



WESTMORLAND COUNTY FA YOUTH ENGAGEMENT PLAN 2023-2024





WESTMORLAND COUNTY FA YOUTH ENGAGEMENT PLAN

Introduction

Welcome to the Westmorland County FA Youth Engagement plan.

Launching this coming August we want to show you all of our activities, competitions and events we have arranged for the coming season. It will also highlight ways we can help you support young people to get involved and improve their football knowledge and skills.

We have identified key areas of the game we wish to support and create new and exciting opportunities.

This season we want to support all clubs and leagues and continue to grow our partnerships with the Kent Valley League, Lancaster and Morecambe Service to Youth League and the Westmorland Under 18's League.

As always, if you have any suggestions, please feel free to e-mail Walter the Wolf:

Walterthewolf@westmorlandfa.com



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People that can help



Every
life
matters ...

**CAMPAIGN
AGAINST
LIVING
MISERABLY**

NSPCC



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Social Media

Walter the Wolf is on Instagram!
Follow Walter online as next season he has a lot planned:

- Quizzes
- Opportunities for feedback
- Polls
- Attending Games and Events



We would like to encourage players and young people over the age of thirteen to follow Walter's Instagram page. We feel that this is a safe and appropriate way to engage with young people to gain their thoughts and feelings around the game in a way which they feel confident and comfortable using.

We will be using Instagram, to try and engage young people as a way to gain feedback and put their ideas into practice to help grow the game locally.





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Year Long Project Walter's Welfare Hub

This season Westmorland County FA will create a brand new Welfare Hub online. This will offer you several website links to organisations that can support with mental health and issues that can effect young people on a daily basis.

We will also have a place on the page so you can identify your club welfare officer quickly and easily if you need someone to speak to.

The Welfare Hub will be placed into Walter the Wolf's Instagram bio and clubs will be encouraged to share the link with players and parents.





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Year Long Project

Walter the Wolf Children's Books

This season Westmorland County FA identified pitch-side behavior in Mini Soccer as an area we wish to improve. We wanted to be creative and think of some different ideas that can help young people and also support local clubs and schools.

Having identified this as a priority we have secured additional funding to launch five new children's books. These will be authored by our very own mascot Walter the Wolf.

All of Walter's books will gain their own page on Westmorland County FA's website and the workshops we deliver will provide the clubs with free resources.

Young people will be tasked with writing letters to football clubs, building power point presentations and designing pitch side posters. All these will be made available for clubs to download and use for FREE at committee meetings, presentations and clubs houses.

Together we can create a safer environment so young people can enjoy mini soccer with a reduced amount of misconducts.



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Commitment to support CWO

All Westmorland County FA Youth Clubs have a Club Welfare Officer (CWO). We have a strong commitment to helping support the CWO's and offer free training to up skill them throughout the season.

Each month we will be e-mailing seven minute briefings to all Club Welfare Officers so they can provide free training at club meetings.

In the top corner of each month you will see the topic for this month's seven minute briefing. Last season Westmorland County FA delivered a session about the effectiveness of seven minute briefings at the National Safeguarding Conference.

Seven minute briefings are a small presentation that can be delivered in a meeting to provide clear and accurate information in a short and effective amount of time. These presentation are often delivered on topics where information is needed to be delivered effectively. Last season's sessions were delivered on ball rolling time, effective coaching and referee respect.



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August - Mini Soccer Month

As many of you are aware we rely heavily on our young volunteers for Mini Soccer Referees. That is why next season we are helping all clubs by supporting the next group of young match officials. We are running a series of workshops for clubs, where their regular under 13 volunteers can have an introduction into refereeing.

This will be a basic workshop on:

- Match Control
- Laws of the Game
- Signals
- Communication

As a result all clubs that sign up to the project will receive TWO pink referee shirts. The clubs will also receive some signage to put pitch side to indicate that officials in pink shirts are practicing.



The main aim of this project is to create a safer sideline and give young people the chance to have a go at refereeing before committing to the course. If young people have a positive experience they are more likely to enjoy refereeing and this could see an increase in match officials. We also want to support clubs in reducing the number of misconducts in Mini Soccer.



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September - County Show

Westmorland County FA will be at the County Show in September. This is the first time that we have had a stand and we will exhibit some of the amazing work we are doing.

We will be talking to schools about our children's books and opportunities we can provide to local mainstream and special educational needs schools.

On the day we will be running a small competition for all young people to win TWO tickets to watch England v Australia at Wembley Stadium.



Welfare Officer Meeting

Ahead of this season's Play Safe campaign we will run a workshop for ALL Club Welfare Officers. This will be the big reveal of our plans for the Play Safe campaign and outline how we are going to continue our support of local youth clubs in ensuring football is both safe and inclusive.



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September - October : PLAY SAFE BINGO

This season we are continuing our Play Safe competition. We are giving all mini soccer players the chance to win a game at Kendal Town FC before one of our senior cup finals.

