



24

**GRASSROOTS  
FOOTBALL  
AWARDS**



 **ENGLAND FOOTBALL**





# ALL TOGETHER MORE REWARDING

As well as a big thank you, our national 2024 Award winners will enjoy a once-in-a-lifetime experience.

Last year's glittering Awards Presentation Ceremony was held at Wembley Stadium ahead of the 2023 Community Shield and it saw all our winners enjoying the star treatment. Meeting legends of the game.

The Award winners enjoyed a professional photoshoot and had their experience captured on film to cherish forever. We will be celebrating with a similar experience for our 2024 winners.



## IT'S TIME TO SAY THANK YOU

The Grassroots Football Awards are here for you to say thanks to all the people and organisations who give their time to make football happen... our awesome volunteers who give so much week-in week-out, rain or shine.

We want to find the volunteers, clubs, leagues, officials, grounds teams and others who have stood out this season.

We want to show they are appreciated by those around them. We'll let everyone know they've been nominated via email, even just the time taken to say 'thank you' will make them feel like a winner.



# WHO'S STOOD OUT FOR YOU?

This year, we've made it easier than ever for people to nominate someone. We've simplified the questions to make sure they bring out the story so you can pick the best winners. We're asking people to answer the following:

What do they do and who do they do it for?

Describe the difference they've made to other's lives.

What makes them stand out so much for you to nominate them?

**We want people to share how they're making football better for more people.**

And this year people can upload a video to YouTube, Vimeo or similar platform and add the link to the nomination form. There's also a box for them to add a description of the video.

This is the first year we've offered this so it's good to trial to see what take up we get. Then we can look at simplifying it in the future.



# HOW WE FIND OUR WINNERS

**There are 12 categories for the 2024 Grassroots Awards including the Bobby Moore Award. People can nominate as many people as they want, in any categories on the online portal. County FA staff can also nominate people into the Awards.**

**Nominations are open from 16 February to 3 April.**

You at the County FA then host a judging panel which creates a shortlist for your area. Finally, the national judging panel comes together to select the winners from these shortlists.

For the first time, the Bobby Moore Award is a category that can be nominated into. This Award is extra special because it honours the club, league, project, team or individual that represents the spirit of grassroots football in a truly outstanding way.

# YOUR KEY DATES

<b>Nomination Stage</b>	16 February - 3 April
<b>County Transfer Window</b>	4 April - 8 April
<b>County FA Judging Panel</b>	9 April - 1 May
<b>National Judging Panel</b>	24 May
<b>Filming and Ceremony Prep</b>	28 May - 30 July
<b>Presentation Ceremony</b>	Early August

## Your Key Contact

The Grassroots Awards will be led by Ben Grady, National Volunteering Manager. Please contact him at [Ben.Grady@TheFA.com](mailto:Ben.Grady@TheFA.com) or on the Teams channel.



# YOUR AWARD CATEGORIES

The next few pages will take you through the criteria for you to select your winners against. Here are the list of the categories for 2024:

- Coach of the Year Female Pathway
- Coach of the Year Disability Pathway
- Coach of the Year Male Pathway
- Club of the Year
- League of the Year
- Match Official of the Year
- Young Volunteer of the Year
- New Volunteer of the Year
- Grounds Team of the Year
- Keeping Football Positive Award
- The Lioness Award
- The Bobby Moore Award

Think about how they're making football better for more people by:

Improving the playing experience, and leading by example

Creating positive spaces and overcoming obstacles

Uniting people of any age, ethnicity and background, and unifying their community.

You'll find more details for each of the 12 different Awards on the following pages.

# COACH OF THE YEAR FEMALE PATHWAY



Meet our 2023 winner **JASMINE BUTCHER**

Both an enthusiastic coach and a dedicated organiser, Jasmine is a member of the Cornwall FA Youth Council as a young voice in building the female and youth game.

**THEIR EXPERIENCE:** Jasmine sat with the first team coaches for the press conference, in the changing rooms and the Wembley Stadium dugout for the Community Shield.



We're looking for a coach who's inclusive, encouraging and inspiring for our female players. A coach who's impressed you with how well they engage players. A coach who's got a great story we should all know.

