

## WELCOME

Welcome to the latest edition of the Norfolk County FA bulletin and the first of 2018/19!

This season we aim to continue to provide you with engaging content from the various Norfolk FA departments as well as relevant information regarding what's on the horizon within the #NorfolkFootball calendar.

## PARTICIPATION, INCLUSION & INVESTMENT: '#NORFOLKFOOTBALL FORALL'

We are pleased to announce our new strategy, '#NorfolkFootball ForALL' which will run from 2018-21.



The three year strategy aims to inspire a lifelong journey in football for all as well as increase football participation in Norfolk by 25%.

Created in 2015's 'Engaging the Next Generation', our 'DNA' core values will continue to run through the heart of the new strategy and a renewed focus on Safeguarding and Inclusion will aim to ensure that Norfolk is a forward thinking County, setting standards for others.

Some of the key strategic objectives of '#NorfolkFootball ForAll' include: a 5000+ increase in player participation; embracing all formats of football such as Walking Football and Disability Football; delivering £5m worth of facility projects; and increasing, retaining, and rewarding the volunteer workforce.

Norfolk FA Chief Executive Officer, Gavin Lemmon lead on the creation of the new strategy along with his Senior Management Team: **"We developed '#NorfolkFootball ForAll' with The FA's 'For All' strategy in mind. We want to ensure that anybody in Norfolk who wants to play or be involved in the grassroots game is not only able to, but has a clear and defined pathway to do so.**

**"We're proud of what we do at Norfolk FA but we're always striving to improve. This strategy will challenge**

**us in new and exciting ways, and as a collective we can't wait to tackle the next three years head-on."**

Chairman of the Association, Michael Banham said: **"After weeks of hard work from Gavin and his team, I and the Board of Directors were delighted to approve the new strategy for the next three years. I'm pleased at the way in which the plans outline efforts to confront nationwide challenges such as participation, as well as embedding important issues such as Safeguarding and Inclusion. We received overwhelmingly positive feedback when presenting this strategy to The FA in June, which supports my opinion of us being one of the most forward thinking Counties in the Country.**

**"I look forward to this next period of progress within Norfolk Football and I am sure that Gavin will oversee his first strategy as CEO with great success."**

For further information and to view the Supporting Document [click here](#).

## NORFOLK COUNTY FA TRANSFER NEWS

As the transfer window comes to an end it is time for Norfolk County FA to announce some ins and outs as well as some department transfers of our own!



Firstly, we have welcomed three new members of staff to the Association; Jake Brown, Sophie Grosse and Daniel Bird. (Pictured left to right above)

Sophie joins us as the new Football Services Officer (Leagues & Registrations) replacing Rachel Cossey.

Sophie said: **"I am excited to start my journey with Norfolk County FA and hope in a few years I will be able to progress within my role.**

**"I am looking forward to the new challenges I will face and look forward to helping the clubs within our County."**

The second new member of staff we welcome is Daniel Bird who joins us as the FDC@OpenAcademy Apprentice.

# Norfolk County FA Bulletin

August 2018



Daniel said: “When I saw the apprenticeship advertised on the Norfolk County FA Website I knew it was an opportunity I couldn’t miss. It is a job where I am surrounded by football all of the time.

“I look forward to working at theFDC@OpenAcademy and I’m excited to learn new things and face any and all challenges.”

Our final new signing of the transfer window is Jake Brown who joins as theFDC@Flegg Apprentice.

Jake said: “I’ve been working towards a job in sport for a long time so it’s a big relief to have finally achieved what I was hoping. This motivates me further to excel in my newly appointed role within Norfolk County FA and to surprise those around me through my dedication, commitment and work ethic.

“It’s a big step forward for me and I plan to live up to and surpass any expectations of me. Football has been around me my whole life, anyone that knows me would agree that I put 110% effort into all aspects of the game – whether it’s taking part, planning or administrating – I look to please all around me.”

To see the outgoings and departmental transfers please [click here](#).

## THE NORFOLK FA NOTICEBOARD

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

Email [Marketing@NorfolkFA.com](mailto:Marketing@NorfolkFA.com) with the title, message, contact information and closing date.

