



# WELCOME TO WILDCATS GUIDANCE 2019/2020



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# INTRODUCTION

# INTRODUCTION

## WELCOME TO WILDCATS GIRLS' FOOTBALL CENTRES

We believe that every young girl should have the opportunity to experience our great game. To achieve this goal, we need to develop accessible and universal participation opportunities For All. Our Wildcats Girls' Football Centres are a national network that will make a significant contribution to achieving the Doubling Female Participation ambition, set out in The FA's strategy (Game Plan for Growth) by 2020.

Wildcats Girls' Football Centres provide girls ages 5-11 years old with the opportunity to Have Fun, Make Friends and Play Football. This fun, friendly environment will develop young girls' physical & social skills by encouraging a healthy lifestyle and inspiring them to develop a lifelong love of the game. It could also be the starting point for a future international player, referee/official or coach.

The Wildcats programme has been developed and designed through research, as we know girls have many motivations to play football; for fun, friendship, fitness and family. We need to ensure this programme embraces difference, through its delivery and that our Wildcats Centres welcome girls of all abilities, backgrounds and experiences.

Football has a unique power to change lives and unite our communities in ways little else can. There has never been a more important time for football to play its part in bringing our communities together and supporting girls to become physically active through football.

So much has been achieved in progressing women and girls' football at this exciting time. We are delighted with the progress that we are making across the women's game on every front. Yet we recognise this game has so much more potential, which can only be achieved by working together as one team, with one clear overarching plan.

Every single Wildcats Girls' Football Centre is so important in not only transforming the women and girls' game in England, but also changing these young girls' lives.

With England being one of twelve host countries for UEFA EURO 2020 and the sole host of UEFA Women's EURO 2021, we hope the journey of our national teams in these tournaments will inspire more young girls to try and play football. We will be signposting all young girls to our Wildcats Girls' Football Centres, so what better time to be a part of this exciting programme!

We hope you are able to support our goal to double female participation in England, by submitting an application to become a Wildcats Girls' Football Centre. We wish you the best of luck with your application and look forward to working with you.

Best Wishes  
Baroness Sue Campbell CBE

*Sue Campbell*





# PROGRAMME OVERVIEW

# WHO CAN APPLY?

## WHO CAN APPLY?

Applications are welcomed from any organisation that meets the Wildcats criteria. Organisations that have previously delivered Wildcats can apply to run additional Centres, in doing so they must continue running the original Centre(s) they have set up.

## WHAT IS A CENTRE?

A unique offer of Wildcats sessions at a particular location and time, attracting a particular cohort/group of young girls.

- ✓ A Centre must deliver for a minimum of 16 weeks a year
- ✓ A Centre must operate for at least two years (i.e. a minimum of 16 weeks in EACH year)
- ✓ Each Centre must have capacity for a minimum of 30 girls/participants per session
- ✓ Each session must be a minimum of one hour duration
- ✓ Staffing ratios appropriate to the group must be maintained (see Page 17)

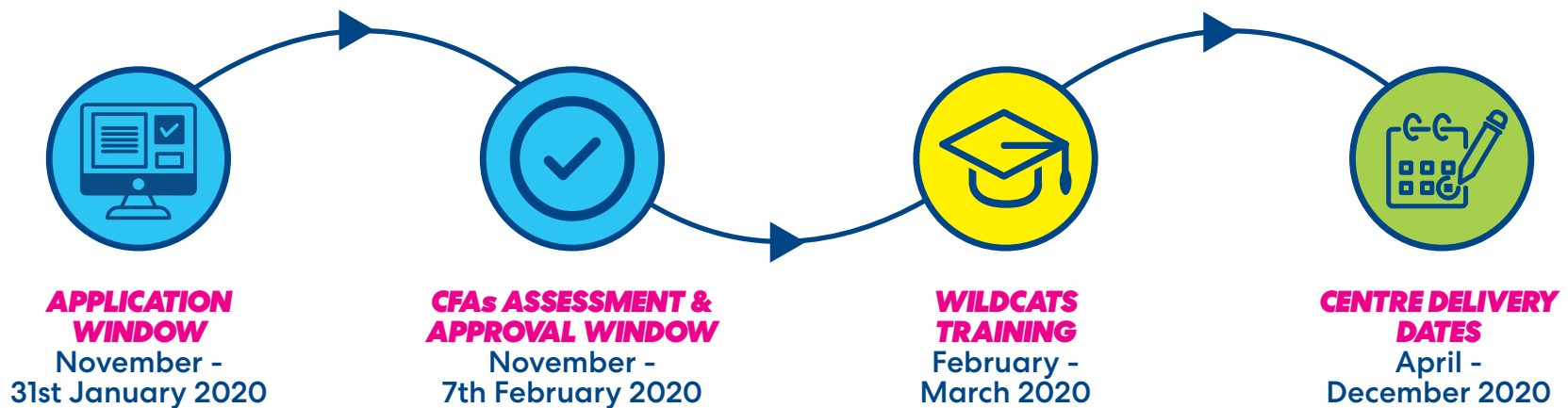
**Additional Wildcats Centres must run at a different time, location and must be engaging different participants.**