## In particular

A coach that volunteers at a 1, 2 or 3 star England Football Accredited club, or from an FA programme (e.g. Just Play, Weetabix Wildcats, Comets Disability Football) who has had a positive impact by:

Helping female players enjoy the game and reach their full potential

Creating a thriving learning environment for all

Helping players succeed in their respective game format. Being aware of their own motivations and behaviours.

**PLEASE NOTE** - a winning coach must have: An in-date DBS and first aid. A commitment to ongoing CPD. (such as Introduction to Coaching Football, EE Playmaker or England Accredited Learning).

**"Jasmine displays exceptional capability in everything she does, and the girls and parents in her many teams love her for it."**

# COACH OF THE YEAR DISABILITY PATHWAY

We're looking for a coach who's encouraging, inspiring and inclusive when it matters most. A coach in disabled football who's had a real impact in the 23/24 season. A coach you think has a great story to be told.

## What we're looking for

A coach that volunteers at a 1, 2 or 3 star England Football Accredited club, or from an FA programme (e.g. Just Play, Weetabix Wildcats, Comets Disability Football) who has had a positive impact by:

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Helping disabled players enjoy the game and reach their full potential

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Creating a thriving learning environment for all

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Helping players succeed in their respective game format.  
Being aware of their own motivations and behaviours.

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**PLEASE NOTE** - a winning coach must have:  
An in-date DBS and first aid. A commitment to ongoing CPD.  
(such as Introduction to Coaching Football, EE Playmaker  
or England Accredited Learning).



*"If a player wants to play, Bob will always find a role for them."*



## Meet our 2023 winner BOB YOUNG

Bob provides a safe and competitive environment where children with cerebral palsy have fun, play and develop skills on a level playing field... and now on an international stage.

**THEIR EXPERIENCE:** At the Community Shield, Bob sat with the first team coaches at the press conference, in the Wembley Stadium changing rooms and dugout.

# COACH OF THE YEAR MALE PATHWAY



Meet our 2023 winner LIAM FOX

Liam is the Coach and the Chairman of his club. He insisted his Award had the club name as he believed it was a team effort. Liam is also a coach and a life-saver, having performed pitch-side CPR.

**THEIR EXPERIENCE:** Liam sat with the first team coaches for the press conference, in the changing rooms and the Wembley Stadium dugout for the Community Shield.



We're looking for a coach who's stood out by being encouraging and inspiring for male players. A coach who's engaged players in an impressive way. A coach who's got a great story you'd like to share.

## In particular

A coach that volunteers at a 1, 2 or 3 star England Football Accredited club, or from an FA programme (e.g. Just Play, Weetabix Wildcats, Comets Disability Football) who has had a positive impact by:

Helping male players enjoy the game and reach their full potential

Creating a thriving learning environment for all

Helping players succeed in their respective game format.  
Being aware of their own motivations and behaviours.

**PLEASE NOTE** - a winning coach must have:  
An in-date DBS and first aid. A commitment to ongoing CPD.  
(such as Introduction to Coaching Football, EE Playmaker or England Accredited Learning).

**"He's a real life hero and kept everyone around him inspired."**

# CLUB OF THE YEAR

We're looking for the club that really deserves your thanks. A club that's done something amazing... for their players, volunteers or beyond. A club that is inclusive and plays a big part in their local community.

In particular

A 1, 2 or 3 star England Football Accredited club that's:

Recruited, rewarded or retained volunteers in a new way

Improved its facilities – on the and off the pitch

Attracted new funding to make football better for more people

Started new teams or sessions for male, female or disabled players

Supported The FA initiatives like Just Play, Weetabix Wildcats, Comets Disability Football etc.

*"The club's ethos is to provide football for all."*



## Meet our 2023 winner CAMBOURNE TOWN FC

Creating 19 new teams for over 300 players. Developing youngsters as individuals rather than just players. Delivering free meals to pensioners. Yes, 2023 was quite the year for Club of the Year Cambourne Town FC.