Please note that messages are moderated manually and may take time to appear online. If you have any issues or queries please get in touch.

## Smokefree Sidelines Relaunches for 2018/19



After a fantastic first year of [#SmokefreeSidelines](#), Norfolk FA are pleased to confirm that the initiative will be continuing for a second season.

Thanks to additional funding and support from official print partners, Wensum Print, a further ten Norfolk clubs will also be able to be supported with free branded merchandise.

Developed by NHS Norwich Clinical Commissioning Group (Norwich CCG), as part of its Healthy Norwich programme and in close partnership with Norfolk County Football Association, the initiative was launched last July at Norfolk FA’s biggest tournament, The FDC Youth Cup. To find out more [click here](#).

Thanks to a partnership between Norfolk FA and local printers Wensum Print, new clubs wishing to join the scheme are able to claim a free 2x1m PVC banner as well as branded barrier tape. This will be on a first come first served basis and clubs wishing to be involved should email [marketing@NorfolkFA.com](mailto:marketing@NorfolkFA.com).

## SAFEGUARDING IN NORFOLK

As we enter the new season, please be reminded that Safeguarding children is everyone’s responsibility. Please contact our County FA Designated Safeguarding Officer, Ken D’Rosario via [safeguarding@NorfolkFA.com](mailto:safeguarding@NorfolkFA.com) or call 01603 704050 if you have any concerns.

## WENSUM PRINT CONTACT CARD OFFER

We’re delighted to announce yet another special offer to support Norfolk clubs via our partnership with local printers, Wensum Print.

Having ordered staff business cards from the organisation previously, the Norfolk based print company have created a special offer that will allow local youth clubs to order personalised business card style handouts to aid in promoting best practice safeguarding procedures.



The cards are high quality, double sided and can be personalised with your club name and crest, along with the details of your Club Welfare Officer. With the details of the Norfolk FA safeguarding team on the back, they are the

# Norfolk County FA Bulletin

August 2018



perfect handout to people on the sidelines at games to ensure that those at your club have safeguarding children at the forefront of their minds.

The offer allows a club to order 100 business cards for only £15 and 200 for only £20 (including VAT). To place an order, all you need to do is email [info@wensumprint.co.uk](mailto:info@wensumprint.co.uk) with the following details:

- Club Name
- Club Welfare Officer Name
- Club Welfare Officer Phone
- Club Welfare Officer Email
- Club Crest (in as good a resolution as possible)
- Invoice email address (for payment)

Norfolk FA's Designated Safeguarding Officer, Ken D'Rosario said: **"This is a fantastic offer and a real chance to raise the profile of the Club Welfare Officer, so that they are more accessible and more visible to their members.**

**"In our unannounced safeguarding visits, last season, there was a consistent message from parents and spectators that they were unaware of who the CWO was. This business card is a simple but effective way to address that, and put that information conveniently into every parents purse, pocket or wallet."**

For more information, please see the document attached below. If you have any queries about this offer please email [Marketing@NorfolkFA.com](mailto:Marketing@NorfolkFA.com) or [info@wensumprint.co.uk](mailto:info@wensumprint.co.uk).

## ENGLAND VS NETHERLANDS – U21'S FIXTURE COMES TO CARROW ROAD

Carrow Road will play host to this European Championship Qualifier on Thursday 6 September (7.45pm KO).

The Young Lions sit top of Group 4, five points ahead of their Dutch visitors with four matches to play.



Head coach Aidy Boothroyd, who spent three years at Norwich City working with youth teams, said: "It is a brilliant club in an amazing part of the country, with great supporters. We hope they'll come out in big numbers to get

behind the team as we look to get all three points and work our way towards qualification.

"This match is a really important one in our aim to qualify for next summer's Euros. Netherlands are a really strong side and it will be a tough and entertaining game."

Tickets are on sale now priced £10 for adults and £5 for under-18s and over-65s. A family ticket (two adults and two children) priced £20 is available and group booking and Charter Standard discounts apply.

Tickets can be bought via [TheFA.com/Tickets](http://TheFA.com/Tickets), by calling 01603 721 902 or in person at the Norwich City ticket office.

