

Kensington Community Football

Kensington has launched Community Football – a programme to sponsor small football clubs that play an active role in their communities. These clubs must run a range of teams across different age groups, with resources distributed fairly throughout the club and as much emphasis placed on encouraging young children to play the game as operating a successful first team.

The objective of the programme is not to sponsor local football, but to sponsor local football as a means of supporting communities, and participating clubs must be able to demonstrate how they use their facilities, skills and experience outside of their everyday activity to reach out to their local area.



Brantham Athletic Football Club

The first team to be part of the programme is Brantham Athletic - a club in East Anglia whose men's first team plays in the Ridgeon's Premier League.

Brantham have demonstrated their commitment to providing coaching and facilities to develop young talent, encouraging children in the local area to play football and running a sustainable and community-focussed club across a number of age groups.

Peter Crowhurst, Chairman at Brantham Athletic, says: "Brantham Athletic strongly believe that football has the ability to unify communities by bonding all age, race, gender and social groups with a common sense of purpose. Football holds a unique attraction and relevance to people. A club such as ours provides the platform to improve football skills, help players graduate through the game and build lifetime friendships. Importantly we believe that good coaching can fulfil a mentoring and character building capacity, developing the role models and good citizens of the future.

"Brantham Athletic Football Club is working very hard with Local Government and the Football Association to meet these challenges, and help provide a bond in our community. We have a five-year plan that includes achievement of FA Community Football Club Status, improving our facilities and sustaining ourselves as a step 5 club within the football league structure.

"Kensington's Initiative has provided us with the support, the lifeblood and advice we need to plan and meet these targets. We are extremely grateful that we have been chosen to pilot this programme."

Kensington will be working with Brantham Athletic to help develop their community programme, with a number of subsidised coaching sessions and special events throughout the year

For all of the latest news on Brantham Athletic, visit www.branthamathletic.co.uk



Get involved

If you belong to, or know of, a football team you think has got what it takes to be part of Kensington's Community Football programme, why don't you get in touch?

In order to ensure that we partner with the correct clubs to help us meet our objectives of supporting community in a sustainable and responsible way, each club must meet a series of criteria that demonstrate its credentials and stability.

For more information and request a Kensington Community Football application pack, please email Alex Hammond, PR, Brand & Communications Manager at Kensington on alex.hammond@investec.co.uk