



SSE WILDCATS GIRLS' FOOTBALL CENTRES FROM THE FA GUIDANCE FOR APPLICANTS

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INTRODUCTION

The FA has committed to doubling Women's and Girls' football participation by 2020

Research has shown that the majority of girls prefer playing in female only teams, and the earlier a girl starts playing football the more likely they are to have a long-term relationship with the sport.

The SSE Wildcats Centre concept was introduced in 2017 to address the findings that only 3% of all mini-soccer teams cater exclusively for girls and as such only 41% of girls (compared to 95% of boys) under the age of 10 regularly play football.



WHAT IS A SSE WILDCATS CENTRE?

The aim is simple; **Have fun, make friends, play football!**

An SSE Wildcats Centre is an opportunity for girls aged 5 – 11 to have fun, develop fundamental skills, try a variety of sessions and lay the foundations for a lifelong love of sport. The sessions are delivered on a weekly basis, either afterschool or at weekends.

By working in partnership with the County FA, qualified coaches deliver sessions locally to provide girls the opportunity to experience football for the first time in a fun & safe Environment.



Having already established 200 SSE Wildcats Centres, The FA and SSE are now creating a further 800 SSE Wildcats Centres across England in 2018.

WHAT THE GIRLS (AND THEIR PARENTS & CARERS!) THINK

99% of Girls surveyed said that they “liked SSE Wildcats a lot”

90% of parents & carers surveyed also “liked SSE Wildcats a lot”

85% of girls surveyed made new friends at SSE Wildcats!



Top 3 reasons for joining SSE Wildcats Centres:

1. I wanted to play football
1. I want to make new friends
1. I wanted to exercise

“I like it because I like being a goal keeper and making friends” (Sophie, aged 5)

“I like the music games, I like stopping the ball in hoops, I love scoring goals, I like my friends, I love playing football at SSE Wildcats” (Naomi, aged 6)

“It’s a no pressure environment for the girls to have fun and improve their skills” (Gill, parent girl aged 10)

THINKING OF APPLYING FOR A SSE WILDCATS CENTRE?

If you are thinking of applying to deliver a SSE Wildcats Centre, here is what you need to know before you start:

- In the first instance, you must make contact with your local County FA – The County FA will grant you access to apply. Find your local CFA contact here - <http://www.thefa.com/womens-girls-football/womens-county-contacts>
- SSE Wildcats Centre must run for a **minimum of 16 weeks** during the spring /summer of 2018
- SSE Wildcats Centres must also demonstrate how they plan on attracting a minimum of 30 girls each week, and how the activity will be sustained post funding
- All organisations receive a £900 start-up grant & 30 Nike Footballs
- All SSE Wildcats Centres must complete registers at each session and upload them to the online system on a weekly basis. This is a crucial part of the funding criteria; failure to upload registers may result in the funding being withdrawn

CONTINUED...

- Participants should reflect the diversity of the population of the local area and organisations should be inclusive of disabled participants
- Each County FA will be responsible for all SSE Wildcats Centres running within their boundaries
- Any organisation that meets the SSE Wildcats Centre criteria can apply
- Once you have completed your online application and submitted, your application will be sent to your local County FA for assessment
- Successful applicants will be informed on 1st February 2018
- It's important that anyone thinking of applying to deliver a SSE Wildcats Centre reads the following criteria carefully. In addition there will be guidance provided for how to complete your application
- Organisations will also be required to complete a Service Level Agreement (SLA) between the organisation and the County FA

TIMESCALES

Action	Date
Application window opens	1 st December 2017
Application window closes	8 th January 2018
Successful Organisations notified	1 st February 2018
SSE Wildcats Centre Training	February & March 2018
National, Regional & Local marketing	February & March 2018
SSE Wildcats Centre start date	W/C 9 th April 2018
FA Girls' Football Week	23 rd -29 th April 2018

TRAINING & SUPPORT

National Training will take place at St Georges Park in February & March 2018. This training will provide support to coaches delivering at SSE Wildcats Centre sessions. Each SSE Wildcats Centre must nominate **one** member of staff to attend **one** of the following training dates:

Sunday 25th February 2018
Monday 26th February 2018
Sunday 4th March 2018
Monday 5th March 2018
Sunday 11th March 2018
Thursday 29th March 2018



Webinar (online support)

Support will also be offered to SSE Wildcats Centres via online workshops throughout the year

Resources

You will be provided with downloadable SSE Wildcats Centre session plans

TRAINING & SUPPORT

Hive Learning

A digital platform where SSE Wildcats Centres can share good practice, ask questions and access resources . This will be overseen by FA Staff.