## ORGANISATIONS WILL NOT BE FUNDED TO DELIVER:

- x New Centres to replace existing Centres'
- x Additional sessions for existing players



# TIMELINE



# DELIVERY - WHAT IS NEEDED?

Our research tells us that girls 5-11 want sessions which are:



**Weekly & Warm**



**Safe & Fun**



**Fitness**



**Girls Only**

## TIMING OF DELIVERY:

The Wildcats Centre launch will take place in April 2020, therefore centres should begin delivery during this month, to ensure maximum Centre exposure during this period.

Greatest demand for Wildcats is over Spring and Summer (as they are the warmest months and best time of year to engage with the beginner girl). If Centres wish to continue their delivery into Autumn and Winter then we recommend Centres use an indoor facility to deliver their sessions.

**Delivery must be for a minimum of 16 weeks per year.**

## TYPE OF DELIVERY:

Centres can deliver outside or inside, as long as this remains a safe environment to host your Wildcats Sessions, and that you comply with all health and safety requirements.



### Outside

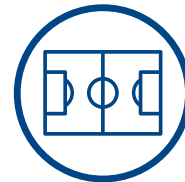
E.g grass, multi use games area, artificial grass



### Indoor

Sports hall, school hall

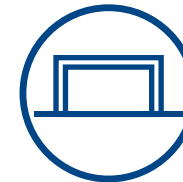
Centres can offer futsal as well as, or instead of football, as long as they follow the basic principles below:



Use a surface with a hard court



Play with a Futsal ball



Where possible use Futsal Goals



# WHAT SUPPORT NEW CENTRES WILL RECEIVE

## FUNDING



**Start up grant of £900**

**Distributed in the following format:**

**Year 1 - £600**

**Year 2 - £300**

## CENTRE SUPPORT



**Centre Training**



**Centre Delivery Support**



**National Search Engine**



**Access to HIVE Learning**

## KIT & EQUIPMENT



**Nike Footballs**



**Wildcats Bibs**



**Wildcats Banners**



**And even more**

## RESOURCES



**Branded Marketing Assets**



**Access to online Activity Pack**



**Session Resources**



**Access to online Kit Store**

# FUNDING

Only new Wildcats Centres will receive a start up grant of £900 which must be distributed in the following format;

**Year 1 delivery - £600**

**Year 2 delivery - £300**

## WHEN DO CENTRES RECEIVE THEIR FUNDING?

Once all Centres have been approved, funding will be distributed to CFA's.

Please contact CFAs directly to access your funding post approval & training.

## WHAT CAN I USE MY FUNDING ON?

This funding is for Centres to be creative with, however this must be invested into Wildcats.

Centres can contact their local CFA for support and ideas on how to best utilise your funding. Below are some examples of how you could spend the funding;



### Centre Support

Additional kit & equipment, facilities & staff costs



### Player Recruitment

School delivery, festivals, assemblies



### Staff Support

Upskilling and recruiting staff (administration, marketing, coaches, volunteers).



### Rewards

Bespoke prizes & Wildcats awards

## PARTICIPANT FUNDING

Research shows people value sessions more if there is a small charge; plus Centres must be self-sustaining after 2 years; therefore we recommend Centres charge participants up to £3 each session.

Centres that wish to increase the charge must submit a rationale in writing to the CFA, it is up to the CFAs discretion to allow this.

