



WESTMORLAND COUNTY FA YOUTH ENGAGEMENT PLAN 2024/25 SEASON





WALTER'S WELCOME

We want to make sure football is awesome for everyone, on and off the pitch. That means creating a safe and fun environment where you can all shine, whether you're a player, coach, ref, or volunteer.

Next season is going to be epic! We've got county cup competitions, youth leagues, even referee training – all to help you up your game. Plus, there's an exciting new program for girls' football – watch this space!

Just a heads-up: remember your club or team will have special people there to look out for you, like welfare officers. They're your go-to folks if you ever have any questions or concerns.

The new season is almost here, so get ready to have a blast!

See you on the pitch!

Thanks,
Walter





WHAT'S NEW?



Player Welfare Officers - Open Age Football

Heads up! This season the FA is making it mandatory for all clubs to have a Player Welfare Officer on board. This is a big win for players – it means your club is taking steps to make sure football is fun, safe, and welcoming for everyone.

Remember, you have rights as a player. The FA has a guide with more info (you can't miss it, it's the FA badge).

Football is all about having a good time. If you're playing in open age football, find out who your club's Welfare Officer is – they're there to help with anything you need.



[16/17 Years old?
Know your rights](#)

[CLICK HERE](#) 



SEASON 23/ 24 HIGHLIGHTS

[Play Safe](#)
[Click Here](#)

[Walter's Books](#)
[Click Here](#)





YOUTH FORUM

The Westmorland FA Youth Forum comprises eight young people passionate about inspiring and promoting football in the local community.

They meet regularly to develop new ideas that the staff can help implement, ensuring football remains safe, positive, and inclusive.

This season they will be running the Walter the Wolf giving tree. This project is to be run in November and will be led by Isabelle who's a current player for GT7!

The youth forum is always looking for ideas, so please feel free to contact us if there's an area of the game you feel they can support you with.

If you're interested in joining, please email:
sophie.hughes@westmorlandfa.com





AUGUST

Social Media

We've got tons of followers on social media, but our Instagram needs a serious boost!

That's why we've given our account a cool new name: Walter the Wolf. We'll be posting awesome stuff from clubs, refs, volunteers, and coaches. Basically, all the insider info you want to know.

This month we're on a mission to get more followers, so spread the word that Walter the Wolf is on Instagram!

The more followers we get, the cooler the stuff we can share.



Walter's Challenge

Did you know that kids are spending more time on screens lately? We have a super cool challenge to get you off the screens and into the action! In August, we want to see as many kids as possible experience the excitement of live football!

Head to a stadium game or even a local match, cheer on your team, and feel the energy of the crowd. It'll be a blast! Snap a pic of yourself at the game (with a parent's permission, of course!), and send it to Walter. Let him know which game you went to!





SEPTEMBER

PlaySafe

We had a fantastic Play Safe competition last season, so lets do it again!

Imagine this:

- You and your teammates get to play a real match at the stadium, just like the pros!
- You'll have your own walk-on music, just like your favorite players.
- The announcer will call your names, making you feel like superstars!
- There will even be a real referee to make sure the game is fair!
- Plus, you'll get your very own match program to keep as a memory!



How to Win:

To be in with a chance of winning this amazing prize, all you or your grown-up needs to do is take a FREE online course called the FA Parents and Carers Safeguarding Course.

What's the course about?

This course helps grown-ups learn how to keep us safe while we're playing football. It's short, easy, and completely FREE!



OCTOBER

Referee Support

This October, we'll be checking in with our awesome refs to see how their season is going. We'll be asking all our young referees about their training and games. We want to know:

- How are you enjoying things so far?
- Is there anything we can do to help you out?
- How are players/ coaches and spectators behaving at games?

We'll also be bringing in a special guest speaker for our referee academy! This is someone who referees really important games, and they'll share their knowledge with you all. You'll get to learn some cool tricks and put them into practice.

Finally, to show our appreciation, we'll be running a competition for all our referees. You'll have a chance to win a free match shirt or training kit.





NOVEMBER & DECEMBER

Christmas Giving Tree

This is a super exciting time of year. We get to see family, open presents, and celebrate together! But sometimes, not everyone gets to experience that Christmas magic. That's why Walter the Wolf wants to help.

Walter has a special mission: to make sure every young football player in our county has a gift to open on Christmas morning. We're putting together a plan, to collect presents for kids who play football in Westmorland. Our awesome Youth Council is leading the way, setting up places to drop off gifts and figuring out all the details.

We'll be reaching out to schools, clubs, and everyone in our community to see if they know any young football players who might need a Christmas gift this year. Together, we can make sure everyone has a happy holiday season!





JANUARY

Walter's School Trip

Walter the Wolf was busy last season delivering his children's book in local schools. This season Westmorland FA are opening up their offices to deliver lessons to young people that have fallen out of mainstream education. We will host some one off lessons in the offices for young people that are home educated. The lessons will be using the two books Walter has created:

- County Cup Final Referee
- Football Agent

These books will help the reader create posters and write letters that identify what's good about grassroots football and also inspire them to talk about positive role models in the game.





FEBRUARY

ETC Challenge

It's Euro time! 🏆 England are playing to keep their trophy, and we're excited! We want to share the passion and team spirit that England (and coach Sarina Wiegman's team!) are showing.

