



PRESS RELEASE

New investment from The FA secures long-term future of AFC West End (Esher)

- *AFC West End awarded £750 Stay in the Game grant*
- *Investment will boost the retention of adult male footballers*

Keith Harris, The Treasurer and Secretary of AFC West End says he can't wait to see the look on his player's faces after investment from The FA secured the club's long-term future.

AFC West End has been awarded a grant from The FA's Stay in the Game scheme to help aid the club's retention of its adult male players, giving them the financial support to cover the costs incurred by grassroots clubs.

The Stay in the Game scheme is funded by The FA and delivered by the Football Foundation, with grants of £750 awarded to existing clubs in order to boost financial sustainability and allow clubs to continue offering playing opportunities in organised football.

The grants will be used towards training facility hire at Elmbridge Xcel Centre in Walton-on-Thames Surrey where both its First and Reserve Teams train on a Thursday night. Both teams play in the Guildford and Woking League on Saturday afternoons and of course will welcome any aspiring or returning players to bolster their strengths.

Eric Strange, the Club Chairman said, it's great to see some of the funds from the National Game permeating down to Grass Roots level. It will certainly help us assist individual players to reduce the costs of amateur football, driven so high by such expenses as ground hire and maintenance, kit requirements and even payments to the League and Officials such as referees.

Notes to Editors

Stay in the Game is inclusive of players from different ethnic backgrounds, faiths and sexual orientations.

This push to sustain adult male teams follows the recent *Grow the Game* funding scheme for 2019, which made £1.5 million available for grassroots clubs looking to create new women and girls or disability football teams.

As well as *Grow the Game*, the Football Foundation uses investment from the Premier League, The FA and the Government, through Sport England, to provide enhanced sporting facilities across the country. Since 2000, the Foundation has supported over 16,500 grassroots projects worth more than £1.5bn.

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