Norfolk FA Charter Standard Clubs can also claim up to 15 FREE tickets to the game, using the form by clicking [here](#).

## FOOTBALL FUTURES CAMP 2018

The Annual Football Futures Camp took place from 9am-5pm on Thursday 2 & Friday 3 August 2018 at The FDC, Bowthorpe.



Participants received specialist training covering 5 different areas of the game (Leadership, Disability, Refereeing, Coaching & Mentoring) delivered by experienced FA and County FA staff across the two days.

To see the full album of images from the two days [click here](#).

## LATEST GRASSROOTS SURVEY SEES RECORD RESPONSES

The Football Association has today announced the record-breaking results of its latest Grassroots Football Survey.

The survey, which provides grassroots football participants with an opportunity to voice their opinions on the football provision in their county, received 30,315 responses – up from 28,750 and 30,161 in 2015/16 and 2016/17 respectively – from over 6,000 adult players, 1,000 youth players, 6,000 coaches, 3,000 referees, over 3,000 club and league officials, as well as parents, spectators and wider volunteers.

# Norfolk County FA Bulletin

August 2018



Kelly Simmons, Director of Participation and Development, said: **"The third Grassroots Football Survey will continue to shape the national picture of football in England and allow County FAs to put the thoughts and opinions of those in their area at the heart of decision making. I am delighted we have seen more engagement from participants than ever before and look forward to seeing the impact of increasingly tailored investments and services."**

Headline statistics and general feedback from the latest Grassroots Football Survey include:

- Artificial grass pitches and pitch improvements are key areas for facilities investment
- However, 35% of participants now find it easy to access an artificial grass pitch
- 91% believe any form of disrespect does not belong in the game
- All groups, except adult male players, predict participation levels will increase next season
- 73% of participants desire greater interaction with their respective County FA

The next Grassroots Football Survey will be launched in October 2018. For further details of the most recent Grassroots Survey go to our website by [clicking here](#).

## STEPPING OUT: THE FA'S PLANS TO SUPPORT THE GROWTH OF WALKING FOOTBALL



**"My experience of walking football has been incredibly positive and I wouldn't hesitate to tell others to get out there and give it a go."** – Tony Moore, 62

**"We never stop laughing and everyone is so patient and understanding. No matter what your ability level is like, you feel welcome which means you can just focus on enjoying yourself."** - Christine, Ladies of Prestwood Walking Football team.

**"My life has changed through embracing the walking game. I feel great, both physically and mentally and it has left me wanting more."** - Alan Wakeman, ex-type two Diabetic.

These are just a few examples of the 1000s of people across England who have grown to love walking football in recent years. For more information about The FA's plans for Walking Football [click here](#).

## THE FA ANNOUNCES NEW EQUALITY, DIVERSITY & INCLUSION PLAN

The Football Association [The FA] has today announced its new three-year equality, diversity and inclusion plan called In Pursuit of Progress.



The new plan is part of The FA's commitment, announced in January 2018, to ensure the diversity of those leading and governing football better reflects what we see on the pitch in the modern game today.

In Pursuit of Progress is a new strategy that will deliver initiatives primarily focussed around gender and ethnicity across The FA's general workforce and leadership roles, including coaching staff across the England teams.

The FA's three-year plan focuses on the following areas:

- The FA and Our Culture
- The England Teams' Support Structure
- The Game's Grassroots Workforce
- Inclusion Programme Across the Game
- 

To read the full article about The FA's new Equality, Diversity & Inclusion plan [click here](#).