The staff and board of Westmorland FA are racing against the ETC in a special trip! They're racing to see who can get to the final game's stadium first, St. Jakob's Park in Basel, Switzerland.

Both teams will start at Dallam School where the ETC train every week. The ETC girls will visit Elland Road in Leeds, then Ipswich's Portman Road stadium. They'll even travel to Belgium, Luxembourg, and France to see stadiums before reaching Basel!

The Westmorland FA team has a slightly longer journey. They'll also visit Elland Road, but then head to the famous Wembley Stadium and Bournemouth's Vitality stadium. Their French adventure includes stops in Caen, Paris and Strasbourg.

It'll be a close race to Basel, but who will win?

The race might be fun and entertaining to follow, but the real winner needs to be Every Life Matters, who we will raise money for and ensure they can continue to support mental health awareness and suicide prevention in young people across Westmorland.



BBC
RACE
ACROSS THE
WORLD

TO THE EUROS



MARCH

Celebrate what's great

It's super important to cheer for awesome people! We're asking all clubs to tell us about their everyday heroes on the field.

- Who are the players who try their hardest and help others?
- Which parents and coaches are great role models?
- Are there referees who always do a fantastic job?

Let us know! We'll then give them a shout-out on Walter's Instagram page all month long!

Plus, there's more! Everyone who sends a story will be entered, with their nominee to a prize draw to win a surprise football shirt! This is perfect for Bobby Moore's Football Shirt Day in April, where everyone wears a shirt to raise awareness about bowel cancer.





APRIL

Let The Music Play

We're putting the music in your hands to create an epic walkout for the finalists. What song do you want them to stride out to? Imagine the roar of the crowd as the ref carries the ball out - that's the kind of energy we're looking for!

Last year, we heard everything from "Right Here, Right Now" to "Greenlight"!

To pick the perfect song, we'll be asking all our finalists to submit their choices, then we'll open it up to a fan vote!

We had over 300 votes last season, and we're hoping to smash that record this year. Let's hear those suggestions!



**Remember 26th April is wear a football shirt day!
This is in honor of Bobby Moore who captained
England and lost his life to cancer.**





MAY

Referee Challenge

We haven't closed our Just giving page!

Our referees are going to see if they can also run all the way to St. Jakob's Park for the Women's Euros. But this time, they'll be taking a different route than the Board, Staff, and Girls' teams on our Race to the Euros challenge!

The referees will start at Dallam School and then run to Newcastle United, the Amsterdam Arena, Cologne, Frankfurt, and Stuttgart before finally reaching Basel!

Just like before, any donations you make to this project will go to EveryLife Matters. We'll keep you updated on all our training runs and walks throughout the month.

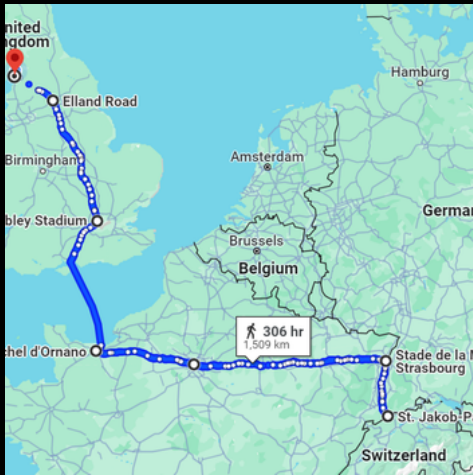
Talking about feelings is important. EveryLife Matters works very hard to help people know that there is support available if they need it.





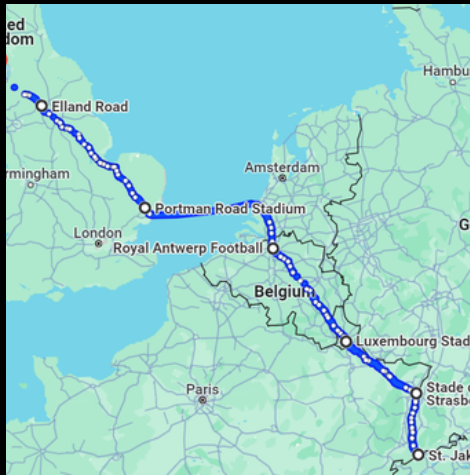
BBC
RACE
~~ACROSS THE WORLD~~

TO THE EUROS



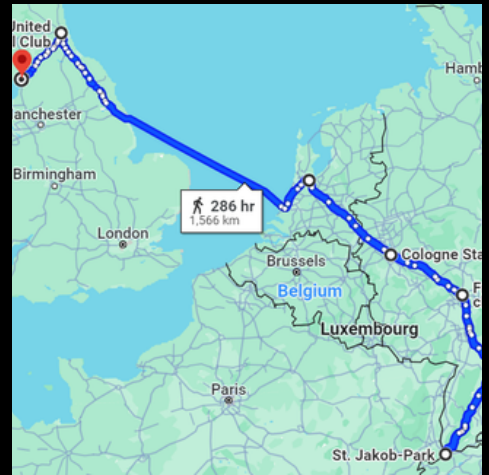
Staff & Board

1509 KM



ETC

1303 KM



Referees

1566 KM

Make sure you follow
Walter the Wolf's Instagram
for updates on the challenge!



**SCAN
ME**

