



BUTTERFLY FUND



How It Works

Clubs must select three actions* from the lists below (at least one from Group 1 and two others from Group 2 or Group 1). Clubs then have 12 months to complete the tasks to receive £250 funding upon successful completion. **Non-Charter Standard clubs must also complete a 4th action of becoming FA Charter Standard accredited.*

It's simple to apply. Choose your options then scan the QR Code from your phone to fill out our short online application form. Alternatively, please contact a member of the team at Berks & Bucks FA via email; Development@Berks-BucksFA.com



Group 1	Objective	Action	Supported By
CS	Raise standards in the grassroots game. *FOR NON-CHARTER STANDARD CLUBS ONLY*	Attain The FA Charter Standard club accreditation.	Jonathan Coles
1A	Work in partnership with another local club to share resources.	Apply for the Adopt-a-Club Scheme. Create a link with a partner club and agree three actions.	Jonathan Coles
1B	Increase the opportunities for disabled players within the club.	Affiliate a new disability team within the club.	Jonathan Coles
1C	Increase the opportunities for female players within the club.	Affiliate a new female team within the club.	Ellen Hopkins
1D	Upskill coaches qualifications within the club.	Every unqualified named coach assigned to a team within the club to complete the online 'FA Playmaker' course.	Richard Brant
1E	Increase the local offer for social players to play recreational football.	Apply to become a recreational football centre; either Wildcats (for girls 5-11), BOBiCats (for disabled players aged 5-8) or Just Play (for Adults aged 16+).	Ellen Hopkins
1F	Increase the local offer for social players to play competitive football.	Affiliate a new Flexi-Football team to compete in a BBFA Flexi-Football League.	Ellen Hopkins
1G	Create a high quality introduction to football for the youngest age groups.	Affiliate a new U6 mini-kickers session within the club.	Richard Brant
1H	Increase opportunities to play small sided football within the club.	Affiliate an Open Aged Small Sided Team (5v5, 6v6, 7v7 or 9v9) and enter an BBFA affiliated Small Sided Adult League.	Ellen Hopkins
1I	Increase participation amongst parents with regular recreational football activities for adult females.	Introduce a 'Sideline Mums' weekly session to run alongside a Wildcats sessions.	Ellen Hopkins
1J	Increase affiliated football opportunities in high risk age groups.	Apply for the BBFA Boost Fund. Affiliate a new team within one of the identified age groups for the start of the 2021/22 season.	Jonathan Coles

Group 2	Objective	Action	Supported By
2A	Improve referee coverage within the club by providing access and appointments to registered officials.	Appoint a Referee Appointment Officer within the club. Complete the Referee Mentor Workshop with BBFA Referee Development Officer. Complete FA DBS process and FA Safeguarding training. This individual will liaise with Referees and offer appointments, mentor support within the club structure to increase referee coverage at all home games.	Lisa Benn
2B	Encourage young leaders to have a voice in the development of football in the local area.	A young leader within the club joins the BBFA Youth Council.	Richard Brant
2C	Offer volunteering opportunities for young leaders within your club.	Sign-up for the BBFA Young Volunteers Club. Create opportunities for young leaders to volunteer within the club. Young leaders to complete a combined total of 25 hours of volunteering hours within the club.	Richard Brant
2D	Promote an improvement in touchline behaviour within your club.	The club's Welfare Officer makes contact with BBFA's County Welfare Officer to review utilisation of the FA's Respect programme. The club hosts an online workshop for parents.	Natasha Keating
2E	Strengthen the Child Welfare presence with the club.	Appoint an assistant Club Welfare Officer within the club. This individual to attend the 'Welfare Officer Workshop' and complete the 'Online Safeguarding for Committee Members' course.	Natasha Keating
2F	Review, and if needed, improve grass pitches within the club.	Sign-up for the Grass Pitch Improvement Strategy. Using the provided app review all grass pitches within the club. If applicable, secure pitch improvement funds to attain 'Good Quality Pitch Status'.	Jon Wood
2G	Raise awareness and improve the knowledge around disability football within the club.	Sign-up to become a BBFA Disability Pledge Club.	Jonathan Coles
2H	Introduce a positive knowledge sharing culture for coaches within the club.	Identify an experienced coach within the club to enter the BBFA In-Club Mentor Programme. As an In-Club Mentor link this coach with younger age groups or inexperienced coaches to better share coaching knowledge.	Richard Brant
2I	Increase the knowledge around growing female football. Understand on and off-pitch considerations to take into account when developing female friendly provisions.	Sign-up two club coaches to attend the 'BBFA Female Friendly Club Training Workshop'.	Ellen Hopkins
2J	Offer recreational girls participants to play competitive football.	Sign-up to bring a team to BBFA's Introductory Girls Football Festival.	Ellen Hopkins
2K	Improve social media engagement within the club.	Create club social media accounts across multiple platforms. Follow BBFA on all social media accounts. Complete a basic social media content plan using our template. Arrange a 1-to-1 discussion with the BBFA Communications Officer to complete/review social media content plan. Tag BBFA in a social media post once a month for the rest of the season.	Steph Clark
2L	Support club officials and coaches to improve knowledge of FA admin platforms and player registration.	The club to contact with BBFA's Head of Governance to organise an admin workshop for all club officials and coaches which can cover Player Registration, Whole Game System, Full-Time, Matchday App and Platform for Football.	Alastair Kay
2M	Improve the mechanisms within the club for members to report discrimination, safeguarding concerns or breaches of club policies and rules.	Work with BBFA's Head of Governance to adopt a robust complaints procedure within the club.	Alastair Kay