



# Grassroots Development Day

**Saturday 18th July**  
**EVENT GUIDE**



# What is the Grassroots Development Day?

Club Officials are the beating heart of our grassroots game. **But do Kent FA do enough to support them?**

Our Grassroots Development Day has been created to give every club official an opportunity to gain knowledge, confidence and resources that will support them in their role.

We've sourced a series of experts to offer advice, created workshops that will start conversations and provided a relaxed environment so you can network with others.

## Grassroots Development Day

**Saturday 18th July**

Victory Academy, Chatham

Kent, ME4 5JB

10am-4pm



## What do I need to know?

**Date:** Saturday 18th July 2020

**Location:** The Victory Academy, Chatham, ME4 5JB

**Time:** Breakfast from 9am - Start at 10am - Close at 4pm

**Food:** Bacon baguettes and pastries from 9am, BBQ at lunch

**Cost:** £10 per person

**Tickets:** <https://www.eventbrite.co.uk/e/kent-fa-club-development-day-tickets-93918110597>

**Who can attend:** Any club official from Kent FA affiliated clubs

**Dress Code:** Relaxed, club tracksuits are fine

**Parking:** There is a large carp park next to the school

**What to bring:** Nothing, we'll have you covered with a water bottle, pen and notepad

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| #TeamKent



## ***What workshops are available?***

We've put together 12 workshops that will be delivered by a mixture of Kent FA staff, FA staff, and external partners. Each attendee can only attend 3 of the workshops, but don't forget that you can bring more than one person from your club!

## **How can we attract funding?**



Do you need financial support to improve your facilities, increase your membership, deliver a new project or help train coaches or officials?

We will explore the various pots of funding that are available to grassroots football clubs. We'll then investigate what makes a successful application and what might get it thrown in the bin!

Demonstrating need and where to look for match funding will be key to unlocking large grants, so we will spend some time exploring these areas.

## **How can we recruit more volunteers?**



In this exciting workshop we will explore the different motivations people have for getting involved in volunteering. These will include people wanting to use their existing skills, or to use volunteering as an opportunity to develop new skills.

Research shows that there are many skills an individual will develop through volunteering, all of which are useful in other situations - whether that's at work, at other volunteering opportunities or in day-to-day life.

If you are able to clearly identify and communicate the skills a volunteer is developing, it will help them see the personal benefits they're gaining from the opportunity and keep them engaged. Ultimately your football club will benefit too!



## How can we retain adult players?



When does a footballer's journey become their own responsibility? And what can we do as clubs to support them both now and in the future?

We will talk ways in which clubs can create the best and most supportive environment for adult players and we will look at the role of youth clubs in the open age game.

Finally, we share ideas on how to keep our mates playing, making sure our kids don't drop out the game, and surely we can't get the club's committee playing football..... or can we?

## How can I be the best Welfare Officer for our young people?



This workshop is an interactive look at poor practice and aimed to help Club Welfare Officers to recognise the difference between poor practice and a safeguarding concern. It will offer advice on how to manage different circumstances that may occur in clubs and support CWOs to create an appropriate environment for children to play in.

It will also help you to meet other CWOs and share any situations which you have experienced throughout the season to compare how others work and get advice from the county Designated Safeguarding Team.

## How do we embrace FA Technology?



In this workshop the FA's Technology Programme Trainer, Ash Slaughter, will discuss the current FA technology eco system, its future developments and how it can be used to help club's with time management, costs and volunteering.

If you've faced challenges with Whole Game System, Online Player Registration & 100% email, Full-Time or Matchday App then spending time in this workshop will be useful for you.

We'll also set a part of the workshop aside to ensure you can answer questions you may have about the future of technology in the game, and how it will develop to make volunteering easier.

## How can we cater for players with disabilities?



This workshop will explore what clubs can do to provide football opportunities to individuals with a disability or long-term health condition.

Led by Maidstone United Raiders, currently our biggest pan disability football club in Kent, we will explore how to successfully set-up disability provision within your club and how to support players with a disability within mainstream sessions and teams.

This workshop will be useful for any club official that is passionate about ensuring our game is open to all.

## Do we have the right legal structure for our club?



Many sports clubs set up and continue to run as an unincorporated association, bound together by common rules. In this workshop we will be exploring the opportunities available to football clubs to adopt Charitable Status or Community Amateur Sports Club status.