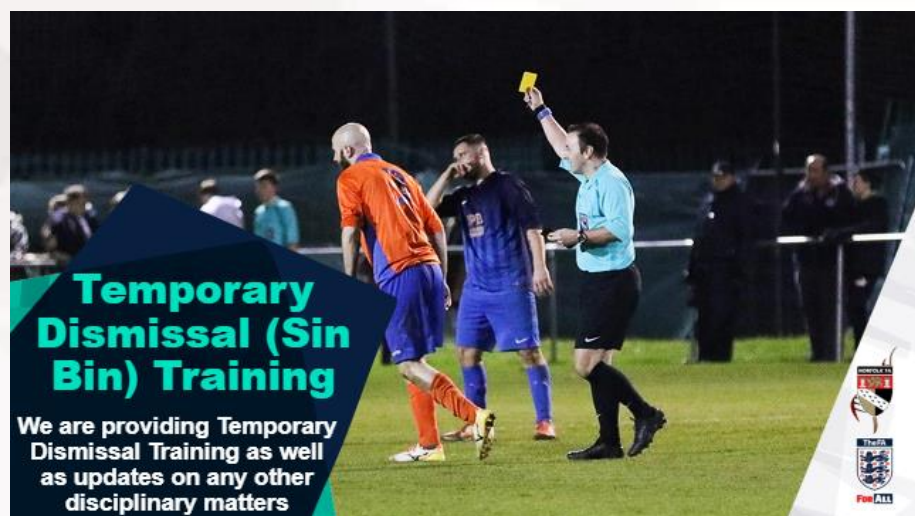
# Norfolk County FA Bulletin

August 2018



## TEMPORARY DISMISSALS (SIN BINS) TO BE USED IN ALL NORFOLK FA'S ADULT LEAGUES FOR 2018/19

The Football Association has announced that select trials of Temporary Dismissals – more commonly known as 'sin bins' – will continue during the 2018/19 season before becoming mandatory for all leagues at Step 7 and below from the 2019/20 season. [Click here](#) to find out more.



31 leagues from across the country at Step 7 and below of the National League System and Tier 5 and below of the Women's Pyramid of Football took part and resulted in the following:

- 25 leagues showed an overall reduction in dissent
- 38% reduction in dissent across all leagues
- 72% of players wanted to continue with the scheme
- 77% of managers and/or coaches wanted to continue with the scheme
- 84% of referees wanted to continue with the scheme

Norfolk County FA are providing training over a WebEx which will provide a presentation on Sin Bins as well as providing updates on any other disciplinary matters. The presentation will last around an hour and it is open to all members of #NorfolkFootball.

Please see the below date and links to register onto a WebEx.

- Thursday 30th August, 7pm – Matt Carpenter & Matt Lemmon (Norfolk FA) - Registration - <https://thefa.webex.com/thefa/k2/j.php?MTID=t8e2323634c077a6ccc60f8e1410be540>

To sign up for the WebEx you simply need to click on the relevant link and provide the details requested. A further email will then be automatically sent with details of how to connect.

For further information about the WebEx contact [Matt.Carpenter@NorfolkFA.com](mailto:Matt.Carpenter@NorfolkFA.com) or [Matt.Lemmon@NorfolkFA.com](mailto:Matt.Lemmon@NorfolkFA.com)

## PRE-SEASON TOURNAMENTS ARE BACK AT THEFDC@FLEGG



We are pleased to announce a number of Pre-season Tournaments will be taking place at theFDC@Flegg during August and September.

These tournaments will be held on Monday and Friday evenings and will be tailored to the specific format your age group will be playing throughout the 2018/19 season.

So if you're playing U8's football during the 18/19 season, the tournament will be played on the 5v5 pitches. However if your team is playing U12's football during the 18/19 season, your tournament will be played on a 9v9 pitch with 9v9 rules.

Details of all tournaments are found below:

- **Monday 20th August:** U12s (9v9) - £25 a team – Maximum number of teams 4
- **Friday 24th August:** U13s (11v11) - £30 a team – Maximum number of teams 4
- **Friday 31st August:** U14s (11v11) - £30 a team – Maximum number of teams 4
- **Monday 3rd September:** U15s (11v11) - £30 a team – Maximum number of teams 4
- **Friday 7th September:** U16s (11v11) - £30 a team – Maximum number of teams 4

Each tournament will start at 6.30pm and finish at approximately 8.30pm. To enter a team into your chosen tournament please [click here](#).

Alternatively you can email [elliott.pride@norfolkfa.com](mailto:elliott.pride@norfolkfa.com) or call 01603 704050 (Ext. 4).

# Norfolk County FA Bulletin

August 2018



## NORFOLK FA CONFIRM NEW NIKE RETAIL PARTNERSHIP WITH DISCOUNT FOOTBALL KITS

From July 2018 Discount Football Kits are delighted to be Norfolk Football Associations new National Nike Partner.