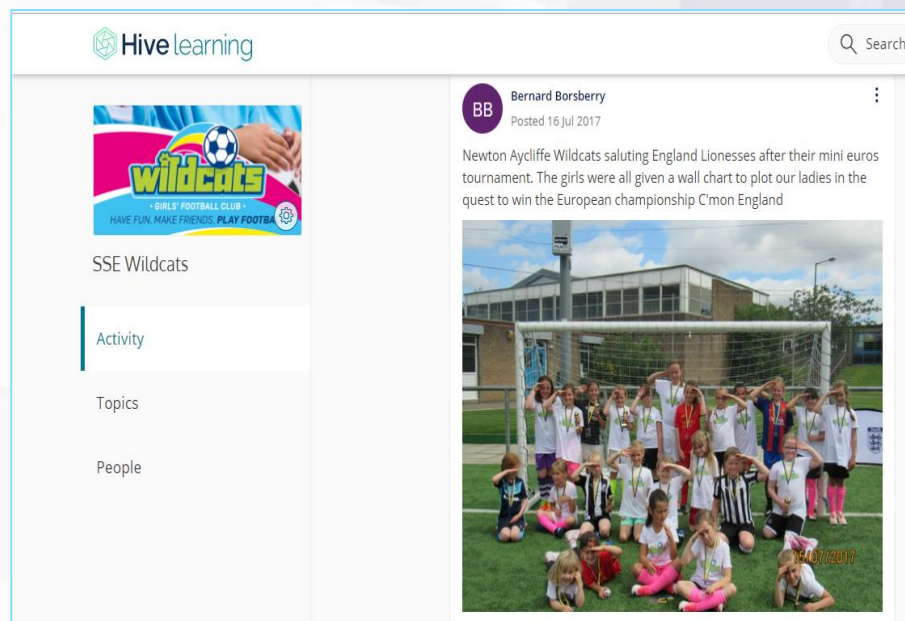
All SSE Wildcats Centre coaches & volunteers will be invited to join this Network.

Please refer to the following guidance when using digital platforms:
<http://www.thefa.com/football-rules-governance/safeguarding/best-practice-downloads>

Who to contact:

County FA contacts can be found on the following link
<http://www.thefa.com/womens-girls-football/womens-county-contacts>

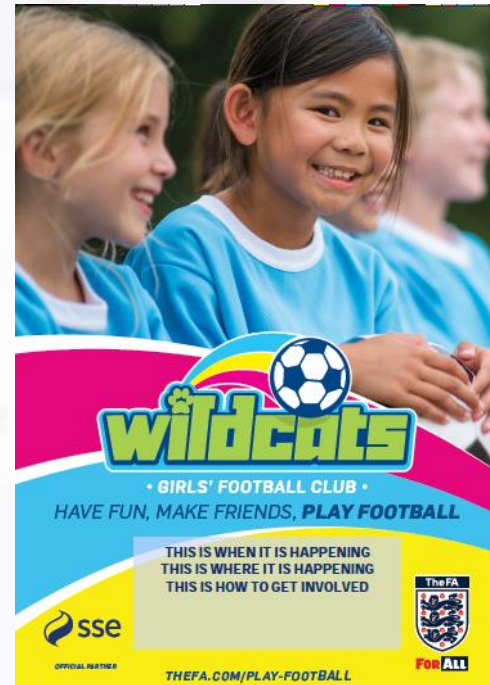
We are here to help - to contact the SSE Wildcats Centre Team email
womens.football@thefa.com



MARKETING SUPPORT

Branding

You will receive branding and marketing material that you can use to promote your sessions (You will be provided with branding guidelines that you must stick to, for example - you must name your Centre **SSE Wildcats Centre** for example 'Shadwell United SSE Wildcats Centre')



CRITERIA

SSE Wildcats Centre deliverers must meet and adhere to the following criteria throughout delivery of the programme.