**THEIR EXPERIENCE:** England Legend John Barnes visited the club's grounds.

# LEAGUE OF THE YEAR



## Meet our 2023 winner YOUNG ELIZABETHAN LEAGUE

One of the largest grassroots youth leagues in England, The Young Elizabethan League (YEL) thrives by promoting inclusivity. Like last year, when the league brought a fresh new solution to ending poor behaviour in youth football.

**THEIR EXPERIENCE:** Ex-England player Michael Dawson presented the trophies at the League's awards ceremony



We're looking for a League that makes the game better for more people. A League which you think has done a lot to make football more accessible and enjoyable.

In particular

A league in the male, female, youth or disability game that:

Is England Football Accredited

Has created a safe, fun and inclusive space, both on and off the pitch

Supports The FA initiatives like for example Respect, Silent Support or Play Safe.

*"The YEL takes children's wellbeing seriously and constantly promotes best practice."*

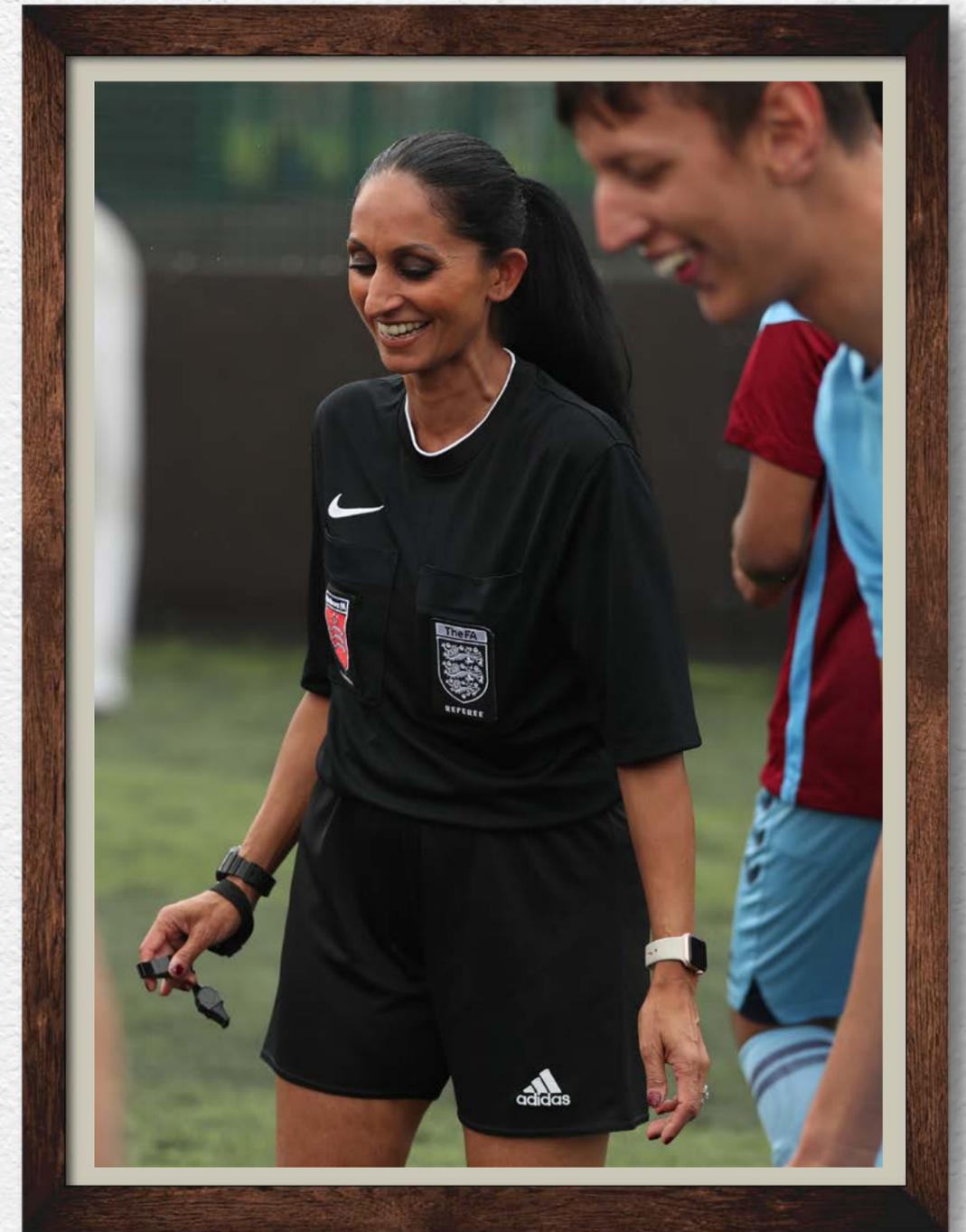
# MATCH OFFICIAL OF THE YEAR

We're looking for the Match Official who has created a positive match day experience. Someone who's shown dedication and commitment to playing a fairer game. In short, the most impressive Match Official in your area!

## In particular

They can be a referee, a referee observer, coach, mentor, developer, appointments officer or any other role in the match official community. So long as they promote a fairer game for all by showing respect and understanding.

*"A day, an event, a feeling and a moment in my life that I will never forget."*



## Meet our 2023 winner SUREKHA GRIFFITHS

Surekha's calm tone always helps players feel comfortable. She has learnt signs to support players who are deaf or hard of hearing. Balancing her refereeing duties with taking her children to their football matches.

**THEIR EXPERIENCE:** Surekha had a pre-game briefing with the Community Shield match officials.

# YOUNG VOLUNTEER OF THE YEAR



## Meet our 2023 winner ARCHIE SUTER

Coach to the under 5s, popular matchday announcer, YouTube presenter and Assistant Referee. Archie is an inspiration at his club, Faversham Strike.

**THEIR EXPERIENCE:** Archie joined the live social media team at Wembley Stadium, finding time for a fist bump with Pep Guardiola.



We're looking for a young person who's brought fresh energy as a volunteer this season. Who deserves your thanks for sharing their time, skills and commitment... and youthful energy!