Established in 1979, Discount Football Kits are a family owned business that has evolved in to the UK's leading specialists in solely supplying branded team wear to grassroots teams across the UK.

### OFFICIAL NIKE RETAIL PARTNER



**discountfootballkits.com**  
the UK's leading teamwear specialist

In light of the new partnership, Lee Kirby, Director of Vesey UK, said, "As a company, we are delighted to have partnered with Norfolk FA, whom have heavily invested in first class football facilities for the benefit of grassroots football in the County, and it's an exciting time to be a part of the Counties future plans"

Norfolk FA becomes Discount Football Kits 23rd regional County FA Retail Partner, which as a grassroots specialists, provides invaluable insight into understanding how they can best service all clubs and leagues at a grassroots level.

To find out more about the partnership [click here](#).

## WENSUM PRINT BANNER OFFER

We're delighted to promote a special offer from our partners Wensum Print which will give Norfolk Football clubs the ability to purchase bespoke banners for their facilities at a great price.



With three sizes available at £20, £25 & £45 (including VAT) respectively and a FREE design service also available, clubs can utilise the offer to highlight their presence, attract

match day supporters, recruit for players, advertise for volunteers or any other marketing needs.

Marketing and Communications Manager, Rebecca Burton said: "Our partnership with Wensum Print is all about making high quality promotional materials accessible to local grassroots football clubs and this offer is a fantastic opportunity for clubs to promote themselves with professional marketing collateral."

Clubs are also able to utilise Wensum Print's in-house design team to create something eye catching and professional for their facility or nearby areas.

Visit the offer on our website by clicking [here](#) or for more information about Wensum Print please visit [WensumPrint.co.uk](http://WensumPrint.co.uk).

## Norfolk FA Transition Festivals 2018

Players get the opportunity to play their new format of football on the phenomenal 3g pitch at theFDC@OpenAcademy

Coaches will be supported by FA Coach Mentors and FA Tutors pitch side, this support will be tailored to the individual's needs

When teams are not playing, players will have the option to take part in a fun drop in session with our FA Youth Council.

<b>7V7 Transition Festival</b>	<b>Availability</b>	<b>Info/To book...</b>
U11 Mixed Saturday 1 September, 08:45 – 13:00 theFDC@OpenAcademy	5 spaces	<a href="#">Click here</a>
U10 Girls Saturday 1 September, 12:45 – 17:00 theFDC@OpenAcademy	7 spaces	<a href="#">Click here</a>
U11 Mixed Sunday 2 September, 08:45 – 13:00 theFDC@OpenAcademy	6 spaces	<a href="#">Click here</a>
<b>5V5 Transition Festival</b>	<b>Availability</b>	<b>Info/To book...</b>
U7 Mixed Saturday 8 September, 08:45 – 13:00 theFDC@OpenAcademy	10 spaces	<a href="#">Click here</a>
U7 Mixed Sunday 9 September, 08:45 – 13:00 theFDC@OpenAcademy	7 spaces	<a href="#">Click here</a>

# Norfolk County FA Bulletin

August 2018



## Norfolk FA CHARTER STANDARD UPDATE

We're pleased to inform you that the Norfolk FA Charter Standard 2018-19 Manual, In-Service Menu and Calendar will be available to all clubs and league by Friday 31 August... In the meantime, here is a sneak peek as to what free workshops League and Club members can access in September;

Norfolk FA Charter Standard 2018-19 Web Ex – Click [here](#) to book on.

Introduction to Coaching Workshop – Click [here](#) for more information and to book on.

On a separate note, clubs that had their Annual Health Check successfully awarded by the June deadline should be receiving their footballs by the end of August. These are being distributed centrally via the FA and therefore we are unaware of the exact arrival date.

Any questions or queries relating to the FA Charter Standard programme, please do not hesitate to contact [charterstandard@NorfolkFA.com](mailto:charterstandard@NorfolkFA.com).