# MONEY CAN'T BUY EXPERIENCES

**Being part of Wildcats gives you the opportunity to access unique 'money cant buy experiences' which are exclusively for Wildcats centres.**

Throughout the year there will be a number of initiatives and campaigns rewarding centres, participants coaches and volunteers. Take a look at some of the amazing opportunities Centres experienced at the Womens FA Cup last year.

- 1,600 Wildcats took over Wembley in the official Wildcats corner complete with a goody bag for all
- Over 400 Wildcats took part in a pitch parade of Wembley before Kick Off
- Wildcats Coach Billie Graham presented the trophy
- 10 Wildcats were player mascots

Make sure you keep in touch with your local CFA throughout the programme to be in with a chance to access these money can't buy experiences-you wont want to miss out!





# PROGRAMME CRITERIA

# CRITERIA

## 01. DELIVERY

Centres must commit to 2 years operation, each with a minimum of 16 weeks delivery



## 02. SAFEGUARDING

Centres must evidence a safeguarding policy



## 03. HEALTH AND SAFETY

Centres must evidence a risk assessment and activity check list



## 04. INSURANCE

Centres must evidence public liability insurance



## 05. STAFF

Centres must meet and adhere to the staffing criteria throughout delivery of the programme



## 06. SUSTAINABILITY

Centres must be able to describe their plans for ensuring sustainability of their Centre post funding



## 07. ENTRY & EXIT ROUTES

Centres must demonstrate entry and exit routes for participants



## 08. TRAINING

Centres must attend Wildcats training



## 09. INCLUSIVE

Centres must be inclusive for all girls to participate



## 10. ACCESSIBILITY

Centres must operate within community hours, to allow accessibility for all



## 11. PARTICIPANTS

Centres must have capacity for a minimum of 30 participants and all participants must be booked on by their parent /Carer prior to taking part in a session



## 12. FA TERMS & CONDITIONS

Centres must agree to the FA Terms & Conditions on application, and must operate within the parameters of this agreement

# CRITERIA

## 01. Delivery



Applicants must commit to a minimum of 2 years operation. Wildcats is an opportunity for girls to try football for the first time and we must have as many of these opportunities as possible!

Delivery must consist of a minimum of 16 weeks in year 1 (2020) and a minimum of 16 weeks in year 2 (2021).

16 weeks is the minimum requirement, however Centres are able to run all year round, the more weeks delivering the better!



# CRITERIA

## 02. Safeguarding (1/2)



### **ALL WILDCATS CENTRES MUST BE ABLE TO EVIDENCE A SAFEGUARDING CHILDREN POLICY**

If a Centre does not have a Safeguarding Children Policy they can download The FA's club template 1.4 by visiting;

<http://www.thefa.com/football-rules-governance/safeguarding/section-1-football-safeguarding-framework>

The FA's Safeguarding Children Policy principles must be adhered to by Wildcats Centres and all of its related activities. When working in partnership to deliver football activity, it must be clear how Safeguarding Children Policy principles will be adhered to, and what the process is for recognising and responding to concerns about a child.

The FA Safeguarding Children Policy principles are that:

- The child's welfare is, and must always be, the paramount consideration;
- All children and young people have a right to be protected from abuse regardless of their age, gender, disability, culture, language, racial origin, faith or sexual orientation;
- All suspicions and allegations of abuse will be taken seriously and responded to swiftly and appropriately;
- And working in partnership with other organisations, children and young people and their parents and carers is essential.

### **THE SAFEGUARDING POLICY MUST BE CLEAR ABOUT THE FOLLOWING REQUIREMENTS:**

#### **The Referral Process**

which includes The FA Case Management Team (Safeguarding@TheFA.com or 0800 0835 902).

#### **Named Designated Safeguarding Officer**

responsible for ensuring safeguards are in place and maintained effectively. All staff, parents/carers and players must be made aware as to who this person is and how to contact them. Centres are responsible for messaging the name of DSO & contact info to parents/carers.