STAFF

There must always be a minimum of two adults (18+) available at any one time and a minimum of 1 staff member (18+) to every 16 children (1:16).

Where the children are aged 8 or younger you will require more staff and a minimum of two adults (18+) should always be present (ratio 1:8). If the children have additional needs e.g. learning needs or a disability the ratio should be higher than 1:16 to ensure you can meet the specific needs of any given group.

Please take this **example** ratio into consideration when appointing staff.

Number of Girls	Age of Girls	Minimum No. of staff
32	9	2 (must be aged 18+)
32	7	4 (must be aged 18+)

WHAT YOU WILL NEED

Staff	Criteria
1 x Administrator	This person can be a volunteer
2 x FA Licensed coaches	Must hold a minimum of FA Level 1 (age 18+) with an in date FA CRC, FA Safeguarding and FA Emergency aid qualification
2 x Volunteers	The minimum age for a volunteer is 14, where the volunteer is under 16 they must have parental consent to volunteer, volunteers under the age of 18 must be supervised at all times. If volunteers are 18 or over they must hold an in date FA CRC, FA Safeguarding and FA Emergency aid
1 x Designated Safeguarding Officer (DSO)	Can be an existing staff member if appropriately trained & FA CRC compliant. Your DSO is responsible for ensuring safeguards are in place and maintained effectively. All staff, parents & carers and players must be made aware as to whom this person is and how to contact them. This person must have attended FA Welfare Officer Workshop (WOW) or PL/EFL equivalent DSO training
It is desirable for volunteers/activators to have experience delivering football to girls ages 5-11. In a bid to increase the number of role models within football and meet the demographic of participants, at least one volunteer/activator must be female	

POLICIES

You must be able to evidence the following policies:

- A Safeguarding Children Policy
- Proof that your venue complies with Health and Safety regulations
- An accident reporting process



Safeguarding is everyone's responsibility. The delivery of all SSE Wildcats Centre activities must have appropriate safeguards embedded in line with the FA safeguarding policies and procedures. This will allow centres to maximise enjoyment and minimise risk.

Your CFA will be conducting visits to at least 13% of SSE Wildcats Centres in line with the national safeguarding operating standard.

FUNDING

Funding will be available for organisations who deliver an SSE Wildcats Centres for a minimum of 1 hour a week over a minimum duration of 16 weeks.

Organisations will be able to access £900 to set up and deliver the project. Organisations will receive 50% at the start of the programme and 50% half way through as long as all registers have been completed.

Funding can be used to cover staff costs, hire facilities, promote your SSE Wildcats Centre or to purchase additional kit and equipment. However, the funding cannot be used to cover existing girls' football activity.

KEEPING THE GIRLS PLAYING

SSE Wildcats Centres must be able to evidence the sustainability of the programme following the initial 16 weeks. Please note SSE Wildcats Centres must include sessional charges (**up to a maximum of £3/hour/person**) to support this.

SSE Wildcats Centres should also demonstrate how and where players will be signposted to continue to play football in an environment that replicates the SSE Wildcats Centre.



APPENDIX 1. ATTRACTING GIRLS TO YOUR SESSION



This is where you need to invest a bit more time, but it will be worth it. Here are some tips below on how to spread the word and attract girls to your sessions.

- Utilise the FA branding materials provided
- Work with your local County FA to spread the message through their social media channels
- Partner with a local organisation eg Brownies
- Promote through your centres own website
- Targeted social media advertising
- Advertising in local newspapers
- Engage your existing players parents & carers

CONTINUED...

