**Press Release**

**29/01/2018**

**Judgemeadow Community College named as key pilot for**

**Brand new FA Respect initiative**

Judgemeadow Community College in Leicesterhas been named as one of several grassroots football facilities across the country set to pilot an innovative initiative as part of The FA’s flagship behavioural campaign, Respect.

It is hoped that regular exposure to Respect messaging whilst at the facility will positively reinforce good behaviour and create an inclusive environment for all on matchdays.

One grassroots site across many County FA regions has been chosen as an FA Respect ‘Champion’ site, which will pilot an increased level of Respect messaging. Players, coaches, officials and spectators at Judgemeadow will be exposed a greater level of Respect messaging throughout their time at the facility, encouraging them to evaluate their behaviours whilst on-site.

The FA’s Respect scheme, delivered by the Football Foundation, aims to ensure that football – both on and off the pitch – continues to be an enjoyable experience for all. If the pilot scheme at the 43 ‘Champion’ sites proves successful, similar Respect messaging could be installed at every new, Football Foundation facility, with a view to installing at existing sites also.

Sam McMahon, Football Development Officer at Judgemeadow CC, said: **“Judgemeadow CC are delighted to be chosen as one of the trial sites to promote the FA’s respect programme.**

**The resources given to us are substantial and reinforce a very clear and positive message, you cannot enter the site, get changed or get to the pitches without seeing at least 5 respect banners and this repetition of the message will surely impact on the players, coaches and parents of all the teams vising the site whether directly as part of a team talk or conversation or subliminally.**

**The message is simple, respect the official, the opponents and yourselves and the game will be a good one”**

Nathan French, The FA’s National Respect Project Manager, said: **“It is fantastic news that Judgemeadow Community College has been selected as one of our ‘Champion’ Respect sites. The Respect scheme aims to create a positive matchday environment at all grassroots football facilities.**

**“Through the support of Judgemeadow and similar sites up and down the country, we are continuing to work towards a more inclusive, greater grassroots game for all.”**

ENDS

For more information contact:

* **Leicestershire & Rutland County FA on 0116 286 7828 or** [**info@leicestershirefa.com**](mailto:info@leicestershirefa.com)
* The Football Foundation Communications Team on 0345 345 4555 Ext: 4292 or [events@footballfoundation.org.uk](mailto:events@footballfoundation.org.uk)

NOTES TO EDITORS

**About The FA’s Respect campaign**

Respect came about through concern from the grassroots game as to the damage arising from abuse towards referees, a lack of referees in the grassroots game and poor sideline behaviour – particularly in youth football.

Through Respect, The FA aims to achieve:

* A better experience For ALL
* Zero tolerance for assaults on referees
* An improvement in on-field player discipline, in particular reducing dissent to referees and in competitions that have an established record of poor discipline
* A step change in youth football as to what is acceptable and unacceptable behaviour from parents and spectators
* Educate Parents, Coaches & Match Officials on how to play their part in creating positive environments
* An enjoyable learning environment in youth football.

The FA’s Respect programme provides a series of tools for leagues, clubs, coaches, referees, players and parents from grassroots to elite football – to help ensure a safe, positive environment in which to play the game.

The FA and Football Foundation’s Respect barriers and Respect packs are made up of captains’ armbands, marshals’ bibs and Respect Signage. They are available to football leagues and clubs to ensure there is good behaviour by players and parents alike in the grassroots game, with money provided by The FA and vouchers supplied by the Foundation.

Any clubs, league or schools that want to receive 50% off the Respect equipment packs can do so by visiting [www.footballfoundation.org.uk/funding-schemes/respect](http://www.footballfoundation.org.uk/funding-schemes/respect).