#### **Safer Recruitment**

including DBS checks; via The FA DBS Unit (checks completed via the Premier League and/or PL Club should make use of The FA portability agreement to comply with the requirement for an FA accepted DBS check)

#### **Safeguarding Training**

completion of The FAs Safeguarding Children Training e.g. SCW/WOW. EFL and PL Club DSOs must be up to date with their respective leagues DSO safeguarding training requirements or complete The FAs WOW

### **REPORTING CONCERNS**

Concerns should be reported as quickly and easily as possible. Each Centre must have a designated safeguarding officer who is clear about the FA referral and whistleblowing procedures.

### **PREVENTION**

It is essential that every Wildcats Centre implements preventative safeguarding measures to help create safe and enjoyable environments for every aspect of the proposed activities.

### **PLANNING, DELIVERY AND COMPLIANCE**

All parties must be clear about the safeguarding requirements for Wildcats Centres including who is responsible for what safeguards during i) planning, ii) delivery and iii) compliance monitoring.

# CRITERIA

## 02. Safeguarding (2/2)



### **Q1: How do I get an FA DBS Check?**

(previously referred to as FA CRC)

**A:** Contact your County FA Designated Safeguarding Officer (DSO) or PL/EFL DSO for further advice and guidance. Alternatively you can contact The FA DBS Unit via (0845 2108080 or email [FAChecks@TheFA.com](mailto:FAChecks@TheFA.com)) for further information.

### **Q2: I already have a check via my PL Club can I use this?**

**A:** If your check is for the child workforce, was completed through your PL Club account with GB Group and there is no content on your DBS Check then simply contact GB Group (0845 2108080 or email [FAChecks@TheFA.com](mailto:FAChecks@TheFA.com)) who will be able to port this for you to The FA. You will need to provide your name, DOB, the address you used to complete your check and give consent for GB Group to port your DBS Check to The FA.

### **Q3: I have registered with the DBS Update Service – do I still have to do an FA DBS Check?**

**A:** If your check is for the child workforce and was completed through your PL Club account with GB Group see the answer to Qu 2. If your DBS Check is for the child workforce and you have registered with the DBS Update service see the answer to Qu 3. If your DBS Check is via any other organisation e.g. a school, church group, volunteering organisation you will still need to complete an FA DBS Check (Children's workforce).

### **Q4: I already have a DBS Check via another organisation – can I use this?**

**A:** If your Check is for the child workforce and was completed through your PL Club account with GB Group see the answer to Q2. If your DBS Check is for the child workforce and you have registered with the DBS Update service see the answer to Q3. If your DBS Check is via any other organisation e.g. a school, church group, volunteering organisation you will still need to complete an FA DBS Check (Children's workforce).

### **Q5: How long will it take for my DBS Check to be completed?**

**A:** This depends on a number of things including – if you have applied online or by paper application (which takes much longer), how complex your address history is, if you have a common name, possible delays in the local Police forces and in accessing local records. However generally it will take about 7 working days for your check to be completed.



# CRITERIA

## 03. Health & Safety

## 04. Insurance

Wildcats is all about having fun and making friends - in a safe environment. Therefore to ensure Centres are operating safely, all Centres must evidence the following:

- H&S Activity Checklist (template provided)
- H&S Risk Assessment (template provided)
- Public liability Insurance  
(minimum limit of indemnity of GBP 5 million)

**APPLICATIONS WILL NOT BE APPROVED BY THE COUNTY FA UNTIL CENTRES HAVE EVIDENCE OF THESE DOCUMENTS.**



# CRITERIA

## 05. Staff



### REQUIREMENT

1. There must always be a minimum of two adults (18+) available at any one time, one of which must be a level 1 coach, and there must be a minimum of 1 staff member (18+) to every 16 children.
2. Where the children are aged 8 or younger you will require more staff and a minimum of two adults (18+) should always be present (ratio 1:8).
3. If the children have additional needs e.g. learning needs or a disability the ratio should be higher to ensure you can meet the specific needs of any given group.