The experts at Club Matters will guide and support whatever structure or status you choose, to make sure you understand what the implications are and how you may want to consider updating your Constitution to reflect your new structure.

## How can we increase diversity?



This workshop will explore what clubs can do to reach out to disengaged and underrepresented areas of the local community.

We'll discuss the benefits of doing this, whilst also providing a platform for clubs to understand how they can support volunteers from unrepresented groups/backgrounds and how they can provide role models within these communities.



## How do we create the right leadership team?



Effective leadership will help your club to have a clear vision. This workshop will discuss how without good and effective leadership, organisations can move too slowly, stagnate, and lose their way. Whereas effective leadership in your club can help provide direction for the club, motivate and inspire all club members and address and manage conflict.

Club Matters will be leading on this exciting workshop to support our clubs in continuing to move forward and be ever evolving for their communities.

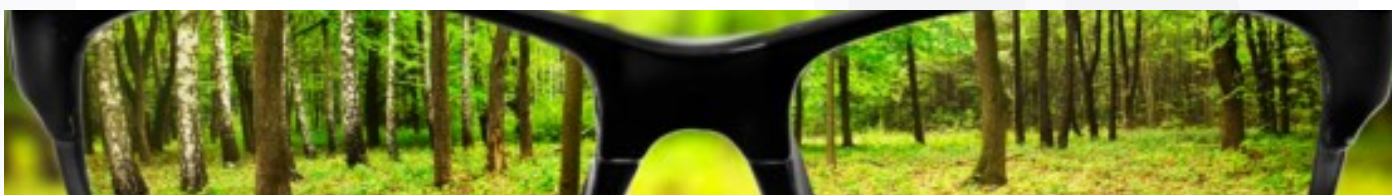
## How can we find our future generation of committee members?



This exciting workshop will be an opportunity for your club to think about the young people that are your future volunteer work force.

Led by the Kent FA Youth Council, we will be launching our 'Start Up' pack to support your club in creating an effective Youth Council. We'll also be looking at how we support young volunteers using our country leading 'Next Generation' app.

## How do we develop a clear vision for the future?

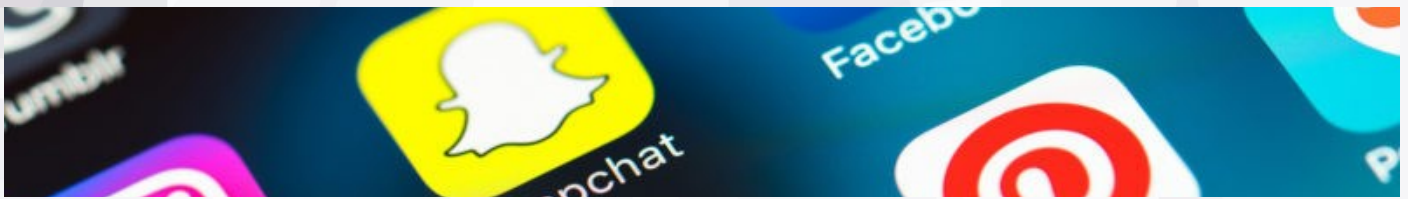


This workshop will give attendees the opportunity to discuss the factors that can influence the development of a club philosophy while defining what a good club philosophy looks like.

Clubs will have the opportunity to explore why having a philosophy is important and how to build one that volunteers, players and parents buy into.

The workshop will also provide examples of good practice and resources that can help you on the way to developing a clear vision for your club.

# How do we keep our social media and website interesting?



In the modern era of technology, we all know the importance of using our website and social media pages to communicate with our players, volunteers and officials.

This workshop will cover useful tools which will make marketing less time-consuming for club volunteers, while giving advice on the best ways to create interesting, relevant and engaging content which the public want to interact with.

We'll talk about how you can use these tools to achieve your goals - whether that's to recruit more players or volunteers or to attract sponsorship opportunities.

## Who can I contact about the day?

The Kent FA Development Team are collectively leading on the day. Just call us on 01622 792140 or email us on [Development@KentFA.com](mailto:Development@KentFA.com) and someone will be happy to help!

## How do I get tickets?

Tickets are £10 each and you can get yours here: <https://www.eventbrite.co.uk/e/kent-fa-grassroots-development-day-tickets-93918110597>

They are limited so we suggest you book early!

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