### In particular

They must be aged 14-25. A young person who is a role model to others, who provides a voice for other young people, or who has a valuable skillset as part of a wider team.

*"If people are doing well they should be rewarded and thanked. The awards provide a good opportunity to do this."*

# NEW VOLUNTEER OF THE YEAR

We're looking for someone who's burst onto the scene this year and had a real impact. We want to know about the volunteer who started volunteering in the 23/24 season, and really deserves your thanks.

In particular

Increasing the opportunities for others to play or volunteer or improving the experience.

*"Hannah listens to anyone and offers advice where she can, or just a hug if more fitting."*



Meet our 2023 winner **HANNAH MARRIAGE**

A super administrator, and a cheerful presence, Hannah is shaping safeguarding in the Lincolnshire league while also helping make walking football more accessible for all women.

**THEIR EXPERIENCE:** Hannah carried the Community Shield up to Wembley Stadium's Royal Box.

# GROUNDS TEAM OF THE YEAR



Meet our 2023 winner **OWEN YOUNGER**

Improving the 27 pitches on the Luton Council owned public park, Owen learnt new skills like tractor handling, Vertidrainage and top dressing.

**THEIR EXPERIENCE:** Owen inspected the Wembley Stadium pitch before the Community Shield.



We're looking for the people who make sure their ground – from pitch to facilities – is always ready for the game. A grounds team that goes the extra mile in creating a great playing surface.

In particular

They might not even have a job-title, but we want to hear about the people who:

Transform poor pitches into great pitches

Keep the facilities match-ready all year round

Make sure the whole space is safe, week in, week out

Create a playing environment that's always welcoming

Ensure that their facilities are at the heart of their communities.

*"Owen brought the whole concept of community-maintained pitches to the next level."*

# KEEPING FOOTBALL POSITIVE AWARD

We're looking for a volunteer, club, league or project that's used the power of football to improve others' lives, and made a big difference in their community.

## In particular

A person, club, league or project run by volunteers that might, for example, have led to:

Improved participant behaviour

A decrease in crime

An increase in youth engagement

A positive impact on mental health and wellbeing

Improved access for female or disability football.

