buzz and sense of camaraderie amongst the players and teams alike.

Foundation Football have since been contacted by other SSP schemes to run football leagues in their borough as a direct result of the hard work and feedback from these schemes.

Foundation Football also deliver coaching sessions at Special Education Needs (SEN) schools, Children at Special Educational Needs (SEN) schools do not get the opportunity to play competitive football against other schools. This is mainly due to having to get mini-buses to and from school. We at Foundation Football believe we have filled a vital need for SEN schools by setting up a football league exclusively for SEN schools. This has targeted the 20 special schools we are currently involved with. The SEN schools are located across three London Boroughs and come together for these spectacular sporting events.

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