

Club	Kent Exiles
Funding Source	Sport England Small Grant
Project Title	'Exiles First Down'
Award Won	March 2017
Amount Awarded	£8,799

Club Background

The Kent Exiles is a well established club and one of the longest serving in British American Football. Set up in 1990, the club has a men's padded side an U19 and two U17 padded sides as well as two U14 and two U11 flag teams. Also with a Women's Team, they are officially the country's largest club.



What was the need for funding?

The U19 Exiles team are current national champions which has helped generate additional interest in the club and more people wanting to play in all age groups, but especially in the U17 age range where a second team was required to enable more young people the opportunity to play. . There has also been an interest in getting more women involved in the game and the Exiles wanted to establish a Women's program.

The club broke down their need for funding into three key areas:

- Raising Awareness of Women's and Youth programs
- Coach Education
- Increase participation

What did they achieve?

The club are half way through their project and are making great strides towards their goals. The Women's program has a steady start with kit, equipment and coaches in place as well as a number of players. More development days are planned to increase the numbers in this group ahead of competition play.

Open training sessions have been taking place for younger people to give them a taste of the sport and allowing them the opportunity to try it out. This has led to an additional 30 young people joining the club so far. Specific football workshops have been taking place and more are planned for the Autumn to help increase the skills of the coaches ahead of the new seasons for the Women's and new youth side especially.

What do the club say?

"The interest in American Football continues to grow in Bromley, Orpington, Dartford and the surrounding areas. While we have a great volunteer workforce we lacked the resource to be able to take advantage of the new participation levels.

AFD really helped us in focusing our applications needs into the right areas, writing the bid with us and answering any queries along the way. With the club committee juggling full time jobs and running the club, their support took the pressure off while getting us the funds we desperately needed to expand"

Martin Jeffkins, Kent Exiles

