

WELCOME

Welcome to the latest edition of the Norfolk County FA bulletin and the sixth of the 2021-22 season. As always, we aim to provide you with all the latest information as grassroots football continues to be played across the County.

THE FDC ARENA PITCH

Work is well underway on the construction of The FDC Arena pitch.

So far approximately 6,000 tonnes of topsoil have been removed from the site, along with the existing floodlighting and Duralock fencing which have new homes at Norwich CEYMS and North Walsham Town respectively. Work then began on the base works of the pitch and getting the drainage installed.



With the groundworks complete, the team are enjoying a well-earned break over Christmas, before coming back in the new year to start building the infrastructure of the new pitch.

The project has been made possible thanks to a £250,000 grant from the Greater Norwich Growth Board and funding of £646,000 and is scheduled to be completed in the Spring. To read more about the full pitch works, please [click here](#).

THE FA PLAYMAKER SUPPORTED BY BT

The FA Playmaker is The FA's free online entry-level football course. It's perfect for anyone interested in taking a more active role in grassroots football and it's open to all.



By the end of the course, you'll be able to:

- Confidently support fun, safe and inclusive football sessions.
- Help respond to concussion and sudden cardiac arrest emergencies as well as embed your Emergency Action Plan into your team/club.
- Encourage participation through effective use of motivation and communication techniques.
- Use the STEP framework to plan fun activities that meet players' needs.
- Understand how to use England DNA principles of positivity, ball-rolling and game-based practice to create engaging sessions.
- Move onto The FA Level 1 in Coaching Football course - if you want to! There's no requirement to move onto our coaching pathway if it's not right for you and your role in the game.

To read more about The FA Playmaker, please [click here](#).

GET YOUR CLUB OR ORGANISATION AN AED DEFIB

Our partners, 4Sports, are excited to announce that they can now take orders for the NF Ipad AED Defib. At just £999 inc. vat they are great value.

The NF 1201 iPAD, automatic external defibrillator, also known as AED, is designed to be used by individuals without any first aid knowledge. The NF 1201 iPAD has a clear verbal and visual instructions that guides the user through the use of any predefined language through the entire rescue operation. It is one of the most user-friendly defibrillators on the market.



To find out more about the Defib and to purchase one for your Club or Organisation, please e-mail Sales@4sportsgroup.co.uk.

NORFOLK COUNTY CUP UPDATE

The Norfolk County Cups are well underway for this season and they have already produced some great matches.



The Junior Cup is already into the Fourth Round and it looks like any of the 16 teams left in it could go on to win it. Norfolk's regional Women's teams have just entered the [Harrod Sport Women's Cup](#) which resumes in mid-January and the New Year will also see the Norfolk Sunday Senior and [Wensum Print](#) Sunday Junior Cups get underway, as well as a resumption of all other County Cup competitions.

To view all of this season's County Cups, please [click here](#).

WALKING FOOTBALL TOURNAMENT AT THE FDC

The FDC, Bowthorpe recently hosted The FDC Walking Football Xmas Cup 2021.

Teams from across the County took part in the tournament organised by Norfolk County FA. The eight competing teams were split into two group stages, with the winners and runners-up progressing to the semi-final stages.



A good day was had by everyone with all games played in a great spirit and celebratory festive snacks devoured afterwards.

If you are interested in taking up Walking Football then you can join in with a session at the FDC, Bowthorpe on Monday and Friday mornings, for only £3 with Tea/Coffee provided afterwards. To read more, please [click here](#).

ENGLAND FOOTBALL LEARNING TO PROVIDE FULLY-FUNDED PLACES

England Football Learning has announced the launch of a fully-funded places initiative for the 2021/22 season, which will cover the cost of a percentage of places on Introduction to Coaching Football and the UEFA C Licence.

The places, which have been funded by Sport England, will be provided for coaches who qualify for additional support in accessing coaching provision.



The programme is part of the wider goal of helping to increase participation within historically underrepresented groups (including female coaches and coaches from Black, Asian, Minority Ethnic, disabled and female backgrounds) as well as supporting individuals from disadvantaged socio-economic backgrounds.

To read more please [click here](#).

LIONESSES TO TAKE ON SPAIN AT CARROW ROAD

England Women will take on Spain at Carrow Road in February in a new round robin tournament that has been unveiled as the Arnold Clark Cup, and tickets are on sale now.

The Arnold Clark Cup will see four of the world's top 10 teams clash this February, with Canada, joining England, Germany and Spain in the inaugural tournament.



Each team will play a round-robin match in Middlesbrough, Norwich, and Wolverhampton, giving fans across England the opportunity to see many of the world's top footballers.

To read more and purchase tickets, please [click here](#).

RESPECT THE REF

Every match. Every league. Every championship. It's the referees who are integral to a smooth-running game.

They work hard, train hard, show up and play hard – all to keep the game beautiful. They give their time and yet face negative attention and abuse in almost every match. Enough is enough. We can all play our part to show the ref some respect, to help make the game the best it can be.



Norfolk FA are committed to nurturing and developing new referees, developing the skills and experience of existing referees and supporting the mental health of all match officials. To read more about the Respect the Ref campaign, [click here](#).