*"I was instantly recognised by people where I live. One even said to me 'you were on TV yesterday' the day after the Wembley awards."*



Meet our 2023 winner **NICOLA BROWN**

Being approachable and knowledgeable about safeguarding, discipline and respect, and by targeting teams with a history of poor behaviour, Nicola has seen their conduct improve.

**THEIR EXPERIENCE:** Nicola carried The Community Shield trophy onto the Wembley Stadium pitch side plinth.

# THE LIONESSE AWARD



## Meet our 2023 winner HORNCASTLE TOWN FC

Their biggest impact was changing the colour of all its girls' teams shorts to black as a result of menstrual cycles – as reported by BBC News and picked up by clubs across England.

**THEIR EXPERIENCE:** An England legend will be visiting the club.



We're looking for a volunteer, club, league or project that's moved the women or girls game forward. Someone, or a group of people, who deserve your thanks for creating new opportunities in the female game, inspired by England Women's success.

### In particular

A volunteer, club, league or project that's improving the girls and women's game for more girls and women by:

Creating chances to coach, manage, administrate or officiate

Having a big impact in their community, on and off the pitch

Using football to inspire positive change.

*"Has its heart in exactly the right place for women and girls."*

# THE BOBBY MOORE AWARD

It's for the volunteer that represents the best of grassroots football in your county. We're looking for someone or a group of people who are truly exceptional.

## What we're looking for

Someone or a team, club, league that's had a big impact over a period of time by:

Retaining, recruiting or rewarding players and volunteers to ensure that their grassroots football provision is a true representation of the local community

Raising the profile of their organisation and its impact that's helped bring their community together

Continuously developed and sought to add value to their team, club, league or organisation.

*"A role model on every level, Shelbee is both humble and truly admired by all other coaches, parents and players."*



## Meet our 2023 winner **SHELBEE CLARKE**

As well as being a coach, Shelbee is a talented footballer for Chelsea FC and England amputee team. She draws on her playing experiences to help build a sustainable playing pathway for all her players and coaches.

**THEIR EXPERIENCE:** Shelbee carried the trophy onto the Wembley Stadium pitch before the Community Shield.

# HOW TO PLAY YOUR PART

A little thanks goes a long way. And there's no better way to thank our fabulous volunteers that putting them up for a national award.

As a County FA you are best placed to encourage nominations from volunteers, players, clubs and leagues across your county.

## Getting the word out

To help you get more people to nominate, you'll receive a press release, a full set of promotional assets and a content plan to help you post on social media.



## We suggest the following:

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Update your web page with a news story about the Awards.

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Post on your social media channels – Twitter, Facebook, Instagram, TikTok and other you use.

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Send out emails to your groups.

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Use local stories from your area.

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Write about the Awards on your County FA e-newsletters and magazines.

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Email your working groups and County FA representative.

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Approach your local media with press releases.

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Print posters around the County FA ground or large clubs in your areas.

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Use your County Cup matchday programme insert.

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# THE JUDGING PROCESS

All nominations for your County will come into an online platform. [Click here.](#)

Your password will be sent to you separately.

It's important to make sure all the nominations have been verified by your County FA and are with you during the transfer window. This means there are no late entries to consider and everything is on time.

Use the transfer window to move categories to other County FAs. They will get an email notification when you've transferred them across. This has to be completed by the **8 April 2024.**

Your County should select 12 local winners, one for each award category. These should be chosen by a local panel, selected by your County FA. Please be as diverse and inclusive of your football communities as possible. It's your chance to represent the people who make a difference to football across your County.

***Good luck and enjoy – we can't wait to hear the inspirational stories you discover this year!***



## The Judging panel:

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We suggest you give your Judging Panel the nominations before coming together.

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They can select their top three to bring forward for discussion.

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Book your Judging Panel in ASAP so they're ready to start when nominations close.

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Invite Community Leaders outside of football for their valuable insight and impartiality.

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We suggest you give your Judging Panel the nominations before coming together.

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They can select their top three to bring forward for discussion.

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And you need to decide what to do if there is a tie break situation.

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