- Contact local primary schools in your area (your County FA may be able to help with this)
- Deliver a school assembly, explaining what SSE Wildcats Centre is and how girls can get involved
- Deliver either an after school or at lunch times taster session allowing new players to give football a try
- Run a local schools festival at your SSE Wildcats Centre venue
- Why not include fun festival activities to encourage new players and parents & carers to come to the event such as face painting, music and coaching sessions
- Encourage all your existing footballers to bring a friend to your session
- Invite a female player from a local Women's team to do a Q&A session
- Make sure your SSE Wildcats Centre is in a 15 minute travel zone of where you are advertising!
- Schools are the best partner to work with, you may also want to run your SSE Wildcats Centre from a school site

Alongside your SSE Wildcats Centre session you can also run a session for parents, carers and siblings to get involved, it may support the sustainability of your SSE Wildcats Centre.

Remember! You will need to have extra staff to deliver this.

APPENDIX 2 – PARENTS & CARERS AT SSE WILDCATS CENTRES

Keeping your parents & carers up to date:

You will need to keep your parents & carers informed of who will be working directly with their child, how they can contact them and what to do if they have any concerns or questions about the activities she is involved in. Please make sure you make parents & carers aware of who the Designated Safeguarding Officer (DSO) is and how to contact them if they should you have a concern about the welfare of a child or the behaviour of an adult towards a child. Further advice and guidance can be gained from your County FA if needed.

Safeguarding is everyone's responsibility; therefore it's important that you make parents & carers aware of their responsibilities too!

PARENT & CARER RESPONSIBILITIES AT SSE WILDCATS CENTRES

- Parents & carers must complete the registration and consent form prior to their child taking part
- Parents & carers must ensure that their child brings a drink and appropriate clothing and footwear
- Parents & carers must sign their child in and out at the session
- Once children are signed in they should remain with Parents & Carers until the session begins or are signposted to the member of staff running the arrival activity
- If the named adult is not collecting the child then they have to provide the name and contact number of the person who will be collecting the child to the centre lead



APPENDIX 3 - PROCESSES

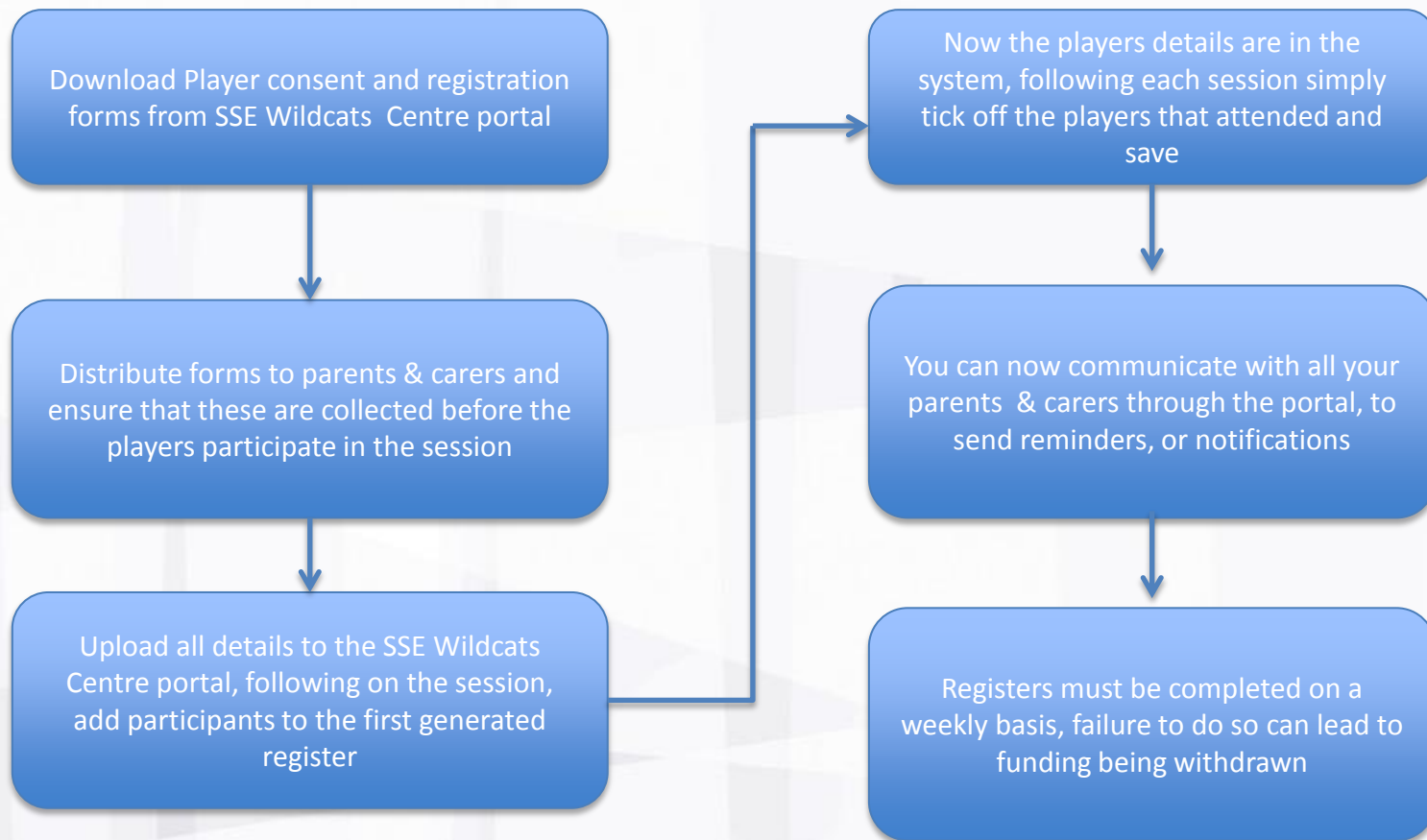
How to plan applications and meet criteria & responsibilities