WYMONDHAM TOWN LADIES TO CALL THE FDC ARENA HOME

The FDC Arena will be the home ground for local women's team, Wymondham Town Ladies. Work to redevelop The FDC's Field of Dreams started last month and present at the 'Spade in the Ground' event was Wymondham Town Ladies Manager, Alex Guy. His side will be moving to play their home matches on the new artificial 3G AGP (Artificial Grass Pitch) from the 2022/23 season.



Wymondham are no strangers to The FDC, having lifted the Harrod Sport Women's Cup at the venue in 2018 and are one of Norfolk's highest ranked female sides as they play in the Eastern Region Women's League Premier Division.

Norfolk County FA CEO, Matt Carpenter, said: "We are delighted to welcome Wymondham Town Ladies to The FDC from next season to play on our brand new Arena pitch. The ability to increase usage of our facility and diversify the football that can take place was a key driver behind the decision to install the new AGP, so to have a women's team call The FDC home is fantastic news."

To find out more, please [click here](#).

CLUB WELFARE OFFICER CPD

Three County FAs are joining forces to offer an ongoing CPD programme for Club Welfare Officers. The Club Welfare Officer is a vital role on the committee of all youth football clubs.



The person fulfilling this role has a responsibility for managing and reporting concerns about children and for putting in place procedures to safeguard children at the club. The County FA's of Cambridgeshire, Norfolk and Suffolk and are excited to be collaborating together to provide an ongoing CPD programme for Club Welfare Officers throughout the East Anglia region.

To read more please [click here](#).

BARCLAYS DOUBLES INVESTMENT IN WOMEN'S AND GIRLS' FOOTBALL

Barclays, The FA and the Premier League have announced new three-year deals to extend the bank's sponsorships of the football organisations' elite competitions from the start of the 2022/23 season until the end of the 2024/25 season. The renewals come as Barclays and the Premier League celebrate 20 years since the bank first partnered with the League under the Barclaycard brand in 2001.



Barclays will invest more than £30 million in women's and girls' football over the period from 2022-2025, doubling the existing investment, and setting a new record for investment in UK women's sport. The announcement follows its ground-breaking deal with The FA in 2019 when the bank became the inaugural title sponsor of the FA Women's Super League.

To read more about the partnership, please [click here](#).

NORFOLK FA & PITCHBOOKING

Pitchbooking is a trusted and user-friendly scheduling and payments system for sports facilities. Pitchbooking's online software helps customers across the UK, Ireland and the US save admin time, increase revenue, and provide a smooth booking process. Discover how facility managers use our software features to make the end-to-end booking process easier. From instant payment processing to customer communication, we provide bespoke and easily configurable booking software that can be applied to any type of space or facility. [Find out more.](#)



Pitchbooking also offers a booking / allocation solution for larger clubs who need support in organising fixtures and training across multiple sites. We are hosting a club webinar with Pitchbooking for teams to find out more about this on January 20th at 7pm. Find out more by emailing Marketing@NorfolkFA.com.

THE NORFOLK FA NOTICEBOARD

The [Norfolk FA Noticeboard](#) is where you can post content related to #NorfolkFootball such as advertising for players, coaches or volunteers.

You are now able to post opportunities or advertisements on the noticeboard without the need to contact Norfolk FA directly. Posts can include hyperlinks such as email addresses and websites, not to mention graphics and photos.

Noticeboard posts require approval from Norfolk FA and will be regularly monitored by Norfolk FA staff. Your post should appear on the Noticeboard within 3-5 working days and we reserve the right to remove unsuitable or inappropriate posts.

WORKPLACE TIPS WITH MIND



Mindfulness can help us all keep things in perspective and deal with stress. Three tips to make your workday more mindful:

1. Set a timer for a Mindful Minute – either checking in with physical sensations or checking on your breathing
2. Micro Practices: (breathe for 3 breaths and ask, "What is important right now?")

3. Stapling it to other activities – making tea, firing up your laptop, walking to the loo or while stuck in the Zoom waiting room

RAINBOW LACES RETURNED TO NORFOLK FOOTBALL

This season's theme was "Lace up and Speak Up" and focused on starting conversations around LGBTQ+ inclusion. By focusing on a simple action, we hope we can make it as clear as possible what we want people to learn, feel and do as a result of engaging with the Rainbow Laces campaign, whether they are interacting with their football club on social media, following coverage of the campaign on TV or getting involved in the campaign with their teammates.



We know that so many in our sporting communities are willing to support LGBTQ+ inclusion but lack the confidence and knowledge to do so. By focusing on supporting people to 'start the conversation' and providing tools to help them feel confident, we hope we can encourage thousands more people to take that leap of faith and become more confident in speaking up about LGBTQ+ inclusion with those around them.

We also spoke to two members of our Inclusion Strategy Advisory Group, Di Cunningham and Tim Sadler about their experiences of inclusion within grassroots football and their thoughts on this season's Rainbow Laces campaign. To read Di's interview please [click here](#) and to read Tim's interview, please [click here](#).

You can watch a summary video of the campaign by [clicking here](#).

AND FINALLY

We will continue to do our best to offer support and guidance while grassroots football is being played, and we ask that everybody continues to pull together and support one another as much as possible.

Best wishes and Happy New Year,
Norfolk County FA