## STAFF ROLES & REQUIREMENTS

### Applicant

This role is responsible for completing the application process. This person cannot be directly involved in the delivery of football activity unless they meet the criteria of another specified role namely; lead coach, coach/volunteer or DSO. In this instance they must also provide their details under the relevant role

### Lead Coach

- Must be 18+
- Minimum of FA Level 1 coaching qualification
- In date accepted FA DBS Check (\*previously referred to as FA CRC)
- FA Safeguarding training
- FA Emergency Aid qualification

### Coaches/Volunteers

You must include a minimum of one adult (18+) who holds an in date accepted FA DBS Check\*

- Any Coach or Volunteer over the age of 18 must hold an in date accepted FA DBS Check\*
- Coaches U18 – coaches aged 16 & 17 can be registered – but they cannot be considered as part of the staffing ratio for the centre as they are not 18+ (you must have parental consent for them to volunteer and must be supervised at all times)

### Designated Safeguarding Officer

- In date accepted FA DBS Check
  - Responsible for ensuring safeguards are in place and maintained effectively
  - Must have attended FA Welfare Officer Workshop (WOW) or PL/EFL relevant DSO training
  - All staff, parents/carers and players must be made aware as to whom this person is and how to contact them
- Note - this person can also be the administrator, lead coach or coach/volunteer only if they meet the requirements for the role

### Volunteers (U16)

The minimum age for a volunteer is 14. If you have volunteers U16, you must adhere to the following:

- Have parent/carer consent for them to volunteer
- Supervise them at all times

NB - U16s should not be registered on the system

### Female Role Model

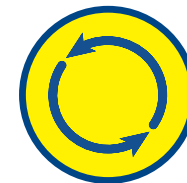
To increase the number of role models within football and meet the demographic of participants, at least one member of staff should be female, you can recruit this person at any time during year

To successfully submit your online application you will be required to input the following fields which meet the above requirements for each of their roles:

- ✓ Applicant
- ✓ Lead coach
- ✓ Coach/Volunteer
- ✓ DSO

# CRITERIA

## 06. Sustainability



Wildcats is a great opportunity to welcome new girls into the game, and we want to retain and grow these opportunities as much as possible!

**CENTRES MUST BE ABLE TO EVIDENCE HOW THEY WILL SUSTAIN THEIR CENTRE, FOLLOWING THE INITIAL START UP FUND.**

### WHAT DOES SUSTAINABILITY MEAN?

Sustainable Centres are:

#### **RELEVANT, RELIABLE and FINANCIALLY VIABLE**



##### **Relevant**

The Centre is continuing to offer a programme which is appealing to the target audiences, evidenced by a high number of returning players



##### **Reliable**

The Centre is running a sufficient number of weeks to ensure it builds a reputation for being open, running and delivering to a high and consistent standard; with sufficient staff to ensure it can accommodate holidays / illness etc.



##### **Financially Viable**

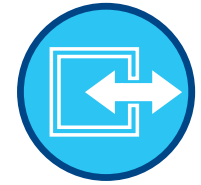
The Centre is genuinely covering its costs, including those relating to delivery, facilities, marketing, upskilling staff and administration.

### QUESTIONS TO CONSIDER IN YOUR SUSTAINABILITY PLAN:

- How much are you going to charge participants?
- How are you going to recruit staff?
- How are you going to involve your parent network?
- What links do you have to wider networks? Clubs, Schools, Colleges, Universities?

# CRITERIA

## 07. Entry & Exit Routes



Applicants must demonstrate how they will support the participants journey to and from Wildcats. This will include where participants will be recruited from, and where participants will be signposted to (when ready) to continue playing football in an environment that replicates the Wildcats values.



# CRITERIA

## 08. Training



### **CENTRES MUST COMMIT TO ATTENDING WILDCATS TRAINING.**

Wildcats training will be delivered in Feb/March of 2020. Further information and training dates will be distributed in due course.

The training will provide an introduction to Wildcats Programme, provide technical and operational guidance, and advice on how to make the Centre sustainable after 2 years.



# CRITERIA

## 09. Inclusive



Centres should ensure that they reflect the diversity of the population of the local areas and must be inclusive of players with a disability, impairment or any long term health conditions. We believe that, with the right support and coaching, players with a disability can achieve their potential, and by recognising everyone as an individual as opposed to an impairment, this is possible.

All the general principles of how to plan and deliver football sessions and activities are equally applicable when working with players with a disability, impairment or long term health condition.

Centres will also need to be aware of some additional factors when working with players with a disability to ensure a safe and enjoyable environment is created but remember the players and their parents/carers will be well aware of their own needs so talk to them to find out what they are.