***Hotspots** Each County FA has identified 'hot spots' for the development of the women's and girls' game and we would like to ensure that our SSE Wildcats Centres are placed in these areas. Therefore, speaking to your CFA as early as possible is key.

CONTINUED - PROCESSES

Registering players and meeting criteria



Note: We recommend you have a administrator who is solely responsible for registering players and uploading registers

APPENDIX 4 - EXISTING SSE WILDCATS CENTRES

- Existing SSE Wildcats Centres will be invited to update and refresh their application between 1st – 20th December 2017
- The County FA will then approve the updated application, as per the delivery criteria
- Existing SSE Wildcats Centres must update their application in order to use the SSE Wildcats Centre branding and to operate as a SSE Wildcats Centre
- Existing SSE Wildcats Centres will not receive further funding for their SSE Wildcats Centre as its expected the weekly payments from girls sustain the sessions
- Existing SSE Wildcats Centres can apply for additional SSE Wildcats Centres, this must be in addition to the continuation of the existing SSE Wildcats Centre
- Additional SSE Wildcats Centres must run at a different time and must have new/different players
- If existing SSE Wildcats Centres do not wish to continue running please let womens.football@thefa.com know the reasons why so the County FA can be informed, and the SSE Wildcats Centre can be removed from the national database, the feedback will be used towards research



OVER
5,300

girls have taken part
in the programme



Girls found the sessions
provided them with a positive,
fun and friendly environment



Clubs were happy with
the level of funding and
support provided in the
pilot stage



The name, logo and
marketing materials
provided were very
well received

SSE WILDCAT SESSIONS

From our SSE Wildcat sessions,
more girls have joined local clubs
than we expected

199

Clubs delivered the
SSE Wildcats pilot

99%



of girls we spoke to in
research said they liked
the programme

OVER



of clubs received a
visit from FA Staff
to show support
for your local
programmes

ON
AVERAGE
26

girls attended
each club
each week

24%
GROWTH
IN ONE SEASON



We have seen some
positive indications of
growth so far with 205
extra affiliated girls' only
mini soccer teams – now
totalling 1052 teams



• GIRLS' FOOTBALL CLUB •

HAVE FUN, MAKE FRIENDS, **PLAY FOOTBALL**



OFFICIAL PARTNER



For ALL