**KENT FA POLICY FOR NAME CHANGES FOR CLUBS AT STEPS 5, 6 & 7**

**Kent FA Regulation 34. Affiliation or Change of Club Name**

When returning Club Affiliation Forms or requests for Change of Club Name; Clubs MUST submit the full name.

Abbreviations or initials will not be accepted, except in the case of a Company or Organisation whose nomenclature consists only of letters which do not relate to any other title.

Any Club wishing to change its name must make application on writing to the Chief Executive of the Association.

Requests for a Change of Name will be considered by the appropriate Divisional Committee between the period 1st May to 1st July.

**Abridged Policy in Relation to the application of FA Rule A 3 (l)**

**Change in the Playing Name of a Club**

4. Matters to be considered in relation to the application of FA Rule A 3 (l)

4.1. Restrictions of a playing name

4.1.1. A playing name shall not:

(i) include a designation, message, logo, trademark, name or emblem (or similar) by way of sponsorship unless in the sole opinion of Membership Committee that Club’s playing name arises from a historical association with the Club such as a works sports and social club (note: FA Advertising Regulations C4 and C5);

(ii) be improper, offensive or bring the game into disrepute;

(iii) be similar or the same as the playing name of any other Club such that it may result in confusion.

4.2 Assessment process

4.2.1 Membership Committee shall consider all the circumstances of an application and any matters that Membership Committee considers to be relevant to an application including:

(i) the reasons provided by the Club for the proposed change in playing name and any consultation process undertaken by the Club. Membership Committee may invite the Club to a meeting to explain the proposed change;

(ii) the application has been approved by the shareholders or members of the Club at a general meeting;

(iii) the history of the current playing name of the Club;

(iv) the standing of the Club within the game;

(v) the views of the supporters of the Club;

(vi) the relationship (if any) of the current playing name and proposed playing name with the locality with which the Club is traditionally associated; and

(vii) if the proposed playing name may adversely affect any other Club.

Based on Kent FA Regulations and FA Policy the Kent FA will require the following information before applying for approval:

1. Reasons for change of name.
2. Approval of League in which the club compete.
3. Approval of Club members agreeing to the name change via AGM or EGM.
4. If ground is used under leasehold agreement confirmation that any lease will be transferred to the new club name if any agreement is held under the previous Club name.
5. Any further information and/or approvals as requested by the Kent FA.

Upon receipt of the required information the Kent FA will consider the application taking into account FA Policy as relevant to the standing of the Club within the game.

The above process relates ONLY to a change in Club playing name, any change of entity/ownership etc. are dealt with under separate Regulations and Rules.