In addition, Centres will need to think carefully about the following:

- Whether additional safety checks are necessary.
- Developing a shared plan with your players in terms of goals and expectations - communicate and work together to achieve them.
- How to adapt the way Centres deliver and organise the session to include everyone – sessions may need to be simplified.
- The length, intensity and frequency of sessions as well as the drills or activities within each session. (For example, some players with a disability may tire more quickly, others may need regular rests, some have difficulty regulating temperature and need to rehydrate more frequently)

### CENTRES MAY ALSO NEED TO:

1. Adapt drills and warm-ups to accommodate the needs of particular athletes and make sure you speak to your players to ensure you know what those needs are.

Remember the STEP principle can help you to adapt your session to include all players, including those with a disability:

- **Space** – Modify the space by increasing or decreasing the area in which a task is to be performed or changing the distance or areas in which to score points
  - **Task** – Give different players different tasks, e.g. ball juggling without a bounce and ball juggling with multiple bounces
  - **Equipment** – Use different modified equipment to help players of different abilities access learning
  - **People** – Modify the numbers within the practice to make it easier or harder to achieve success
2. Be creative in finding a variety of ways to explain or develop a particular skill.
  3. Be prepared to use a range of communication methods and tactics to meet the needs of all your players.

### QUESTIONS TO CONSIDER:

- How inclusive is your Wildcats Centres?
- Is your Centre representative of the community?
- Does your Centre offer opportunities for players with a disability?
- Have you contacted your CFA disability officer with Centre recruitment, support and ensuring success?

# CRITERIA

## 10. Accessibility



Wildcats is a community programme, which is designed to give every girl the opportunity to play football. Accessibility is about removing barriers to participation.

These may be:

- **Physical Barriers:** if young people have Special Educational Needs or Disabilities (SEND)
- **Economic Barriers:** if young people are from disadvantaged backgrounds we want to make sure some Centres are in locations which don't require much travel; and why we have capped the entry fee at £3
- **Logistical Barriers:** Wildcats is a community programme and so needs to operate in community hours i.e. outside of school time.

**ORGANISATIONS SHOULD SELECT A VENUE AND A START TIME THAT IS ACCESSIBLE FOR PARTICIPANTS.**

### **CAN WILDCATS BE DELIVERED AT SCHOOLS?**

Any organisation delivering a Wildcats Centre on a school site must ensure that the session is delivered at a suitable time for access for participants from surrounding schools, therefore Centres must allow a minimum of 30 minutes following the school day before starting the session.



# CRITERIA

## 11. Participants



### **CENTRE CAPACITY**

Wildcats Centres must demonstrate that they have a minimum capacity of 30 participants.

For example, Centres must ensure they have the correct coach ratios for 30 participants and a playing area suitably sized to host 30 participants.

### **CENTRE TARGET**

Centres should aspire to achieve 30 participants each week over each delivery year. Understandably this may take a number of weeks to achieve, and depends on each local community.

### **PARTICIPANT BOOKING/CONSENT**

All participants must be booked on to a Wildcats session via The FA online booking system, by their parent/carer, prior to taking part in a session.

- The session organiser must take attendance at the end of each session.
- The Centre must have confirmed parent/carer consent to participate;
- The Centre must have parent/carer consent for their child to be filmed/photographed; and
- The Centre must have participant data and ensure its retention is in compliance with General Data Protection Regulation (GDPR); medical needs, emergency contact information, any additional needs e.g. support for impairment, learning difficulties



# CRITERIA

## 12. FA Terms & Conditions

All Centres must agree to the FA Terms & Conditions upon application, and must operate within the parameters of this agreement.

The FA Terms & Conditions will be embedded into the online application process, which will provide applicants with the option to read through online or download if required.





# CONTACT

# CONTACT

County FAs oversee the Wildcats programme in their local area and will be on hand to support you through the application process. You can find your local CFA contact here on the following link:

[TheFA.com/CFAWomensandGirls](https://www.thefa.com/CFAWomensandGirls)

## WANT TO BECOME A CENTRE?



Its as simple as that!



***Thank you for your interest in  
delivering Wildcats in 2020,  
good luck with your application!***

**WILDCATS TEAM**



• THE FA GIRLS' FOOTBALL CENTRES •



**FOR ALL**