We will be giving teams the chance to win a pro experience which includes:

- A game on Kendal Town's pitch
- Walk out to the UEFA Champions League music
- FA Qualified Referee
- Full match day programme for the game exclusive to your game
- Team news read out on PA System



The main objective of this campaign is to support as many parents as possible through the Parents & Carers Safeguarding Course online. We would like to see an increase in adults taking the course to help keep football a safe environment locally.



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November & December : Walter's Giving Tree

Christmas time can be tough for families and the added cost of living has seen the effects to many. Last season Walter ran his first ever Christmas giving tree.

Walter had the tree up and ready in the last week of November and encouraged local players to donate football related presents. We received footballs, goalkeeper gloves, shirts, books and much more.

Walter and the staff team spent hours wrapping them all up and donating them to children across the county to help spread some Christmas cheer!

This project was very successful and it will be running again this year.

Last year this project had a huge impact locally on several young people we were able to deliver presents to looked after children's homes, children on free school meals and also young people that had arrived in the UK from the Ukraine.

A huge thank you to all our Member clubs that supported this!





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January : Youth Survey

Last season we ran a survey for individuals in open age Adult Football. This proved a success and we received valued feedback.

This season to welcome everyone back after the festive break we are going to develop a questionnaire designed to capture the views of all youth team players.

The questionnaire will be small, slick and designed so you can complete quickly using a phone, iPad or tablet.

Every person that replies will be entered into a prize draw to win TWO Tickets to an England home game! The questionnaire link will be circulated to all Club Welfare Officers and secretaries.

We will use the feedback from young people to help plan the season ahead and create more activities and events that captivate our target audience.

Youth feedback is key to ensure we have success in delivering a game that young people enjoy and feel safe playing.





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February : Let the music play

This season we will have walk out music for all our County FA Youth Cup Finals.

We want the young people involved in these games to choose and have the song of their choice being played as they take to the field on cup final day. We will be taking to Instagram to run a series of polls and giving young people the chance to pick a match day song for the:

- SM Jones Trophy Sponsored by Bowes Dairy Produce
- Under 13's Cup Sponsored by Matty's Barber Shop
- Dallam Tower Cup Sponsored by Webbs Kitchens
- Minor Cup Sponsored by Webbs Kitchens
- Under 18's Cup Sponsored by Sweet Treats by Martin Frickel
- Girls Under 16 County Cup Sponsored by Joey's Cafe
- Girls Under 14 County Cup Sponsored by Joey's Cafe
- Girls Under 12 County Cup Sponsored by Joey's Cafe

It's a huge achievement getting to a county cup final, so we want to make sure that all the players have a day to remember. We feel that giving the players the choice of song to walk out to can create a lasting memory and help them enjoy the day.



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March : International Women's Day

International Women's day will see our ETC sides play friendlies at all age groups over the weekend.

We also aim to play one of the fixtures on International Women's Day before the Women's Senior Cup at Kendal Town FC.

The Senior Cup Final will be played at Kendal Town FC on International Women's Day and we will be offering FREE Admission to all female grassroots players with a paying adult.

This season we will also be offering TWO grassroots clubs the chance to lead the teams out as the official mascots.

We want to offer all youth ladies players the chance to see the final being played. We also hope this will inspire some of our youth under 16 teams to make the transition into open age adult football forming and creating new teams to increase the size of the competition and create more football in the women's game.





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April- Westmorland County FA Cup Final Month

This season we are wanting to work more with clubs and match officials to support mental health awareness in the game. We have also designed a new page on our website called "Walter's Welfare Hub".

Last season referees were allowed for the first time to wear sponsors on their shirt sleeves. This season we have worked with local businesses to fund match officials sponsorship for all the Youth County Cup Finals.

The money pledged will provide a youth support network free shirt sponsorship for the Under 16's Girl's Final.

Images will be shared on social media and resources will be shared with ALL youth clubs about the chosen support network.

There is an alarming statistic that one in five people in the UK have experienced suicidal thoughts. We want to show young people that there are people they can talk too, there are support networks available and these options that can help relieve stress, during these times.



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May - The Month of Walking

Did you know that May is the month of walking? We will be setting up a County FA Sponsored walk.....

We will be encouraging ALL Teams in the Westmorland County FA to walk the distance between all the English Premier League Stadiums.

According to the Samaritans Young People in the UK age 16 to 24 reported feelings of depression and loneliness more than elderly age groups.

To help support young people that might be suffering we will encourage clubs to create a Just Giving page to help support organisations such as, Every Life Matters, CALM (Campaign against Living miserably) or MIND UK.

We want all young people in Westmorland to feel safe and feel as though they have a network of people around them to help if needed.



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Westmorland County FA are committed to making football safe and inclusive.

We wanted to show Under 18's the FREE resources where they learn and gain a free qualification that can help them in their footballing careers.

Helpful courses for your club

FA Playmaker course

START

Introduction to Futsal

START

Introduction to First Aid

START

Sudden Cardiac Arrest

START

There are hundreds of free coaching sessions available now on the FA Bootroom



READ MORE