## MINI-SOCCER & YOUTH FUTSAL HANDBOOK



The FA have today launched a new Mini-soccer and Youth Futsal handbook that has been produced for the following reasons:

- To update Mini-soccer laws of the game and add in new optional laws that have been approved via the Leagues Pilot Scheme
- To encourage Mini-soccer and Youth Leagues to embed Futsal into their offer
- To raise awareness of Futsal and the benefits of Futsal to young players and to educate people on the laws of Futsal
- To promote the need to create a player centred environment providing the very best introduction to the game

## 2018-19 COURSE DATES

All of next season's courses can now be found on our website on the [Development & Courses](#) page.

We have been fortunate again to receive funding from Norfolk Community Learning Services (NCLS), Active Norfolk and The FA enabling us to offer half price or discounted places and bursaries on some courses for the 2018-19 season.



Full details of discounts as well as full T's & C's can be found [here](#) and if you have any queries regarding courses please contact [Kate.Dixon@NorfolkFA.com](mailto:Kate.Dixon@NorfolkFA.com).

## JOB OPPURTUNITIES: THEFDC & THEFDC@OPENACADEMY CASUAL POSITIONS

theFDC@OpenAcademy are looking for an enthusiastic, engaging and organised individual to take the role of a casual member of staff at theFDC@OpenAcademy. The position is part time, working one night per week and 9am-5pm on Sundays. More details can be found by [clicking here](#).



theFDC, Bowthorpe are also looking at recruiting a part time member of staff who will work there Saturday mornings, 8.30am-1pm. To register interest in this position please e-mail [Adam.Gusterson@NorfolkFA.com](mailto:Adam.Gusterson@NorfolkFA.com)

# Norfolk County FA Bulletin

August 2018



## NORFOLK COUNTY CUP FINALS AVAILABLE FOR SPONSORSHIP

Norfolk County Football Association can today announce that the ten Norfolk County Cup competitions are officially available for sponsorship for the 18/19 season and beyond.

After a successful partnership with 'Sportsguard' spanning over ten years, the Sports Insurance firm will be moving across to the Association's small-sided football programme 'County 5IVES', for the new season.

The change has freed up the famous grassroots competitions for the first time in over a decade, including the prestigious Norfolk Senior Cup.

Whether the full complement of competitions or a specific group of associated cups; this presents a fantastic opportunity for an organisation or business to support Norfolk Football, receive unrivalled exposure throughout the new campaign and have huge presence at the showcase finals at the end of each season.



Norfolk County FA Chairman, Michael Banham said: **“The Norfolk County Cups are one of our biggest and dearest assets as an Association. With memories and experiences entrenched in local history for so many of this county’s footballers past and present, the competitions are the heartbeat of Norfolk Football.**

**“I would like to place on record my sincere thanks to Sportsguard for supporting the competitions for so long, and also for their continued backing as they move to the County 5IVES programme. I’m excited to see what the future brings for our County Cups.”**

Marketing Manager at Norfolk FA, Rebecca Burton said: **“Although this is a big change, it’s an exciting time for local football with a real opportunity for one or more organisations to come on board and become a lead partner to Norfolk FA.**

**“The County Cups present an opportunity for season-round coverage, excellent brand association and a key presence at the biggest events of the Norfolk Football calendar – our County Cup Finals.”**

For more information about the Norfolk County Cups, please visit [NorfolkFA.com](http://NorfolkFA.com) and for partnership enquiries, please contact Rebecca Burton directly via [Rebecca.Burton@NorfolkFA.com](mailto:Rebecca.Burton@NorfolkFA.com).

## VOLUNTEERS' AWARDS EVENING 2018 TICKETS AVAILABLE

Our annual Volunteers' Awards Evening 2018 takes place on Friday 7<sup>th</sup> September at Sprowston Manor. There are a limited amount of tickets available to purchase by the public for the evening. Tickets are priced at £35.

To buy tickets for the evening please e-mail [Val.Lemmon@NorfolkFA.com](mailto:Val.Lemmon@NorfolkFA.com) by Thursday 23<sup>rd</sup> August.



## AND FINALLY, GOOD LUCK!

We would like to wish all the teams playing within #NorfolkFootball the best of luck for this season.

Also, visit our twitter page to see all of the first round ties for the County Cup Competitions!

Best wishes

**Norfolk County FA**