

**22**



**GRASSROOTS  
FOOTBALL  
AWARDS**

**GUIDANCE AND INFORMATION TOOLKIT**



**ENGLAND  
FOOTBALL**



# AWARD CRITERIA

The England Football and McDonald's Grassroots Football Awards are our way to champion the positive impact people have made in grassroots football up and down the country. We celebrate the diversity of the football communities across England, the beating heart of what makes our game truly great for everyone.

We want to praise and recognise those people who embody all that is good about football, and who apply those qualities and values to the clubs, leagues and local communities they enrich.

When selecting your nominees, think about all the roles in grassroots football. Think about who's impressed you, who's really made a difference – and how they made that positive impact happen. The more details you can give us, the better.

We have our own PRIDE values which should help you to make your nomination choices. These values and ways of behaving are what we all strive towards in the game.

When making your choices, think about who has demonstrated all of the following values:

- Progressive** always looking to improve and innovate
- Respectful** leading by example to inspire positive behaviour
- Inclusive** uniting all people of any age, ethnicity and background
- Determined** rising to and overcoming challenges
- Excellent** striving to make football the best it can be



# GRASSROOTS COACH OF THE YEAR FOR YOUTH

**2021 winner**

**Wendy Benson**

## Who inspires excellence and inclusivity in our younger players?

The coach should be able to demonstrate the following:

Minimum England Football Introduction to Coaching Football qualification with in date SC\*, EA\*\* and in date accepted The FA DBS or BT Playmaker by England Football

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Demonstrate PRIDE values

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Attends relevant CPD

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Communicate the England DNA messages

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Part of a Grassroots Club that are England Football Accredited

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Creates a positive learning environment

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SC\* - The FA Safeguarding Children Workshop

EA\*\* - The FA Introduction to First aid in football (IFAIF) or other FA approved medical qualification



# GRASSROOTS COACH OF THE YEAR FOR ADULTS

**2021 winner**  
**Mary Phillip**

**Who is inclusive, encouraging and inspiring when it matters most?**

The coach should be able to demonstrate the following:

Minimum England Football Introduction to Coaching Football qualification, or BT Playmaker by England Football with in date emergency aid\*

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Demonstrate our PRIDE values

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Part of a Grassroots Club that are England Football Accredited

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Communicates RESPECT to players

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Attends relevant CPD

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\*The FA Introduction to First aid in football (IFAIF) or other FA approved medical qualification



# GRASSROOTS CLUB OF THE YEAR

**2021 winner**

***Omonia Youth Football Club***

**Which club sits at the heart of its community  
providing an opportunity for all to get involved?**

Your Grassroots Club of the Year should be one that unites everyone in a fun atmosphere of respect, inclusivity and excellence.

The should also show they are:

Grassroots Club that are England Football Accredited

They have dedicated volunteers

They are PROUD to create a safe, fun, and inclusive environment FOR ALL



# GRASSROOTS LEAGUE OF THE YEAR

**2021 winner**

**Northumberland Football Leagues**

**Which league thinks outside of the box to create an encouraging and fun environment for everyone?**

The Grassroots League of the Year should have dedicated volunteers that clearly demonstrate, both on and off the pitch, they are proud to create a safe, fun and inclusive environment for all.

The judging panel will review the applications based on the following criteria:

Are an England Football Accredited League

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Demonstrates support of The FA initiatives

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Demonstrates their role in the community

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# GRASSROOTS VOLUNTEER OF THE YEAR

**2021 winner**

**Charlie O'Brien**

**Who gives up their own time to go above and beyond for your club?**

Tell us who makes a difference as volunteers. Those who make an impact on match days or behind the scenes.

Those who are supportive and positively contribute to football in the community for the enjoyment of others.

The judging panel will review the applications based on the following criteria:

The volunteer must have made a significant contribution to football in their community

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The volunteer may have taken steps to improve the standard of their volunteering through sports/football courses

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The volunteers should act in a responsible and professional manner and be seen as a role model in their community.

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# RISING STAR OF THE YEAR

*2021 winner*

*Cameron Wood*

**Who is dedicated to helping make grassroots football enjoyable for everyone?**

Your rising star nomination should be for someone who has made a real contribution to football in the community. Someone who is a role model, who acts responsibly, and encourages and supports others.

Your nominee must be under 25 years of age on the closing date of the nominations.



# GRASSROOTS GROUNDS TEAM OF THE YEAR

*2021 winner*  
*Graham Rose*

**Who keeps the pitch and facilities match-ready all year round? And helps keep the environment safe, week in, week out?**

We want to know about the grounds team who excel when it comes to making sure grassroots football happens. Who made sure when the opportunity came the pitch and facilities were ready to go.

They might not have a specific job-title, but these people are the ones who make sure the club pitch, environment and facilities are always safe and good to go.

Look for evidence of their efforts making a positive difference to make football, safe, fun and inclusive for everyone.



# GRASSROOTS PROJECT OF THE YEAR

**2021 winner**

**Westend Juniors FC**

**Which project made a positive impact through football in your local community?**

We want to hear all about a grassroots project that has really made a significant difference to life in your local community. Something that has, thanks to football, improved things in the locality for others.

For example; tangible decreases in crime, increases in youth engagement, positive impact on mental health and wellbeing within the community, driving girls/disability/all football participation.



# GRASSROOTS MATCH OFFICIAL OF THE YEAR

*2021 winner*

*Kristian Silcock*

**Who has the determination and drive to ensure everyone plays fair?**

Tell us about the match official who has impressed you on match day with their fairness and empathy, reliability and fitness.

Your nominee should be an excellent official who evaluates skilfully, someone who is keen to ensure that players can learn while enjoying football at the same time. As well as the PRIDE values, nominations for the Match Official of the Year should evidence how the nominee has demonstrated one or more of the values associated with the DNA of English refereeing:

Respect

Empathy

Fitness

Evaluation

Reliability

Education and Excellence



# THE SPIRIT OF GRASSROOTS FOOTBALL AWARD

*2021 winner  
Cara Wall*

**We're looking for those special individuals, club, league or group who see grassroots football as a place to positively impact the well-being of all. It is the forefront of their thinking.**

Do you know somebody who raised the bar in lockdown and through the pandemic – perhaps they created a befriending hotline? Did they put together a virtual event to connect their players and raise money for a charity? Or is the well-being of players embedded in your club – do you listen to players allowing them to make a difference to their own club? How about an incredible Welfare Officer who goes above and beyond to make sure the experiences of the players and volunteers is a great one?

The award is to recognise how they've developed support to make sure their community stay happy, healthy and connected.

This is more than just playing, but about the power of football to support mental health, positivity and building a football family.

It's for those who think about the whole player and volunteers as developing people rather than just producing players or winning matches. Supporting each other in a safe, fun and fair environment on and off the pitch. This could be in response to COVID 19, or as a continuation of what they already do.



# THE BOBBY MOORE AWARD

*2021 winner*

*Dr Sarah Griffiths*

## Who is the heart and soul of grassroots football in England?

Somewhere out there is the individual, club, league, project or team of people who typifies the spirit of grassroots football.

When you make your nominations, you might also be voting for the eventual winner of the prestigious Bobby Moore Award. They are chosen on 9 June by our National Judging panel from all the category winners across the country.

